

POETCom General Assembly Coordinator's Report 17th November, 2021



1st Regional Organic Body

Pacific Organic Producers Association (POPA) – USP IRETA – CTA 2003



Organics and ethical trade: the key contributor to sustaining our cultures and communities; improving farmer livelihoods, people's health and the environment in the Pacific.

Started by Farmers who saw the Potential for Organics to Improve Communities



OUR VISION

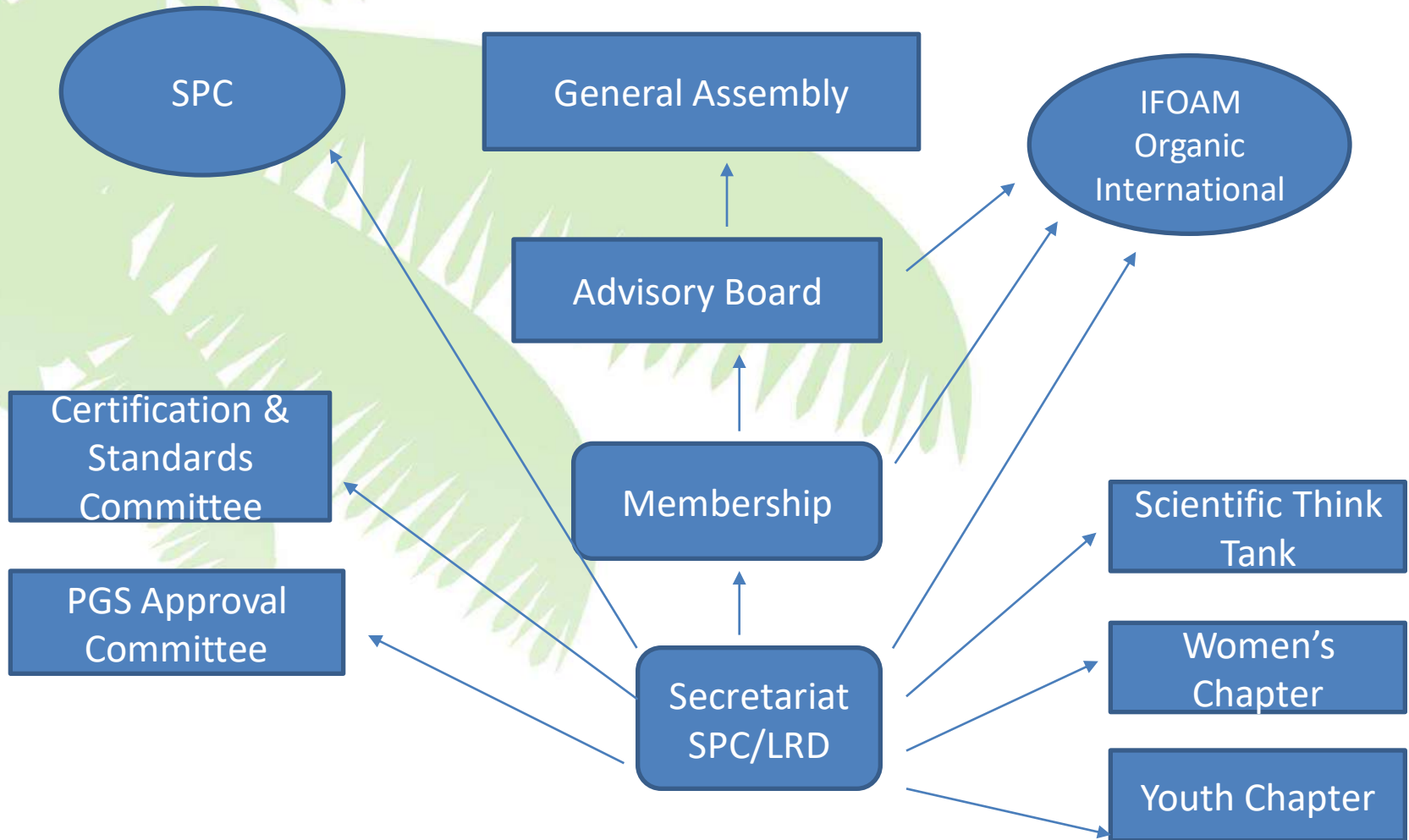
Our Pacific vision is for a region of peace, harmony, security, social inclusion and prosperity, so that **all Pacific people can lead free, healthy and productive lives**. This is a shared vision for the Pacific under the Framework for Pacific Regionalism.

