
Programme Title:	Engaging Youth in Samoa in Organic Farming and Menus: A Farm to Table Value Chain Approach
Country:	Samoa

I. Joint Programme Information

Joint Programme Information

Programme title:

Engaging Youth in Samoa in Organic Farming and Menus: A Farm to Table Value 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)

Local Partners:

Ministry of Women, Community and Social Development (MWCSD);

Ministry of Agriculture and Fisheries (MAF);

Women in Business Development, Incorporated (WIBDI);

Pacific Organic and Ethical Trade Community (POET Com);

Small Business Enterprise Centre (SBEC);

Samoa Farmers Association (SFA);

Samoa National Youth Council (SNYC)

Report submitted by

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Reporting Period Ending:

Wednesday, November 1, 2017

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III. Financial information

Detailed Financial Report:

 [Detailed financial report-April-September 2017.docx](#)

SDG-F Funds

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	500,000.00	298,412.00	298,412.00
Total	500,000.00	500,000.00	298,412.00	298,412.00

Matching Funds

Name of source	Total approved funds	Total funds Transferred to date	Total funds committed to date	Total funds disbursed to date
Government of Samoa	426,000.00	420,000.00	426,000.00	426,000.00
UNDP TRAC	74,000.00	74,000.00	74,000.00	74,000.00
Total	500,000.00	500,000.00	500,000.00	500,000.00

IV. Beneficiaries

Total number of direct beneficiaries to date:

523

Direct Beneficiaries – Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers	80	50	30	These farmers currently supply the Farm-to-table project. Ten new farmers are graduates of the OWA with seventeen no longer supplying the FTT organic markets with produce for various reasons. E.g. suspension from the organic program, focusing on other crops, or leaving the country.
Entrepreneurs	1		1	One graduate of the OWA has become a successful entrepreneur and is a valuable participant in the fortnightly Organic Night Market making up to ST\$350 on a slow night. His new focus is on a pig farm and he plans to produce ham and bacon. This participant recently represented WIBDI on a study tour to China.
Civil servants/government				
Indigenous				All participants of the Farm to Table Project are from the indigenous community
Children	94	52	42	Children of the farmers who supply the Farm-to-table Project
Youth	376	160	156	These are the youth from the 523 who were direct beneficiaries of the Organic Warriors Training

Graduates of OWA hired by WIBDI	21			<p>WIBDI has hired 9 OWA trainees and three other WIBDI staff members attended the training and received certificated.</p> <p>With the establishment of the WIBDI Organic production facility more youth will be hired to work in production</p> <p>WIBDI hired 2 co-trainers from each preceding trainings to assist the head-trainer and OWA Team during the duration of the following training, this assisted them in building their capacity and confidence and also knowledge-sharing</p>
Total	572	262	229	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		
Government/municipal organizations	2.00	OWA training has been attended by Ministry for Agriculture staff from Salelologa on Savaii island.
Private sector	10.00	These are the direct local markets that uses WIBDI's farm to table supply.
Community-based organizations		
NGOs	2	WIBDI, which is the IA for this project, is currently transitioning from NGO to social enterprise status and receiving support from this project for equipment for the production facility. Samoa Victim Support Group is an NGO working with victims of serious sex offences and WIBDI is supporting them with training of young girls and offering them a forum to sell their produce
	1	POETCom (Pacific Organic and Ethical Trade Community) is IA for IFAD component and is the lead body for organics in the Pacific
Total	15	

Indirect Beneficiaries – Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers				
Entrepreneurs				
Civil servants/government				
Indigenous				

Children	1,552		<p>In the villages of Manono-tai and Tafua, school children attended the OWA because they were on holidays. In Tafua-tai village, the training was held at the school hall, and the teachers also found it very useful for the children to learn as well. This total up to 53</p> <p>Children recorded on baseline data collected from OWA as being members of the participants families. The family members benefit from the training as the graduates work with their parents and other family members to upgrade and perfect their plantations and gardens and more importantly continue to educate their families about the health benefits of organics. Many of the children actually attend the training. This total up to 1,499</p>
Youth	1,090		<p>Youth members of families recorded on baseline data completed by OWA training participants. Follow up of graduates has shown that the majority of them actually share their learning with their family members, and work with their siblings and parents on organic farming practices.</p>
Older Members of the Community	1,028		<p>In all villages, the older men and women sat in on all the training, and actually contributed as if they were participants. They would normally do this with any village event (known as tapuai) but they were very interested in the topics covered by the program. In Asau village people were emotional when they were made aware of how their farming practices were damaging the environment. This was probably due to the drought and bush fires being experienced by the village over the past few years.</p>
Total	3,670	0.00	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		
Government/municipal organizations		
Private sector		

