



**Promoting Agritourism
Development in ACP Small Island
Developing States**

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Food tourism: a sector in expansion

- Agriculture and Tourism are key economic sectors in most of SIDS and promoting linkages between the two leads to employment creation, higher incomes for value chain actors and revenues for Governments.
- Travel & Tourism are growing at a faster rate than the wider economy and other significant sectors.
- Dining is consistently ranked in the top three favourite tourist activities: approximately 25% - 35% of tourist expenditure is on food.
- Food consumption is integral to tourism & can have significant economic effects in the supply chain.

Food tourism: a sector in expansion

- Food expresses local culture & heritage and connects tourists with a destination's landscape and unique way of life.
- Travellers today are more experienced, have more leisure time and income. They look for escape and new learning experiences.
- Tourists seek authentic, quality experiences based on local food and cultural heritage (Culinary, gastronomic & food tourists).
- Incorporating more local cuisines and innovative cooking in food and beverage preparation has the potential to develop local and international tourism.

Supporting Local Food Tourism needs efforts of all players

- Farmers need capacity to meet food safety and quality standards, consistency of supply for those markets, product development and branding for key quality products in a very competitive market (certification, accreditation, risk management, insurance schemes).
- The hospitality sector need to support the local industries, include new offers in the menus and combine food experience with other offers using local products (Spa & Wellness, Gastronomic/VC routes, sites/attractions...).
- The public sector has to provide incentives to local value chain actors and introduce policy and fiscal measures to support the sector to reduce dependency on imports.

Examples of interventions

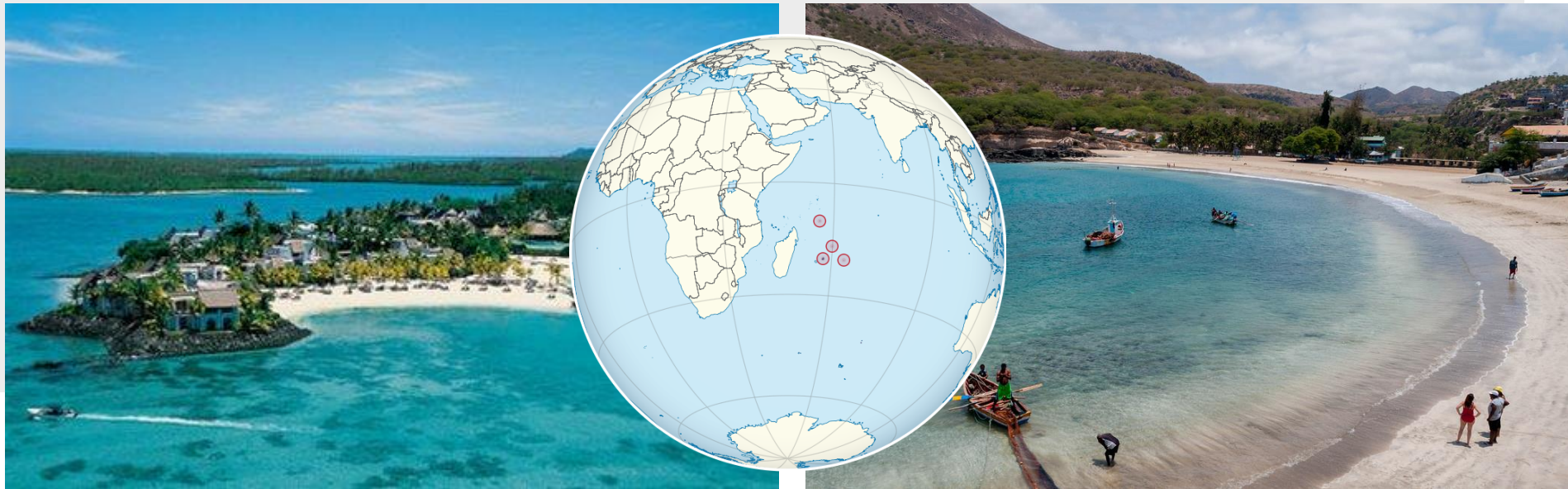
Pacific, Caribbean, African SIDS

- Agribusiness Fora to understand the opportunities in linking agriculture, tourism, health.
- Agritourism national & regional policies to promote local sourcing by the hospitality sector.
- Technical assistance for business development in selected VC.
- Promoting exchange of experience across SIDS on successes.
- The Caribbean Culinary Alliance was launched in August 2017 by IICA, CTA, CHTA, and CTO. Work with SPTO in Pacific.
- Major private sector groups serving those markets.

Partners: Governments, multistakeholder task forces, private sector, regional and international partners.

Examples of interventions - Africa

CTA will be supporting agritourism policy development in SIDS in Africa (Mauritius, Madagascar, Seychelles and Cape Verde) and pilots in Africa.



Sensitisation on the use of local food

Awareness raising to increase local consumption and demand

- Working with the media to increase awareness of local/regional cuisine and featuring more TV programmes on local cuisine.
- Develop more national/regional food festivals led by the private sector and branding the regions as food destinations.

