

<b>Programme Title:</b>	Engaging Youth in Fiji and Vanuatu in Organic Farming: A Farm to Table Chain Approach
<b>Country:</b>	Fiji

## I. Joint Programme Information

### Joint Programme Information

**Programme title:**

Engaging Youth in Fiji and Vanuatu in Organic Farming: A Farm to Table Chain Approach

**Sectorial area of intervention and policy objectives**

Inclusive economic growth for poverty eradication

    Create opportunities for decent jobs and secure livelihoods.

    Create better government policies and fair and accountable public institutions.

    Promote inclusive and sustainable business practices.

**UN Lead Agency:**

United Nations Development Programme (UNDP)

**UN Participating Organizations:**

International Fund for Agricultural Development (IFAD)

**Local Partners:**

Fiji:

Ministry of Youth and Sports

Ministry of Agriculture

Secretariat of the Pacific Community (SPC)

Pacific Organic and Ethical Trade Community (POET Com)

Foundation for Rural Integrated Enterprises and Development (FRIEND)

Fiji National Youth Council

Fiji Hotel and Tourism Association

Vanuatu:

Ministry of Agriculture, Livestock, Forestry, Fisheries and Bio-security sectors

Ministry of Internal Affairs

Ministry of Youth

Farmers Support Association (FSA),

Vanuatu National Youth Council

Secretariat of the Pacific Community (SPC)

Pacific Organic and Ethical Trade Community (POET Com)

## Report submitted by

**Name:**

Stephen Hazelman

**Title:**

Acting POETcom Coordinator

**Organization:**

Pacific Community

**Contact information:**

Pacific Community

Nabua

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**Reporting Period Ending:**

Tuesday, November 1, 2016

## II. Contact Information

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## Technical team contacts

Joint programme coordinator

JP monitoring and evaluation focal point

JP communications and advocacy focal point

JP knowledge management focal point

JP private sector focal point

## Agency contact points

Contact 1

Contact 2

Contact 3

Contact 4

Contact 5

## III. Financial information

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### SDG-F Funds

<b>UN Agency</b>	<b>Total approved funds</b>	<b>Total funds Transferred to date</b>	<b>Total funds committed to date</b>	<b>Total funds disbursed to date</b>
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UN Agency	Total approved funds	Total funds Transferred to date	Total funds committed to date	Total funds disbursed to date
United Nations Development Programme (UNDP)	500,000.00	92,232.00	441.00	91,810.00
International Fund for Agricultural Development (IFAD)	1,000,000.00	500,000.00	375,000.00	375,000.00

<b>Total</b>	1,500,000.00	592,232.00	375,441.00	466,810.00
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## Matching Funds

Name of source	Total approved funds	Total funds Transferred to date	Total funds committed to date	Total funds disbursed to date
Pacific Agriculture Policy Project & IACT projects (EU)	440,000.00	220,000.00	165,000.00	165,000.00

<b>Total</b>	440,000.00	220,000.00	165,000.00	165,000.00
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## IV. Beneficiaries

### Direct Beneficiaries - Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers	138	18	128	<ul style="list-style-type: none"> <li>Organic interest registration form from Nabalabala, Nativi &amp; Naraviravi.</li> <li>17 youths &amp; all male</li> </ul>
Entrepreneurs				
Civil servants/government	1	1		<ul style="list-style-type: none"> <li>Consultation meeting with the Roko Tui Ra</li> </ul>
Indigenous				
Children				
Youth				
Other 1				
<b>Total</b>	139	19	128	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		

Government/municipal organizations		
Private sector		
Community-based organizations		
NGOs	2	• 2 staff from the SPC PoetCom attended the stake holder meeting that was held in Tuvu Head Office.
<b>Total</b>	2	

## Indirect Beneficiaries – Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers	41	1.00	40.00	• Organic interest registration form from Burenitu, Vunisea, Burelevu & Narakavou village.
Entrepreneurs				
Civil servants/government				
Indigenous				
Children				
Youth				
<b>Total</b>	41	1.00	40.00	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		
Government/municipal organizations		
Private sector		
Community-based organizations		
NGOs	2	• 2 staff from the Fiji crop livestock council who attended the stake holder meeting in Tuvu FRIEND head office out of which 1 of them was in the youth category.
<b>Total</b>	2	

### Any other information regarding JP beneficiaries\*:

1. Project Launch and 2 days training in Nabalabala village.

• DAY 1

☐ 2 staff from PoetCom

☐ 2 staff from UNDP

☐ ROKO TUI RA

☐ Total communities present=17

☐ Total attendance=138

☐ Total female present=17

☐ Total youths present=34 (5 females & 29 males)

