Survey report summary

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 The purpose of this survey is to assess barriers to promotion for fruit and vegetables’ production and consumption in the Pacific Region and introduce a framework for promoting fruit and vegetables at national level. And eight countries, which are Cook Islands, Fiji, Kiribati, Marshall Islands, Niue, Samoa, Tonga and Vanuatu, in the pacific region participated in this survey.

 Four countries, which are Kiribati, Marshall Islands, Samoa and Tonga, have a national platform, in which various sectors have been participating except for consumers’ association, for promoting fruit and vegetable production, supply and consumption.

 Most countries have their agricultural and nutrition/health goals in short to long terms. But it seems not to be strongly related with fruit and vegetables’ promotion, because their goals are too general such as food security.

 The most general barrier to promotion of F&Vs is economic issues – price, income, land accessibility, labour resources etc. Lack of horticultural technology and climate constraints such as drought or rain followed. Especially, three countries ranked climate constraints as the biggest general barrier.

 According to consumer domains, lack of seeds and varieties is the biggest barrier for rural small holders, followed by human resourced and knowledge matter. For mixed consumers, land and income barriers are the biggest barrier, followed by lack of technology. For market-dependent consumers, high-price of F&Vs is the biggest.

 Just two countries, which are Niue and Marshall Islands, have their horticulture development plan. But various campaigns for promoting consumption of F&Vs have been undertaken by governments and NGOs, even though they need to be more proactive. Also, school gardens are very common in the region.

 Despite that most of them do not have their national FCT or food-based dietary guidelines, some countries are using a dietary guideline, developed by the Secretariat of the Pacific community Health and Nutrition Division, or FAO’s Food balance Sheet.

 This result may be a partial picture of the situation, because this is just based on the responses of some countries. After this event, result could be modified following participants’ response modification. And more statistical another survey will start within this year with cooperation of participants.