

AGRITOURISM BUSINESS SUPPORT WEEK





Figure 1: Agritourism Business Support Week Organising Team, Agritourism Operators, Tourism Business Support Program Team and Safe Business Operations Team

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1. EXECUTIVE SUMMARY

The Agritourism Business Support Week held at Breakas Beach Resort from the 19th to the 23rd of April was designed to capacity build 30 agritourism operators (see Appendix 1. for detailed description of Agritourism operators) that have met the criteria from the Department of Tourism to attend. Site visits were conducted with all 30 agritourism operators after completion of Expression of Interest forms. While the Pacific Agricultural Research for Development Initiative (PARDI 2) project only sought to work with 10 operators the Department of Tourism with the support from the European Development Fund (EDF 11), New Zealand Ministry of Foreign Affairs and Trade (MFAT) and the Vanuatu Skills Partnership (VSP) requested that all 30 operators that met criteria were able to attend (see Appendix 2. for the selection criteria template).

The program for the week (see Appendix 3.) followed capacity building themes for each of the 5 days with the Monday and Friday being open to Government, Donors and NGO's. In addition to capacity building the agritourism operators, the goal of the Agritourism Business Support Week was to ensure going forward that Vanuatu has one Produktif Turism Blong Yumi Initiative¹ and an agreed understanding of what agritourism is to guide ongoing research and development in Vanuatu. The National Agritourism Coordinator stated leading up to the event "We believe in the past there were missed opportunities in developing agritourism experiences in the rural areas and connecting tourists to the farmers and value adders as the focus for agritourism in many South Pacific countries was around supporting the supplying of local produce to the tourism industry, particularly the larger resorts which we believe better aligns to the slow food movement. We are confident that the educational component of developing agritourism experiences could be an effective strategy in raising the profile of local farming, traditional cuisine and local value-added products in Vanuatu and we are pleased to see other Pacific neighbours such as Samoa and Fiji now taking on this grass roots approach to agritourism development in rural agricultural communities. Produktif turism blong yumi is Vanuatu's version of agritourism that also supports the slow food movement and our local cuisine revival".

The Director of Tourism Mr Jerry Spooner stated in his opening remarks for the Agritourism Business Support Week "We had an Agritourism Plan of Action that finished last year, it was a great start, it brought much needed attention to the concept of agritourism, however it largely focused on the slow food, farm to table concept of linking primary producers to resorts, with little focus on agritourism product development. It also missed a key fundamental issue which is the loss of pride in our traditional cuisine and farming systems. The Produktif Turism Initiative addresses revival and education to increase pride in

¹ The Produktif Turism Blong Yumi Initiative is part of the Vanuatu Sustainable Tourism Strategy (2021-2025) and links to Government policies and programs within the Department of Agriculture, Fisheries, Forestry Livestock, Industry, Public Health, Vanuatu Bureau of Standards, and the Vanuatu Tourism Office.

our local food, we cannot build the slow food movement and strengthen linkages between agriculture and tourism or develop agritourism experiences if our people do not have pride in their own local food, traditional cuisine and farming systems”.

The Agritourism Business Support Week is part of the Produktif Turism Blong Yumi Initiative and aligns to the following policies:

- National Sustainable Development Plan (2016-2030)
- Vanuatu Sustainable Tourism Policy (2019-2030)
- Vanuatu Sustainable Tourism Strategy (2021-2025), Produktif Turism Blong Yumi Initiative
- The Agriculture Sector Policy 2015-2030
- The National ‘Gudfala Kakae’ Policy 2017-2030
- The National Fruits and Vegetables Strategy 2017-2027
- National Industrial Development Strategy: Shaping the Future of Value Addition in Vanuatu 2018 – 2022
- Vanuatu The Bureau of Standards Act No.14 of 2016 establishes the Vanuatu Bureau of Standards

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2. OVERVIEW: DEFINING AGRITOURISM IN THE PACIFIC

Agritourism is not a new form of tourism, yet it has gained considerable attention from many governments looking to enhance opportunities for rural people. The first ever Pacific Community Agritourism Week in 2015 was supported by a number of organisations such as: the European Union, The Pacific Agriculture Policy Project (PAPP) implemented by the Secretariat of the Pacific Community (SPC), the South Pacific Tourism Organisation (SPTO) the University of the South Pacific (USP) and the Technical Centre for Agriculture and Rural Cooperation (CTA) and the Caribbean Research and Development Institute for Cooperation on Agriculture (Inter-American Institute for Cooperation on Agriculture, IICA). The key focus on the week was to provide an avenue to include more local produce in resorts and hotels.

This event then led to increased dialogue about agritourism in countries such as Vanuatu, Fiji and Samoa with momentum resulting in the formation of agritourism stakeholder groups, MoUs between the government departments responsible for tourism and agriculture and agritourism yearly events.

However, by focusing key objectives for agritourism in the South Pacific around supporting the supplying of local produce to the tourism industry, particularly the larger resorts (which can be seen as the key priority in the development of the Vanuatu Agritourism Plan of Action) there were missed opportunities in developing agritourism experiences in the rural areas and connecting tourists to the farmers and value adders.

This focus on supplying the resorts and restaurants also contrasts with how agritourism is commonly defined in the tourism literature which see's agritourism as a diversification strategy to generate supplementary income by facilitating interaction and educational experiences between the agricultural producer, his/her products and services, and the tourists. At the core of agritourism is the desire to attract tourists to venture outside of main centres and resorts to visit primary producers and value adders for an educational experience. This contrasts with supplying the resorts with local produce which is more closely aligned to the principles of the slow food movement and is also a vital movement in the South Pacific that needs further research and support.

The key to understanding agritourism is that it's a form of commercial enterprise to attract visitors onto a farm, or agricultural business by entertaining and/or educating the visitors about farming, food preparation or value addition for the purpose of generating additional income. In agritourism, tourism is not your primary source of income. The tourism component is used to generate additional income or drive sales of your products by providing an educational experience. Agritourism activities can include: educational experiences (agribusiness and farm tours, nursery, botanical and traditional medicine tours, traditional cuisine cooking classes, wine tasting,); outdoor recreation (fishing, hunting, horseback riding, tree planting, animal feeding) on-farm direct sales; farm stay accommodation,

and markets and festivals (based on harvesting, slow food, traditional local cuisine and local value-added products). Agritourism has been used in many countries as a diversification strategy to generate supplementary income and address leakage of tourism revenue.

In countries such as Italy where the concept originated, agritourism was developed as a way to address 'overtourism' in built up areas while also providing additional much needed revenue to struggling agricultural communities (which had been impacted significantly on by the globalisation of our food systems). Agritourism as a strategy for rural economic development was so successful in Italy that many agritourism experiences are the actual drivers for tourists to visit Italy (winery tours, farm stays, cheese and pasta making etc.) In the same way that Italy applied agritourism, the educational component of agritourism could be an effective strategy in raising the profile of local farming, traditional cuisine and local value-added products in Vanuatu.

The Pacific Agribusiness Research and Development Initiative (PARDI 2) project funded by the Australian Centre for International Agricultural Research (ACIAR) supported the Vanuatu Government in developing the 'Agritourism Value Chain' to provide some clarity on what agritourism is and the benefits it can have to other sectors such as 'food tourism, agribusiness, and destination promotion'.

The Agritourism Value Chain shows that through the development of educational agritourism experiences on farms and of primary producers and value adders we can see potential extended benefits as tourists later seek out these products in restaurants, supermarkets, stores, handicrafts and even once they return home therefore supporting the slow food movement. For example, businesses that deliver a high-quality agritourism visitor experience are more likely to drive demand for the product. You can think of agritourism as the potential for our farmers and agribusinesses to educate and promote Vanuatu's food, local cuisine, culture, handicrafts etc. to tourists to drive the sale of local goods within the tourism industry. The agritourism value chain shows where agritourism stops at the farm or processing facility and the following links continue. This also clearly shows how diverse this chain is requiring all Government sectors and stakeholders from rural farmers, to restaurants, stores, cruise companies, airlines, marketing, to play a role.

Research from the PARDI 2 project found the importance of defining Agritourism and showing the difference between the concepts of Agritourism, Slow food and Traditional cuisine. Information banners were made for the Agritourism Business Week to ensure these aspects were clearly defined and communicated to all participants including Government representatives (see Appendix 4). The National Agritourism Committee worked to apply the definition of agritourism to a local Vanuatu context. The term: Produktif Turism Blong Yumi.

Dr Addinsall's PhD research acknowledged the need for attention to be paid to infrastructure and customer service, but suggested that tourist engagement and activity, enhanced by interpretation, is key to marketing and delivering a quality agritourism experience. Multisensory experiences might be as simple as smelling and tasting produce. Resource- and place-based messaging for interpretation principles may require greater understanding and engagement with the tourists' background, for example, discussing what sort of gardens they have at home, where they source their food from, how they prepare their food, and making connections with what they are seeing and experiencing on the farm. This could include both pre- and post-visit communication with tourists that provides an educational experience on traditional gardening and food preparation and the importance of these practices via websites, documentaries and social media.

A range of diversified income streams and traditional practices (such as subsistence and commercial farming, animal production, performance and handicrafts) could be incorporated to further promote rural smallholders to develop small-scale tourism businesses such as Agri tours and accommodation. Diversifying in this way could protect rural Ni-Vanuatu smallholders from the volatility and unpredictability of the tourism industry. Positive outcomes could lead to increased disposable income, enhancing preservation of cultural knowledge and promoting more sustainable agricultural practices. Interpretation could include the value of a particular food product, the importance of smallholder farming to the South Pacific, or even what the tourist can do to support sustainable agriculture in their home country.

The Produktif Turism Blong Yumi Initiative applies the lessons learnt from the Agritourism Plan of Action and addresses the key fundamental issue that was limiting the take up of agritourism in Vanuatu which is the loss of pride in local cuisine and farming systems. It is impossible to develop agritourism experiences in Vanuatu if the general Ni Vanuatu population do not see their traditional cuisine and farming systems as something worthy of attraction from visitors. Therefore the Produktif Turism Blong Yumi Initiative puts forward research and awareness activities to raise the profile of traditional cuisine and farming systems and educate agritourism operators in relaying this traditional information into agritourism experiences.

The Produktif Turism Blong Yumi Initiative has the following programs of work:

- Slow Food Education and Support Program
- Traditional Cuisine Revival Program
- Agritourism Marketing and Research Support Program
- Agritourism Product Development and Business Support Program

Our Agritourism Business Support Week was used as a vehicle to pilot some of the activities within the Produktif Turism Blong Yumi Initiative and we can see

from the unanimously positive evaluation forms, attendance and response from high level Government representatives and the heightened social media presence in agritourism in Vanuatu as very positive.

3. DEFINITIONS

AGRITOURISM: PRODUKTIF TURISM BLONG YUMI

The key to understanding agritourism is that it's a form of commercial enterprise to attract visitors onto a farm, or agricultural business by entertaining and/or educating the visitors about farming, food preparation or value addition for the purpose of generating additional income.

In agritourism, tourism is not your primary source of income. The tourism component is used to generate additional income or drive sales of your products by providing an educational experience. The educational component of agritourism can be an effective strategy in raising the profile of local farming, traditional cuisine and local value-added products. Agritourism has also been effective in addressing tourism leakage and attracting tourists to rural and remote areas.