- DAY 2
  - 2 staff from PoetCom
  - Total communities present=16
  - Total attendance=95
  - Total female present=16
  - Total youths present=26 (2 females & 24 males)

## V. Joint Programme Progress

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Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
<p>JP Output 1.1: Skills training in organic production, certification and processing creates employment for youth within the organic agriculture Farm-To-Table value chain</p>	<p>The inception visit and workshops in Fiji was held on 6th June, 2016 with FRIENDS (Foundation for Rural Integrated Enterprise &amp; Development) as the focal partner in Fiji. Identified around 200 participants including (farmers, high school dropouts) both genders from 12 villages of Saivou District in Ra attended project launch, registered and introduced to basic skills training in organic agriculture production.</p> <p>Out of the estimated 200 youths and farmers that attended the launch, 150 had attended the 2 days organic awareness training on 17-18th August 2016. Around 81 farmers from 3 villages finally confirmed their interest to join PGS. Registration done and farm visit with soil tests conducted for these interested farmers.</p> <p>Procurement of training materials with seeds and seedlings done with land preparation by farmers and commencement of planting end of September. Three (3) PGS groups established with continuous follow up, monitoring and mentoring of young farmers in progress. Organic restaurant for trial mode with FRIEND opening a cafe. Building is done they are processing various permits they need to open.</p>	<p>UNDP had held independent discussions with some stakeholders during the project development, which led to some confusion over who was to lead implementation at national level. This was resolved through consultations and clarification with stakeholders as to how project was developed.</p> <p>FRIEND was also concerned about lack of response from stakeholders invited even though majority stated that they will attend; this was resolved through strengthening existing components within FRIEND through provision in the budget and that it will continue work with its existing network on ground.</p> <p>Also on technical issues across the board for crop types, organic production methods, pest and disease controls, etc which POETCOM will closely work with FRIENDS during the project.</p> <p>The development partner undertaking consultations during project development without POETCom staff present led to considerable confusion and also some un realistic expectations amongst stakeholders. In the future staff should be present at these meetings so that messages are consistent and expectations are realistic and consistent across stakeholders, SPC and development partners.</p> <p>The project through FRIEND to continue to have an open door policy on farmers who might be interested to join later on depending on the innovation, skills and performance of the current registered farmers to influence their participation. Farmers priorities too is a factor to be considered given targeted participants are from TC Winston affected areas.</p>	<p>150 participants including (farmers, high school dropouts) both genders attended awareness training in organic agriculture. This is gradually building up given the Farm To Table project opportunity available to them. It is expected that interest should be developed from remaining farmers gauging from performance of current participants. There is a total of 81 young farmers organically certified as work in progress due project just starting. Advocacy roles and more organic awareness training to be rolled out next 3 months with potential increase of farmers connected to organic value chains.</p>

Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
JP Output 1.2: Strengthened capacity of local organization to meet and sustain increased market demand for organic produce on a commercially viable basis.	Database developed internally by FRIENDS to monitor youth training and product supply with dedicated staff identified to manage and update database. This is however work in progress. Farmers trained on basic farm record keeping as a form of internal monitoring and evaluation system and again work in progress.		Internal improvements and database support as work in progress with readily available information required per farmer to connect to database connecting young farmers to farm to table value chains. Five (5) staffs young and energetic currently available with FRIENDS and working through Farm to Table project and hands on training in organic certification system
JP Output 1.3: To ascertain information and communication needs of youth interested in engaging in organic agriculture	Preliminary discussion done with FRIENDS on required support required by farmers to facilitate commercial supply of organic produce and also desired Extension training materials support. These are work in progress.		

## Cross-cutting issues

How has the JP addressed during the reporting period (please provide concrete actions):

### 1) The **sustainability** of the JP work. (200 words)

Utilizing existing and well developed national organizations as implementing partners (Farm Support Association in Vanuatu helps assure sustainability of JP outcomes. The project builds their technical capacity in organic production and certification and training in Participatory Guarantee Systems (PGS) for organic certification has been provided to both organizations in the reporting period. These organizations have institutional capacity to continue training and capacity building support to farmers after the close of the JP and play the critical role in supporting small producers into value chains.

The JP is also building capacity at local level through establishing PGS. PGS function based on local geographical groupings and farmers are trained to participate in the decision making and governance processes of the PGS increasing ownership and sustainability. 8 local PGS groups have been established to date through the JP. PGS engage directly with markets and provides a path to market for the young growers.

The JP focuses on youth which in itself contributes to sustainability, training farmers for now and the future, but it is careful to also engage older experienced farmers as mentors and examples for younger growers leveraging community strengths and Pacific values of respect for elders to facilitate implementation and sustainability.