Organics and ethical trade: the key contributor to sustaining our cultures and communities, improving farmer livelihoods, people's health and the environment in the Pacific.



Pacific
Community
Communauté
du Pacifique

POETCom Network Structure



POETCom Staff





GROWING OUR FUTURE

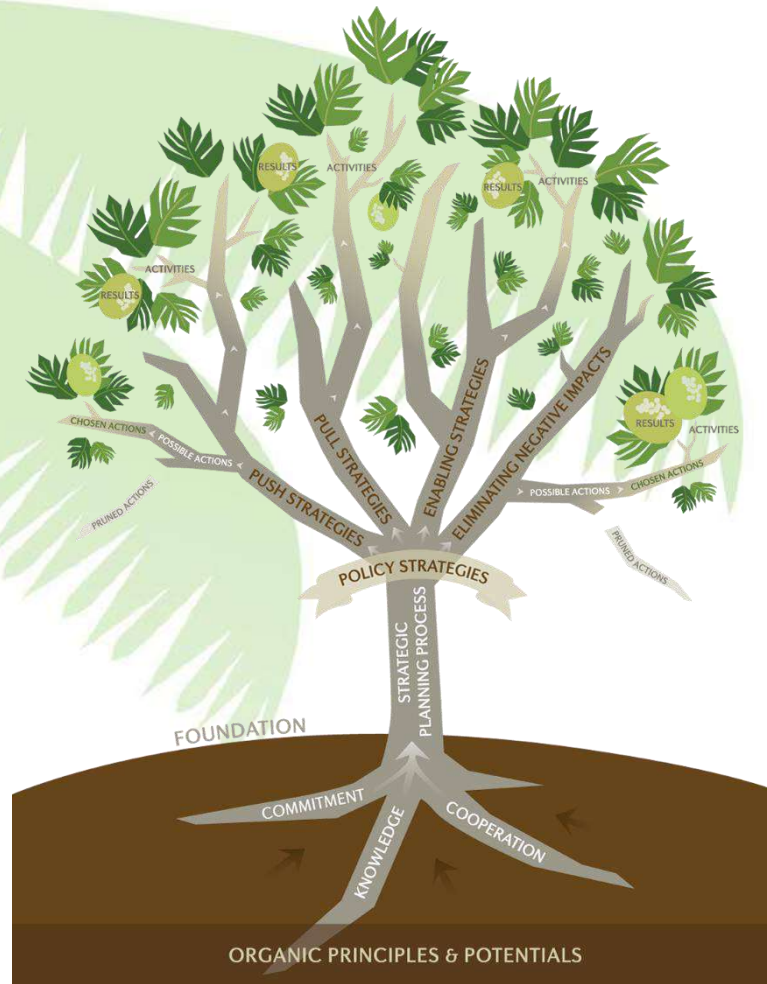
STRATEGIC PLAN

2021-2025



Pacific Organics and Ethical Trade - the key contributors to sustaining our cultures and communities; improving farmer livelihoods, people's health and our environment.