Agritourism activities can include: educational experiences (agribusiness and farm tours, nursery, botanical and traditional medicine tours, traditional cuisine cooking classes, wine tasting,); outdoor recreation (fishing, hunting, horseback riding, tree planting, animal feeding) on-farm direct sales; farm stay accommodation, and markets and festivals (based on harvesting, slow food, traditional local cuisine and local value-added products). Agritourism has been used in many countries as a diversification strategy to generate supplementary income and address leakage of tourism revenue.

SLOW FOOD

Slow food is a social movement that seeks to encourage households, restaurants, accommodation, stores, and value adders to use food that is grown locally and sustainably (preferably organically and in season) by farmers and workers who are paid and treated fairly. For example, any type of restaurant can do slow food, such as a Thai restaurant replacing imported ingredients for locally grown food while still keeping the cultural flavours of their cuisine.

TRADITIONAL (LOCAL) CUISINE

Traditional cuisine are types of food, ways of preparing food, or recipes that have been passed down by generations. Traditional foods and dishes are traditional in nature and can be seen as a national dish, regional cuisine or local cuisine (for example from a province or village in Vanuatu).

4. AGRITOURISM BUSINESS SUPPORT WEEK OVERVIEW

MONDAY 19TH APRIL – BUSINESS SUPPORT

Monday's program was designed around presentations from various Government agencies to inform the agritourism operators on how each Government Department is supporting the development of agritourism in Vanuatu and how this support can further enable agritourism operators in Vanuatu to thrive.

The Director General of the Ministry of Agriculture, Livestock, Forestry, Fisheries and Bio-security Moses Amos opened the Agritourism Business Support Week and stated "There have been many years that have passed that we have put all the eggs in the tourism basket. Now we must look how to lessen the dependency. I hope that Director General's and Directors take the Produktif Turism Blong Yumi Initiative seriously, and I commend the National Agritourism Coordinator Mrs Votausi Mackenzie-Reur for facilitating this important process. We must collaborate to strengthen agritourism in Vanuatu, this needs all of us. It's no longer about solos. The role of the Ministries is so important, we must work together and break down the walls".

Presentations were given by the National Agritourism Coordinator Ms Votausi Mackenzie-Reur, Directors of Tourism, Industry, Agriculture, Public Health, Vanuatu Bureau of Standards, Vanuatu Primary Producers Authority, CEO of the Vanuatu Tourism Organisation, Vanuatu Chamber of Commerce, and the PARDI 2 project members Patricia Bibi and Dr Cherise Addinsall.

Dr Basil Leodoro was the MC for the event and stated to the participants "let's look back at our local food, why have we moved on from our food that protects us. COVID 19 affects people with existing medical conditions that our local food protects us from, we need it now more than ever". He then went on to describe agritourism and suggested "I talked with one of the agritourism team members, and I liked the quote that agritourism is about being paid for storian, it's about storian of our life. It's vital that we understand agritourism, slow food and local cuisine and that there is a difference between them". Mrs Votausi Mackenzie reinforced this message alongside Leo Vusilai stating "every single day someone is dying, why are people dying? We have a shame and loss of pride in our local food, it is the superfood, why are we looking elsewhere? As the National Agritourism Coordinator I don't align with one Department I'm here to make sure all Departments support agritourism and slow food movement and work together".

Dr Addinsall stated that Vanuatu is leading the way in the Pacific in this space and that "you can think of agritourism as the potential for Vanuatu's rural agricultural communities and agribusinesses to educate and promote Vanuatu's food, local cuisine, culture, value added products and handicrafts

to domestic and international tourists to drive the sale of local goods within the tourism industry”.

Patricia Bibi stated that research is showing experiential travel through agritourism will be the most sought-after travel in COVID 19. CEO of the VTO Mrs Adela Issachar Aru supported both Dr Addinsall's and Ms Bibi's comments stating that “Vanuatu already has all the knowledge to do this but what we need is support to turn this knowledge into a product that tourists pay for. We also need to raise the status of agritourism products and experiences, and partnership with Air Vanuatu to distribute information on food experiences and build agritourism into marketing platforms such as tok tok etc”.

The afternoon session consisted of the Directors of Industry, Tourism and Agriculture giving information on their support and subsidy programs and how the agritourism operators could qualify for assistance. The day finished with a panel session with all three Directors in addition to the Director of Livestock designed to enable the participants to ask questions about the Government support and subsidy programs. An interesting outcome of the panel session was the realisation that many of the agritourism operators could actually meet the criteria of all of the programs which would need collaboration between the Departments to manage this. It was suggested also for the need for a ‘one stop shop’ in the Provinces for rural people to come and receive information about all Government programs and assistance to apply.

TUESDAY 20TH APRIL – PRODUCT DEVELOPMENT, BRANDING AND MARKETING

The training session opened with business plan workshops facilitated by the Vanuatu Chamber of Commerce and Industry (VCCI). The participants were split into 3 different types of business planning sessions: 1. Start Smart; 2. Canvas – First steps to building a business plan; 3. Tips for Employers on Staff & Employment Laws, which they selected prior to the training as part of their instructions in the information packs (see Appendix 5.)

1. Start Smart

Lopez Adams facilitated the start smart workshop that took the participants through the steps needed to start a business, including taking their ideas and looking at it first from all angles. It was designed for agritourism operators that were in the initial planning stages.

2. Canvas – First steps to building a business plan

Irene Titek facilitated the canvas workshop which allowed the agritourism operators to establish a clear picture of their existing business and identify short, mid- and long-term goals. The simple one pager that was produced, was the starting point to establishing a full-fledged business plan. The workshop aimed at being able to identify strengths and weaknesses to their business, and better understanding how risks, and community responsibilities will affect their business planning.

3. Tips for Employers on Staff & Employment Laws

This workshop was intended for people with more business experience and who have or will be hiring staff. LeeAnne Sackett explained simply how the labour laws work and how to manage severance, contracts, leave and more. The agritourism operators were guided on how to locate correct legal information on various employment issues and effectively use the online tools to build an employment contract with the contract tool that has good legal terms and be provided with a copy of the Employer Handbook.

The product development session was hosted by Dr Cherise Addinsall, Patricia Bibi and Marita Manley from the PARDI2 project. International examples of agritourism products from Australia, Fiji, and Samoa were given through videos and presentations. Dr Addinsall described how agritourism experiences are centred on connection and to facilitate this connection the tourist must feel like they have received a 'backstage' pass to the agritourism operators experience. The importance of entertaining children was also discussed in addition to providing intrinsic opportunities through touch, smell, taste, and action and mapping out the tour. One agritourism operator stated, "I've been thinking I have to wait for international tourists to come back but this session made me realise I could already be selling my product to the schools and educational facilities to support the take up of farming in our younger population".

The agritourism operators were then taken to the ACTIV Association and Aelan Chocolate makers for a field trip. Sandrine Wallaze hosted an Agri tour of her chocolate making business treating the agritourism operators as tourists to show them how to run a high quality Agri tour. Sandrine described that the tour component of her business was not the primary source of income, however by diversifying into agritourism prior to COVID 19 she had increased sales in her store dramatically as tourists would seek out her products after having an educational experience through agritourism.



Figure 2 Sandrine Wallaze from Aelan Chocolate hosting an Agri tour of her chocolate and coconut processing factory



Figure 3 Agritourism operator holding a cocoa bean as part of the ACTIV Agri tour



Figure 4 Demonstration to the agritourism operators of the coconut processing at ACTIV

With the support from the Vanuatu Tourism Office (VTO), VBL Media, Moso Resort Manager Joel Slattery and Marita Manley the afternoon session had an underlying focus on getting the agritourism operators' online market ready and self-promoting their businesses through various platforms in addition to leaning new avenues for booking and sales. The agritourism operators received new smart phones from the Department of Tourism and data sponsored in part by Digicel to enable the training to be practical orientated and support them to become online ready. Pandanus Consulting also worked with 9 of the 30 Agritourism operators to develop logos for their businesses (see Appendix 6).

WEDNESDAY 21ST APRIL: QUALITY HEALTH AND SAFETY

Wednesday's program consisted of capacity building the agritourism operators in ensuring their agritourism experiences are of high quality and meet health and safety requirements set out by the Department of Tourism's minimum standards. The morning opened with Joeline from the Vanuatu Chamber of Commerce and Industry (VCCI) who facilitated a Financial Management Essentials workshop which covered record keeping, pricing, cash flow management and budgeting. The agritourism operators then received basic first aid training geared around typical injuries endured on tours and how to deal with tourists in emergency situations. The agritourism operators received first aid kits from the Department of Tourism on completion of the training which is also a requirement of the minimum standards. The agritourism operators then participated in a safe food handling course with

the Manager of the Environmental Health Unit that also covered how to prepare traditional cuisine in a hygienic setting.

The afternoon consisted of an information session facilitated by Marita Manley from Talanoa Treks and Rob Macalister from Vanuatu Eco tours on the requirements for developing a high-quality tour. Rob Macalister spoke of the local businesses that he was working with such as Malog Bungalows in MALAMPA and informed the agritourism operators that as long as they meet a high standard of quality his tour company would be very keen to work with them. Rob then laid out the key aspects that make a tour high quality. Marita provided a very informative interview about the challenges and opportunities of working in a rural community setting and also provided an example of a high-quality farm tour in Fiji.

The participants then participated in a field excursion to The Havannah Resort, The Moso and the Havannah Ecolodge to visit examples of high-quality accommodation. These businesses ranged from mid to high range in price. The participants were particularly taken back by the use of locally made products in the décor of the rooms and how these products lifted the quality of the setting.



Figure 5 Boat ride to The Moso for the high-quality accommodation field trip



Figure 6 Agritourism operators using their new smart phones to take pictures of a room at The Moso



Figure 7 The Agritourism Advisor and an agritourism operator admiring locally made products at The Moso



Figure 8 The Agritourism Advisor with the owner of The Moso, thanking him for the tour



Figure 9 The Agritourism operators and Agritourism Business Support Week Team on The Moso



Figure 10 High quality accommodation field trip to The Havannah



Figure 11 Use of locally made products in bathroom décor at The Havannah

THURSDAY 22ND APRIL: BUSINESS PREPARATION AND SURVIVAL

Thursday's program consisted of training based on preparing for the "new normal" which requires businesses to diversify to manage risk, produce high quality products and services, conduct COVID 19 safe business practice, and have a greater online presence. This involved sharing experiences and ideas with existing and new operators, industry experts, policy, and decision makers.

Dr Basil Leodoro opened the day with his presentation on business preparation for the new normal. The participants were particularly interested in vaccines which took up most of the question time. Dr Basil stated "It's important to understand that the vaccine will not stop COVID 19, we will have to live with this virus now, however it will lessen the likelihood of serious complications from COVID 19. This is why we must learn to live with the virus which means much stricter health and sanitation procedures."

The Vanuatu Skills Partnership (VSP) followed on from Dr Basil and held a training session on establishing an agritourism association and the role of agritourism ambassadors. The VSP discussed the success they have had in supporting the handicrafts association through their implementation hubs in the Provinces and discussed the types of support that the VSP could offer in this space.

