

Cocoveneer



Overview of the Coconut Industry in the Pacific

Tevita Kete
tevitak@spc.int

Facilitation of Agricultural Commodity Trade, Land
Resources Division Secretariat of the Pacific
Community

Content

- Rapid SWOT analysis
- Major Stakeholders in the Industry
- Marketed Coconut Products and Markets
- SPC's role
- Coconut statistics
- General observations

Introduction : Rapid SWOT analysis of the Coconut Industry in the Pacific

- Strengths**
- Cultivated widely
 - Traded by all Pacific Islands Countries and Territories
 - Commodity with longest history of trade (2007 value FOB 60 million Euro)
 - Increasing support provided by international and regional organisation

- Weakness**
- Small and Isolated
 - Lack or very slow replanting
 - Lack of investment in the sector
 - Lack of appropriate technology
 - Rated low in terms of national priorities
 - Relatively weak public and private sector links
 - Lack of reliable coconut area data

- New market opportunities (Domestic and export) VCO / Coco water/ timber / coconut sugar/coco flour
- EU funding support e.g FACT, IACT , others
- Increasing role of SMEs /NGO in value addition
- Private sector's role in replanting
- Niche exports market opportunities
- VCO could also be produced by communities
- High fuel cost
- Senility of palms
- Disease (Bogia Syndrome)
- Climate change
- Competition (other crops and markets)

Opportunities

Threat

Major Stakeholders involved in the coconut industry in the Pacific

National level

- **Public Sector**

- Policy,
- Standards & Regulations
- Replanting
- Technical back stopping
- R&D / Extension services

- **Private Sector / Public enterprises**

- Major player in trade - domestic and export markets
- Replanting (Fiji, SI, Vanuatu)
- New products entering markets
- Processing /Marketing
- Investment

- **NGO**

- VCO production
- Marketing

- **Communities**

- Womens groups
 - Production and marketing

International and Regional Development partners

- ACIAR
 - Research and Development /Veneer
- Asian Pacific Coconut Community (APCC)
- PIPSO (Pacific Island Private Sector Organisation)
 - Assist PSO in Marketing, access, processing and production
- Pacific Island Trade I (Australia, NZ,
 - Marketing
- ITC – Policy – Solomon Island
- FAO (SAPA) – Samoa
 - Replanting
 - Coco-wood
 - Coconut Inventorying
- ADB (Sector Review and development (RMI)
- University of the South Pacific
 - Research and Developments

Secretariat of the Pacific Community, Land Resources Division Activities



Production

- VCO manual
- Production of VCO
 - Training and TA
- Amruqa PNG – pilot Centrifuge VCO
- **Conservation of traditional varieties**
 - CEPACT
- **Facilitate Regional collaboration**
(Private sector/Publics sector partnership
 - setting up of Fiji's VCO training center (Funding by Min of Agr. Fiji) – Equipments from Malaysia through Amruqa PNG.
- Marketing Trade Pacifika 2012 (Nadi, Fiji) support of enterprises by IACT and FACT
- **R&D – Quality of VCO**
 - Analytical service support

- ***Inventory of coconut using***
 - satellite images/ GIS (SOPAC/ FACT / IACT)
 - Manual counting (Coconut tender water in Cakaudrove)
- ***Pest & Disease***
- ***Enterprises support (FACT/IACT)***
 - Production, Equipments , Marketing and marketing access, labeling, training and enterprise development
- ***HACCP Certification***
 - Training , Pre-auditing, Advisory, third party certification
- ***Organic certification,***
 - Pre-auditing, capacity building, third party certification, Pacific Standards

