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

## I. Joint Programme Information

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### 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.

Food security and nutrition

- Promote sustainable and resilient livelihoods for vulnerable households, esp. in the context of adaptation to climate change

Water and sanitation

- Ensure healthy lives through sanitation and hygiene education.

**UN Lead Agency:**

United Nations Development Programme (UNDP)

**UN Participating Organizations:**

International Fund for Agricultural Development (IFAD)

**Local Partners:**

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

Women in Business Development, Incorporated (WIBDI);

Samoa National Youth Council (SNYC)

### Report submitted by

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Alberta Vitale

**Title:**

Associate Director

**Organization:**

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WIBDI Headquarter

Nu'u

Apia

Samoa

**Reporting Period Ending:**

Tuesday, May 1, 2018

## II. Contact Information

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## Technical team contacts

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JP communications and advocacy focal point

JP knowledge management focal point

JP private sector focal point

## Agency contact points

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### III. Financial information

#### Detailed Financial Report:

 [Detailed financial report-November 17-Jan-18.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
International Fund for Agricultural Development (IFAD)				

<b>Total</b>	500,000.00	500,000.00	298,412.00	298,412.00
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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
Government of Samoa	426,000.00	426,000.00	426,000.00	426,000.00
UNDP TRAC	74,000.00	74,000.00	74,000.00	74,000.00

<b>Total</b>	500,000.00	500,000.00	500,000.00	500,000.00
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## IV. Beneficiaries

### Total number of direct beneficiaries to date:

574

### Direct Beneficiaries – Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers	112	51	61	These are the direct beneficiaries of organic night markets, FTTP produce supply and Individual trainings for VCO, Cacao, vanilla, honey.
Entrepreneurs				
Civil servants/government	1			Working in partnership with the Samoa Tourism Authority to develop Samoa's Agritourism project.
Indigenous Children				
Youth	60	21	39	These are the Organic warriors graduates participating in WIBDI training for the two villages: Lepea and Satitua
Samoa Young Offenders Programme	30	11	19	WIBDI delivered a presentation on organic farming opportunities for young people less than 30 years old. Promoting alternative opportunities for job and employment and self-development.
<b>Total</b>	<b>203</b>	<b>83</b>	<b>119</b>	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		
Government/municipal organizations	5.00	Negotiation with key government departments on projects for farmers and farming organisations. WIBDI put forward a list of 40 individual farmers that fit the criteria specified by the Chinese Horticultural Specialist for access to resources and training, to increase the amount of fresh fruit and vegetable available to the Samoan Community.
Private sector	6.00	CCK, Nonu Samoa Ltd, C1 Espresso, Ethique, Living Koko, Ola Pacifica. These are the key markets that WIBDI supply direct produce/products to.
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.

International conference	1	Delivering a presentation to the Technical Centre for Rural Agriculture (CTA) on data monitoring and evaluation in The Netherlands.
<b>Total</b>	14	

## Indirect Beneficiaries – Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers				
Entrepreneurs	4			Chef John Tours, Janets, Kuki and Island Farm Samoa. These individuals are regularly utilising WIBDI products and are consistently sourcing direct produce from WIBDI smallholder farmers. Their use of WIBDI products also acknowledge the work of WIBDI.
Civil servants/government	5			MAF, MCIL, MWCSD, STA, MPMC. These are local Samoan Government Ministries that are regularly working with WIBDI to support and strengthen the Organisation’s work with local communities.
Indigenous				
Children	90			In the villages of Lepea and Satitooa, there is approximately 90 children indirectly benefitting from the Organic Warriors Academy through the increased awareness of health and wellbeing of individuals.
Youth				
Elderly members in the Community	102			In the villages of Lepea and Satitooa, the elderly members of the community that indirectly benefitted from the project came to 102. These individuals had sat in on their monthly meetings where a village representative delivered on the outcomes and the lessons of the Organic Warriors Academy training that he/they participated in throughout the week.
Local Media Release	1,000			WIBDI Representative to the data monitoring and evaluation workshop in The Netherlands had featured on an international “Spore Magazine” that was later posted on Samoa observer which attracted over a thousand viewers in Samoa and internationally. The viewers were introduced to WIBDI’s data and knowledge management and also understanding more of WIBDI’s work in the local community and with unemployed youth.
<b>Total</b>	1,201	0.00		

<b>Beneficiary type - institutional</b>	<b>Total</b>	<b>Comments</b>
SMEs		
Cooperatives		
Government/municipal organizations		
Private sector		
Community-based organizations		
NGOs		
<b>Total</b>		

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

During the period of this report, two Organic Warrior Training workshops were undertaken in the villages of Lepea and Satitua, where 27 youth members (40.7% female and 59.3% male) and 33 members (30.3% female and 69.7% male) graduated from these villages respectively. This training covered 10 modules of theory and practical training focused on organic farming practices, including a health and well being session.