The participants then participated in a 3-hour Safe Business Operations (SBO) training facilitated by Vanuatu Institute of Technology. The SBO training is a new mandatory requirement for operating a tourism business under the Department of Tourism. Once tourism businesses have passed the SBO training they are issued with a certificate and later audited on site to see that staff are meeting SBO guidelines.

Leonid Vusilai and Votausi Mackenzie-Reur from the Pacific Island Food Revolution facilitated a traditional cuisine cooking demonstration in which all the agritourism operators participated with shared cooking workbenches. Origin energy donated the gas cookers for the event and later handed them over to the newly formed Vanuatu Agritourism Association. The participants learnt not only how to prepare traditional cuisine that meets all the safe food handling training but also how to deliver a cooking class to their tourists. The Director of Tourism, Mr Jerry Spooner even joined in on the training.



Figure 12 Pacific Island Food Revolution Cooking demonstration and Origin Energy donation of gas cookers



Figure 13 Votausi Mackenzie and Leo Vusilai hosting the local cuisine Cooking demonstration



Figure 14 Leo Vusilai demonstrating cooking techniques to the Director of Tourism



Figure 15 Agritourism operators learning how to make a lap lap roll

Dr Cherise Addinsall facilitated a training session on Planet Happiness and the Vanuatu Happiness Index Survey. The Vanuatu Department of Tourism (DoT), and Planet Happiness have partnered to launch the [Vanuatu Happiness Index Survey](#) which measures the happiness and well-being of Ni Vanuatu throughout Vanuatu's six provinces. The Vanuatu Happiness Index Survey will enable the DoT to engage communities to measure well-being, moving beyond only measuring visitor arrivals, visitor satisfaction and contribution to GDP. The Vanuatu Sustainable Tourism Strategy (2021-2025), puts forward 4 themes (Well-being, Resilience, Diversification and Sustainability) to guide the ongoing management and development of sustainable tourism. Mr Spooner suggested "As part of our well-being theme in the Vanuatu Sustainable Tourism Strategy (2021-2025) the DoT, with the support of Planet Happiness, tourism stakeholders, Government Departments and communities will use the findings of the Vanuatu Happiness Index Survey to ensure meaningful engagement of our communities throughout all the 6 Provinces in the management and planning of tourism in addition to tracking tourism's contribution to the Vanuatu National Sustainable Development Plan (2016-2030) objectives, the UN Sustainable Development Goals and the Global Sustainable Tourism Council (GSTC). When integrated with Vanuatu's Sustainable Tourism Policy (2019-2030), the findings will contribute to building Vanuatu's position as one of the Pacific's most sustainable destinations".

Dr Cherise Addinsall is volunteering with Planet Happiness to raise awareness of the well-being movement in the South Pacific and has supported Planet Happiness to adapt the Happiness Index Survey to fit within a Vanuatu context. The agritourism operators received capacity building in how to fill in the Vanuatu Happiness Index as well as survey other members of their communities as their roles as Agritourism ambassadors.

The Principal Accreditation Officer for the Department of Tourism, Geraldine Tari then gave a presentation on the minimum standards and the newly launched Vanuatu Tourism Operator Code of Practice which is a commitment from tourism operators to meet the vision and values of the Vanuatu Sustainable Tourism Policy (2019-2030). The day finished with the Vanuatu Tourism Office and Department of Tourism staff assisting the agritourism operators in a one-to-one session to develop a 5-minute pitch to Government stakeholders for the Friday morning session.

FRIDAY 23RD APRIL: AGRITOURISM ROUNDTABLE

The week ended with all agritourism operators doing short presentation pitches to Government representatives of their agritourism businesses and to develop a Vanuatu Agritourism documentary. Julia King stated in her presentation "I'm so impressed with all of the amazing locally owned agritourism businesses that have presented here today. Our local agritourism businesses need relationships, every day I come here I'm telling a story, a mama tells me 'your basket is nice' and I say 'mama blo Torba hemi mekem'.

At every opportunity I'm promoting local products and services. It's all about empowering our local people, let us support each other and their families and buy local!"

The Agritourism Roundtable Session on Friday afternoon concluded with a Statement of Intent for progressing agritourism in Vanuatu and the intermittent launching of the Vanuatu Agritourism Association where Mr Kalo Nathaniel was elected as President. The First PA of Finance, Mr. Ronald Nafuki on behalf of the Minister of Finance commended the Director of Tourism and the Agritourism Business Support Week organising team for holding a high-quality training and collaborative event for agritourism and expressed his commitment to working with the newly formed Vanuatu Agritourism Committee.

The Director of Agriculture Mr. Antoine Ravo added that "this week showed that while it is a difficult time, there is a bright future in Agritourism opportunities and many potential opportunities, and there is confidence by the private sector and the Government for support".

The Director of Tourism Mr Jerry Spooner closed the week and stated "I'm so impressed with the positive energy during this week, there were so many smiles and laughter and excitement to apply the knowledge learnt this week to improve your agritourism businesses. This shows the strength and resilience of our people and I'm proud to support on behalf of the Agritourism Committee our newly formed Vanuatu Agritourism Association in which Kalo Nathaniel is the newly elected interim President. I want to acknowledge the New Zealand Ministry for Foreign Affairs and Trade (MFAT) who have been here through our sustainable tourism journey from the beginning and our key funders of the event the Australian Centre for International Agricultural Research (ACIAR), Pacific Agribusiness Research for Development Initiative (PARDI 2), The European Development Fund (EDF 11), Vanuatu Skills Partnership (VSP) and partners Vanuatu Department of Agriculture and Vanuatu Department of Industry".

5. NEXT STEPS IN THE IMPLEMENTATION OF THE PRODUKTIF TURISM BLONG YUMI INITIATIVE

The PARDI 2 project through Dr Cherise Addinsall is now supporting the local Agritourism team to undertake product development support for all 30 agritourism operators based on the skills and knowledge that they obtained during the Agritourism Business Support Week. The team will be visiting every agritourism operator in all 6 provinces to support in the development of short to long term product development plans. The team will align these plans to the Tourism Business Support Program which is being rolled out by the Department of Tourism so that agritourism operators can access financial support to implement their product development plans. This work will take

place from May until August 2021. Dr Addinsall will continue to provide capacity building to the local agritourism team and Provincial managers during this time.

The agritourism team have also developed Terms of References for Technical Advisors to support in their 2021 Annual work Plan for the Produktif Turism Blong Yumi Initiative in the areas of: communications and media; cultural verification of traditional cuisine and farming practices; traditional cuisine revival program and product development; slow food educational program for schools, and slow food training materials for the tourism industry. The Agritourism Business Support Week was the first activity to be implemented under the Produktif Turism Blong Yumi Initiative and is now being held up by participants, trainers and Government representatives as an effective training tool for instigating rural entrepreneurship, building resilience and local participation in the tourism industry.

6. PARTICIPANT EVALUATION OF THE AGRITOURISM BUSINESS SUPPORT WEEK

All participants were given evaluation forms translated in Bislama in the final session of the Agritourism Business Support Week. We had 100% of the participants submit evaluation forms. The results from Figure 16, show the participants mostly 'strongly agreed' or 'agreed' that the training delivery and content were of a high level and appropriate for the participants. The objectives were also rated as being clear. Time allocated for the business week was the only response that didn't rate as highly, although was still mostly positive or neutral. The organising team have noted this and suggested that next time the Safe Business Operations training and First Aid Training take place in an additional week as they both took considerable time.

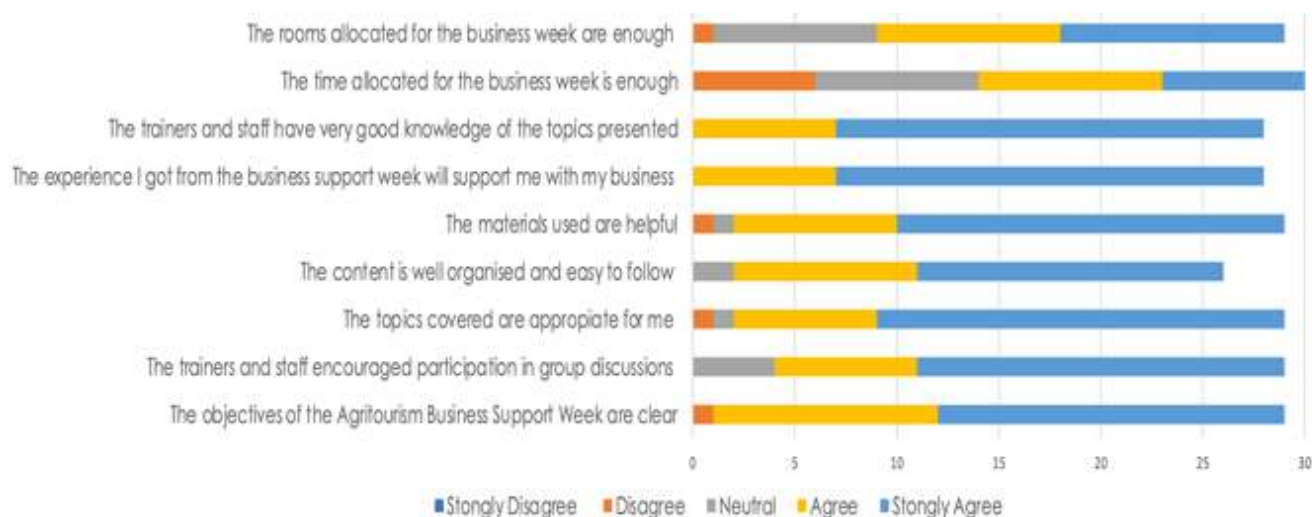


Figure 16 Quantitative analysis showing participants rating of the various components of the training

QUALITATIVE EVALUATION RESPONSES FOR THE AGRITOURISM BUSINESS SUPPORT WEEK

What did you like about the Agritourism Business Support Week?

- Very inclusive and good networking, very informative
- That Vanuatu has a lot of potential with our local resources
- It helps me to improve in terms of quality
- All the topics and the field trips
- I have learnt a lot of things during the business week
- I like a lot of things that happened during the week
- Networking/training/Govt Support Agencies Infor/ Standards/Technology upgrade
- I learnt about the background of the other participants and the different sectors in Vanuatu
- Agritourism value chain and financial management
- I have learnt a lot about business management
- It was all really good
- The tours
- Product development
- I learnt about financial management, safety, creativity it was all taught really well
- I now know people I never knew before and more regarding business
- I have learnt a lot of new things this week from each presenter, field trips and especially local value-added products
- Everything about the week is good
- Finance and Planning
- Great connection and knowing more about who works in this area. If I get to the islands, I now have contacts or businesses to visit. Got some great ideas. Loved the local/slow food and cooking. Re-ignited my passion. Felt a part of something bigger - community
- Everything about the week is good, so overwhelming for me to express
- I have learnt a lot of things that will help me in my business
- A million thanks as this has motivated and encouraged me; it has lifted my imagination and creative works in the tours and the presentations motivated me in all aspects of tourism
- Information sharing; networking; phone, first aid kit and fellowship, awesome platform
- I have learnt a lot, best off is the formation of the association so that the government can assist us in critical times such as this pandemic
- I love the topics presented but really liked the financial management presentation
- I love the financial management presentation
- Financial presentation from VCCI
- I liked the fact that it highlighted the capacity, the resilience, the objective of each business. The working together / cooperation shown here is the key to success
- Practical and related topics for improvement of our businesses

What aspect of the business week do you think could be improved?

