



E-commerce and supply chains

Samoa Women's Association of Growers (SWAG)

Problem addressed

The impact on travel and trade resulting from border restrictions to prevent the spread of COVID-19 has taken a toll on employment and ultimately household incomes. This is especially true in the Pacific, where tourism is a major part of the economy. Women, especially those in the formal employment sector, were seriously affected, particularly in female-headed households.



Solution

The Samoa Women's Association of Growers (SWAG) stepped in to provide women growers and farmers of Samoa with opportunities for business, networking, training and education. It also helped them access local and international markets and provided an environment for socializing in a supportive, open atmosphere, allowing for sharing of traditional and environmentally safe solutions to modern-day agricultural needs.

As a result, previously employed women have been turning to micro-business ventures in the informal space. Now, pop-up markets, new

market spaces, roadside vendors, and increased activity in online market platforms have helped support struggling families and female-headed households. It is estimated that 70 percent of these stalls are managed and staffed by women, thanks to SWAG.

Innovations and features

The SWAG Saturday market promotes women entrepreneurs' products. It encourages and upholds the value of organic growing through planet-conscious actions.

SWAG works with market vendors, growers, and key stakeholders to create inclusive and effective market advocacy groups. It partners with government ministries and NGOs to support appropriate services, training, and interventions. Most importantly, it ensures women's voices are heard and considered at the decision-making level.

The association facilitates a community of learning that provides everything from language classes to dancing and even ukulele lessons.



Evidence and viability

- Over 5 000 followers on social media with a reach of more than 100 000.
- Thriving community of 40 vendors who promote not only their products but the value of organic farming and adopting environmentally conscious practices.
- Has linked vendors to online purchasing apps so that purchases can be made beyond the hours of the market and encourages the vendors to strengthen their entrepreneurial efforts and move towards a more formalized small business structure.

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