Policy Development



Facilitating access to Certification

- **Pacific Organic Guarantee System**

- ✓ Development of *Pacific Organic Standard* (POS)
 - Suits local conditions
 - Fair trade component
 - Recognised by regions Governments
 - 2 have recognised in legislation
- ✓ National/regional & export certification
- ✓ Partner Certification Bodies
- ✓ Organic Pasifika Marks



Towards Gender Equality Outcomes in the Organic Movement

Integrating Gender Equality and Social Inclusion (GESI)

- ✓ IFOAM through inclusion of GESI in their principles
- ✓ SPC and LRD through GESI mainstreaming in divisions and programmes
- ✓ POETCom and members
 - ✓ Mainstreaming gender in Strategic Plan 2021-2025
 - ✓ Policy Development with GESI components
 - ✓ POETCom Statement on Organic Stands for Gender Equality
 - ✓ Awareness and Advocacy
 - ✓ POETCom Women's Chapter



Communication Channels

- The communication materials raising the visibility of POETCom are used through both passive and interactive communication channels:

1. *Interactive –*

- SPC learning events;
- External learning events/Panel Q&A Sessions;
- Regional roadshow/forum, conferences;
- Focus group meetings;

2. *Passive –*

- Website
- Publications
- Social media platforms (Facebook, Twitter, YouTube)
- Emails



POETCom Team displaying organic products at the LRD Open Day, Fiji.

Financial Status of POETCom

Active Projects	EUR
Pacific Organic Learning Farm Network	\$ 4,600,000.00
Building Prosperity for Women Producers, Processors and Women-owned Businesses through Organic Value Chains (BPWP) Project	\$ 2,450,000.00
Building Capacity for Non-State Actors to Lead Sustainable Agriculture Policy Development	\$ 100,000.00
Improving small ruminant production and supply in Fiji and Samoa Project	\$ 14,000.00
TOTAL	\$ 7,164,000.00

POETCom Projects (2018-2021)

Completed Projects	Donor	Duration	Project Countries	Funding Amount
Policy Drivers for Public-Private Partnerships in Pacific Organics: Improving Extension Policy Through an Evidence-based Approach	Australian Centre for International Agricultural Research (ACIAR)	2019 to 2021	1)Fiji 2)Vanuatu	AUD 46,480
Integration of Gender Equality and Women's Empowerment into Climate-resilient Agriculture Planning and Programming in Pacific Countries	The Food and Agriculture Organisation of the United Nations (FAO)	2019 to 2020	Regional	USD 80,000
Markets for Change Project (M4C)	United Nations Development Programme (UNDP)	2020	Fiji and Solomon Islands	FJD 253,294
Establishment of Internal Control Systems for Organic Certifications – Fiji Agricultural Partnerships Component 3 Project (FAPP)	Partners in Community Development (PCFD)	2018 to 2019	1) Fiji	FJD 96,000
Capacity Building for Resilient Agriculture in the Pacific Project	International Fund for Agricultural Development (IFAD)	2015 to 2019	1) Cook Islands 2) Niue 3) The Republic of Marshall Islands	USD 1,026,000
Engaging Fiji and Vanuatu Youth in Organic Farming – A Farm to Table Chain Approach	SDG-F Joint Programme	2016 to 2018	1) Fiji 2) Vanuatu	USD 1,000,000

POETCom Projects

Active Projects	Donor	Duration	Project Countries	Funding Amount
Pacific Organic Learning Farm Network	AFD (Multi-donor: European Union, AFD, Global Affairs Canada, DFAT and MFAT)	2021-2025	1)Fiji 2)Nauru 3)Tonga 4)Solomon Islands	EUR 4,621,075
Building Prosperity for Women Producers, Processors and Women-owned Businesses through Organic Value Chains (BPWP) Project	Australian Government through DFAT	2018-2012	1)Palau 2) Republic of Marshall Islands, 3)Federated States of Micronesia 4) Kiribati	AUD 3,884,100
Building Capacity for Non-State Actors to Lead Sustainable Agriculture Policy Development	PIFS	2021-2022	1)Palau 2)FSM 3)Kiribati 4)Solomon Islands	EUR 100,000
Improving small ruminant production and supply in Fiji and Samoa Project	ACIAR	2021	1) Fiji 2) Samoa	FJD 34,579

Project Presentations

- BPWP Project: Neema Nand
- Pacific Organic Learning Farms: Timoci Nakalevu
- Improving small ruminant production and supply in Fiji and Samoa Project: Jim Pierce
- Building Capacity for Non-State Actors to Lead Sustainable Agriculture Policy Development: Jim Pierce
- Protégé: The Pacific Territories Regional Project for Sustainable Ecosystem Management: Clement Gandet -Day 2
- Safe Agricultural Trade Facilitation through Economic Integration in the Pacific (SAFE Pacific): Jim Pierce