Community-based organizations	13	(1) In 11 villages the Women's Committees were involved with the OWA training, cooking meals and many of them attended the organic training as well as the medical sessions (2) Aufaga village women's weaving group earn an income from weaving fine mats on the WIBDI Fine Mat Project. The majority of the women are organic farming families and attended the June OWA training held at Aufaga village.
NGOs		
Villagers in 11 villages attending health sessions Details like sex and age of the participants were not collected but an estimated 100 plus people attended the medical sessions which were very popular. The health training sessions were not included in	1,100	Because of the contribution of organics to people's health, WIBDI began a partnership with the Samoa National Kidney Foundation (NKF) and the National University School of Medicine to conduct a session for villagers on the benefits of eating local organically grown food. NKF staff and final year students of the NUS School of Medicine, then tested participants blood pressure and sugar levels and those showing high levels were referred to the hospital for further tests. Note: the total number is an estimate but trainers feel that there were many more.
Total	1,113	

Any other information regarding JP beneficiaries*:

e.g. # training workshops / # people trained (disaggregated by sex)

A total of 13 training were successfully completed within this year. With two being centralized within the WIBDI demonstration block and the other 11 based out in the village communities. These village communities were - Manono, Salelologa, Tafua, Asau & Amaile, Vaisala, Aufaga, Amaile & Samusu, Lalomanu, Satalo, Lepea & Satitua. A total number of 523 participants with the strong support of village elder and council and especially parents of the participants. 266 Males and 257 Females graduated from the OWA and having completed a revised 20 units of theory and practical on organic farming.

e.g. # people received financial assistance to set up a business (disaggregated by sex).

The OWA training in Tafua, the OWA Team assisted the Trainees in setting up the 'Tafua's Youth Vegetable Garden', this Garden has since been harvested and is supplying the hotels in Savaii through the Farm To Table project. Not only so but with the WIBDI fortnight Organic Night Market, some of the OWA graduates are invited to sell their produce at the market and this is WIBDI assisting them financially, introducing them to market opportunities.

Follow-ups are still in process in the villages where the trainings took place and identifying each youth member who participated and have established their small garden patch and most important following the organic teachings they learnt from the training. Through these follow-ups they are getting supported through capacity building and supply of seedlings so they can sustain supply for the markets.

V. Joint Programme Progress

Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
<p>JP Outcome 1: Youth in Samoa gain new livelihood opportunities from jobs and small businesses in the Farm-to-Table organic agriculture value chain.</p>		<p>WIBDI experienced difficulty at the beginning of 2017, as OWA training was scheduled to begin but funding had not been received. As reported in earlier reports, the OWA training was moved to villages because young people were not able to commit a whole week of their time away from the village. Much preliminary work had been done by WIBDI to negotiate with village elders and organize the training, so WIBDI continued in rural villages on Savaii and Upolu funded through other WIBDI projects. There were some issues with forms prepared by other partners to collect relevant data, WIBDI produced forms that were more in line with WIBDI information required for the database, which collected baseline data on the participants families.</p>	<p>All training programs were completed and graduates transferred to the WIBDI follow-up program.</p> <p>Data/numbers are included in the beneficiaries section on graduates hired, graduates actually farming and one graduate who is the recipient of an Australian Rotary Club scholarship to study agriculture at the University of the South Pacific.</p>
<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 new training module, delivered in the villages has been a huge success, with most of the training posting a 100% graduation rate. The village module also saw a large number of other beneficiaries and numbers are recorded in the beneficiary section of this report.</p>	<p>The only difficulty has been funding the training programs as funding was not available until October 2017.</p>	<p>The success of the village training module is obvious in the numbers of graduates recorded, with 100% graduation rate for the majority of the villages. Total number trained in 2017 is 523, as opposed to 82 recorded in our earlier report</p>

Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
<p>JP Outcome 2: Youth in Samoa gain new livelihood opportunities from jobs and small businesses in the Farm-to-Table organic agriculture value chain.</p>	<p>Figures are listed in the beneficiaries' section. 21 graduates have been hired by WIBDI, 10 have become organic farmers and supplying the FTT project, Tafua village youth group have started a vegetable garden with WIBDI support and they now supply vegetables to Savaii hotels and one graduate from Vaisala has secured a scholarship through an Australian Rotary Club to study agriculture at the University of the South Pacific, beginning in July 2017.</p> <p>Two top graduates of every OWA training program have been hired by WIBDI as co trainers of the next training. This is given them more exposure and experience and empowered the young people even more.</p>	<p>As above. Also adding the follow up of the OWA graduates to the work done by WIBDI field staff has given them a big work load without any support. This will ease in the new year.</p>	<p>WIBDI staff continue to follow-up graduates regularly to support their organic gardens and their attempts at small business. Produce and products from their farms and other activities will be marketed through WIBDI when other markets are not available to the. A few have show much promise while others still require a lot of support, especially in growing sufficient produce to supply a market. All they are familiar with is growing for consumption.</p> <p>WIBDI is only now beginning the process to hire OWA graduates in the production facility and interviews of youth recommended by the OWA trainers will be conducted in the new year.</p>
<p>JP Output 2.1: Strengthened capacity of local organisation to meet and sustain market demand for organic produce and products on a commercially viable basis</p>	<p>The experience gained from this project has grown WIBDI and put staff in a better place to manage the transition to a Social Enterprise. WIBDI staff have even gained more knowledge and experience through being involved in the training and through having attended training as well. WIBDI has grown as an organization wit</p>	<p>Again funding has been an issue but WIBDI has been grateful to have received funding for equipment in the previous years tranche to purchase equipment to enable work in the new production facility to begin when the facility was opened.</p>	<p>WIBDI with the support of UNDP SDG-F will be installing more equipment and hiring the additional OWA graduates to enable larger quantities of value added products to be exported. At the same time, the OWA graduates will learn the production processes for a number of products and be able to set up their own small businesses to support WIBDI.</p>

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)

The project endeavoured to include equal numbers of female and male participants in all trainings.