Utilizing Organic production methods also contributes to sustainability under a changing climate.

### 2) The promotion of **women's empowerment and gender equality**. (200 words)

The project has just started and there is a great scope for empowering women and gender equality. Most of these women and youth have the privilege to access to a market through a value chain. The 3 local PGS for FRIENDS provided opportunities for women and youth through these value chains. These includes small cash crops like vegetables to processing ones which women and youth all have access to in various capacities and strengths available to them.

The recent Tropical Cyclone Winston rehabilitation create desire in women to assist in village and rural settlement community development like planting cash crops and making it available by selling on roadside stalls.



### 3) The engagement in **public-private partnerships**. (200 words)

The regional implementing agent for the JP, the Pacific Organic and Ethical Trade Community (POETCom), is in its self a unique public private partnership. POETCom is a not for profit membership organization with over 30 active member organizations (farmers associations, farmer support organizations, NGOs, private sector, research institutions and working with governments) in 14 countries of the Pacific Island region with the Secretariat hosted by the Pacific's lead intergovernmental technical agency the Pacific Community (SPC). POETCom's current Advisory Board (elected every 2 years) consists of NGO and Private Sector members and is chaired by a Government representative from Vanuatu.

This is an opportunity to consolidate PPP and ensure that it works. Farm To Table project values public-private partnership by ensuring we FRIENDS as focal point in Fiji. FRIEND works closely with government as service providers in particular Ministry of Agriculture, Forestry, Youth Councils and Fiji Crops and Livestock Council. To support this, FRIEND is currently working on an organic restaurant at their HQ in Tuvu, Lautoka. This will promote linkages with the tourism sector on local cuisines, organically certified menus and the like. More linkages likely to developed as the project accelerates into its implementation stage.

The JP is building linkages, through value chain development linking youth small holder producers and private sector enterprises such as hotels, resorts and restaurants, processors with public sector stakeholders, namely ministries of agriculture and youth in both Fiji and Vanuatu. In turn the lessons learned and opportunities identified from the projects are already feeding into decision making and policy guidelines. The Ministry of Trade and Tourism in Fiji is working with POETCom to implement a national organic certification mark to help develop the local organic market benefiting young growers in the project.

## Communication and Advocacy

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### **Has the JP articulated an advocacy & communication actions that helps advance its policy objectives and development outcomes?:**

Yes

#### **Please describe communication activities developed as part of the JP. :**

1. Social media promotions of infographics drawing out the human experience in the project. Marrying images with a powerful narrative draws attention and the curiosity of the audience. Everybody loves a great story that has key elements of struggle and overcoming it. The impact of the infographs measured through its shares, reach, responses, follow up comments, queries and responses for example:  
<http://friendfiji.com/wp-content/uploads/2016/06/Farm-to-Table.pdf>  
[https://www.facebook.com/pg/Foundation-for-Rural-Integrated-Enterprises-Development-323287778829/photos/?tab=album&album\\_id=10154366460308830](https://www.facebook.com/pg/Foundation-for-Rural-Integrated-Enterprises-Development-323287778829/photos/?tab=album&album_id=10154366460308830)
2. Focus articles on recipients - angle on recipient life story, challenges and the benefits the project brings. The articles support the infographics and shared widely on social media as well.  
Eg. - <http://www.organicpasifika.com/poetcom/news/organic-farming-marks-new-beginning-for-saivou/>
3. Press Releases/Media Engagement  
Eg. Farm to Table project to benefit thousands - <https://goo.gl/FUSw9Q>
4. Project Brief - for wide e-sharing - <https://goo.gl/ZD2uRu>  
-distributed at meetings (launch of the Farm to Table project in Saivou district)  
-distributed during POETCom's other engagements and activities
5. Online photo library - <https://goo.gl/kkxDDg>

6. Event outreach – outreach with side events at the Heads of Agriculture Meetings, Agriculture Shows, presentation to youth forums (Pacific Youth Entrepreneurship Forum)

**Please provide concrete gains on how the the JP communication and advocacy efforts have increased awareness on SDGs.:**

Its early days of the project and real impact can be seen at the end. However some gains already being felt through encouraging conversation within and external of project around some key thematic areas. These are discussed or highlighted using various media tools. One of the main concrete gains is that more farmers are making the switch to organics; this is supported by the many queries received by POETCom The project supported development of an E-book and brochure on organics contribution to the SDGs supported by an infographic campaign

E book: <http://fliphtml5.com/fvzp/faod>

example infograph

<https://www.facebook.com/organicpasifika/photos/a.332765326928590.1073741828.306267226245067/472561726282282/?type=3&theater>

**JP website URL:**

[www.organicpasifika.com](http://www.organicpasifika.com)

**JP website URL:**

[www.organicpasifika.com](http://www.organicpasifika.com)

**JP twitter handle:**

@poetcom1

**JP Facebook page:**

organicpasifika

**JP Facebook page:**

organicpasifika

Other social media channels managed by joint programme (Instagram, Google+, You Tube...):

**One UN Coordination and Delivering as One**

The SDG-F is based on the principles of effective development cooperation, inclusion and participation and One UN coordination.