Building Prosperity for Women Producers, Processors and Women-owned Businesses through Organic Value Chains (BPWP) Project



Pacific
Community
Communauté
du Pacifique



- The BPWP project commenced in August 2018, with a budget of AUD3.8 million.
- This four-year project is funded by the Australian Government; and is being implemented in Palau, Republic of Marshall Islands, Kiribati and Pohnpei State, Federated States of Micronesia (FSM)



Pacific
Community
Communauté
du Pacifique



- **AIM:** The project aims at supporting women access sustainable livelihoods through participation in value chains that are/can be made organic.
- The project has the following outcomes:

Women have increased financial independence and influence in decision-making within the household.

Women are increasingly participating in organic value chains including in decision-making processes.

Women and men benefit from viable organic value chains that meet market needs and increase food security.

The Pacific organic sector has more gender equitable policies and practice.

➤ Project Implementation through:

- Trainings to selected individuals and businesses (including families and communities);
- Provide technical and some resourcing for selected value chains (equipment, etc)
- Work with the selected individuals on possible transition to use of organic agriculture practices.
- Support organic farmers/growers associations.
- Provide a sharing and learning space

Project Achievements (2018-2021)

➤ *Integrating Gender Equality and Social Inclusion (GESI)*

- POETCom Statement on International Women's Day 2021, "Organic stands for Gender Equality".
- Needs and Gap Analysis: Gender and Social Inclusion within POETCom's Strategy, Governance, Tools and Processes. (2021)
- IFOAM motion to add Gender Equality and Social Inclusion into one of the four global Principles of Organic Agriculture – the Principle of Fairness.



MOTION:

The IFOAM - Organics International Office and World Board should revise the Fairness Principle to incorporate Inclusiveness in the principle statement, and add Gender Equality and Social Inclusion language to the explanation text.

L'IFOAM - Organics International Office et le Conseil mondial devraient réviser le principe d'équité pour intégrer l'inclusivité dans la déclaration de principe, et ajouter un langage sur l'égalité des sexes et l'inclusion sociale au texte d'explication.



Participants of the Business Plan Development Workshop in Majuro, RMI



➤ **Capacity Development and Strengthening**

- Supporting POETCom service delivery
- Research Strategy
- Workshops and Trainings
 - Organic agriculture
 - PGS and POS
 - Gender and organic value chains assessment
 - Soil fertility and food health workshop
 - Impact of gender violence in the workplace
 - Business Plan Development workshop

- ***Supporting members and national organic policy***
- Supported finalisation of POGA's 5-year strategic plan
- Palau National Organic Policy
 - Situation analysis completed
 - POGA taking the lead on consultants and policy development, with support from consultants



➤ *Strengthening Partnerships*

- Palau Organic Growers Association (POGA)
- Palau Bureau of Agriculture
- Palau Small Business Development Center (SBDC)
- Palau Chamber of Commerce
- Marshall Islands Organic Farmers Association (MIOFA)
- The Ministry of Natural Resources and Commerce, RMI (NRC)
- Office of Commerce Investment and Tourism, RMI (OCIT)
- FSM Department of Resources and Development
- Kiribati Ministry of Environment Lands and Agricultural Development
- Pacific Women Shaping Pacific Development

Planned Activities

- No-cost extension of the project to June 2023
- Partnership and working relations with FSM and Kiribati
- Selection of Value Chain for FSM and Kiribati
- Value Chain investment for RMI
- Development of Palau National Organic Policy
- Capacity development of partners in Gender and Organic Value Chain Assessment, and Household Business Financial Management



Pacific Organic Learning Farm Network

– Agro ecology and agro forestry for climate resilience
funded by:



Goal

- The goal of this project is the development of organic farming systems to strengthen resilience of smallholder producers through the establishment of a network of Organic Learning Farms (OLFs).
- These organic farms will demonstrate the best organic and agroecological production methods, with a focus on enhanced biodiversity, that can be adopted by smallholder producers.
- These farms will demonstrate the benefits of biodiversity, agro ecology, agro forestry and organic production methods and technologies for climate resilience.