- Reach out to outer islands with the training too
- Need more time spent on the internet and marketing and how to use the smart phones
- Reduce the field trips
- Nothing
- Nothing
- Standards / Tour details / Coffee shop open
- Nothing
- Financial management
- The agritourism aspect of my business
- Nothing
- Fish tourism
- More time on product development
- Financial management and health
- Nothing
- Timing is really short so wasn't a lot of free time
- Finance, health and safety
- Timing is really short and congested and participants don't have any free times
- Maybe nametags / names of business better than place cards that got messed up and left also would be good for instructions on how to use the phone features
- Nothing
- Agriculture and nutrition in agritourism for change of mindset
- Provide a list of hashtags for all to copy and paste
- I have to work hard to improve my standards and start to value add some of my flavour in my product
- Financial Management
- Marketing and connectivity
- The week is perfect, the next step is to see the improvements of each business for those of us who have attended this first event
- More detail discussions on the VAA and its role in improving of our Agritourism Businesses

Do you think you will change your practice as a result of what you have learned during the Agritourism Business Support week?

- Apply safe business practice
- I have reflected on some practices that this week really helps me realise to be wrong
- I will improve on the services I offer
- The new things that I have learnt will help me make the necessary changes
- I think I can change my customers
- I think I can change my customers
- Process of standards producers in processing
- Will rely more on local products
- I will review based on what we have done throughout the week
- Promote my business (my lodge)
- Yes, for the business to work, I need good projects

- I can now create a lot more things in my business that I have learnt from the business week
- Work towards meeting the tourism standards and comply with the law; strengthen my business
- I will have to put in extra effort to apply what I have learnt during this week
- Training for staff
- Work on business plan for the business
- New ideas on products to plants, new tours to implement and how to finish off existing or half-finished projects and also how to change existing practices i.e. update my employee contracts, marketing and ways to improve
- Yes, I will
- I will use more local foods and I can now market my product on social media
- I will work to make the necessary changes as soon as I possibly can in the services I provide in the workplace
- New SBO measures in place and invest in employee development
- Through the different things I've learnt from the different sectors presented, I will make the necessary changes
- I have to keep record' do record keeping and budgeting, I also need to look at my pricing for cash flow management
- I will do so through the skills and ideas I get from the business week
- Value add, promote businesses for local tourism, better my administration and financial management
- Bring more collaboration and sharing
- Safe Business Operations for our businesses and online marketing on social media to look to a booking engine
-

What are other topics that you think your business can benefit from?

- Marketing and communication
- Yes, financial management and producing high quality product
- Agriculture
- Home garden and homestays
- The site visit at Moso
- Yes, would be good to have more in the area of creativity and additional activities within the business
- Yes, on protecting culture and sustaining productivity in tourism
- Tourism training
- More First Aid training as well as Tour Guide training
- Can't think of anything right now
- Yes, but right now am so glad to go back with these good things that I have learnt, it's the first time ever
- Safe Business Operation training on my island would be really good
- Training in the area of nutrition
- There are many areas that my business can benefit from
- Business resilience
- Some things the NGOs do apart from the government
- Create and integrate other activities in other products

- Issues that the businesses face such as loans, insurance etc and the renewal of land lease, currently it's at 30,000vt
- More training on using smart phones for marketing out product and group chart for Agritourism businesses

Of the days and sessions during the business week which was your favourite?

- All the presentations of day 5, it was so good for all the operators to present
- Found all of them to be very important
- Tuesday, Wednesday, Thursday and Friday
- Friday
- Every day and every session
- Every day and every session
- Day 2
- The presentations on the last day
- The day we talked about the marketing platforms
- Every day and every session
- Session on light power (solar)
- The things I learnt every day within the 1 week is very important for our business
- Monday to Friday are very good, I learnt something new in every session
- The financial management presentation
- Every day and every session
- Field visit to Moso and those other places are very motivating
- Cooking day and the participation by participants
- I have enjoyed everything and glad to have developed a cultural village
- Friday
- The Field visit was the best and favourite day for me
- Cooking with Chef Leo was my favourite
- Friday was my favourite as I was able to express my feelings in front of the government reps
- Wednesday, financial management
- Financial management presentation
- Friday is best to hear presentations from operators, their challenges and way forward
- Loved all the presentations, showed passion, culture which is our pride but we can be stronger
- Cooking demonstration and SBO training

Anything other comments?

- I am fortunate as a young person to be part of a very high standard training such as this.
- I would like to have this similar workshop again in the future
- I think it is really good that we mix with expatriates, locals and professionals

- I am so happy to be going back home and do the necessary improvements needed
- I am so happy to be going back home and do the necessary improvements needed
- Good to learn about the govt support agencies, networking and establish association for strength
- Locals to share what they have "way of living" to other people, our identity is precious, and we can share it
- I would like to say thank you for the fact that I am part of the Agritourism Association
- I am happy about the 1-week training, but I think it's really short
- Local accommodation and first aid, good to check again after 3 months
- Well-done to everyone
- I would like to thank the organisers for making it possible for us to be part of the one week to better our businesses
- I would like to thank you for the wonderful workshop that's help strengthen my business
- Very interesting week, thanks director for making this possible
- Department of Tourism, excellent work
- I am so happy to have been part of this week, helps a lot and has encouraged me a lot, thank you and see you next time
- Was very informative and very well run. The local food was of a very high quality and inspired me to make some more local products...liked the tips on cross culture i.e. don't fill the food plates like the mountain, can come back for more later
- The standard is high, but I will do my best to get there for my island
- High quality products, the new agritourism products, local foods, all very important in the lives of families and business
- When handouts are given out, there should be follow up group discussions on what's outlined in them
- PowerPoint presentations, please provide template and talking points in advance so that we can commit for time to prep
- The business week has been very interesting for me as I have never before attended anything like it, Thank you government and the Department of Tourism
- 1 week is too short
- Good to have the Department of Tourism in the future promote products through these kinds of workshops
- A very good experience - 1st Agritourism week get together and everyone understanding the meaning of Agritourism - Most stakeholders attended the meeting on Monday and Friday except Department of Industry which has an essential role to play - shows poor leadership in Industry compared to the other Departments

Appendix 1. DESCRIPTION OF AGRITOURISM OPERATORS WHO ATTENDED THE AGRITOURISM BUSINESS SUPPORT WEEK

Agritourism Operator: Sandrine Wallez

Business Name: ACTIV- AELAN Chocolate makers



Email: sandrine.wallez@activassociation.org

Location: Efate, SHEFA Province

Business Description: ACTIV Association is a local NGO with two socially responsible businesses (Aelan Chocolate Makers and ACTIV Limited) supporting the core activity of the association. Their Agri tour is located at the ACTIV Centre at the Second Lagoon and shows visitors how their Aelan Chocolate and extra Virgin Coconut Oil is produced from beans to bar and coconut to oil. The tour is priced low at 500VT per person to attract families to the ACTIV centre to encourage sales in the Island shop which has been a very successful strategy for increasing sales of their locally made products. The Agri tour lasts approximately 30 minutes with tasting. People can take a tour or access directly free of charge the Island Shop, where products from the Islands are for sale (Handicrafts, chocolate, oils, kava etc). Their Aelan café is downtown on Lini Highway, where they serve chocolate creations, crêpes, galettes, real-fruit ice cream and pastries using local products.

Their Agri tour was voted among the best 10% attraction of the world with Trip advisor in 2019. Their Agri tour and Aelan Café seeks to promote local

products and assist local communities to improve their livelihoods. ACTIV is also assisting local and regional cocoa producers to find niche markets for their fine cacao by developing the first edition of the “South Pacific Cocoa of Excellence” competition where cocoa producers from Fiji, Samoa, Vanuatu, Solomon islands and Australia are selected by international judges (Aus. NZ, New Cal., USA, Netherlands and Japan). Results will be announced mid-October 2021 at a special event in Melbourne with chocolate makers and food professionals. They are also seeking to develop an online boutique with marketing for export ready products for international regional markets (Australia, New Zealand and New Caledonia). ACTIV provides a great example of a high quality agritourism business in Vanuatu and shows the numerous benefits of developing an agritourism business model they are a leading example for mentoring in this space.

Agritourism Operator: Susan Garae

Name of Business: Aore Coffee Producers and Tours



Email: aorecoffeeproducers@gmail.com

Location: South East Aore Island, SANMA Province

Business Description: Aore Coffee Producers Tour offer a coffee plantation to cup tours experience on Aore Island. Susan has a wealth of knowledge in all aspects from growing coffee, to harvesting, processing and of course making a fantastic coffee. Visitors book direct from their face book page or email and some are booked through SANMA Information centre. The cost of tours are Adults 3,800VT and Children 1,900VT and includes return trip from Santo Laganville Wharf. The tour was operating successfully prior to COVID-19 and TC Harold with a consistent number of bookings. After the pandemic and TC Harold, they are now only open on Sundays for domestic visitors and breakfast at their Aore Coffee Cafe. They continue to sell Aore coffee to supermarkets, retail shops and to the public at large.

Agritourism Operator: Bebetu Jingo

Name of Business: Birihiia Guest House By the Sea



mail: lapitalodge@vanuatu.com.vu

Location: Avunabacura Village, West Malo, SANMA Province

Business Description: “Birihiia Guest House By the Sea” offers accommodation for domestic and international visitors and cultural and traditional tours of the lifestyle of the island. Nambrihia which the name of the guest house is derived from refers to Malo’s traditional sharpening rock which was used for sharpening stone tools for tribal wars and farming. The tours include show casing this traditional landmark and its uses, stick dance which are unique in the province and forest and farm walk where they learn about the islands traditional farming systems, traditional medicines and uses of forest products for the survival of the inhabitants of the island. The visitors also take part in harvesting seasonal traditional root crops, vegetables, nuts and fruits, fishing, hunting for crabs and experience cooking them island style and sharing the meals with the family member of Birihiia Guest House By the Sea. For children’s activities, one special traditional activity that young boys learn is the stick dance. They have elders who teach this special dance but there has to be a small fee for this either using king yam or money. The visitor’s boys can attend this stick dance training as it is for boys only. The girls can be taught how to weave as Malo women are known for their famous mat hats. Currently the price for the tours is in the process of completion after the development of their activity plans. The cost of the accommodation is: Double Bungalow: 5,000VT per night. Twin Share Bungalow: 4,000VT per night. Meals are as follows: Breakfast: 500VT per head, Lunch 750VT per head and Dinner 1,500VT per head.

Agritourism Operator: Daniel Ben
Business Name: Blue Cave Tanna Tour



Email: bluecaveinfo.tanna@gmail.com

Location: Laus, North West Tanna, TAFEA Province

Business Description: Blue Cave tour is accessed either by boat or road and at low tide you can swim right under the rock ledge that takes you into the cave and at high tide you will need to swim underwater for a very short distance, where you will then come up in the cave. The cave is quite large and has a hole in the roof that provides a beautiful light, which shines into the cave highlighting the blue water and creating great photo opportunities. There are also ladders that go up the cliff to a small area on top where you can relax in a hammock, check out the cave roof hole from above, talk to the friendly local family who own the Blue Cave or just enjoy the views of the beautiful Pacific Ocean. Daniel also provides fishing tours in addition to the cave tour where you also learn traditional ways of preparing your catch. The tours start at 2000VT and increase depending on the activities selected. The Blue Cave local owners Daniel and Rachel have also recently built a bungalow on top of the ridge above the Blue Cave where you can stay overnight and get even more time to enjoy the Blue Cave and nearby attractions.