Result: 523 trainees = 257Female, 266Male

Unemployed youth members particularly women were encouraged to take part in this training to gain knowledge on every aspect of organic farming, climate change adaptation, business training and specifically introducing income generating opportunities that they may be able to be part of in providing income streams to support their families.

Whilst Agriculture was mainly seen as a male dominant role, WIBDI introduced organic farming and showcasing the work of successful women in the Organisation who are farming their lands and earning a sustainable income from their harvest to support their children's' education, and contribute to their village and church developments. The promotion of success stories of women has provided a platform for young women and unemployed youths to take Agriculture seriously to generate incomes for the family.

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

(a) All graduates of the OWA have been included in the WIBDI field staff lists of farmers and families to be followed-up regularly. The site visits will support their families efforts in sustaining their organic gardens and marketing, accessing finance for value adding products and be a part of an Organisation with a strong network with markets.

(b) WIBDI staff have finally moved into the production facility and with larger quantities of product being the target, the new organic farmers and producers from this project as well as the youth yet to be involved in the actual activities of the production facility with further add to the sustainability. The construction of the warehouse/production facility is a physical sign of the sustainability and durability of the organization (WIBDI) which is a key factor for the success of the project. The fact that the government provided matching funds for the warehouse construction ensures that the project is well situated in government development plans and budget allocations.

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

WIBDI is recognized as a private sector organization thus the PPP relationship in this project is solid. Through the Ministry of Women, Community & Social Development (MWCSO), the outputs and outcomes of the JP are captured in national reporting through the One UN Youth Employment Programme (YEP), however, while they collect data from us, there is very little collaboration with them which is disappointing. WIBDI would like to see more collaboration with partners, especially when taking on new partners because the project is aimed at income generation and small business, and WIBDI has often encountered negativity and competition from people involved in other aspects of the project.

More groups and businesses are supporting the twilight market established with support of the Samoa Tourism Authority and held fortnightly. A number of hotels have requested that the market be held at their facility, with the first one at Taumeasina Hotel being attended by many graduates of OWA and was a resounding success. Samoa Hotel Association, sees the market as a viable event for locals and tourists alike and are now setting up their own market on alternate weeks, giving more farmers and artisans more opportunities

Communication and Advocacy

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

No

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

WIBDI continues to produce Short video clips on the OWA training programs and uploaded them to twitter, Facebook, Youtube and tagging UNDP sites.

WIBDI's media officer is a youth member herself and a capable individual in developing videos and short stories for the benefit of the wider public and other village communities. The information on WIBDI's social media is viewed by many individuals who have expressed interests in getting the OWA training introduced to their villages providing the benefits and utilizing available resources that unemployed youth can use to empower themselves to do greater things.

Other forms of communication include media releases by other media outlets that are present during high level delegates visit to WIBDI Processing facility.

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

The increase in awareness of SDG issues among the rural people of Samoa has been increased considerably with the training programs being conducted in the villages. Training sessions are attended by many village people, and WIBDI staff are always overwhelmed at the emotional response from people of the village when issues are brought up. It's been surprising that people knew very little about many of the issue included in the SDGs and talking about climate change and how their actions affected the environment and how eating certain foods affected their health was eye opening for them.

The outcomes from these

JP website URL:

www.womeninbusiness.ws

JP website URL:

www.womeninbusiness.ws

JP twitter handle:

: @undpasiapacific and @WIBDIsamoa

JP Facebook page:

<https://www.facebook.com/WIBDI/>

JP Facebook page:

<https://www.facebook.com/WIBDI/>

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

Channel 1:

<https://www.youtube.com/user/WIBDI>

Channel 2:

<https://www.instagram.com/wibdisamoa/>

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	Monthly YEP progress meetings are coordinated by the UNRC Office And YEP Project Manager for all participating UN Agencies and stakeholders. These are semi-formal events to foster understanding and joint-ness in decision-making and sharing of expertise and resources e.g. the FAP TCP of US\$200,000 where participating youth have been selected from the YEP database of unemployed youth.
Joint analytical work (studies, publications, etc.) undertaken jointly by UN implementing agencies for SDG-F JPs	None to date
Joint activities undertaken jointly by UN implementing agencies for SDG-F JPs	None to date
Other, please specify:	N/A

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)			
Private Sector			
Civil Society			
Academia			

* Implementation of activities and the delivery of outputs

VI. Joint Programme contribution to the SDGs

SDG #	JP Contribution
Goal 1	The program is contributing to at least 10 of the SDGs i.e. 1,2,3,4,5,8,10,12,13,15 It has gratifying to see the responses of rural village people to information covering SDG3 and 13, especially when they expected that OWA training would be just about agriculture.

VII. Additional Information

Attachments