Project countries

- Fiji
- Solomon Islands
- Nauru
- Tonga



Components

Component 1: Establishment of Organic Learning Farm network

Component 2: Enhancing crop diversity and agro ecological management and production systems for resilient agriculture, sustainable production through activities of the Organic Learning Farms

Component 3: Ensuring sustainability through market incentives

Component 4: Monitoring, Knowledge Management Learning and visibility

Progress

- Signing of FA & registering of POLFN project in the SPC system
- Staff recruitment
- Official letters and discussions with partners in the project countries

Next steps

Activity

Development of a communications and operations manual

Recruitment of In country coordinator

Work planning & registration of vendors

Scoping of 1 or 2 organic learning farms within each project country



Thank you!

For more info
timocin@spc.int
And/or
poetcom@spc.int

Gender and Social Inclusion Assessment of Small Ruminants in Fiji and Samoa

ACIAR funded (FJD34,579) project “*Improving small ruminant (SR) production and supply in Fiji and Samoa*” commenced in October 2019 by the **University of New England (UNE)**, Australia.

Aim: Social inclusion strategy for the project to ensure a diverse mix of small ruminant farmers, representative of wealth, gender and ethnicity.

Key activities:

- **Interviews with key stakeholders of the VC**
- **Capacity building:** two-day workshop to build knowledge and understanding around social inclusion and gender research
- **Field work and research:** focus groups to extend the themes discovered during interviews.



Planned Activities

- Extension of the project contract till June 2023
- Recruitment of local consultants
- Provide Overall technical support and coordination to local consultants (capacity building of project officers in GESI and value chains, data collection to understand women's perspective of women farmers)



PACIFIC ISLANDS
FORUM SECRETARIAT

- Building Capacity for Non-State Actors to Lead Sustainable Agriculture Policy Development
 - Euro 100,000
1. Development of Pacific Organic Policy Training Manual and associated materials based on POETComs' Regional Organic Policy Tool Kit.
 2. National Organic Training Workshops with Farmer Organizations and other Non-State Actors in **Palau, Federated States of Micronesia, Kiribati and Solomon Islands.**
 3. Regional Organic Policy Training Workshops involving POETCom Members and Non-State Actors from all 15 PICTS where POETCom has Members. (Hybrid Virtual)

Potential Projects

- Sustainable Value Chain Development
 - Kava
 - Sugar
- Agritourism / POTHS
- Whole Island/Country Certification
- Organic School Gardens

Agritourism



- Developed by POETCom through the EU-funded Pacific Agriculture Policy Project (2016), in response to an increasing demand from the Tourism Industry, and concern on potentially negative impacts of tourism on the environment, local communities

To integrate.....

- The individual must be willing to work with others
- Integration should start at Project/program design phase
- Past experiences in integration
- Cost recovering – not to over work the staff

Genetic Resources

- Seeds for life – availability of OP certified organic seeds
- CePact – planting materials
- Identification of Cultivars for Organic Success
turmeric, nuts etc

Forestry and Landscapes

- GIS and Land use
- Reforestation
- Agroforestry
- Sustainable land use practices
- Traditional species
- New forest products

Sustainable Agriculture

- Sustainable Pest Management – plant protection
- Plant Doctors – approach – very successful
- Protected cultivation
- Soil Health –
- Agronomy
- Livestock
- Animal waste management
- Para-vet Training



Pacific Organic & Ethical Trade Community

THANK YOU

Jim Pierce; POETCom Coordinator

jimp@spc.int

+679 9144-826



POETCom General Assembly 17th – 19th November, 2021



GROWING OUR FUTURE STRATEGIC PLAN 2021-2025

*POETCom General Assembly
17-19 November 2021*

FLAVIA CIRIBELLO, GENDER AND VALUE CHAIN ADVISOR
FLAVIAC@SPC.INT



Pacific
Community
Communauté
du Pacifique



POETcom
Pacific Organic & Ethical Trade Community

Quiz: 1st Question

How many impact areas are included in the Strategic Plan?