Marketed Coconut Products



VCO



Cosmetic/skin products



Coconut flour



Coir – décor / fashion



Coco sugar & Syrup



Vener



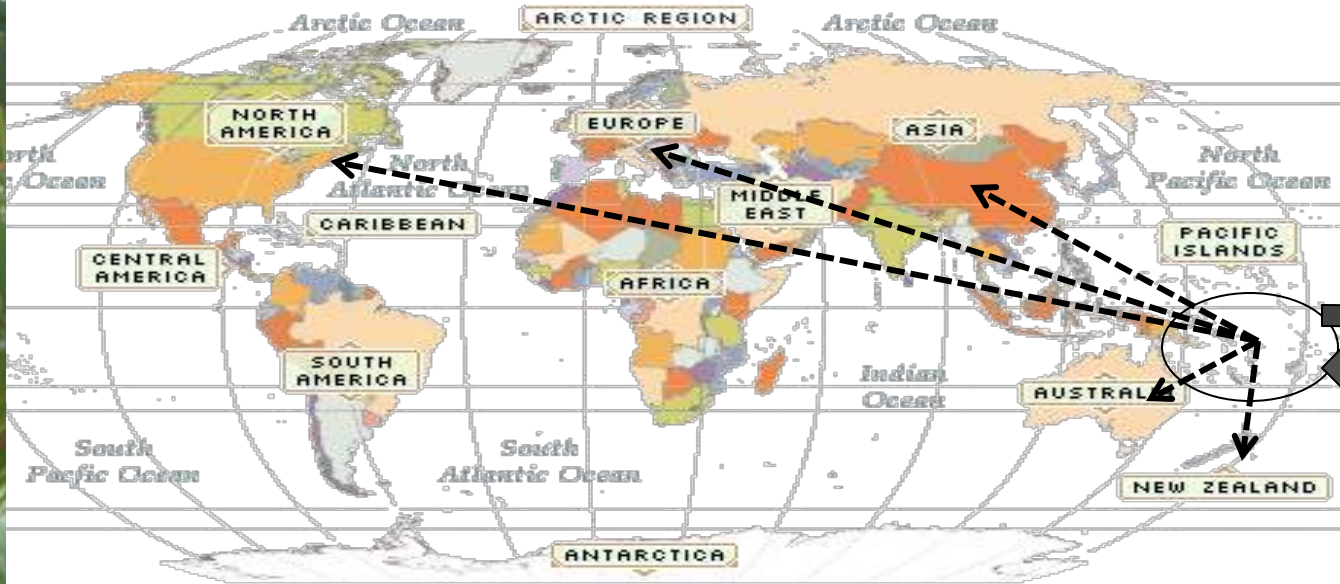
Coconut furniture



Tender water



Markets of Coconut Products



Map View: Robinson Projection



Trade Pacifica 2012



New Coconut product overview

Cultured Products



So Delicious® Dairy Free Coconut Milk Yogurt



So Delicious® Coconut Milk Greek Style Yogurt



So Delicious® Dairy Free Probiotic Beverage
(Coconut Milk Drinkable Yogurt)