Agritourism Operator: William Smith Mala (on behalf of Martin Mala)
Business Name: Charles Godden Slow Food and Handicrafts Festival



Email: nationvanuatu1@gmail.com

Location: Ambae Island, PENAMA Province

Business Description: Charles Godden Slow Food and Handicrafts Festival is a community managed celebration of one of Ambae's very first Anglican missionary and the legacy he left behind. The festival also celebrates Ambae's rich cultural art through handicrafts while seeking to teach both locals and tourists about the slow food movement on Ambae. The price of attending the festival is 5000VT per person a package cost is 16,500VT per person and includes entry, guides, refreshments, entertainment and accommodation.

Agritourism Operator: Cecil Lonsdale
Business Name: Dori Lagoon Bungalow



Email: odorony@vanuatu.gov.vu

Location: Rah, Banks Islands, TORBA Province

Business Description: Dori Lagoon Bungalow is locally made bungalow located on a white sandy beach on Rah island. They also offer a farm tour and farm to table experiences (including harvesting your own meal), the farm tour also includes an education experience in livestock and spices. Cecil operates a family island bungalow with an Intergraded backyard farming as part of the farm to table experience. They cater to both international and domestic visitors such as Government workers, NGO's and church groups including schools site visitations. Their strength is having the support of community.

Agritourism Operator: Carolyn Ernst

Business Name: Eden on the River and Yoku Farm Tour



Email: ernst.vanuati@gmail.com

Business Description: Yoku Farm was purchased by Joe & Carolyn Ernst in 2005. In its early days, it was affectionately called “The Ernst Nut Farm” and they had no clear idea of where this journey would take them, Carolyn only knew that it was time for a new adventure. Initially Yoku farmed free-range chickens for commercial egg production- however, they slowly transitioned to farming free-range pigs. The business model leans naturally towards farm gate sales of live pigs and their focus is on improving pig breeding for local conditions. Yoku pigs can now be found in every province of Vanuatu. Around the property, Vanuatu's largest collection of tropical fruit trees (mostly imported from Australia) grows to provide shelter to the animals and provide some very interesting fruit. Ice-cream bean, Rollinia and Grumichama just to name some funky ones. Eden on the River officially opened in April 2010 and offers Agri tours that showcase the natural beauty of the property, which borders on the Rentapau River, including their hero tour "The Bridges of Eden". Every Agri tour offers a tropical tasting platter at the end, and always features

a mix of fruits grown on property and fruits purchased at road stalls in their local area.

They also have a local food cafe, which was first called the Eden Tea House. Currently, their menu features a blend of local purchases and a few things grown on our farm, however, their aim is to develop this into a fully-fledged paddock to plate experience, with menu items incorporating their own pork, lamb and fruits and vegetables grown in our extensive gardens. Currently, they are working on Agri tours that will offer a more educational experience with cooking demonstrations and working farm tours, including a farm stay.

Agritourism Operator: Michele Raikatalau

Business Name: V-Organic and Famile (Leila Jacobe)



Email:

leila.famillejacobe@gmail.com

Location: Rentapao, Efate, SHEFA Province

Business Description: Famile Jacobe Limited have an organic farm - working in respect with nature, Leila states they have a strong message to deliver in regard to the principles of regenerative farming, working with nature and protecting the soil. Their property is located in North Efate on 376 Hectares and is seeking to develop many more eco-friendly opportunities such as the production of organic fertilisers. Leila suggests attracting visitors on site is a first step by offering a farm stay where they can stay and enjoy local food produced by the farm. Their farm tour consists of a fruit orchard walk, Livestock farm tours, sea front tour and has a range of livestock and crops such as: cattle, ducks & quails, tamanu oil, noni juice, vegetables and tropical fruits. They attract many locals' visitors such as children as this tour is directed at an educational experience to encourage children into a farming career, but also, they seek to attract international tourists once the borders open as they have sea front bungalows and camping area for tents.

Agritourism Operator: Olivier Fernandez

Business Name: Gaston Chocolate



Email: fernandez.olivier@gmail.com

Location: Port Vila, Efate, SHEFA Province

Business Description: Gaston Chocolate have designed a space to keep customers at the heart of the very careful chocolate making art. Oliver believes everyone should experience chocolate in its purest form. Visitors get to interact with Olivier and his team and witness every step of the process. Gaston chocolate roast at low temperatures to preserve the fine flavours, they show the process of winnow which is the removal of husks and breaking the bean to small pieces after which it's refined and blended. Next, they temper the chocolate over a 48 hours process to really achieve the blended creamy smooth flavours. Finally the process finishes with hand wrapping every bar lovingly ready for sales. Their labels are inspired by 19th and early 20th monetary notes, maps of the Vanuatu archipelago and drawings of the Melanesian Culture, each bar is a celebration of Vanuatu's unique style. Their shop in Port Vila is a place to showcase all of their products. Olivier is now collaborating with Jungle Zipline to link Michael's cocoa agroforestry farm to their chocolate tour offering a farm to production educational Agri tour. Olivier believes that beyond the discovery of chocolate crafting, there is a story to take away and a unique retail experience.

Agritourism Operator: William Smith Mala (on behalf of Daniel Quarang)

Business Name: Hanare Kastom Village Tour



Email: willsway.mala@gmail.com

Location: Maewo Island, PENAMA Province

Business Description: Hanare Kastom Village Tour offers a cultural experience that showcases and preserves the unique kastom of Hanare village, Maewo. They have 10 different activities including traditional food preparation, prawn harvesting, water taro harvesting, kastom dancing, and river swimming. It is locally based, using only local foods, materials and knowledge to offer a special experience for visitors. The community use the Agri tour as a way to help preserve the kastom & culture of their village, island, province, and Vanuatu. They believe by sharing their kastom and culture it aids in keeping it alive and passing it to new generations. To adapt to border restrictions the community have been selling kava and market produce preparing local food for the 20VT kakai markets.

Agritourism Operator: Kelson Hosea
Business Name: Jungle Oasis Bungalows



Email: jungleoasisbungalow@gmail.com

Location: South East Tanna, TAFEA Province

Business Description: Jungle Oasis is right at the base of the Yasur volcano close to the Volcano entrance. It has simple, clean and basic accommodation and the tree house is a memorable experience. Electricity is available every evening for lighting and charging of electrical devices (mobile phones, cameras, etc.) Jungle Oasis offer a slow food and local cuisine experience with all of their meals. The great asset of Jungle Oasis is the location which enables you to go on the morning tour of the volcano departing at 4.00 am, which is a must (very few people and stunning sunrise)! Kelson also offers a tour of their gardens. Jungle Oasis has 7 bungalows all together including a Tree House. All rooms have power outlets, daily room service, Laundry service, cold shower, flush toilets, shared bathroom facilities, 24 hours electricity, fly screen in all windows, mosquito nets, water must be boiled for drinking, guest Wi-Fi. Jungle Oasis have their own truck for transfers to and from the airport and can arrange transfers for all tours on the island.

Agritourism Operator: Michael Thompson

Business Name: Jungle Zipline



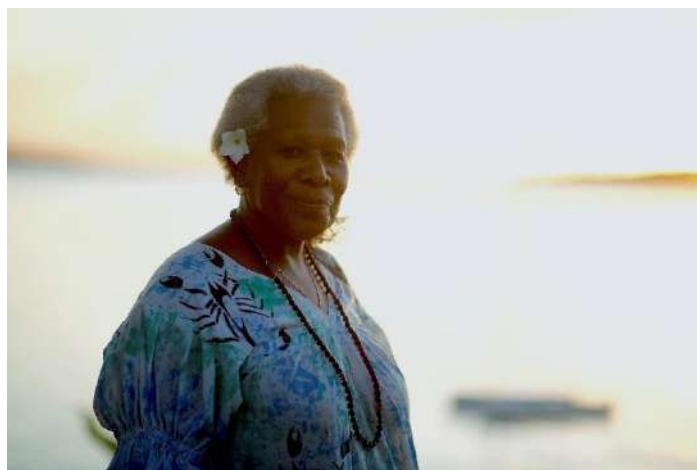
Email: junglezipline@gmail.com

Location: Mele, Efate, SHEFA Province

Business Description: Michael's existing business the Jungle Zipline is a unique rainforest experience at height. They offer the opportunity to soar through the jungle canopy and experience breathtaking views overlooking Mele bay and Port Vila. They have two courses: the Tree Top Tour or our Zip Trek Tour. Designed for those of average mobility and strength who are in reasonably good health. Ages 4 to 89. Weight restriction 125kgs. The tour is a 3-hour return trip from town. Their Jungle Zipline business has a proven ability to deliver quality products to market. In an attempt to adapt due to significant loss of bookings due to border restrictions they are now diversifying into agroforestry to find alternative income revenues and keep staff employed. They are currently adding a nut and cocoa agroforestry plantation as a major attraction and supplier to the market. Their tour will link up with Gaston Chocolate and include a macadamia nut plantation and cocoa farm tour, and roasting, chocolate coating to the consumer. Michael demonstrates a leading example in adaptation and business resilience.

Agritourism Operator: Votausi Mackenzie-Reur

Name of Business: Lapita Café Limited



Email: reur@vanuatu.com.vu

Location: Port Vila, Efate, SHEFA Province & Luganville, Santo, SANMA Province

Business Description: Lapita provides locally sourced and manufactured food products throughout Vanuatu and sometimes abroad. The company has developed its expertise since its establishment in 1999 and its aim is to achieve a high standard of satisfaction and service to its customers. The company process the following products: tamarind, mango and pawpaw sauces & relish; tamarind Sweet Chilli Sauce, choko and vegetable Relish; pawpaw & ginger jam and mango jam; dried local fruits; dried banana and pineapple; root vegetable chips; taro and banana salted chips; gluten free manioc flour; assorted flavoured cookies using local nuts and spices and Lapita's own gluten free flour as the main ingredient and Indigenous nuts such as nangai (Canarium Indicum) which are dried, roasted, salted or sugar coated or made into pure oil. The nangi is wildy harvested by women throughout the islands.

The company specialises in supporting the slow food movement with main markets being supermarkets, hotels, resorts and restaurants, speciality shops and the national airline, Air Vanuatu.

From 2014 to 2015 the company worked closely with Iririki Island Resort to develop an Agri tour for Vanuatu local fresh foods and value adding in a processing facility to these foods. This tour was advertised amongst Iririki Island Resort guests. It consisted of a tour to the main market then to Lapita

Café Limited processing facilities where they learn about the supply chain of the food products to packaged products. At the end of the tour the guests are served refreshments which includes Lapita assorted products, local coffee and freshly squeezed fruit drinks or green coconuts. The tour was really successful for the company but ceased since TC Pam in 2015. TC Pam reduced supply of raw materials for the company and since 2018, Lapita Café Limited moved some of its processing to Luganville, Santo. Since then the company has purchased a buffer farm and is now planting most of its raw materials to support its organic farmers.