1. #4
2. #5
3. #6

Quiz: 2nd Question

Each Impact Area includes (select one or more):

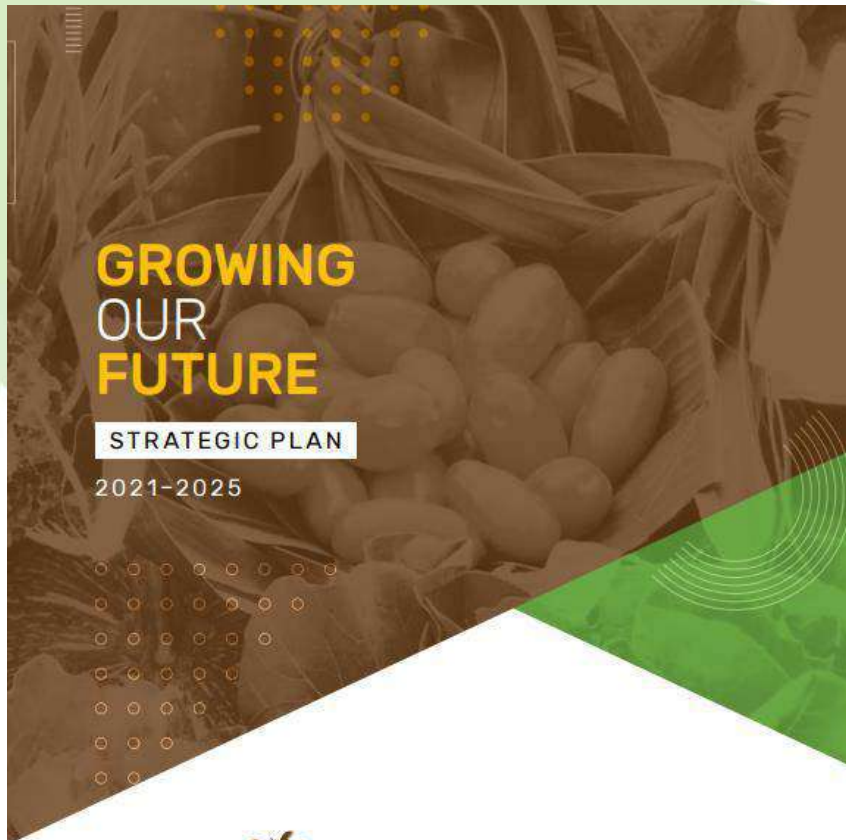
1. Actors to be engaged/involved in the implementation
2. Achievements from the previous SP
3. Detailed Timeline
4. All of the above

Quiz: 3rd Question

What is the SP Appendix #2 about?

1. Bios of POETCom Board & Secretariat
2. Gender mainstreaming
3. Advisory Board Chapters

Growing Our Future



The POETCom Strategic Plan 2021–2025 sets out **our organisation’s direction and priorities** for the next five years.



Pacific Organics and Ethical Trade - the key contributors to sustaining our cultures and communities; improving farmer livelihoods, people's health and our environment.



Pacific Community
Communauté du Pacifique



The plan reflects and builds upon **the 2013–2017 POETCom Strategic Plan**, the outcomes from the **2017 POETCom GA**, **POETCom Board Meetings** and **POETCom cumulative work plans**.

