

2011 WORLD FOOD DAY REPORT

'FOOD PRICES, FROM CRISIS TO STABILITY'

'YUMI MAS PLANEM MOA KAKAE, TAONEM PRAES BLONG NO HANGRE'



By:

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Secretary

- World Food Day Committee

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1. Acknowledgement

The World Food Day (WFD) event would not have been so successfully celebrated without the help and support from the following institutions and individuals:-

1. Food and Agriculture Organization of the United Nations (FAO)
2. SANMA provincial government
3. Australia Pacific Technical Centre (APTC)
4. Northern Health Care Group.
5. Luganville Municipality (LMC)
6. Luganville Market Committee
7. Vanuatu Agriculture College (VAC)
8. Vanuatu Agriculture Research and Technical Centre (VARTC)
9. Department of Forestry
10. Department of Fisheries (DoF)
11. Department of Quarantine and Livestock (VQIS)
12. Department of Agriculture And Rural development (DARD)
13. Vicky Lulum
14. Sanma Farmers

2. Background

The World Food Day (WFD) is an annual event organized by the FAO- UN on October 16th and is mainly organized to address global food issues. This year the Vanuatu WFD was commemorated on Luganville, Santo. It is usually celebrated in Port Vila, and agreed to be celebrated by a province annually due to its limited budget allocation. During its annual events, there is a theme to address Food crises.

In the last decade world prices for staple food prices, have continued to fluctuate and increase as a contributing factor to poverty. Hence, this year's theme is "Food prices – from crisis to stability" has been chosen, and what can be done to combat the impacts.

Swinging prices for market commodity is a global issue that is affecting and threatening the livelihood of Vanuatu families with the already present issues of population pressure, climate change, in appropriate policy making. Food pricing involves two different kinds of measures. The first group addresses volatility itself, aiming to reduce price swings through specific interventions while the other seeks to mitigate the negative effects of price swings on countries and individuals.

Countries are finding ways to mitigate the crises by having emergency food reserves; increasing more and better information systems; assisting with inputs of fertilizers and seeds. Governments avoid price fluctuation by making financial arrangements to buy foods/ at a set price; while some international organization facilitates finance to balance payment problems of the soaring food prices.

In Vanuatu and other developing countries where Agriculture production is the main livelihood for the productive sector, it was agreed that we need to emphasis more on increasing quantity of production, to reduce price and combat hunger, with the national theme "Yumi Mas Planem Moa Kaka, Taonem Praes Blong No Hangre"

3. Committee and Preparations

The FAO National Co-operator, Mr James Wasi (Principal Agricultural Extension Officer- DARD), has nominated the SANMA Provincial Agriculture officer, Mr Phillipe Panpan to form a working committee to work towards this big event. Invitations were sent out to the following people to be part of the committee:-

NAME	INSTITUTION	POSITION
Philip Panpan	DARD	Chairman
Andrew Ala	LMC	Vice- Chairman
Jennifer Timothy	Ministry of Health	Treasurer
Ethel George	DARD	Secretary
Monique William	Luganville market Committee	Member
Kensly Micah	Sanma Provincial Government	Member
Marie Kalsei	Sanma Provincial Government	Member
Glen Alo	Fisheries department	Member
Vicky Lulum	APTC	Member
Leimon Kalmor	Forestry department	Member
Charley Vira	APTC	Member
Darryl Massing Nalo	VAC	Member
Gloria Tarileo	Women's Department	Member
Roger Malapa	VARTC	Member
Italio Bororoa	DARD	Member
Tari Molisale	DARD	Member
Oniel Dalesa	DARD	Member

The following tasks were assigned to committee members to accomplish in order that the event could be successfully celebrated:-