Actions	Description
Managerial practices (financial, procurement, etc.) implemented jointly by the UN implementing agencies for SDG-F JPs	
Joint analytical work (studies, publications, etc.) undertaken jointly by UN implementing agencies for SDG-F JPs	
Joint activities undertaken jointly by UN implementing agencies for SDG-F JPs	
Other, please specify:	

**National Ownership: Paris, Accra and Busan Commitments**

The SDG-F strengthens the UN system’s ability to deliver results in an integrated and multi-dimensional

manner by supporting the Joint Programme modality and by bringing together United Nations Agencies and national counterparts in a collective effort to ensure ownership and sustainability of results of JPs and advance towards the SDGs.

Partners	Involvement *	Type of involvement	Examples
Government (specify national/local)	Slightly involved	Policy-decision making Service Provision	The Ministry of Trade and Tourism in Fiji is working with POETCom to implement a national organic certification mark to help develop the local organic market benefiting young growers in the project.
Private Sector	Fairly involved	Other	Links to market are critical for project success. Examples of private sector buyers engaged to date are: - Mothibai Group in Fiji and distributors of FRIEND products - Bula Coffee in Fiji buy from PGS coffee growers
Civil Society	Fully involved	Policy-decision making Service Provision	The 2 national implementing partners FRIEND are civil society organizations. The JP is also engaging with Matuku council of Chiefs regarding joining the project.
Academia	Slightly involved		FRIEND has plans to work with the University of the South Pacific to trial organic pesticide with organic growers in year 2 of the project

\* Implementation of activities and the delivery of outputs

**Please briefly describe the current situation of the government, private sector and civil society on regards of ownership, align:**

Government, private sector and civil society are well aligned at national level and there is strong ownership right down to community stakeholders.

FRIEND was also concerned about lack of response from stakeholders invited even though majority stated that they will attend; this was resolved through strengthening existing components within FRIEND through provision in the budget and that it will continue work with its existing network on ground. For Governments this is a relatively small programme however they are supportive and are providing technical assistance where required and are recognizing links to larger policy initiatives and national strategic developments supporting small holders and youth.

The national partners FRIEND have strong networks at national level and long standing relationships with Government creating an enabling environment for implementation.

**Please briefly provide an overall assessment of the governance and managerial structures :**

Coordination across the Fiji and Vanuatu projects is being managed by POETcom with over sight of the POETCom Board. An annual meeting of the components in planned to evaluate coordination and also share lessons between the 2 components.

## VI. Joint Programme contribution to the SDGs

<b>SDG #</b>	<b>JP Contribution</b>
Goal 1	1.1 & 1.2 Value of organic agriculture and certification as a niche commodity for premium markets, youth employment, income generation. Soon they will earn even more when the project facilitates the linkages with the hotels in the area. High school dropouts because of unpaid school fees, the youths are rewriting the story of their lives and plan with the income from farming they will build themselves a better living standard.
Goal 2	2.1, 2.2, 2.3, 2.4, 2.5 <ul style="list-style-type: none"> <li>• Organic food nutritionally more vibrant than those chemically produced (healthier)</li> <li>• Organically produced can combat NCD's like diabetes because of risks of pesticides and chemical fertilisers interrupt endocrine system.</li> <li>• Organic farm systems yield increase long term compared to alternative</li> </ul>
Goal 3	3.9 Pesticide free foods are safe for people. Chemicals harm people's health.
Goal 6	6.4, 6.6 <ul style="list-style-type: none"> <li>• Agricultural chemical use major threat to waterways and peoples drinking water</li> <li>• Organic agriculture protects purity of water content</li> </ul>
Goal 12	12.2, 12.5 <ul style="list-style-type: none"> <li>• Organic agriculture produces healthy food in environmentally sound ways</li> <li>• Supports recycling of green waste and composting</li> </ul>
Goal 13	13.1, 13.3 Organic farming is good for climate adaption and mitigation e.g. organic farming technologies provide resilience to farm during periods of drought
Goal 15	• Organic farming promotes the sustainable use of land resources, forests and protects biodiversity

## VII. Additional Information

Attachments

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