



Pacific Community AGRITOURISM

GLOCALISING PACIFIC AGRI-FOOD THROUGH TOURISM

29 JUNE - 3 JULY • 2015 • SOFITEL HOTEL • DENARAU • NADI • FIJI

The first-ever **Pacific Community Agritourism Week** will be held from 29 June to 3 July at Sofitel, Denarau, Nadi, Fiji. Farmers, chefs, government officials, national, regional and private sector representatives are expected to attend.

The Pacific Community Agritourism Week is a joint collaborative effort of the European Union funded Pacific Agriculture Policy Project (PAPP) implemented by the Secretariat of the Pacific Community (SPC) and the European Union funded Pacific Regional Capacity Building Programme implemented by the South Pacific Tourism Organisation (SPTO) as well as the School of Tourism & Hospitality Management, University of the South Pacific (USP).

The week's objective is exploring an innovative way to reduce poverty through linking smallholder agriculture to the tourism industry. This goal is consistent with the European Union Year of Development theme "Sustainable growth, decent jobs and businesses" and the Small Island Developing States policies on improving economic growth and inclusive development.

The joint collaboration is a push to include more local produce onto dinner tables of hotel restaurants, and connecting farmers directly with hoteliers to reduce misunderstanding in terms of supply and

demand of local vegetables and crops. Activities planned for the week focuses on sharing knowledge and experiences through workshops and technical exchanges for farmers, private sector agripreneurs and practical culinary training for small medium enterprises (SME) hotel chefs and culinary trainers of catering institutions.

Celebrity chefs Shalesh Naidu, Colin Chung and Robert Oliver, will be advocating to local hotel chefs the merits of using local ingredients in hotel menus; and emphasise to farmers the chefs own expectations on quality standards and the required quantity.

The African Caribbean Pacific - European Union (ACP-EU) Technical Centre for Agricultural and Rural Cooperation (CTA) and the Pacific Islands Private Sector Organisation (PIPSO) are other strategic partners, providing technical and business perspective to the events.

CTA, PIPSO and SPC will be conducting an Agribusiness Forum from 1 – 3 July to explore opportunities for the Pacific on agritourism and sharing experiences with colleagues from the Caribbean and Indian Ocean, as part of the expanded Intra ACP Agricultural Policy Programme.

The Media are invited to cover all events.

Media contacts:

Emil Adams,

*SPC - PAPP Information and Communication Management Officer,
emila@spc.int or +679 7263969;*

Anju Mangal,

*SPC – Knowledge Management specialist
anjum@spc.int - +679 9925766;*

Talei Tora

*SPTO Communications Specialist,
ttora@spto.org;*

Erica Lee,

*PIPSO Communications and Research Officer
erical@pipso.org.fj;*

Stéphane Gambier,

*CTA Senior Coordinator Media
gambier@cta.int*