ACTIVITIES	PERSON RESPONSIBLE
Work on Logo and wordings to go on banner and T- Shirt, and then send to Vicky and Vila Handprints.	Italio Bororoa
Quote and design for 3 banners.	Vicky & Charlie
Find out from TBV if they could provide media coverage during the WFD activities and costs to be involved.	Awareness Committee (Marie; Italio and Kensly).
Site preparation – Building of 8 stalls, 1 shade for guests' refreshment and lunch.	Vice- Chairman and LMC
Inform Teachers of identified schools to attend next meeting and make awareness for participation on Essay and poster competition.	Awareness committee (Marie, Kensly and Italio)
Organise 3 mothers from each province within Luganville to take part in a Traditional Dishes Competition.	Monique

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Criteria to judge Traditional Dishes competition	Jennifer Timothy
Criteria to judge Essays and forward to schools.	Secretary
Criteria for Poster and give to schools.	Italio/ Kensly
Letter to Police Commander to inform them of parade and request security.	Chairman mo Secretary.
Draft program for WFD to be finalised in next meeting.	Office Bearers
Interview with Chairman/ Jennifer Timothy/ Tari Molisale and other committee members for Radio program "VOICE BLONG NORTH".	Kensley
Arrangements for Local food display by farmers	• Tari Molisale
Transport arrangements to collect fresh root crops from:- • Matevulu (wild yams) • Balon (Pamplemousse/ Vegetables) • East Santo (kumala and vegetables) • Malo (Marow yam) • Nergar (Manioc and banana) • South Santo (Taro island)	• Tari Molisale (DARD) • Glen Alo (Fisheries Dpt) • Dick Tomker (Forestry Dpt) • Darryl Massing (VAC)
Appointed MC for the WFD	Darryl Massing
Float parade	• VARTC/DARD • Health • VAC
Allocation of palm trees for tree planting during WFD	Forestry/ APTC (Charlie and students)
Refreshments	APTC with purchase of goods by committee

4. Budget allocation and contributions

Funds were received from the following institutions:-

INSTITUTION	CONTRIBUTION	COMMENTS
FAO	76,655 VT	Cash
VARTC	20,000 VT	Cash
Sanma Province Government	30,000 VT	Cash
Northern Health Care Group	19,599 VT	Agricultural Tools for Prizes
Department of Livestock	1 Yam Spade	Prize
Department of Fisheries	1 Yam Spade	Prize
Department of Agriculture & Rural Development	246,600 VT	Cash

TOTAL CASH RECEIVED = 373,255 VT.

5. Main Activities of the World Food Day

Program for the day is attached as Appendix I.

The day began with three floats being prepared by VARTC, Health and Vanuatu Agriculture College (VAC), parading at the front with an escort from the Police, followed by committee members, public and primary school children from Ecole Sainte Therese; Sarakata Primary School and Santo East Primary School. The parade started off at Unity Shell store to La- plage/Unity Park where the celebration took place. The main theme of the day was shouted out loud during the parade by the students and public.

Pictures showing some of the activities during the WFD.



Parading to Unity Park

at the Park



Assembling



FAO NC Mr. James Wasi delivering his speech to commemorate 2011 WFD



Palm planting to

5.1 Awareness/ Display stalls

Display stalls were allocated to the following institutions mainly for promotion/ awareness on their respective areas, and that if any items or materials were sold; it should be reduced to address the theme of world food day. The promotions/ awareness were done by:-

- a. Australia- Pacific Technical College (APTC)
- b. Vanuatu Agriculture College (VAC)
- c. Fisheries department
- d. Northern Health Care Group
- e. Forestry Department
- f. Department of Agriculture and Rural Development (DARD)
- g. Vanuatu Agricultural Research and Technical Centre (VARTC)

Below were the activities conducted by each stall, and the revenues collected on their promoted items for the public to purchase on WFD.

