



Pacific Horticultural
& Agricultural Market
Access Plus Program

Supported by Australia & New Zealand

COUNTRY OVERVIEW

TONGA

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

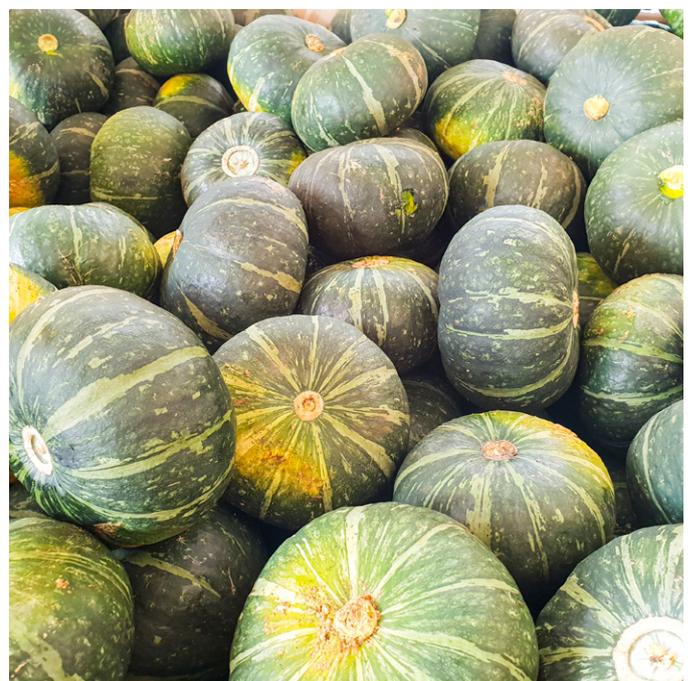


PHAMA Plus works with its partners to strengthen gender equality, disability and social inclusion (GEDSI) along the agricultural value chain.

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 Tonga since 2011 to maintain and improve existing market access, and create new markets by developing the capacity of public and private sectors to meet export market requirements. The Program continues to support farming households in Tonga through our public private partnerships to increase the quantity and quality of their agricultural, horticultural and cultural exports in ways that benefit producers, exporters and importers.



Partners

Some of our partners in Tonga are:

- Ministry of Agriculture and Food, Forestry (MAFF)
- Nishi Trading
- Lotopoha Exports
- Tonga Market Access Working Group
- Ministry of Trade and Economic Development (MTED)
- Tonga Watermelon Export Taskforce (TWET)
- Tonga Export Shipping Taskforce (TEST)
- Kau Faá o Tokanga
- Hihifo Foods
- SUL Farm & Marketing Enterprise



Focus sectors



Horticulture

(Watermelon, Squash, Butternut, Butterkin)



Root Crops

(Cassava, Yam, Taro, Sweet Potato)



Kava



Coconut



Vanilla



Biosecurity, Quality & Standards

CONTACT US

Tevita Lautaha

Country Manager - Tonga

T: +676 28128

E: t.lautaha@phamaplus.com.au



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