



PACIFIC INNOVATION PROFILES – IMPROVING LOCAL VALUE CHAINS

SAMOA

PACIFIC SIDS SOLUTIONS FORUM
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THE PROBLEM ADDRESSED

Many Pacific Islands suffer from an underdeveloped local economy and rely on imported food for their consumption. These imported foods often impact the health and nutrition of the local population. For instance, consumption of imported highly processed meats and white flour can contribute to obesity and cause allergic reactions to gluten in some individuals.

SOLUTION

Developing locally processed food items can expand the market for local products such as coconuts, breadfruits, and others to offer a nutritious alternative to imported products. The waste created during food processing can also be used to generate energy and support self-reliance. Additionally, with proper quality development and standards, these products may find export opportunities.

INNOVATIONS AND FEATURES

- Producing flour from breadfruit, banana, taro, and cassava that can be consumed locally can also be exported.
- The producers are exploring possibilities to use the waste from food processing to make coconut wood and produce energy.
- The initiative supports sustainable livelihoods for farmers who had lost their incomes due to the COVID-19 crisis.

EVIDENCE OF VISIBILITY

- Supports valorization of locally grown products to generate sustainable livelihood for locals.
- The price of good quality coconuts doubled in two years due to increased food processing activity.
- Serving 3 000 supermarkets in Australia and United States of America.
- Increased export of food products.
- Keeping cash in hand to ensure liquidity.
- 26 containers shipped to date this year.
- Food safety has been certified.

SWOT ANALYSIS OF SCALABILITY/REPLICATION POTENTIAL

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> • 100 percent safe treatment for quality coconut products (similar to cherry treatment), • testing merchandise for safety and quality with accurate and electronic-effective equipment, • certified for another year for quality compliance allowing exports, • only company Safe Quality Food in America (SQF) certified in the Pacific Islands. • business is market-driven, • production potential of 2 500 kg a week of activated charcoal (1/4 container) – EUR 140 000, • developed a new probiotic drink with a great market potential, • 40 people employed. | <ul style="list-style-type: none"> • debt management because of market hazards and the COVID-19 crisis, • container shipments had been delayed due to red tape and COVID-19, • need capital to cover liabilities and purchase equipment, • supply chain limitations because of shortage in access to natural resources. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • international supermarket standards are demanding – SQF, British Retail Consortium Global Standard (BRCGS), Harmonized Australian Retailer Produce Scheme (HARPs), • creating value from coconut waste such as husk, • market opportunities for coconut wood, energy, and activated charcoal, • Fiji governmental standards may be more favorable to run the business because of limited custom duty. | <ul style="list-style-type: none"> • development banks have high-interest rates, • shipping slots are problematic due to travel duration (28 days to get to Sidney, 20 days to Auckland) and changes in shipping schedule, • no shipping insurance for perishable goods, • delay in launching a tender for the specific technologic solution related to transforming waste into energy, • government funds flow preferably towards national organizations over the private sector, • 20 percent duty custom to be paid in addition to goods and services tax taxes on any imported equipment, • bureaucracy, red tape, • governance issues in purchasing land in the countryside close to farmers. |

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