



PACIFIC INNOVATION PROFILES – BETTER MARKET ACCESS

SAMOA

PACIFIC SIDS SOLUTIONS FORUM
28-30 NOVEMBER 2022



THE PROBLEM ADDRESSED

Need to facilitate greater market access and faster conclusion of sales through timely provision of information and geolocation of products, digital payment facilitation accessible by all, and transportation service options to complete the ecosystem that promotes digital transformation for everyone, especially at the grassroots, so they are not left behind by in the digital economy.

SOLUTION

A greenhouse development package supports sustainable income generation for local farmers. Capacity building on greenhouse technical management, basic finances, and marketing opportunities is offered, which gives farmers confidence to make the initial investments required to purchase the water tank, drip irrigation systems, and other materials. The ideal size is 15 meters by 6 meters protected tunneled housing. Once the farmers get sufficient income, they can use the capital to expand to bigger sizes (such as 26m by 6 m) and elevate from low-tech to hi-tech systems. However, it is only suited for certain high-value crops (such as tomato and capsicum).

INNOVATIONS AND FEATURES

- Extreme weather conditions often lead to complete crop failure or low marketable yields. Greenhouses provide controlled environmental conditions to support year-round production.
- Budgets can be easily estimated, given the size of the plastic house and the number of plants.
- A four-level maturity model evaluates the financial self-reliance of farmers. The first two levels ensure farmers gain the skills and resources to operate the protected cropping system, while the following two levels focus on a financial assessment to create sustainable income generation.

EVIDENCE OF VISIBILITY

- Over 5 000 downloads on Google Play, 2 000 downloads on Apple Store, and around 10 000 registered users.
- Active community on Facebook.
- Help grow the informal sector through timely provision of information and geolocation of products, digital payment, and transportation service options.
- Address the lack of information and connection between shops and customers in Samoa
- Support informal businesses, small farmers, fishers, businessmen, and handcrafters.

SWOT ANALYSIS OF SCALABILITY/REPLICATION POTENTIAL

<p>Strengths:</p> <ul style="list-style-type: none"> • the majority of orders transit through the domestic market, and about 5 percent are exports of handicrafts, • overseas buyers provide goods and services to their families instead of sending cash, which represents the main volume, • trust accounts to ensure transaction is completed upon good delivery, • support access to credit card payments for un-connected vendors, • team of 5 people, including 2 for customer care, • self-sustainable platform with a fully functional ecosystem, currently expanding in Vanuatu. <p>E-voucher program:</p> <ul style="list-style-type: none"> • a 2-year contract with the Ministry of Agriculture for cash transfer through digital wallets with restricted usability and in-built safety protocols requiring specific approval; farmers and fishers can access The World Bank grant to upscale their operations by purchasing equipment and services online with complete accountability, transparency, and efficiency, • 500 farmers and another 500 to receive grants within 1 week instead of 3-6 months before digitalization, • partnership with the Ministry of Agriculture to provide basic digital literacy training and access to tablets for farmers who don't have smartphones. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • vendors may not notice their orders, • the delivery network may prevent some order delivery, • overseas marketing requires improvements to tap into the huge remittance volume, • capital costs restrict the replicability in new places.
<p>Opportunities:</p> <ul style="list-style-type: none"> • farmers and fishers are digitally present online and becoming suppliers, • Ministry of Agriculture gives awareness to farmers and fisherman, • 90 percent of farmers use a smartphone • good income potential ahead through the oversea market, • building digital literacy brings new users, • banks started to integrate into the platform, enabling use by established organizations. 	<p>Threats:</p> <ul style="list-style-type: none"> • the market size in Samoa is too small to sustain a domestic business, so the international payment gateway is critical for the business, • trust issues related to digital technology and most users do not recognize the value of time saved through door delivery, • low adoption of digital currencies and mobile money, • established organizations do not use mobile money because of single-user-related processes, • external platforms entering the market.

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