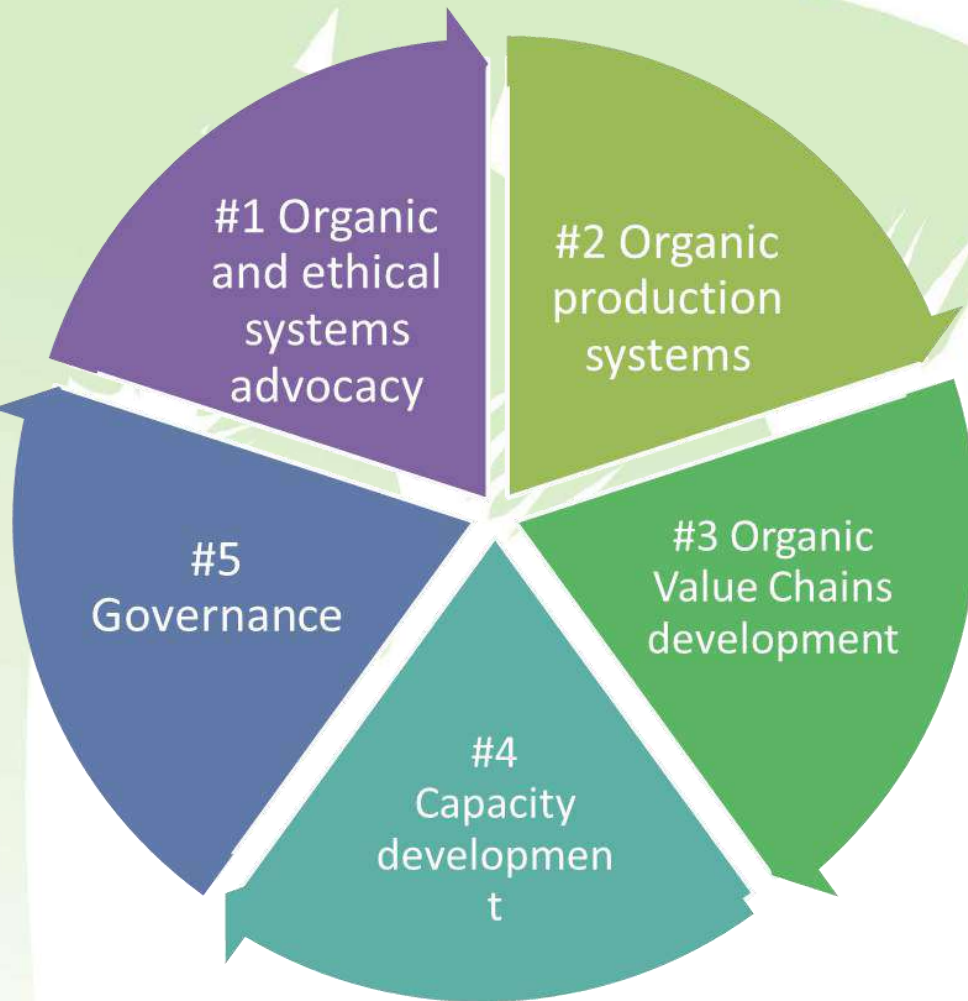
It's also aligned with **the priorities of the Land Resources Division of SPC** where POETCom is housed, as well as the **regional and international organic movements**



What's new?

- **Gender and social inclusion are mainstreamed** throughout POETCom sphere of influence emphasising “people-centred approach”
- More emphasis on **the Research Component** (Impact area#2) and on **the different VC phases** (Impact area#3)
- Dedicated Impact areas to **Capacity Development and Governance**
- The SP (also) leverages on **new and expanded skills** of POETCom Secretariat

Impact Areas



Holistic approach
Crosscutting issues
Concerted efforts
Integration
Diversity

Impact Area 1: Organic and Ethical Systems Advocacy

OUTCOME 1.0: Organic agriculture is mainstreamed, widely recognised and adopted as a solution to many challenges in the region

ACTION	WHO
Grass roots advocacy and promotion	Board, Secretariat, Focal Points, Members, Supporters
Strategy advocacy and promotion	Board, Secretariat, Focal Points Members, Supporters Pacific High Level Organics Group (PHLOG)
Collaborate with CSOs	Secretariat, Focal Points
Political positioning	Secretariat, PHLOG, Focal Points, Member

Impact Area 2: Organic Production System

OUTCOME 2.0: Sustainable Pacific organic production systems are developed and meet market demands and provide food and nutritional security for all.

