



# E-commerce and supply chains

## Smallholders adapting (Cook Islands)

### Problem addressed

Movement restrictions imposed in response to COVID-19 have considerably restricted sales and purchase of vegetables and merchandise at the marketplace. The tourist industry, including restaurants and hotels, was the main buyer of locally grown products. Now, domestic producers must rely on local demand to sell their products



### Solution

A farmer decided to offer a new service to buyers by selling a basket of different types of food at a fixed price and delivering them direct to households. He collects all the products from his farm, packs them, and then delivers.

## Innovations and features

The Combo Pack has a mix of vegetables and poultry items.

Through the use of social media, the farmer reaches out to customers and receives weekly orders. This system of pre-ordering helps the farmer meet specific requirements.

There are two modes of payment accepted. One is by bank transfer, the other is cash on delivery.



## Evidence and viability

- A family business where everybody is involved: the son delivers the boxes while the daughter manages the social media accounts.
- This business adapted to the challenges of the COVID-19 crisis and provided customers with more options.

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