

## INTERVENTION HIGHLIGHT

### Growing Samoa's ornamental horticulture sector Strengthening women's economic opportunities

Two leading ornamental horticulture farmer associations in Samoa, Fa'alapotopotoga Aiga Ma'ale'ale (FAMA) and Organic Mothers of the New Earth (OMONEA), have come together with a vision of establishing a well organised and progressive sector that creates income generating opportunities for local growers.

PHAMA Plus partnered with FAMA-OMONEA to introduce new varieties of exotic orchids and ornamental plants, improving its availability to growers for production.

#### At a glance

- Ornamental horticulture in Samoa refers to the cultivation, production, and use of plants, flowers, and trees primarily for their aesthetic and decorative purposes. Ornamentals are grown and marketed within Samoa for use at special ceremonies, public and private events.
- FAMA and OMONEA, collectively comprises 64 farmers and small entrepreneurs (5 men and 59 women).
- In 2023, PHAMA Plus facilitated the importation of 4,500 units of mother orchids of 10 species from Thailand for FAMA-OMONEA. Following a meticulous three-month quarantine process in a central nursery, these orchids were distributed among members.
- 64 members received 50 orchids each from the central nursery, laying the foundation for widespread cultivation and propagation within the community.

#### Partnership blossoms:

- Over the past six months, the nurseries have successfully welcomed 34 new members.
- The central nursery serves as the nucleus of orchid propagation, housing 1,000 mother plants preserved as gene stock. With each mother plant capable of producing 3 new plants annually, the nursery has the potential to yield 3,000 units of new plants for distribution among members.

- Factoring in an average market price of SAT 150 per unit, the central nursery anticipates annual revenue of SAT 450,000. Additionally, revenue from flower sales is estimated at SAT 45,000 annually, culminating in a total business turnover of SAT 3.45m per year.
- Five farmers and entrepreneurs have already embarked on selling the newly cultivated orchid plants and flowers. On average, they are pricing potted orchid plants on SAT 150 per unit and flowers at SAT 20 per unit.

Six months on, FAMA-OMONEA successfully hosted a second market day event in April 2024 on its own initiative, where members showcased and sold their orchid plants and flowers. The central nursery in Apia served as the focal point for this event. 19 participating members generated a combined earning of SAT 18,200 (AUD9,717) from orchid sales, signalling a promising expansion to their entrepreneurial journey.