So Delicious® Almond Milk Greek Style Yogurt

Product Overview

Frozen Desserts



So Delicious® Novelties (Soy and CM)
Stick Bars and Sandwiches



So Delicious® Dairy Free –
Coconut Milk Super-Premium Ice Cream



So Delicious® Dairy Free
No Sugar Added Pints and Novelties



So Delicious® Dairy Free
Premium Almond Milk Ice Cream



Purely Decadent® –
Soy Super-Premium Ice Cream



It's Soy Delicious –
Fruit-Sweetened Soy Ice Cream



So Delicious® Dairy Free
Premium Soy Ice Cream



So Delicious® Dairy Free
Almond Milk Ice Cream Novelties

Product Overview

Refrigerated Beverages



So Delicious® Coconut Milk Beverage



So Delicious® Coconut Milk Creamer



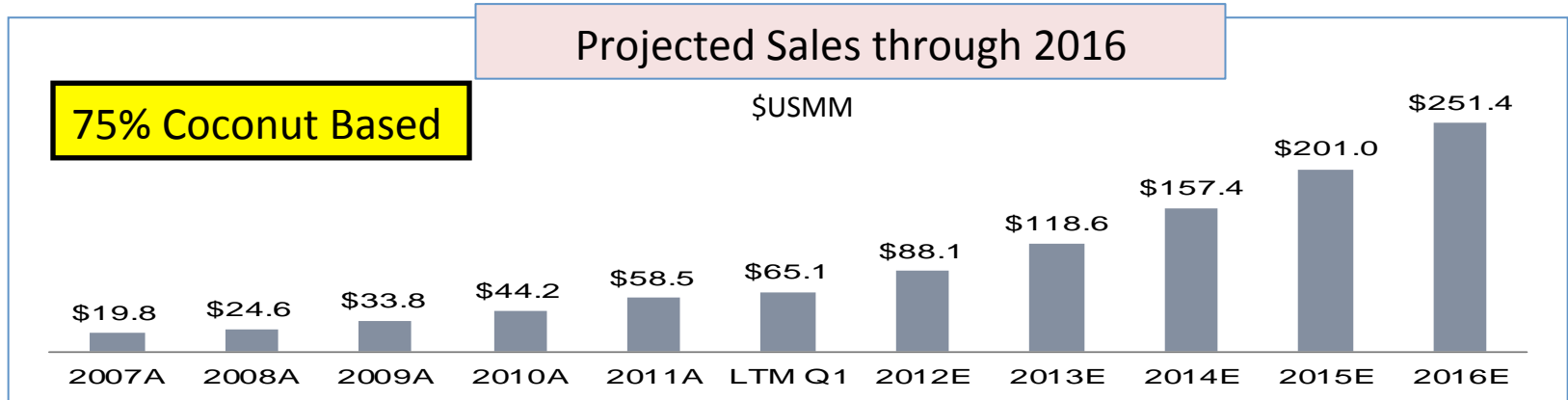
So Delicious® Coconut Seasonal Beverages



So Delicious® Almond Plus Beverage

Market Leadership

- **Growth momentum is expected to continue over next 5 years**
 - Driven by expansion of coconut milk based into new categories
 - Further supported by development of other milk base alternatives
 - Additionally, there is still tremendous upside in continued distribution and velocity gains that come through customer education and selling solutions for the dairy-free consumer as US household penetration is just 3.5% but increasing rapidly.



Strong wave....

Jan 2012

11 Feb 2012

CORPORATE NEWS B3 | IN THE MARKETS B4 | MARKET DATA B5 | WEATHER B17

WATCH FUNDS' CASH HOLDINGS

WEEKEND INVESTOR NEW BOND MARKET B7

BUSINESS & FINANCE

HEARD ON THE STREET PIPELINE GAP B18

© 2012 Dow Jones & Company. All Rights Reserved. THE WALL STREET JOURNAL. Saturday/Sunday, February 11 - 12, 2012 | B3



The Beverage Wars Move to Coconuts

By Mitch Kapor.

Soda sales are flat and the beverage industry is looking for its next big thing. Increasingly, it is turning to the coconut.

Touted as a natural sports drink due to its electrolyte and hydrating qualities, coconut water is hitting a growing number of U.S. stores nationwide, whether in grocery, health or specialty markets. U.S. retail sales rose to \$60 million last year, according to industry estimates. That is a far cry from the country's \$100-billion soft-drink market. For some time, beverage makers have been eyeing the same category. In 2005—labeled by consumers as the “year of the smoothie”—beverage makers have introduced the drink, even as it gained traction

The Beverage Wars Move to a New Battlefield: The Coconut Groves

Continued from page B1

In Fiji, the No. 2 coconut-water brand in the U.S. by sales, is the country weeks after purchasing a minority interest in the start-up for less than \$45 million in 2009. Coca-Cola won't disclose the price, but the option sale triggered all-time high revenue for the brand.

2009's sales were \$100 million, but this year, according to Nielsen, they are \$150 million. “We don't know for sure if this will be the next breakthrough, but so far so good,” he said.

Mark Halperin, Coca-Cola's 45-year-old founder, says the fast-growing brand returned the gap last year with Vita Coco, which controls between a third and half of the U.S. market, according to industry estimates. He compares it to another \$1.1-billion brand, PepsiCo's Tostitos. “It's a major distribution this year,” he says. “It's a major distribution this year.”