Institution	Activity	Purpose	Material/ item distributed	Amount of item/ material distributed	Amount of item/ material sold (VT)	Comments
DARD - Farming systems program	Farming Systems (soil amendment)	Alley cropping technique	Brochure	100	-	Not enough leaflets
		Fallow improve- ment with gliricidia cuttings	Brochure	100	-	Not enough leaflets
		Use of Dolichos lablab	Brochure	100	-	Not enough leaflets
		Use of muccuna pruriens	Brochure	100		Not enough leaflets
	Distribution of leguminous species	Narara (Erythrina suburb)	Cuttings	250 cuttings		Not enough
		Muccunna pruriens	Seeds	20kg		Not enough
DARD- ROOT CROPS program	Yam improveme nt technology	Liflet N0. 1- Planem ol rikomendat varaeti blo	Brochure	100	-	Not enough leaflets

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		sopsop yam				
		Liflet No 2- Yam mini set (pisisim yam)	Brochure	100	-	Not enough leaflets
		Liflet No. 3- Planem rop blo yam	Brochure	100	-	Not enough leaflets
		Liflet No 4- Yam milking (Dikimaot mo livim stamba wetem hed blo yam i kro bagaken)	Brochure	100	-	Not enough leaflets
		Liflet No 5- planem yam insaid long bag)	Brochure	100	-	Not enough leaflets
		Liflet No 6- Selectem niu varaeti wetem seeds blo yam	Brochure	100	-	Not enough leaflets
		Demonstration of planting yam vines by Bakon Riu- Sation Hand	-	-	-	A lot of interest
	Kumala improvement	Bebe Kumala (180)	Brochure	100	-	Not enough leaflets
	Distribution of improved root crop varieties	Taro – Colocassia (selected local; imported and hybrid)		5,400 suckers		Not enough
		Taro- navia/ Alocassia (selected local)		5,000 seeds		Not enough
		Manioc (selected hybrid)		1,600 cuttings		Not enough
		Kumala (selected hybrid)		12,000 vines		Not enough
DARD- Rice Development program	Rice information Techniques	Liflet No 1- Rice, Yu wantem Kakai rice? Planem!	Brochure	100	-	Not enough leaflets
		Liflet No 2- Rice, fasin blong harvestem rice mo prosessem	Brochure	100	-	Not enough leaflets
		Liflet No 3- Rice,	Brochure	100	-	Not enough

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		Teknik blong priperem sid blong plannem				leaflets
DARD-Horticulture program	Fruit tree information techniques	Mekem wan farm blong Avocado Liflet	Brochure	100	-	Not enough leaflets
		Mekem wan farm blong Mango Liflet	Brochure	100	-	Not enough leaflets
		Mekem wan farm blong Lychee Liflet	Brochure	100	-	Not enough leaflets
		Mekem wan farm blong Citrus Leaflet	Brochure	100	-	Not enough leaflets
DARD-Marketing	Farming as a Business	Profit/ Loss calculation for Water melon	Brochure	100	-	Not enough leaflets
		Profit/ Loss calculation for Kumala	Brochure	100	-	Not enough leaflets
		Profit/ Loss calculation for Taro	Brochure	100	-	Not enough leaflets
		Profit/ Loss calculation for Yam	Brochure	100	-	Not enough leaflets
VARTC (Root Crops& Livestock)	Products sales & Distribution. of Planting Materials in collaboration with DARD, Santo. Awareness on Animal Husbandry & Livestock Production Display on Pasture Improvement, Weed	Promotion of Products and Planting Materials. Help farmers to be more aware of improved ways or strategies on how they could have access to good products and safer cattle fences in order to receive better returns.	Rambutan seedlings. Coconut Hybrids. Green Coconuts. Dry Coconuts	200 @ 100 vt 300 @ 20vt 500 @ 20vt 500 @ 20vt	20,000 6,000 10,000 10,000	

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	Control Strategies & Improved fencing – electric & concrete fence.					
TOTAL REVENUE COLLECTED					46,000	
Northern Health Care Group.	Health Screening for NCD	Life Style Surveillance Control Initiative.	Total number of people checked = 185. Those with high risks results were referred to the NCD section of the Northern District Hospital.	Public expressed their gratitude for making them aware of their health status and requested more awareness through such events.		