Training plan is outlined below and it covered 10 essential units.

Unit 1 - Induction to the Program

- Introduction and methodology
- Youth Unemployment as a national issue
- Contribution of Organic Agriculture to Climate Change

Unit 2 - Organic Farming and Certification

Unit 3 - Land Mapping and Propagation 1

Unit 4 - Composting and Soil Testing

Unit 5 - Mulching and Water Harvesting

Unit 6 - Crop Management & Companion Planting

Unit 7 - Weed Control & Pest and Disease Management

Unit 8 - Farm Structures & Propagation 2

Unit 9 - Value Adding & Product Development (Showcasing final products made by WIBDI)

Unit 10 - Supply Chain & Business Plan

## **V. Joint Programme Progress**

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<b>Expected Results (Outcomes &amp; outputs)</b>	<b>Progress</b>	<b>Difficulties</b>	<b>Expected deliverables</b>
<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>The OWA trainings conducted in Satitoo and Lepea were successful due to funding availability which had enabled WIBDI to provide extra support and necessary equipment required for the execution of course activities. Preliminary work had been done by WIBDI staff to negotiate with village elders and organize the training, so WIBDI continued in rural villages on Lepea and Satitoo.</p>	<p>All training programs were completed and graduates are transferred to the WIBDI follow-up program to initiate new partnerships with the Organisation and preparing youth members to become organic farmers. Graduates have also been given the opportunity to participate in WIBDI night markets. Data/numbers are included in the beneficiaries section on graduates hired and graduates actually farming.</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 or indirect beneficiaries and numbers are recorded in the beneficiary section of this report.</p>	<p>While the Village Training provided a very positive outcome with many youth members making use of the opportunity to participate in the workshops, there was also a minor disadvantage relating to the theory training on the production of value-added products without actual activities on site. The business aspect of the training can empower youth members in seeing the goods that they could also potentially produce on farm. Not having the presence of this activity cannot fully lose hope and interests of young members.</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. The total number trained in this reporting period is 60 (21 female participants and 39 male participants) from the villages of Lepea and Satitoo. The overall number of graduates and those registered in the OWA Training component has reached a total number of 574 youth members. New villages have now requested training for their own youth members providing the positive outcomes and learnings that others have received through the farm to table and organic warriors academy programme.</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. 6 OWA graduates have been hired by WIBDI to work on its factory in Upolu and office in Savaii.</p> <p>Tafua village youth group of 37 youth members of 38% female and 62% male have started a vegetable garden with WIBDI support and they now supply vegetables to Savaii hotels.</p> <p>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 while also earning a stipend allowance to support their families while away from home.</p>	<p>The main difficulty faced by WIBDI is the number of young members who are new to the workforce and have never had any experiences working in any place. Therefore WIBDI supervisors had to spend time going through the processes of WIBDI work to fully prepare the new youth employees into the workforce.</p>	<p>WIBDI staff continue to follow-up graduates regularly to support their organic gardens and their attempts at small business developments and WIBDI providing support through the facilitation of market opportunities. Produce and products from OWA graduate farms and other activities will be marketed through WIBDI initiatives such as the Farm to table project, Organic Baskets, Organic Night Market and introducing the young members to business ideas and creating other business pathways to assist them in their activities.</p>

Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
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	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 with many young and elderly members employed by the Organisation creating a sustainable pathway for WIBDI and its farmers across Samoa.	The unavailability of funding for WIBDI to procure bulk quantities of packaging required for its products is a disadvantage and WIBDI continues to fundraise and raise awareness across its donor partners to identify any partner or investor willing to support WIBDI in its transitioning phase.	The installations of smaller equipment into the facility have been successful and WIBDI is now utilizing the banana dehydrator machine to process dried banana for its NZ market while trials have been conducted in the facility for the processing of fruit pulps using all available fruits in season. The new recruitment of OWA graduates are now learning on the production processes for a number of products and they are also encouraged to look into the positive side of value-added to empower them to grow local crops that can yield high value.

