



## Pacific Horticultural & Agricultural Market Access Plus Program

Supported by Australia and New Zealand

### COUNTRY OVERVIEW

# VANUATU



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

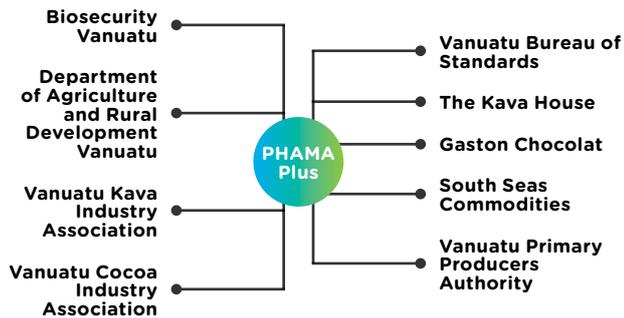
PHAMA Plus works with businesses and the public sector to maintain and improve trade of agricultural products by assisting them to meet export market requirements. PHAMA Plus also assists with market research and market development activities in terms of new export products. To maximise impact, the program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

PHAMA Plus has been working in Vanuatu since 2011 to improve market access for the country's key export industries such as kava and cocoa, and to promote industry coordination through the establishment of industry working groups or IWGs. The Program is supporting farming households in Vanuatu through our partnerships to increase the quantity and quality of kava and cocoa exports in ways that benefit producers, exporters and importers.



## PARTNERS

Some of the organisations that PHAMA Plus works with include:



## KEY SUCCESSES IN VANUATU

- Development of quality systems to support kava exports which included a National Quality Standard for kava export; facilitation of a regional standard for kava and a kava quality manual which explains key production and processing methods
- Vanuatu maintained market access for beef exports
- Supported cocoa exporters to increase the value of cocoa sales to the bulk market in Asia.
- A quarantine guide for handicraft vendors in Vanuatu was developed together with quarantine awareness posters and a video for tourists on cruise ships
- Hazard Analysis Critical Control Point (HACCP) accreditation of three Vanuatu businesses and a HACCP Train-the-Trainer course to build industry and government capacity.

## CURRENT PRIORITIES



### COCOA

**PHAMA Plus works with cocoa businesses, government and growers in Vanuatu to:**

- Expand into diversified markets
- Provide information on improved productivity of existing plantations
- Promote replanting and avail climate resilient planting material to producers.



### KAVA

**PHAMA Plus works with kava exporters and government agencies in Vanuatu to:**

- Develop reliable tests and regulatory changes to differentiate between noble and tudei kava varieties
- Facilitate the development of alternative marketing pathways for noble and tudei varieties;
- Support certification efforts
- Establish private sector nurseries to increase noble kava production.

## CASE STUDY: BOOSTING VANUATU'S EXPORT POTENTIAL

Increasingly, export markets require assurances under recognised quality or risk-based management systems, such as HACCP, to maintain existing markets or to access new markets. However, the process of attaining certification can be challenging and costly for a small to medium export business, especially with COVID-19 restrictions.

PHAMA Plus worked with the Vanuatu Bureau of Standards (VBS) to support selected exporters in Vanuatu to conduct food business inspections, identify areas of non-compliance and provide support to address these non-compliances. Facility and process inspections were completed for five companies (South Sea Commodities, Vanuatu Wise, Kava House, Gaston Chocolat, and Unicorn Pacific). Through its PHAMA Plus partnership, HACCP Australia provided support to VBS in developing facility and process assessment criteria and also provided advice on document review, inspection processes and reporting.

Following the initial assessment, three companies (South Sea Commodities, Vanuatu Wise, and Gaston Chocolat) made infrastructural and procedural changes in their facilities and one of these companies (South Sea Commodities) is now proceeding with an audit for HACCP

certification. This will improve the efficiency of Vanuatu's export trade and ultimately bring financial benefit to both exporters and farmers.



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