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Institution	Activity	Purpose	Products Displayed and Sold.	Amount (VT)
VAC	Vegetables Sales.	Generate Revenue & publicity about college.	Carrots, Broccoli, Chinese Cabbage, Ball cabbage & Tomatoes.	9,000
	Livestock Sales.		Eggs 2 Pigs	18,000 20,000
			TOTAL REVENUE COLLECTED =	47,000
Forestry Department.	Display & Awareness of 5 priority tree species. Video show on Sandalwood raising and Sales of seedlings.	Make people aware of the 5 priority species and promote such through sales of seedlings at a low price. Assist farmers sell out their seedlings	Whitewood (75 @ 20 vt)	1,500
			Mahogany (40 @ 20 vt)	800
			Tamarin (30 @ 80 vt)	3,000
			Nutmeg (6 @ 100 vt)	600
			Nangai (3 @ 100 vt)	300
			Carpoxyllum (7 @ 300 vt)	2,100
			Namamau (30 @ 20 vt)	600
			Sandalwood (245 @ 200vt)	49,000
			TOTAL REVENUE COLLECTED =	71,900
Fisheries Department.	1. Display of Basic Equipments needed to establish a small fishing project. 2. Display of fresh water fish & prawns to compliment fish production to feed the growing population and money making opportunities in inland communities. 3. Awareness on marketing strategies of fisheries products to meet increasing population.	1. and 2. Vanuatu population needs to understand they are the resource owners and need to invest into some basic appropriate technologies to increase fish production and make a living out of it (business oriented). 3. Use of scales to determine values of fisheries products as a protein source than imported foods and tinned food. Despite the high value of fish, presentation of fisheries products	Pictures and Leaflets of a standard fishing boat and basic accessories. Safety Equipments are emphasized in Fisheries development. Fish Box filled different fishes as whole fish, fillet, and fish stakes, with fresh and clean Ice to keep fish clean and Fresh. Helped to sell private fish market fish. Farmed tilapia <i>niloticus</i> were displayed in a small aquarium tank with aerated pumps. Tilipia fish are not sold.	
			Total fish sold: Whole Fish poulet – 10 kg @ 650 vt/kg Fillet – 5 kg @ 900VT/kg	6,500 4,500

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		to meet consumer's vatu ensures all have fresh protein source for all!	Mix Fish – 12 Kg @ 600vt /kg Moon fish Stakes (Moon fish is new to Luganville consumers)- 44 kg @ 500 vt/kg	7,200 22,000
TOTAL REVENUE COLLECTED				40,200

5.2 Competitions

To further increase involvement and awareness of the public, there was invitation and awareness on the proposed competitions for poster by Year 6 Primary School children and Essay by Year 12 students, while mothers were organized to cook their traditional dishes, and display them. Criteria were made by the organising committee to guide their involvement in relation to the theme of the day, and for the appointed judges to use to select the most outstanding from the competitions. 1st, 2nd and 3rd Prizes were awarded for each competition.

5.3 Poster

The schools that were involved in the poster competitions were Sarakata primary school; Ecole Sainte Therese and Santo East primary school.

The posters were pre- selected (two best ones from each school) by the class teachers of the participating schools. The judges were then given the chance to see the posters, and use the criteria developed by the committee to do the best selection for prize giving.

The appointed judges for the poster competition were:

1. Marie Melteras (VARTC, CEO)
2. James Wasi (DARD- PAEO)
3. Vicky Lulum (APTC, commercial printing student)

The following winners in the poster competition activity were selected:-

Name	Price/ item presented
Adrian Tari	5,000 vt Cash.
Christina Isaac	3,500 vt Cash

A student from Ecole St. Therese.	2,000 vt cash
Sarakata Primary School	5,000 vt Cash for best participation.
Santo East Primary School	3,500 vt Cash
Ecole St. Therese	2,000 vt Cash

5.4 Essay

Though there was awareness for involving students from year 12, there was no school participation, as the selected schools and particular year were involved in preparation for their final year exams, hence the essay competition was cancelled

5.5 Traditional cooking competition

Mothers involved in the competition were from Malampa, Torba and SANMA provinces.