Halperin is in a gold in sports drinks, such as PepsiCo's Gatorade and Coca-Cola's Powerade.

Long popular in Hawaii, coconut water doesn't have fat, salt, caffeine or sugar, which is a natural source of electrolytes and hydration. “It's a natural source of electrolytes and hydration,” he says. “It's a natural source of electrolytes and hydration.”

Wita Coco, which makes coconut water in a 16-ounce can, says it has a lower calorie count than most sports drinks.

Wita CEO, says volume is growing for more than half a decade. Sales and profits are increasing, even as the market is new players in the market.

Wita CEO said this week it agreed to pay \$20 million to sell 10% of the company to a private equity firm, which will own 10% of the company. Wita CEO said this week it agreed to pay \$20 million to sell 10% of the company to a private equity firm, which will own 10% of the company.



Vita Coco spokeswoman Robinson is a company spokeswoman.

can vary in an alternative product but that it is looking to introduce. PepsiCo, which has an option to buy 10% of Vita Coco, is looking to introduce an alternative product but that it is looking to introduce. PepsiCo, which has an option to buy 10% of Vita Coco, is looking to introduce an alternative product but that it is looking to introduce.

coconut water

TREND ALERT

Is this tropical drink made from the flesh of a coconut and sold in a variety of sizes? Vita Coco and Dole are two of the brands that are leading the way. Vita Coco is a brand of coconut water that is sold in a variety of sizes. Dole is a brand of coconut water that is sold in a variety of sizes.

4 WAYS TO FIGHT A COLD SORE

1. To the rescue, Dr. Ben's new...
2. To the rescue, Dr. Ben's new...
3. To the rescue, Dr. Ben's new...
4. To the rescue, Dr. Ben's new...

easy exercise = big benefits

Pushing yourself really hard is not the only way to make a workout count. A new study from Pennsylvania State University shows that middle-aged women get more of the positive benefits from an energy and mood boost from less intense activity.

“Moderate exercise like brisk walking is a more pleasant, especially if you're a non-runner,” says study author Sherriani Ellington, assistant professor of health, behavior and society.

SAVE A LIFE! FOR TWO OF THEM!

Check “Be a good blood” all your medications fail by donating blood in honor of National Blood Donor Month. Blood is a lifeline for many people. It's a lifeline for many people. It's a lifeline for many people.

HOME OUR COCONUT WATER TAKE THE PLEDGE BUY NOW ZICO LIVE ABOUT ZICO

ALL POSTS TESTIMONIALS EVENTS ZICO NEWS

TEAM ZICO MEMBER AMANDA RUSSELL LAUNCHED NEW YOUTUBE CHANNEL

Check out Amanda Russell's new YouTube channel to learn about her love of fitness and fitness. www.youtube.com/amandarusell

ZICO NATURALLY POWERED

It is in ...and 'stars' love it!!

Cuckoo for Coconuts

Madonna invests \$1.5M in trendy drink co.

MADONNA has become so nuts for coconut water that she recently invested about \$1.5 million in one of the leading makers of the drink, which has taken Hollywood and The Big Apple by storm. The Post has learned.

Guy Oseary, the Material Girl's manager, told *On the Money* in an exclusive interview last week that the superstar decided to invest after she learned about the product from a September story in the Post.

Oseary is also investing seven figures in the company, New York-based Vita Coco, and has rounded up pals like actors **Mathew McConaughey** and **Demi Moore**, and the Red Hot Chili Peppers' **Anthony Kiedis**, who are making smaller, but "significant investments."

The total investments, estimated to be under \$10 million, will amount to a minority stake in Vita Coco, which has been valued at between \$120 million and \$140 million by industry analysts.

Madonna, who Oseary said started drinking coconut water on her world-

made coconut-water pop Madonna is so enthusiastic about coconut water — the clear, young, green coconuts, r coconuts that have a mil center — that she drank nut juice daily on the ow the Sticky & Sweet tour, also talk that she might r low-up investment.