The future plan for Lapita Café Limited is to re-build a planned construction of a HACCP certified food processing factory in Luganville Santo. This facility will include a local cuisine food Café and souvenir shop for visitors to enjoy some exotic local food and snacks and offer an experiential tour for domestic and international tourists to its farm so that they can have a farm to table experience. The cost of the tour from 2014 to 2015 was: 2,500 for adults and 1000vt for children 6-12 years old. Local School Children (12 years and older) and other educational institutions the company charges 500vt per head. The tour is normally 1 hour but often because the visitors loved it so much it could extend to another 30 minutes.

Agritourism Operator: Racar Seracar

Business Name: Loru Forest Carbon Project/Loru Community Conservation Tour



Email: serge.warakar@livelearn.org

Location: East Santo, SANMA Province

Business Description: The Loru Forest Carbon Project and Community Conservation Tour is owned and managed by Ser-thiac clan and a board of Governance in which Chief Skip Ser is the chairman. Loru also employs rangers who manage the agroforestry area in Loru. The community offer a traditional Agroforestry farm tour, and farm to table experience (including harvesting your own meal), harvesting of tropical fruits and vegetables, and an educational experience into value adding local Indigenous nuts, livestock farm tours, nursery (Floriculture/fruit trees/native trees) educational tour and a rainforest walk and information session about their carbon project. Ser-thiac is a carbon business where carbon is sold at the international market as a product originally produced in the Loru Forest Conservation Area. Their carbon business set up has been operating for 6 years with a very strong governance. They have a very strong partnership with other stakeholders (Nakau Programme, Vanuatu Skills Partnership and Live & Learn Vanuatu).

Agritourism Operator: Jessy (Saksak) Temar
Business Name: Lonwolwol Lake Side



Email: tourismphone@gmail.com

Location: Lonwolwol Village, West Ambrym, PENAMA Province

Description of Business: Lonwolwol Lakeside is a family operated business that was established in 2013 (100years after the Volcanic eruption). Jessy offers local accommodation (island bungalow) and land & sea based Agri tours as well as cultural tours of a historical site (first mission hospital used to be located here however was destroyed by Volcanic eruption back on 7th December 1913). As an adaptation strategy due to border restrictions Jessy has moved heavily into agriculture and has expanded his gardens to include watermelon, tomatoes, and other crops that are in high demand. This agricultural expansion is also adding value to his Agri tour in which he seeks to develop a farm to table harvesting experience. He is also located in a good area for viewing Medgapod birds which are endemic to Vanuatu (site has now become a conservation site). Jessy has also expanded into fishing and selling to nearby islands which he intends to add into his Agri tour.

Agritourism Operator: Kalo Nathaniel

Business Name: Malog Bungalows and Farm Tour



Email: Malogbungalows@gmail.com

Location: Makelines, MALAMPA Province

Description of Business: Malog Bungalows and farm tour are a longstanding successful locally owned and managed Agritourism business. Kalo and Nina offer Agri tours with Trek Vanuatu, in addition to local cuisine demonstrations and farm to table experiences. They also organise and manage conferences and special events. Their Agri tours consist of trekking through the rainforest and learning about Non-Timber Forest Products (NTFP), as well as horse riding, fishing tours, snorkelling, and sky viewing. Their waterside bungalows are located in Peskaru village. Agri tours and accommodation are 2,600VT per person per night including breakfast. The 3 bungalows sleep up to 6, with double, single and triple rooms available. Kalo has years of experience as a professional local cuisine chef and provides local cuisine meals for 700VT or 1500VT if there's lobster. Kalo is also President of the Vanuatu Agritourism Association.

Agritourism Operator: Ken Bob
Business Name: Nusumetu Ecotour



Email: kenbob242@gmail.com
Location: Green Hill Tanna, TAFEA Province

Business Description: Nusumetu is located in one of the areas of North Tanna with some of the best remnant forests, including two endemic palm species. The Nusumetu Ecotour offers a cultural, environmental and agritourism educational experience. Nusumetu Ecotour is situated in a sacred site, with many big rocks on its southern hill side that were regarded as spirits acting as a barrier to people entering the area, making the area a 'tabu' conservation area. This ancestral custom is supported by later generations, who consider the 'tabu' site a conservation area. Later in 2006, the Landholders Conservation Initiatives Project (LCIP) hosted by the Department of Environmental Protection and Conservation worked with the communities for four years and strengthened the initiative. LCIP support has increased the resources in the CCA. Five tribes at Green Hill now work together to manage the Eco tour and protect the area. Green Hill also has a botanical garden where the LCIP project provided required management assistance.

The Agri tour component focuses largely on the Carpocylon Palm which is an endemic species in Vanuatu and only found in this conservation area. The uses of the Palm are the trunk that can be used to build a local house, traditional medicine and the fruit is used to make oil. There is also cultural significance of the Palm. Caryota Palm is a food source after the cyclone when there are limited food sources available. The Agri tour also consists of kava tasting, traditional food preparation, weaving baskets and a cultural dance.

Agritourism Operator: Rachael David
Business Name: Pui Lodge and Tours



Email: Puilodgeandtours@gmail.com

Location: Luganville, Santo, SANMA Province

Business Description: We offer garden tours and get our guests to work in the garden with our families from planting, weeding, harvesting and cooking and sharing the meals. We also have small livestock on site with chicken and eggs and have small ponds of tilapia fish. Other tours include tour to our village especially to Port Olry, East Santo, Melanesian Cave, Cultural event at Fanafo, Blue Hole and snorkelling. Tours are organized sometimes based on visitors' request. The cost of tours ranges from 10,000 to 15,000 vatu per day. The status of business before COVID-19 and TC Harold was good as continue to have guests staying at the Lodge and organizing tours for them. After the pandemic and TC Harold, one of our main building was totally destroyed. We do not have any guests at the moment, so we are focusing out catering services and agricultural activities.

Agritourism Operator: Young Dini
Business Name: Rah Paradise Bungalow



Email: rahparadise@gmail.com

Location: Rah, Banks Islands, TORBA Province

Business Description: Rah Paradise Bungalows is run by the family Dini and is established by Father Luke (June 2017) in 1993. Rah Paradise Bungalows is the largest provider of accommodation on the small island. Currently the offer includes a family bungalow with two separate rooms (twin bed) and a beach bungalow with space for two people in a twin bed. In addition, there are two first generation bungalows, which will be replaced by two beach bungalows with two rooms each by the end of August 2019. All family and beach bungalows have a private bathroom with water connection. The family Dini offers the stay on Rah Island in an all-inclusive version. The kitchen team indulges the guests daily with freshly cooked food, which comes from the surrounding areas. In addition, visitors can book various day trips and many other activities on site. Rah Island is a beautiful and one could say paradise-like Island but the most special part of Rah is the authentic kindness and open-hearted mentality of our people

Agritourism Operator: Ina Serah Toka

Business Name: Serah, Botanical Garden Tour



Email: robu.toka@gmail.com

Location: Shark Bay, Santo, SANMA Province

Business Description: Serah's Enchanted and Botanic Garden is situated in Shark Bay village, a 35-minute drive from Luganville. Ina Serah Toka offers an educational Agri tour of the surrounding nature with a collection of different species of plants including trees, flowers, traditional bush medicines, local root crops and vegetables, fruits and more. The gardens are home to more than 50 different trees and species of plants and has the largest variety of hibiscus in Vanuatu. The tour lasts around 30 minutes with an easy walk through the flower gardens finishing at their river for a swim and picnic. The cost of the tour is 1000VT per person. The botanic gardens are also in the stages to become a Conservation Area which contributes to managing the environment for future generation. Ina is now in the stages of developing a

Agritourism Operator: Tusavaka Marango
Business Name: Talao Coffee Tour, Nasi Tuan

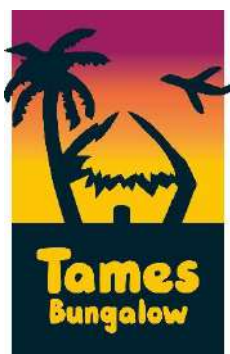


Email: tusa@nasituan.org

Location: Lenakel, North Tanna, TAFEA Province

Business Description: We offer accommodation and cultural tour and sightseeing in the island. The cost Accommodation and Tours. Price before COVID-19 is 2,500VT per head for single bungalow and 4,000 per adult for double bungalows. This is without meals. After COVID-19 price is the same but with meals. We source the foods we serve to our guests mostly from our gardens, wild harvest fish and prawns from the river, and get fish and lobster and other seafoods from the sea. We also hunt for coconut crabs and will birds and flying foxes and serve these as authentic and exotic meals. We provide a variety of tours which included, cultural tours to the villages and forests and introduce to visitors our water music performances, visit the volcano and the biggest lake in Vanuatu which is located on our island. After the pandemic we work in our coconut plantations to make copra to help maintain our bungalow. We continue to do gardening and have small livestock to sustain our livelihood. We have a valid Tourism Permit, Business Licence but we do not have a VFSC certificate for our business name.

Agritourism Operator: George Atkin
Business Name: Tammes Bungalow



Email: tamesbungalow@gmail.com

Location: Gaua, Banks Islands, TORBA Province

Business Description: Tammes Bungalow offer accommodation and cultural Agri tours of the island. George sources local food from his gardens to serve to guests providing a farm to plate experience. The cost of accommodation and Agri Tours before COVID-19 was 2,500VT per head for single bungalow and 4,000VT per adult for double bungalows. This is without meals. After COVID-19 George changed the price to attract the domestic market and now offers meals inclusive. George sources the food he serves to guests mostly from his gardens. He also serves wild harvest fish and prawns from the river, and catches fish, lobster and other seafoods from the sea. George also takes guests to hunt for coconut crabs and flying foxes and serves these as authentic and exotic meals. George provides a variety of tours which included, cultural tours to the villages and water music performances, visits to the volcano and the biggest lake in Vanuatu, and Agri tours of his gardens and rainforest. To adapt during border restrictions George has been working in the coconut plantations to make copra to help maintain the bungalow. He also continues to do gardening and have small livestock to sustain his family's livelihood.

Agritourism Operator: Benson Samuels
Business Name: Tanna Coffee Lokotai



TANNA COFFEE
A Taste of the South Pacific

Email: farmers@tannacoffee.com

Location: Lokotai, Lenakel, Tanna, TAFEA Province

Business Description: Tanna Coffee Lokotai are in the process of developing a Agri tour of their unique Tanna Coffee experience. Benson offers a coffee story of seed to sip and finishes in the Tanna Coffee gift shop and farmers cafe. The education Agri tour offers information about the coffee History in Vanuatu; a nursery-farm experience; coffee processing and factory experience; diversification activities such as orchids, and honey production. The Agri tour costs 1500VT for Adults which also include 1 free 500g Tanna Coffee. The business prior to COVID-19 and TC Harold was profitable with a consistent number of bookings. After the pandemic, Benson has been expanding into many other farming activities as an adaptation strategy which will add more agri experiences to the tour.

