

# Strengthening dissemination of value chain-related information, skills and approaches in the Pacific Islands

Andrew W. Shepherd

Pacific Value Chains Conference  
17-19 April, 2013



# A Quick Note about CTA

The Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) is a joint international institution of the African, Caribbean and Pacific Group of States and the European Union. CTA operates under the framework of the Cotonou Agreement and is funded by the EU.



# CTA's new Strategic Priorities

- Strengthening agricultural and rural development policy processes
- Improving agricultural value chains and access to markets, for small-scale producers
- Enhancing information, communication and knowledge management capacities



# A major source of information on ACP agriculture


We are one of the largest agricultural and rural development publishers for the ACP region with a catalogue of some 600 titles in English, French, Portuguese and Swahili.







## CTA's publications include:

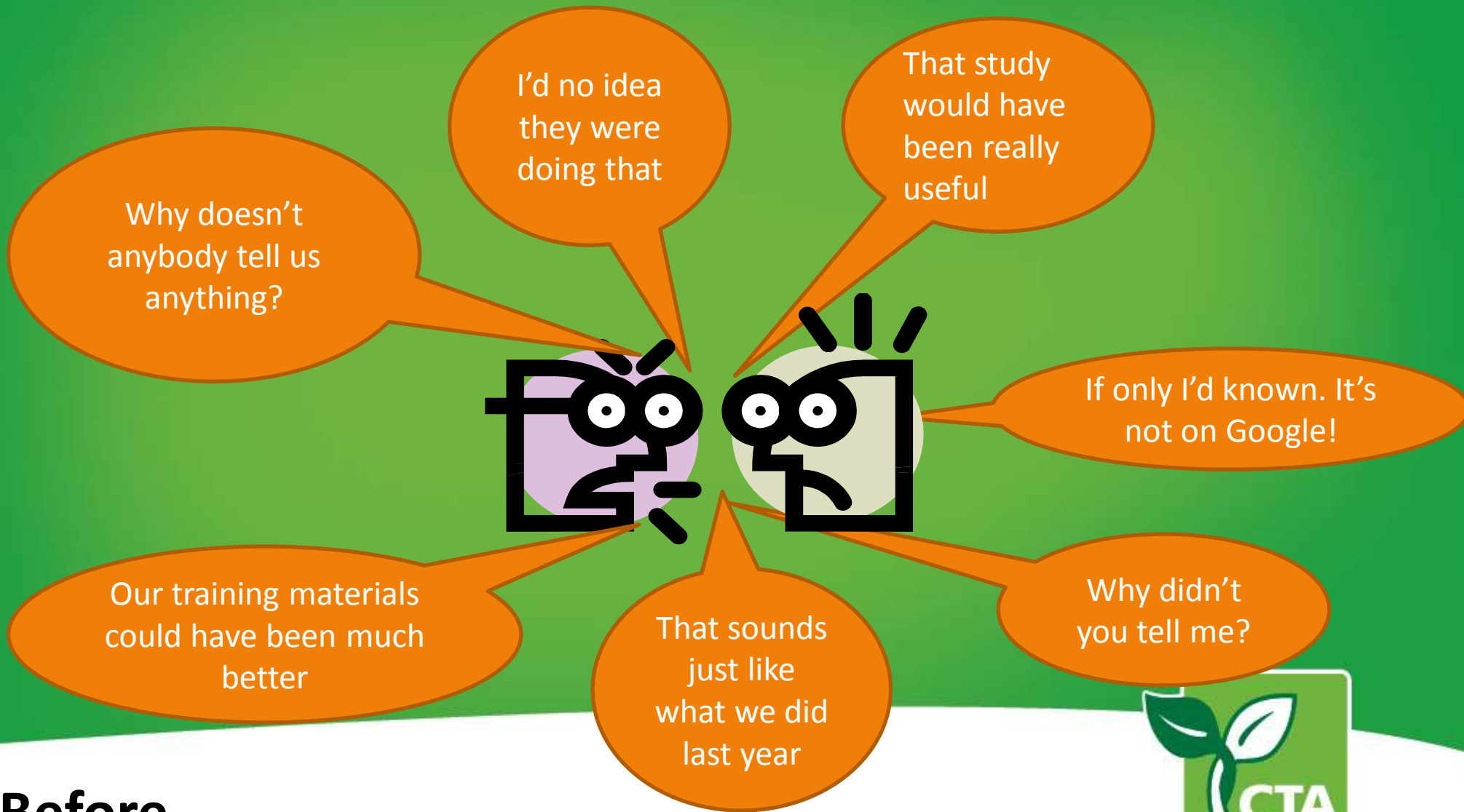
-  **Spore/Esporo** in English, French and Portuguese: ~ 42,000 subscribers, 1 million readers