## 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)

(a) WIBDI is a national and international award-winning Organisation for its work in women's economic empowerment and also its role in the promotion of organic agriculture and certification of family farms in Samoa. The Organisation has already established export pathway for various value-added products made in Samoa such as the virgin coconut oil which is organically certified and produced on farm by smallholder farmers. All the youth that have been trained by WIBDI have potential to contribute to this sustainable (environmentally friendly) farming technique and access to markets through WIBDI.

(b) 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.

(c) 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.

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

The project endeavoured to include equal numbers of female and male youth participants in all trainings. In this particular reporting period, 60 youth members consisting of 21 female and 39 males from the villages of Lepea and Satitua registered and graduated from the 5 days intensive workshop delivered by WIBDI trainers for two separate training. Whilst Lepea attracted 27 participants in its training, Satitua brought in a total of 33 youth members. The majority of women from both training workshops had shown interests, unfortunately some of the other young women had already undertaken employment in the workforce especially for Lepea Village. Women in Satitua has demonstrated a positive commitment in the workshops and one particular graduate has planted and harvested some of her goods from her farm. For the overall Result: 523 trainees from workshops conducted in 13 villages and 12 other participating villages whose individuals were registered with the first two trainings conducted by WIBDI in its facility. Of the 523 graduates: 257 were Female members and 266 were Male youth members. 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.

## 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 (MWCSD), the outputs and outcomes of the JP are captured in national reporting through the One UN Youth Employment Programme (YEP). 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, individuals and businesses continue to support the organic night 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, youth members and artisans more opportunities to earn a sustainable income. WIBDI's partnership with a locally owned IT Company, the Sky-Eye Ltd has proven to be an effective partnership by way of using its software technology in gathering information from daily monitoring and inputting of site inspections reports to processing information into WIBDI database. Moreover, through the Sky-Eye Ltd, WIBDI is now offering farm maps for improved land planning and mapping of smallholder farmers, and a detailed description and marketing efforts in promoting the work of farmers and OWA youth graduates into a farm wallet app that can be accessible by many tourists as they visit our shores.

# Communication and Advocacy

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**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. :**

Short video clips have continued to be developed for the students/by the students on their work with the project. These can be viewed on twitter, Face Book and Youtube. #wibdisamoa, #farmtotable, #undp, #sdgf, twitter@undpasiapacific

WIBDI's media officer is a young 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.:**

WIBDI has had to move the workshop training to the villages providing earlier experiences with the difficulties in full participation of unemployed youth members providing their other commitments in the village. The Organisation has been able to take the awareness on SDG and all issues pertaining to this project, to an overall of 13 villages.

The awareness of SDG issues among the rural people of Samoa has 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.

**JP website URL:**

[www.womeninbusiness.ws](http://www.womeninbusiness.ws)

**JP website URL:**

[www.womeninbusiness.ws](http://www.womeninbusiness.ws)

**JP twitter handle:**

@undpasiapacific and @WIBDI Samoa

**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:

Youtube: WIBDI samoa

## 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)	Fully involved	Policy-decision making Budget Procurement Service Provision	The organic farming training course is certified by SQA (Samoa Qualifications Authority). The government provided matching funds for the SDGs F project. Under the SBAA the government covered duty of imported machinery for the warehouse component and vehicle of the SDGs F project.
Private Sector	Fully involved	Policy-decision making Budget Procurement Service Provision	The WIBDI Board of Directors has approved the role of WIBDI in the SDGs F project and, in this role, WIBDI has been involved in all steps highlighted e.g. they conduct the training of the young farmers.
Civil Society	Slightly involved		WIBDI is a member of SUNGO (Samoa Umbellar of NGOs) and Chamber of Commerce.

Partners	Involvement *	Type of involvement	Examples
Academia	Not involved		N/A

\* Implementation of activities and the delivery of outputs

## VI. Joint Programme contribution to the SDGs

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SDG #	JP Contribution
Goal 1	The program is contributing to at least 10 of the SDGs i.e. 1,2,3,4,5,8,10,12,13,15It 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

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### Additional Comments:

The project on empowering unemployed youth through organic farming and addressing the issues surrounding the unemployment of young Samoans plays a vital role in promoting what can be seen as a sustainable future for the young members who have undertaken OWA training. WIBDI highly recommends the knowledge sharing with similar organization in the Pacific Region in addressing this issue and also continues support to be provided in ensuring that every member plays its role in promoting SDGs while focusing on issues that are affecting our youth in recent times.

### Attachments

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