Agritourism Operator: Julia King
Business Name: The Kavahouse Limited



Email: sales@thekavahousevanuatu.com

Location: Mele, Efate, SHEFA Province

Business Description: The Kavahouse Limited offers an educational Agri tour of the growing methods, large scale kava production and processing, market selling, and the traditional customs and activities associated with kava. The Agri tour also consist of a medicinal plant tour, Nursery (Floriculture/fruit trees/native trees) walks and ends with a Kava harvesting and drinking experience served in a traditional half coconut. After the Agri tour visitors come to the Kavahouse store where a wide variety of Kava based products are sold. The Kavahouse also export and sell dried kava chips/roots/powder and related kava products. Julia sees Vanuatu Kava as renowned throughout the world and believes if all of Vanuatu can embrace that for what it is, everyone can sell the destination via the wonderful things Kava is doing to the lives of local people amidst the global pandemic. Julia is also an advocate for collaboration between locally owned businesses and promoting each other to expand market reach.

Agritourism Operator: Jennifer Neil Jones

Business Name: The Secret Garden Outdoor Cultural Tours and Accommodation



Email: vanuatusecretgarden@gmail.com

Location: Mele, Efate, SHEFA Province

Business Description: The Secret Garden Outdoor Cultural Tour and accommodation offer an educational Agri tour of their diverse agroforestry garden. Their business began in 2005 with the purpose is to educate visitors about Vanuatu's culture and history. Jennifer developed signage for visitors to read about Vanuatu's history, traditions and cultures. The Agri tour also includes medicinal plant tour and learning about the variety of flora and native and fruit trees. They also do traditional cooking demonstrations and island feasts for visitors to experience the taste of local cuisine. During this experience they also provide cultural dances and kava drinking. There is also accommodation with nine bungalows and a bar, restaurant and pool. Within the facility there is a souvenir shop for visitors to purchase local handicrafts and products. Jennifer targets cruise ship visitors, visitors by plane, and education institutions, such as primary and secondary schools. They also have work attachments for secondary school students in particular, housekeeping, bar tendering and tour guides. Jennifer has a diverse range of knowledge and background that enables her to promote her history, culture and traditions in her Agri tours. Her close proximity to the wharf and large resorts and hotels gives her an advantage for attracting visitors and she caters for all types.

Agritourism Operator: Hudison Mumeg

Business Name: Vanua Lava Farm Stay and Tours



Email: vanualavafarmstayandtours@gmail.com

HUDSONMUMEG@gmail.com

Location: Vanua lava, Banks Islands, TORBA Province

Business Description: Vanua Lava Farm Stay and tours offers a traditional farm tour through their tropical fruit orchard, spices garden and rainforest. Visitors are able to harvest and taste an array of local foods and learn about traditional farming. The tour is 3000VT per person and include transport by truck. Hudison also offers a fame to table experience for guests staying at his locally made bungalow.

Name: Barry Sawa

Name of Business: Village De Santo Community Garden Project



Email: infovillagedesantoresort@gmail.com



Location: Luganville, SANMA Province

Business Description: The Community Garden Project was initiated in April 2020 by Village de Santo Resort owners in a response to the impacts on the resort from border restrictions. Village de Santo applied for a United Nations Development Program (UNDP) grant for supporting communities affected by Covid-19 Pandemic. The key aim of the project was to keep their staff employed while also supplying fresh produce for their families and local community. The project application was successful and the donation of 2 blocks of land 2,000m² (two thousand square meters of land) by Village De Santo resort was the first step to start the project. This program intervention achieved the following objectives: created an employment opportunity for people affected by Covid-19; created a food supply for the community in Santo (Vanuatu) affected by cyclone Harold; created a communal garden for members of several community to work together and harvest the seeds of their efforts; gain knowledge and experience in self-governing and small project management; learn new methods of farming and land management. Barry and his team are now seeking to develop a backyard garden Agri tour and farm to table experience. All team members are currently learning the principles of backyard gardening from the Department of Agriculture and have received product development support from the agritourism team.



Appendix 2. SELECTION CRITERIA TO ATTEND THE AGRITOURISM BUSINESS SUPPORT WEEK

Selection Criteria
Name of Business:
Business License Number:
License Issuing Authority:
Sub Association:
Date of Assessment:




A. Legislative Requirements:








Membership of a Tourism Association recognised by DoT (i.e. Transport, Restaurants Cafe's & Bars etc)	
Has a Business License	

B. Standards Compliance:



Have applied for a tourism permit (or in the process of)	
Has agreed to and has signed the Vanuatu Tourism Operators Code of Practice	

C. Policy Linkages: Aligns with the Vanuatu Sustainable Tourism Policy (2019-2030) in at least one of the following:



Makes a legitimate contribution to local employment opportunities and spreading of economic benefits to local communities	
Promotes responsible tourism in an environmentally and culturally sustainable and socially inclusive manner	
Promotes and encourages the use of local sustainable and ethical products	

Has a public-private partnership approach	
Aligned with relevant Non-Government Organisations and/or Community Based Organisations	
Commits to protecting and restoring the environment and biodiversity	
Practices slow food	
Have invested (or plan to) in green infrastructure such as: renewable energy, waste management and water conservation	
Aligns with the Global Sustainable Tourism Council (GSTC) Criteria for Accommodation or Tours	
Is aligned with relevant Not for Profit Organisations (NGO) and Community Based Organisations (CBO)	







D. Provincial Government Representation:

Recommended by the Provincial Tourism Manager	
Minimum of 3 Agritourism operators from every province	

E. Agritourism Product:

Meets the definition of agritourism*	
Uniqueness of product	

F. Current Business Operations Status (Site Visit Checklist):

Have completed the online Expression of Interest form	
Had a functioning agritourism business prior to COVID-19	
Applied adaptation strategies to generate income and retain staff after border restrictions	
Description of business strength or opportunity	
Contribution to the destination as a whole	
Grounds and facilities are well maintained and free from rubbish and debris and insect and rodent breeding sites	

Appendix 3. AGRITOURISM BUSINESS SUPPORT WEEK PROGRAM

PROGRAM

AGRITOURISM BUSINESS SUPPORT WEEK

19-23 APRIL 2021
BREAKA'S RESORT
PORT VILA

AGRITOURISM

Agritourism is a niche form of tourism, it is described as a diversification strategy that generates supplementary income through activities conducted on a working farm, or agribusiness. Agritourism activities can include: educational experiences (agribusiness and farm tours, nursery, botanical and traditional medicine tours, cooking classes, wine tasting), outdoor recreation (fishing, hunting, forested hiking, tree climbing, animal feeding), on-farm direct sales, farm stay accommodation, and markets and festivals (based on harvesting slow food, traditional local cuisine and local value added products). Agritourism has been used in many countries as a diversification strategy to generate supplementary income and address shortage of tourism revenue.

SLOW FOOD

Slow food is a social movement that seeks to encourage households, restaurants, accommodation stores, and value adders to use food that is grown locally and sustainably (preferably organically and in season) by farmers and workers who are paid and treated fairly. For example, any type of restaurant can do slow food such as a Thai restaurant replacing imported ingredients for locally grown food while still keeping the cultural flavour of their cuisine.

TRADITIONAL (LOCAL) CUISINE

Traditional cuisine are types of food, ways of preparing food, or recipes that have been passed down by generations. Traditional foods and dishes are traditional in nature and can be seen as a national dish, regional cuisine or local cuisine (for example from a province or village in Vanuatu).

An Initiative of the Vanuatu Sustainable Tourism Policy (2019-2030)

MONDAY 19 APRIL			TUESDAY 20 APRIL		
BUSINESS SUPPORT			BUSINESS MENTORING: PRODUCT DEVELOPMENT, BRANDING AND MARKETING		
TIME	ACTIVITY	PRESENTER	TIME	ACTIVITY	PRESENTER
8:00am	Registration		8:00am	Registration	
8:15am	Opening Prayer		8:15am	Opening Prayer	
8:20am	Opening Remarks	DG of PETCOWA Ray Wale Jy	8:20am	Agritourism Business Support Week Overview	Director of Tourism Jerry Sponser
8:40am	Collaboration for Agritourism	DG of MAFPB Moses Jule Arico	8:35am	Business Planning	VED
9:00am	Agritourism Value Chain	National Agritourism Co-ordinator Nelson Macchiale Jout	11:05am	Examples of Successful International Agritourism Products and Product Development	Dr Charles Adilwail and Patricia Bui
9:20am	Agritourism Diversification Program	Director of Tourism Jerry Sponser	12:15pm	Field Trip to ACTV Chocolate Tour and Retail Lunch	Suzanne Mallon
9:40am	Agritourism Support for Agribusiness	Director of Agriculture Aileen Ross	1:45pm	Tourism Marketing Strategy and Toolkit	WTO team
10:00am	Agritourism as a Tool for Supporting Well-being	Director of Public Health Les Samuels	3:15pm	Instagram for Your Business: Bookinggram and others	Jess Kaitery
10:20am	Value Addition in Agribusiness	Director of Industry Development	4:00pm	The Advisor Dots and Dots	Marta Marley
10:40am	Morning Tea		4:15pm	Old Centre Network	Ashley Anthoniel
11:30am	PARDI 2 Agritourism Research in Fiji and Vanuatu	Penelope Bui	4:25pm	Booking Platform	YBC Media
11:30am	Strengthening Industry Relationships	CEO VTO Aileen Ross	4:35pm	Question Time	
11:45am	Vanuatu Primary Producers Authority	Timothy Tamas	5:00pm	Wrap Up and Closing Prayer	
12:00pm	Vanuatu Chamber of Commerce and Industry	GM Jule Arico			
12:15pm	Vanuatu Bureau of Standards and Certification	CEO Ruth Arico			
12:30pm	Vanuatu Cooperative Business Network	Manager YBCA Jack Longhouse			
12:45pm	Lunch				
1:45pm	Tourism Business Support Program	TBSP Co-ordinator			
2:05pm	National Green Energy Fund	Brigitte Ross			
2:25pm	Industry Support Funds	Director of Industry Development			
2:45pm	Agriculture Subsidy Program	Director of Agriculture Aileen Ross			
3:05pm	Panel Session				
4:15pm	Filling Out the TBSP EOI's Small Groups	Out Staff			
5:00pm	Wrap Up and Closing Prayer				

WEDNESDAY
21
APRIL

BUSINESS MENTORING: QUALITY, HEALTH AND SAFETY

TIME	ACTIVITY	PRESENTER
8.00am	Registration	
8.15am	Opening Prayer	
8.20am	Introduction to Business Mentoring Quality, Health and Safety	Agritourism National Coordinator Vanuatu Microcredit Bank
8.30am	Financial Management Essentials	VCD
10.00am	Basic First Aid Training	Practical Nurse
11.30am	Safe Food Handling Introduction	Director of Environmental Health Unit Nello Nise
1.00pm	Lunch	
2.00pm	Creating a High Quality Tour	Morriso Manry & Rob Kioakator
2.45pm	Question Time	
3.00pm	Creating High Quality Accommodation (Site Visits)	