# Strengthening dissemination of value chain-related information, skills and approaches in the Pacific Islands

- 1:** A value chains portal providing access to a wide range of materials to facilitate the exchange of information between development agencies as well as improved access to information by farmers and the private sector
- 2:** A set of tools that could be used to analyse the performance of Pacific Island value chains and identify steps to be taken to make those chains more efficient
- 3:** Greater awareness among value chain actors in the region of the potential benefits of multi-stakeholder consultation



# Justification for a Value Chains Portal



**Before**



“There is a need to share experiences so that we can remind ourselves what has worked and what has not. We have to avoid making the same mistakes all over again”

Vili Fuavao

Former FAO Regional Coordinator

for the Pacific Islands,

Apia, 11 April, 2013





Downloads | Pacific Agricultural & Forestry Policy Network | All - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Problem loading page Downloads | Pacific Agricultu... x pacific islanders - Google Se... Mozilla Firefox Start Page

www.spc.int/ird/index.php?option=com\_docman&Itemid=130

search...

Home About LRD Our Work Focus Areas Helpdesk Information and Networks SPC Digital Library

**Pacific Agricultural & Forestry Policy Network**

Effective policies rely on good information. Policy makers from the region identified weak communication, poor engagement of stakeholders, and lack of timely information as constraints to the development of effective Pacific agricultural and forestry policies, and the enforcement and implementation of existing ones. A robust regional information exchange was identified as a valuable tool to strengthen communication in the area of agricultural and forestry policy.

**PAPFNET MENU**

- Home
- About PAPFNET
- Agriculture and Forestry Policies
- Policy Briefs
- Pacific Youth in Agriculture Strategy
- PAPFNET News
- PAPFNET Survey
- Publications

## Pacific Islands Agribusiness Portal

- Value chains
- Agribusiness
- Exports
- Training
- Institutions

Web Console Inspect Debugger More Tools

11:45 4-3-2013

After



# But a portal should not be static

- Ways of promoting information sharing, discussion and development of solutions to problems need to be developed:
  - Blogging?
  - Social media?
  - Communities of Practice?
  - ????????????

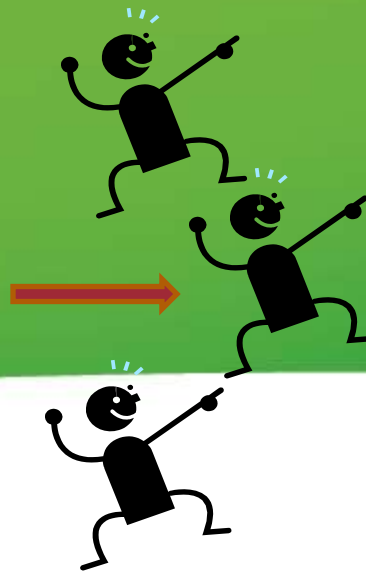


# Developing skills

Methodology for value chain analysis around the world



Methodology for value chain analysis *in the Pacific*



---

Thank you!

Shepherd@cta.int