Strengthening Chefs associations -

- Promoting use of local food in big resorts through alliances with chefs and business agreements with those markets.
- Train the next generation of young chefs and strengthen links with the farmers to improve quality/consistency to meet tourist expectations (Capacity development).

Promoting Agritourism in SIDS

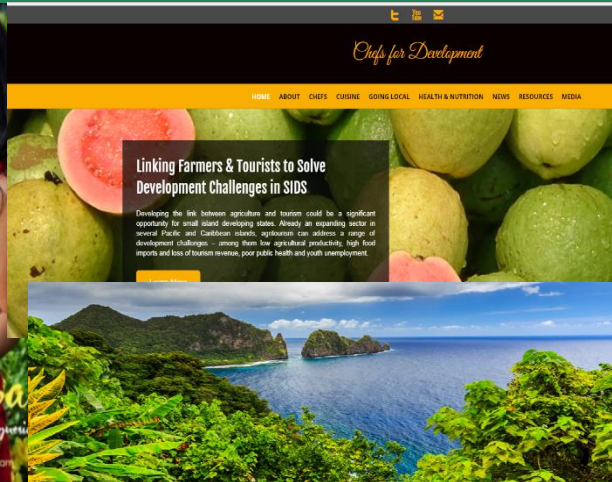
- Promote exchange of experiences and best practices across SIDS.
- Build regional and international collaboration amongst chefs and farmers/value chain actors to change the content of local menus.
- Brand the countries and regions around identity, unique offerings and niche markets.
- Develop strong media and communication campaigns.

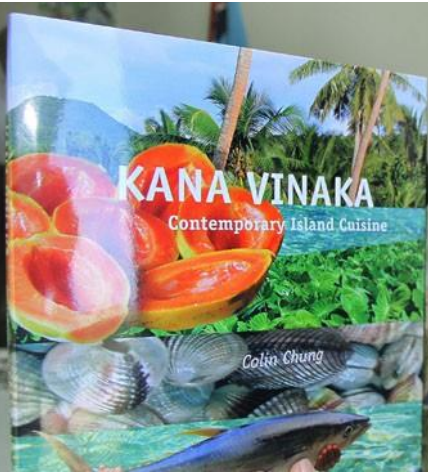
Branding the region as a quality food destination : the role of Chefs



Sensitising local chefs to the use of local products, closer linkages with farmers groups and promotion of local cuisine are key to capturing the tourism market.

<http://chefs4dev.org/>





The recipe cook book Kana Vinaka, written by chef Colin Chung, emphasises the importance of including Fijian-grown produce in menus. A Memorandum of Understanding has just been signed between the Ministry of Agriculture and Colin, to create awareness to Fiji's bountiful produce and how it can be used in contemporary and appetising ways in producing local dishes. It will be used for educational purposes in schools.



Agritourism Policy-setting - Vanuatu

Policy-setting support

- Agritourism Policy in place and concrete actions (all govt. functions sourced locally); yearly Agritourism Festivals being organised
- Vanuatu Association of Chefs trains young chefs in use and promotion of local food

Projects

- Agritourism centre (private-sector led) with quality Vanuatu products and iconic industries
- Upgrading local Mamas markets (training food safety, certification...) for farmers
- Expanding agritourism tours combining food and leisure
- Support to hydroponics dev



Agritourism Policy-setting - Samoa



Policy-setting support

- Samoa Agritourism Policy meeting (December 2016)
- Agritourism strategy in place and cross-sectoral steering committee
- 4 project proposals involving public and private actors developed
- The Government started supporting the agritourism park project

FOUR PROJECTS:

Strengthening linkages between local food production and consumption through improved access to tourism markets and enhancement of food tourism products

Promoting Samoan wellness and spa market and spa-based tourism

Supporting the development of agri-based attractions and tours that showcase the natural beauty and heritage of Samoa while promoting local agriculture and fisheries products

Supporting the design and the development of a broader Agritourism program comprising technical training, consumer education, rural business and employment initiatives



Agritourism Policy-setting - Fiji

Policy-setting support

- Fiji Agritourism Policy meeting (23 and 26 February 2018 in Nadi and Suva)
- Agritourism strategy in place and cross-sectoral steering committee
- 4 project proposals involving public and private actors developed



THREE PROJECTS:

Support the development and establishment of the Agritourism Taskforce Committee and strengthen the linkages and synergies of the Government Ministries and Stakeholders at Policy level

Strengthening value chain supply in agritourism and development of food tourism

Supporting the development of agri-based attractions, floriculture and farm tours and chefs' capacity building, that would showcase the culture, natural beauty and heritage of Fiji while sharing knowledge and promoting local agriculture and fisheries products

Agritourism Policy-setting – Solomon Islands

Policy-setting support

Solomon Islands Agritourism Workshops,
21-22 November 2017.

Fundraising proposal for four projects
done



FOUR PROJECTS:

Support the development and establishment of the Agritourism Taskforce

Strengthening linkages between local food production and consumption through improved access to tourism markets and enhancement of food tourism products

Supporting the development of agri-based attractions and tours and promoting local agriculture and fisheries products

Supporting the design and the development of a broader Agritourism program comprising technical training, consumer education, rural business and employment initiatives

Thank you



The Story of the Food is the Story of the People

