



Pacific Horticultural & Agricultural Market Access Plus Program

Supported by Australia and New Zealand

COUNTRY OVERVIEW

SAMOA



The Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Program supported by Australia and New Zealand aims to contribute to improved economic growth and rural livelihoods, and contribute to economic recovery from the global COVID-19 pandemic.



Our target is to benefit **200,000 Pacific households** in the Pacific economies of Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu, as well as small island state signatories of the Pacific Agreement on Closer Economic Relations Plus (PACER Plus).

PHAMA PLUS' END-OF-PROGRAM OUTCOMES ARE:



Producers and exporters use **maintained and new export market access** for Pacific export products.



Women and men exporters, processors and producers **adopt quality and productivity enhancing innovations** for their export products.



Women and men staff of Pacific **biosecurity authorities** perform their **market access facilitation** functions better.



To address gender inequalities and support the **empowerment of women, youths and people living with disabilities** in agriculture, PHAMA Plus works with its partners to strengthen gender equality, disability and social inclusion (GEDSI) along the agricultural value chain.

WHAT WE DO: EFFECTIVE MARKET ACCESS SUPPORT

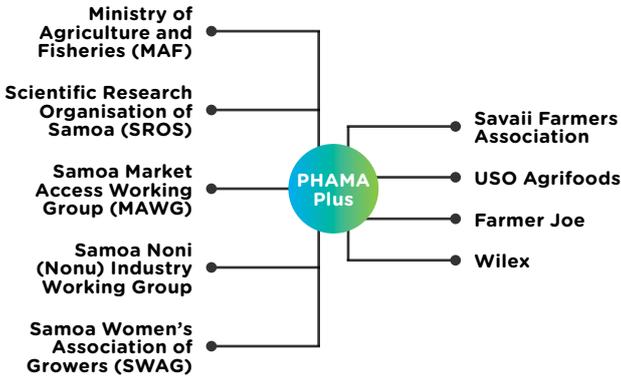
PHAMA Plus works with businesses and the public sector to maintain and improve trade of agricultural products by assisting them to meet export market requirements. PHAMA Plus also assists with market research and market development activities in terms of new export products. To maximise impact, the program works with key actors in the market system to generate benefit among farming households.

PHAMA Plus has been working in Samoa since 2011 to strengthen the capacity of the public and private sectors to meet export market requirements. Examples of achievements in Samoa are helping to rebuild its taro exports after recovering from taro leaf blight (TLB) which decimated production and exports during the 1990s (See Case Study); and supporting Samoa's main coconut exporter to maintain exports of copra meal to Australia, a large and reliable market.



PARTNERS

Some of the organisations that PHAMA Plus works with include:



KEY SUCCESSES IN SAMOA

- Contributed to revitalising taro exports to Australia and New Zealand
- Supported Samoa's market access request for cooked breadfruit into Australia and New Zealand.
- Support for Samoa's boutique cocoa value chain with applied research on cocoa processing, training on cocoa quality testing procedures; and equipment for bean testing and solar drier trials led by Scientific Research Organisation of Samoa (SROS).
- Technical guidance provided to progress legislation and standards for kava (known as ava in Samoa) to align with regional activities.
- Supported several companies to develop food safety (HACCP) systems and undergo audit and accreditation that keeps markets open.
- Maintenance of exports that require fumigation through installation of a fumigation chamber and training in its effective and safe operation.
- Operationalisation of the marketing pathway for frozen food products, including improvements to government packhouse facilities, and product development and export trials of frozen taro to Australia.

CURRENT PRIORITIES

PHAMA Plus is working with businesses, government and growers to:



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- Strengthen value chain linkages to provide information to suppliers on quality improvements and supply consistency; and
- Support investments in product diversification to utilise different grades and expand markets.



TARO

- Strengthen value chain linkages and ensure consistency in supply of climate/disease resilient planting material;
- Support innovation, expand the range of value-added products and explore new markets for fresh and processed taro products; and
- Support the adoption of international standards and introduce improved post-harvest processes/practices to improve export compliance.



CASE STUDY: IMPROVED TARO VARIETIES TO ENHANCE EXPORTS AFTER COVID

Over 17,000 Samoan households are involved in taro production, with approximately 800 (5%) producing taro for export. The need to increase production and ensure consistency in supply of taro is recognised as a key issue for Samoa, which was impacted by COVID-19 which reduced income earning opportunities and limited overseas supplies. One response was to promote greater reliance on local food sources.

PHAMA Plus worked with Farmer Joe to enhance reproduction and distribution networks for selected taro cultivars, as a way to facilitate improved returns to growers and underpin national economic recovery.

PHAMA Plus subsidised the purchase and distribution of 200,000 taro planting materials (Tiapula taro variety) which were distributed to approximately 200 farming households across Samoa. The farmers are cost sharing on planting materials, fertiliser, chemical and labour - generating higher returns to households and the exporter.

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