The judges appointed for the competition were:

- 1) Marie Melteras (VARTC- CEO)
- 2) James Wasi (DARD- PAEO)
- 3) Jennifer Timothy (Northern District Hospital Nutritionist)

The judge selected the following winners in the Traditional Dishes competition activity:-

Name	Price/ item presented
Josephine (Malampa)	1 big Aluminium Pot
A Mother from Torba	1 big Aluminium Dish
Velouvu Maralk (Sanma)	1 Set of Kitchen Knives

5.6 Quiz

Stalls from the VARTC, DARD and Forestry department gave planting materials and information books for the quiz activity. Basic questions were asked to participating students whom if successfully answered, the individual students were given prizes.

The quiz covered basic questions on the area of:

- World Food Day
- Root Crops
- Forestry
- Health
- Provincial government

Prices given to individual students were:-

- I. Narara cuttings
- II. Taro planting materials
- III. Sandle wood seedlings
- IV. Rambutan seedlings
- V. Tamarin seedlings
- VI. White wood seedlings

5.7 Concert

The day was high- lighted by a group of VARTC staff performing a concert that addresses the theme of the WFD; this should enlighten the public of the day and further informing the public on some ways to combat the problem in the every- day lives of families who are directly involved with marketing, and its impacts.

5.8 Fresh Food produce Display

Respective farmers from the Sanma province were requested to display the following and later sell to the public at a lower reasonable price, as requested by the WFD committee to address the theme for lowering prices, to reduce hunger.

The farmers present their fresh foods from the following locations:

LOCATION	ITEM PRESENTED
Fanafo	Citrus
Balon	<ul style="list-style-type: none">• Kumala• Cabbages

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Matevulu	Wild Yam
Malo	Marow yam
Nergar	<ul style="list-style-type: none"> • Banana • Manioc

The appointed judges for the display are:

1. Tari Molisale (DARD- Root crops officer)
2. Italo Bororoa (DARD- Marketing officer)

The judges selected the following winners in the Fresh Food display activity to encourage farmers to plant more local food:-

Name	Area/Location	Fresh Food on Display	Price/ item presented
Taviti	Malo	Yam	1 Yam Spade (1 st Prize)
Vorongo	Malo	Yam	1 Spade (2 nd Prize)
Don	Matevulu	Yam	1 Spade (3 rd Prize)
Velouvu	Big Bay	Yam	1 Bush Knife (4 th Prize)
Margaret	South Santo	Island Taro	1 Yam Spade (1 st Prize)
Velouvu	Big Bay	Island Taro	1 Bush Knife (2 nd Prize)
Magret	Balon	Kumala	1 Gardening Fork
Romain Tabito	Nergar	Manioc	1 Spade (1 st Prize)
Nergar Community	Nergar	Manioc	1 Spade (2 nd Prize)
Velouvu	Big Bay	Manioc	1 Bush Knife (3 rd Prize)
Nergar Community	Nergar	Banana	2 Hoes & 1 Bush Knife as 1 st , 2 nd & 3 rd Prizes.
Sitangtang Nakato	Fanafo	Citrus Vegetable	1 Spade 1 Bush Knife (Only 1 competitor)

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At the end of the display, the farmers were given the chance to sell their goods

LOCATION	ITEM PRESENTED	TOTAL SALE (VT)
Fanafo	Citrus (100 x 20 vt)	2,000
Balon	• Kumala (20 kg x 40 vt)	800
	• Cabbages (50 x 100 vt)	5,000
Matevulu	Wild Yam (120 kg x 50 vt)	6,000
Malo	Marow yam (500 x 100 vt)	50,000
Nergar	Bundle Banana(10 x 500 vt)	5,000
	Manioc.....(800 kg x 30 vt)	24,000
TOTAL SALES		92,800

6. Financial Summary

A total of **373,255VT** was allocated for the committee to work with. The spending can be summarized to the following:

DESCRIPTION	CREDIT (vt)	DEBIT (vt)	BALANCE (vt)
FAO	76,655		76,655
Sanma provincial government	30,000		106,655
DARD	246,600		353,255
VARTC	20,000		373,255
Transport		12,200	361,055
T- Shirts		98,156	262,899
Communication		3,850	259,049
Hire Charges		34,750	224,299

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Catering (lunch, refreshments etc) + Appreciation dinner for Committee.		47,859	176,440
Prizes		31,270	145,170
Stationary		2,930	142,240
Labour		20,000	122,240
Banner		19,380	102,860
Site Preparation		19,955	82,905
Float parade		15,000	67,905
Fuel		51,500	16,405
Decorations		8,410	7,995
Miscellaneous		7,995	0
TOTAL	373,255	373,255	0

The successful celebration of 2011 World Food Day was achieved with a Total Cost of **373,255 VT.**

7. Feed Back from Public about the WFD

- This event should be held annually because people are made more aware of the different issues affecting their livelihoods during such events through awareness and actually seeing the things they hear about being displayed.
- People who went through NCD screening by Health commented very positively about the event – they were happy to see government departments working in very close collaboration to address the different areas of their responsibilities in caring for humanity and nature.
- This event showed that most people are greatly interested in cultivating their lands -especially urban settlers.

8. Conclusion and Remarks

There was excellent feed- back from the public, however despite challenges and issues, existing, it was agreed that there was not enough resource for the public to have enough access to. The committee feels that the annual event can be improved by:

1. More time should be given for awareness and involvement of other Food Stake- holders
2. Allocated budget is Limited, hence should increase the budget through other sources (e.g fundraising; walkathon etc).
3. Because it is an annual event, there should be an existing bank account to accommodate a revolving fund in preparation for the annual events.
4. A lot of information resource and other resources should be prepared for the event as this year, planting materials and information resources were not plenty, and general public is still interested in collecting more resource and information but were limited.
5. The committee should add more competitions with prizes for better involvement of students, as most were occupied for their end of year exams when the day was celebrated.
6. Food display for fresh food display and traditional cooking display should not be limited, or too small, as the public at large wanted more, but there was not enough.

9. ANNEXES

9.1 PROGRAM FOR WORLD FOOD DAY CELEBRATION

21st October, 2011

Master of Ceremony	-	Mr. Darryl Maseng	
7 - 8 AM	-	Assemble at Unity Shell with Floats	
8 - 9 AM	-	Float Parade & March to Unity Park	
9 - 9.15 AM	-	Assemble at Unity Park	
	-	Hanging of Salusalu & Guests take their seats	
9.15 – 9.30 AM	-	Opening Prayer	- Ps. Reynold Bori
	-	Welcome Speech	- Lord Mayor
9.30 – 10.30 AM	-	Introductory Speech	- Mr. James Wasi
	-	1 st Speech	- SG, Sanma Province
	-	2 nd Speech	- Rep. from Health
	-	3 rd Speech	- One Farmer
	-	Main Speech	- Hon. Minister of Agriculture

Followed by Planting of Trees by APTC Students and two guests to mark the day.

10.30 – 10.45 AM	-	Light Refreshment for Guests	
10.45 – 12 Noon	-	Guests are free to move around - visit stalls	
	-	Judging of Traditional Dishes	
	-	Essay and Poster Competition	
	-	Awareness and Displays	
12 - 1 PM	-	L U N C H	
1 - 3.30 PM	-	Awareness and Displays Continue	
	-	Concert	
	-	Games Competition by School Children	
3.30 – 4 PM	-	Prize Giving	
4 PM	-	Words of Thanks	- Chairman of WFD Committee
4.15 PM	-	Closing Prayer	- Fr. John Sovan

9.2 BEST POSTER SELECTED FOR THE FIRST PRIZE -

By: Adrian Tari, a Class Six student from Sarakata Centre School.