Oseary said he and Ma attracted to the financial business because it is ve grated — they ov factories — and t are independent, that they are sayi everyone who want pretty cool," he s want to go to the party t else is invited to."

As reported in these p Coco, which expected to million in sales this ye down multimillion-d ments from beverage giants Coke and P



SUN, 03 JANUARY 2010 AT 6:59 PM

Rihanna: Coconut Water Woman



MADONNA GOES NUTS

Madonna's latest get-rich-quick scheme (one day, Rodgers, she'll be a millionaire) is coconut water. She's reportedly invested a fortune in Vita Coco, a company that invests



Rihanna, her new boyfriend **Matt Kemp**, and her BFF **Melissa**, catch a departing flight out of Los Angeles on Sunday (January 3).

The 21-year-old Bajan singer had "one natural experience," sipping on O.N.E. 100% coconut water.

Rihanna reportedly has a book coming out called "Last Girl On Earth." Making a contribution to the book is **Simon Henwood**, who was the creative genius behind **Rihanna's** latest album, *Rated R*. Read an interview with **Simon** at [ArjanWrites!](#)

"Last Girl On Earth" is available for pre-order through [Amazon.com](#) for \$38.19!



I Drink Vita Coco (100% Natural Coconut Water)'s Photos - Wall Photos
Photo 3 of 3 | Back to Album | I Drink Vita Coco (100% Natural Coconut Water)'s Photos | I Drink Vita Coco (100% Natural Coconut Water)'s Profile



Demi Moore, master of magical backdrops-ego skills, graces the cover of April Harber's BAZAAR, and their cover story. She would rather be called a "Demi" and much rather be drinking Vita Coco!

From the album: W&A Photos by I Drink Vita Coco (100% Natural Coconut Water)

THU, 25 FEBRUARY 2010 AT 11:50 PM

Courteney Cox: Zico Zesty!



Courteney Cox stays hydrated with a carton of **Zico Pure Coconut Water** on the set of *Cougartown* on Thursday (February 25) in Culver City, Calif.

The 45-year-old former *Friends* star will be joined by **Lisa Kudrow**, 46, and 48-year-old music pal **Sheryl Crow**. Cougars galore!

Sheryl will be playing a wine dealer named Sara who gets caught in a love triangle with **Courteney's** character, Jules.

10+ pictures inside of **Courteney Cox** looking Zico zesty...

Coconut Statistics in the Pacific

Country	Area of coconut (ha)	% Senility	Replanting
FSM	17,000	NA	NA
Fiji	60,000	70	1,500 ha (2011)
Kiribati	29,000	NA	NA
Marshall	8,000	NA	NA
PNG	221,000	50	1,338ha (2006-2008)
Samoa	93,000	30	Stimulus Package
Solomon	59,000	NA	NIL
Vanuatu	96,000	NA	NA
Source : APCC			

Few General Observations

- **VCO use & marketing is changing the image of coconut (from a sunset industry) – few media campaign and word by mouth (interesting participation of a few Medical Doctors)**
- **Private Sector led growth - Important place of SMEs**
- **Private and Public sector partnership (need to be further fostered)**
- **Increasing potential for employment, market for coconuts (before it was only copra), in the rural areas (role of SMEs)**
- **Farmers are now replanting given the new market opportunities**
- **Community involvement (women's participation)**
- **Assistance provided especially for VCO**
 - **HACCP**
 - **Labeling**
 - **Organic certification**
 - **Marketing**

Recommendations

- Countries in the region to consider placing coconut as one of the priority commodities
 - This is important for donors and development partners
- Consider establishing private breeding entities and community based replanting programs
- With logging of senile it is important to conserve unique coconut populations
- Ensure that Coconut Borgia Syndrome is not spread around the Pacific

End

Acknowledgement

- Australian Government – DAFF
- ACIAR
- SPC – Forest and Trees
- SPC SOPAC