



# Pacific Horticultural & Agricultural Market Access Plus Program

Supported by Australia and New Zealand

## Taro in Samoa: PHAMA Plus support PIC-Japan Webinar, November 2021

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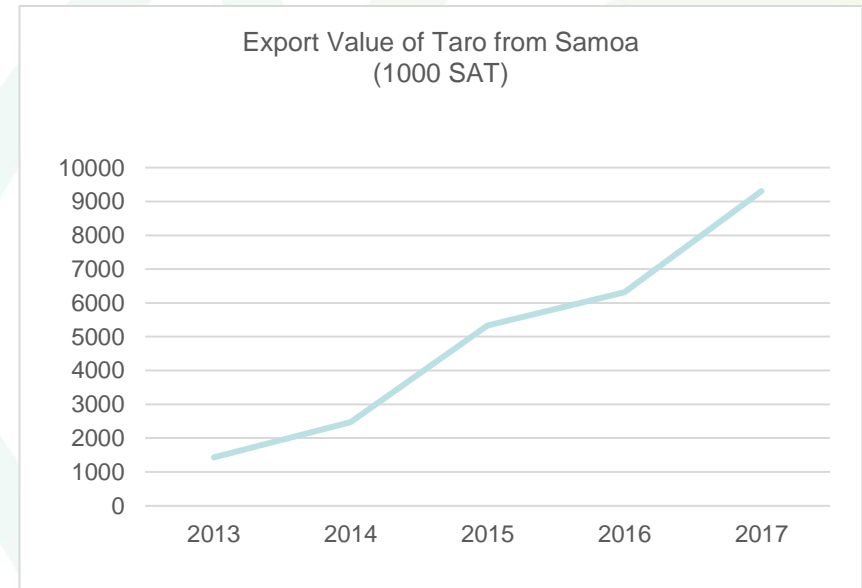


# DEMAND

**Taro was the main cash crop & staple food before Taro Leaf Blight (TLB) outbreak (1993):** comprised 58% of Samoa's agricultural exports (annual value of USD 3.5 million).

**Industry in recovery mode:** By 2017, 8% total sales value of main export commodities.

**Export prices increased** from SAT 3/kg (2015) - SAT 7/kg (2017) - significantly higher than local retail price (SAT 3/kg).



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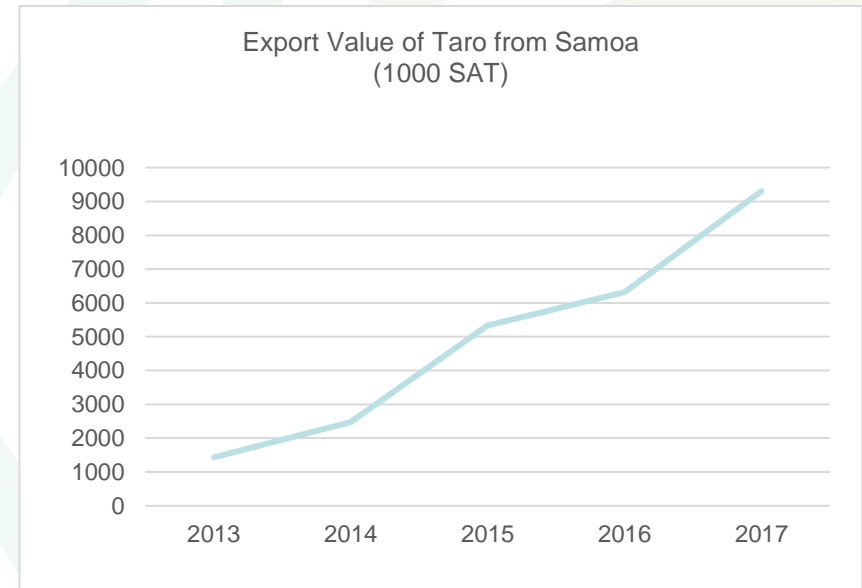
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# DEMAND

**Three export pathways:** fresh/chilled, frozen and processed. Since revival of taro export industry, about 38 exporters reported.

**Fresh export: NZ, USA** and is continuing to investigate TLB management measures to re-open Australia market for fresh taro.

