



Pacific Horticultural  
& Agricultural Market  
Access Plus Program

Supported by Australia & 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 inclusive economic growth and improved livelihoods for Pacific people.

Our aim is to benefit households in the Pacific economies of Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu, as well as the small island States of Cook Islands, Kiribati, Niue and Tuvalu.

## PHAMA Plus program outcomes are to:



Support improved exporter performance



Support market access and strengthen biosecurity systems



Support innovation in value chains



PHAMA Plus builds environmental sustainability and climate and disaster resilience in its program activities and interventions



PHAMA Plus works with its partners to strengthen gender equality, disability and social inclusion (GEDSI) along the agricultural value chain.

## What we do

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 our partners in Samoa are:

- Ministry of Agriculture and Fisheries (MAF)
- Ministry of Commerce Industry and Labour (MCIL)
- Scientific Research Organisation of Samoa (SROS)  
SROS: HWT to manage TLB for fresh taro to Australia
- Samoa Market Access Working Group (MAWG)
- Samoa Noni (Nonu) Industry Working Group
- Samoa Women's Association of Growers (SWAG)
- Savaii Farmers Association (SAS)
- Samoa Federated Farmers Incorporated (SFFI)
- USO Agrifoods
- Farmer Joe
- Samoa AgroMarketing
- Wilex Samoa
- Samoa Beekeepers Association
- Samoa Association of Manufacturers and Exporters (SAME)
- Banana Growers Association



## Focus sectors



Nonu (Noni)



Taro



Kava



Biosecurity, Quality & Standards

## CONTACT US

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