BUSINESS MENTORING: BUSINESS PREPARATION AND SURVIVAL

THURSDAY
22
APRIL

TIME	ACTIVITY	PRESENTER
8.00am	Registration	
8.15am	Opening Prayer	
8.20am	Introduction to Business Mentoring: Business Preparation and Survival Preparation for the New Normal	Dr Basi
8.50am	Agritourism Association B Ambassadors	Edwath Males
9.05am	SBC Training	VT Trainers
12.30pm	Preparing Slow Food and Local Cuisine for Your Guests	Lorena Vialar & Viviana Macdonald-Ross
1.00pm	Lunch/Demonstration on Local Cuisine/Slow Food	
2.00pm	GSTC and the Vanuatu Happiness Index Survey	Dr Charles Adzissoff
2.45pm	Regulatory Compliance: Minimum Standards and VTODOP Signing the New Code of Conduct for VSTP	Gumetina Tim
3.15pm	Rehearsing 5 Minute Presentations Small Groups	Facilitated by OAT and VTD Staff
4.55pm	Wrap Up and Closing Prayer	

FRIDAY
23
APRIL

AGRITOURISM ROUNDTABLE

TIME	ACTIVITY	PRESENTER
8.00am	Registration	
8.15am	Opening Prayer	
8.20am	Introduction to Agritourism Roundtable	Director of Tourism Jazzy Spence
8.30am	Opening Remarks	DC of MOUTB Masek Jaka Arisa DC MITCHWS Bui Arisay DC Health Russell Tinnata
9.15am	5 Minute Presentations from Agritourism Operators	
10.30am	Question Time	
10.45am	Praying Time	
11.15am	5 Minute Presentations from Agritourism Operators	
12.30pm	Question Time	
12.45pm	Lunch	
1.45pm	Demonstrating Slow Food, Local Cuisine and Agritourism	Lorena Vialar & Viviana Macdonald-Ross
2.15pm	Linking the Agritourism Value Chain to the Agritourism Diversification Program	Director of Tourism Jazzy Spence
2.30pm	Agritourism Roundtable Session	Modulator (Moderator) Mosekaka-Ross
3.30pm	Summary of Agritourism Roundtable Session	Director of Tourism Jazzy Spence Director of Agriculture Antonio Masek Director of Public Health Dr Lisa Tinnata Director of Fisheries Jazzy Spence Director of Fisheries William Kioak
4.15pm	Statement of Intent for Agritourism Diversification Program	
4.30pm	Lounging of Agritourism Association	CEO VTD RUSSEK Aki
4.45pm	Closing Remarks	Minister of MITCHWS Hon. James Gato
5.00pm	Wrap Up and Closing Prayer	
5.15pm	Event Acknowledgement and Local Music	A1 Panga Community

Appendix 4. INFORMATION BANNERS

AGRITOURISM BUSINESS SUPPORT WEEK

**SUPPORTING THE SUSTAINABILITY
OF AGRITOURISM BUSINESSES**



WELKAM
An Initiative of the Vanuatu Sustainable Tourism Policy (2019-2030)

AGRITOURISM

Agritourism is a niche form of tourism; it is described as a diversification strategy that generates supplementary income through activities conducted on a working farm, or agribusiness. Agritourism activities can include: educational experiences (agribusiness and farm tours, nursery, botanical and traditional medicine tours, cooking classes, wine tasting), outdoor recreation (fishing, hunting, horseback riding, tree planting, animal feeding) on-farm direct sales, farm stay accommodation, and markets and festivals (based on harvesting, slow food, traditional local cuisine and local value added products). Agritourism has been used in many countries as a diversification strategy to generate supplementary income and address leakage of tourism revenue.

SLOW FOOD

Slow food is a social movement that seeks to encourage households, restaurants, accommodation, stores, and value adders to use food that is grown locally and sustainably (preferably organically and in season) by farmers and workers who are paid and treated fairly. For example, any type of restaurant can do slow food, such as a Thai restaurant replacing imported ingredients for locally grown food while still keeping the cultural flavours of their cuisine.

TRADITIONAL (LOCAL) CUISINE

Traditional cuisine are types of food, ways of preparing food, or recipes that have been passed down by generations. Traditional foods and dishes are traditional in nature and can be seen as a national dish, regional cuisine or local cuisine (for example from a province or village in Vanuatu).



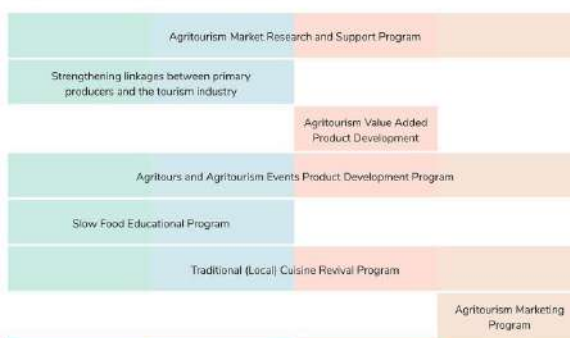
Agritourism Value Chain



Agency Responsible

DoT, DoA, DoF, DoL, VPPA	DoT, DoA, DoF, DoL, APTC, VSP, DoH, VBS	DoT, DoL, VBS, DoH	DoT, VTO
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Agritourism Diversification Program



VANUATU SUSTAINABLE TOURISM STRATEGY 2021-2025

The development of our Vanuatu Sustainable Tourism Strategy is guided by the:

United Nations Sustainable Development Goals
National Sustainable Development Plan (2016-2030)
Vanuatu Sustainable Tourism Policy (2019-2030)
Global Sustainable Tourism Council Criteria For Sustainable Destinations
Vanuatu Recovery Strategy (2020-2023)
Vanuatu Tourism Crisis Response and Recovery Plan
UNWTO Global Guidelines to Restart Tourism
MTTCNVB Corporate Plan

Produktif Turism Blong Yumi

SLOW

food

Eating local food helps our farmers & reduces NCDs

FARM TO TABLE
ORGANIC
FRESH
COLOURFUL
TASTY



Produktif Turism Blong Yumi

LOCAL

cuisine

Cooked on a fire using local ingredients & reduces NCDs

TRADITIONAL
ORGANIC
HEALTHY
NUTRITIOUS
FAMILY



Appendix 5. INFORMATION PACK: AGRITOURISM BUSINESS SUPPORT WEEK

INFORMATION PACK

AGRITOURISM BUSINESS SUPPORT WEEK

SUPPORTING THE SUSTAINABILITY
OF AGRITOURISM BUSINESSES

19-23 APRIL 2021
BREAKA'S RESORT
PORT VILA



An Initiative
of the Vanuatu
Sustainable
Tourism Policy
(2019-2030)

The Agritourism Business Support week organisers, supporters and presenters are getting very excited about the upcoming event. We are looking forward to providing you with the necessary assistance to access Government support programs and information on time frames for receiving assistance to support your business during this difficult time. The Agritourism Business Support Week will also assist you to identify opportunities to strengthen your business with key skills development sessions and hands on learning.

During the week we will share experiences and ideas of existing and new operators, industry experts, policy, and decision makers.

ACCOMMODATION:

All participants travelling to Port Vila from the Islands will be staying at Breakas Resort from Sunday 18th of April till Saturday 24th of April. Those traveling earlier or staying longer due to the flight schedule have the option to stay elsewhere for the extra days. This can be with family or friends or we can assist to find and book accommodation. Accommodation at Breakas will be paid directly and DSA's will be provided.

TRANSPORT AND FIELD TRIPS:

Transport to and from the airport will be provided by the Department of Tourism. You will be fetched from the Airport and taken to your accommodation. For those travelling from Breakas back to the Airport, transport is also available. Please indicate if you require this, or if you are staying later than Saturday with family/friends and do not need a lift to the airport. Your transport to the airport in the Islands needs to be arranged by yourself (please make sure you get to the airport with plenty time to spare!) Other transport during the week for personal reasons will not be covered.

All costs associated with Field Trips and Training Sessions are covered. Attendance is a requirement of the training.

MEALS:

Meals are provided during the Agritourism Business Support Week hours. Breakfast is also included for participants staying at Breakas Resort. Meals outside these times (including all dinners) are to be covered by the participants. Please inform us of any special dietary requirements.

NOTES FOR PRESENTATION TO THE GOVERNMENT STAKEHOLDERS:

During the Agritourism Business Support Week you will be given an opportunity to do a 5-minute PowerPoint presentation for Government staff showcasing your agritourism business on Friday April the 23rd. We will be designating Thursday afternoon to rehearsing your presentations in which there will be support given if you need. However, we would like you to start putting the content of your presentation together prior to the Agritourism Business Support Week, particularly sourcing high-quality photos to showcase your business.

The key criteria we would like you to cover in your presentation are:

- What is your business and what do you offer?
- Why is your business important for the destination as a whole?
- How have you managed/adapted while the borders have been restricted?
- How has the Agritourism Business Support Week helped your business (you won't be able to answer this till the Thursday afternoon session)
- What ongoing support from Government do you need to deliver a high-quality sustainable product

You will have one minute to answer each question so remember to keep to the point and use as few slides as possible. Pictures are always better than too much text on slides.

VCCI BUSINESS PLANNING OPTIONS:

Vanuatu Chamber of Commerce are delivering a session on Business Planning. There are 3 different options for you to choose between below. If you do not let us know which session you prefer, we will place you in the one we believe will be best for you. All the material is being prepared ahead of the time.

1. Start Smart

Would you like to start your new business idea? Here's where to start by joining our facilitator Lopez Adams for a hand on workshop on how to START SMART. Lopez will take you through the steps you need to take to start a business, including taking your idea and looking at it first from all angles. This workshop is great for anyone who wants to take the first step into a new business direction. Don't forget to START SMART!

2. Canvas – First steps to building a business plan

This workshop allows the business owner to establish a clear picture of their existing business and identify short, mid and long term goals. The simple one pager that is produced, is the starting point to establishing a full-fledged business plan. The business man or woman will be able to identify strengths and weaknesses to their business, and better understand how risks, and community responsibilities will affect their business planning.

3. Tips for Employers on Staff & Employment Laws

This workshop is intended for people with more business experience and who have or will be hiring staff. Our facilitator LeeAnne explains simply how the labour laws work and helps you to know how to manage severance, contracts, leave and more. You will be guided on how to locate correct legal information on various employment issues and effectively use the online tools to build an employment contract with the contract tool that has good legal terms and be provided with a copy of the Employer Handbook.

PUNCTUALITY AND HOUSEKEEPING:

There is a very busy schedule and lot to cover in the week so we need everyone to please be punctual so we can start every session on time. Phones need to be on silent.

LOGO DESIGN:

For the businesses that do not have a logo and would like to use this opportunity to get assistance to develop a logo, there is an opportunity to get this done during the week. This will be done outside of the programmed hours and an initial meeting may be on Sunday afternoon. Please indicate if this something your business needs so we can make a schedule.

To ensure that you have a clear understanding of Agritourism, Slow food and Traditional Local Cuisine, could you please email in your own words the meaning of these three terms to Kehana Andrew akehana@vanuatu.gov.vu or Norah Bulu nrhbulu@gmail.com

If you have any questions, please call Kehana Andrew or Norah Bulu at the Department of Tourism Office on 33400

Appendix 6. LOGO DEVELOPMENT



All logos designed by
Pandanus Consulting

Appendix 7. DEPARTMENT OF TOURISM, SUSTAINABLE TOURISM SUPPORT PROGRAMS



DEPARTMENT OF TOURISM SUSTAINABLE TOURISM SUPPORT PROGRAMS