**Frozen/ other processed products:** expanding and have enabled product and market diversification.



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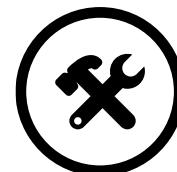
  
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# SUPPLY

**Root crops predominately grown by smallholder farmers:** 67% of 27,411 agricultural households grow taro on 0.3-0.5 ha blocks (2015 Agriculture Survey)

**About 800 farming households supply to the export market:** per discussion with the exporters.

**Inconsistency of quality supply – an issue:** Access and use of improved export varieties/ improved planting material are major constraint to households who wanted to participate in the export market.



# PHAMA Plus support

## Goal

- Households earn net additional income
- Exporters increase revenue and reduce costs

## Sector performance change

- Increase and consistent volume of export
- Buyers confident on quality and reduced cost of fumigation



# PHAMA Plus support

## Machine system change

- Producers invest in increased supply and on regular basis
- Exporters invest on value addition
- Exporters are better able to manage biosecurity concerns
- Exporters provide incentives



# PHAMA Plus support

## Machine system change

- Exporters explore alternative markets and products
- Exporters adopt compliance practices
- Public enterprizes provide information on biosecurity processes



# PHAMA Plus support

Market studies

- 2011
- 2021

Access to new taro varieties

- 2016
- 2020

New market access

- Fresh taro to Australia

Improved pathways

- HWT for fresh taro to NZ

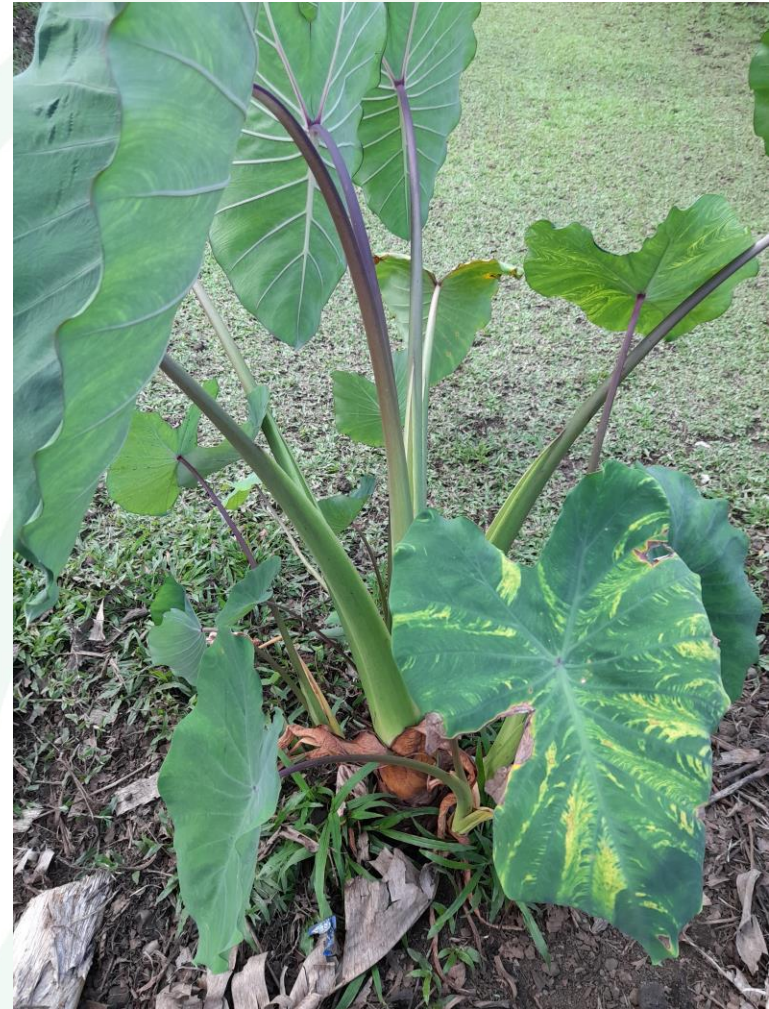
Supply chain

- Module to improve consistency of supply





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