ACTION	WHO
ORGANIC FARMING SYSTEM DEFINITION AND PROMOTION	Secretariat
SHARING OF KNOWLEDGE	Secretariat
RESEARCH AND DEVELOPMENT	Secretariat, Members, Supporters
RESEARCH PRIORITY SETTING	Secretariat, Members, Supporters



Pacific Community
Communauté du Pacifique



LRD
Land Resource Development

Impact Area 3: Organic Value Chain Development

OUTCOME 3.0: Organic value chains are expanded to achieve sustainable impacts (economic, social, environmental) to enhance the socio-economic status of all Pacific peoples.

Action	Who?
PGS CERTIFICATION	Secretariat
3RD PARTY CERTIFICATION	Secretariat
ETHICAL AND ALIGNED ASSURANCES	Secretariat
ORGANIC PROCESSING AND PACKAGING	Secretariat
MARKET PROMOTION	Secretariat, Members, Supporters
ACCESS TO INPUTS	Secretariat

Impact Area 4: Capacity Development

OUTCOME 4.0: POETCom provides support to its members to enhance their governance, skills and resources so that they can effectively support the development of the organic sector in their countries or territories and communities

Action	Who?
CERTIFICATION	Secretariat
TRAINING	Secretariat
ORGANIZATIONAL MANAGEMENT	Secretariat
FUNDING	Secretariat

Impact Area 5: GOVERNANCE OF THE PACIFIC ORGANIC GUARANTEE SYSTEM AND POETCom

OUTCOME 5.0: the Pacific Organic Guarantee system is well managed to ensure its integrity, providing confidence to producers and buyers. POETCom operates effectively to support its objectives and those of its members

Action	Who?
POETCOM GOVERNANCE	Board, Focal Points, Secretariat Members, Supporter
POETCOM – CERTIFICATION OVERSIGHT AND SUPPORT	Secretariat, Members, Supporters
POETCOM – FINANCIAL SUSTAINABILITY	Board, Focal Points, Secretariat Members, Supporter
POETCOM COMMUNICATION	Secretariat, Members
MONITORING, EVALUATION AND REPORTING	Secretariat, Members

Summary

<p>STRATEGIC OUTCOME (what we need to achieve)</p>	<p>Organic and Ethical Systems Advocacy Organic agriculture is mainstreamed, widely recognised and adopted as a solution to many challenges in the region.</p>	<p>Organic Production Systems Sustainable Pacific organic production systems are developed, meet market demands and provide food and nutritional security for all.</p>	<p>Organic Value Chain Development Organic value chains are expanded to achieve sustainable impacts (economic, social, environmental) to enhance the socio-economic status of all Pacific peoples.</p>	<p>Capacity Development POETCom provides support to its members to enhance their governance, skills and resources so that they can effectively support the development of the organic sector in their countries and territories.</p>	<p>Governance of the Pacific Organic Guarantee System and POETCom The Pacific Organic Guarantee system is well managed to ensure its integrity, providing confidence to producers and buyers. POETCom operates effectively to support and guide its members' objectives.</p>
<p>ACTIONS (What we are doing to achieve our objectives)</p>	<ol style="list-style-type: none"> 1. Grassroots advocacy and promotion 2. Strategic advocacy and promotion 3. Collaborate with civil society organisations 4. Political positioning 	<ol style="list-style-type: none"> 1. Organic farming systems definition and promotion 2. Sharing of knowledge 3. Research and Development 4. Research priority setting 	<ol style="list-style-type: none"> 1. PGS Certification 2. 3rd Party Certification 3. Ethical and aligned assurances 4. Organic processing and packaging 5. Market promotion 6. Access to inputs 	<ol style="list-style-type: none"> 1. Certification 2. Training 3. Organisational management 4. Funding 	<ol style="list-style-type: none"> 1. POETCom Governance 2. POETCom – Certification oversight and support 3. POETCom financial sustainability 4. POETCom Communication 5. Monitoring, evaluation and reporting



Thank you!

For more info
flaviac@spc.int

And/or
poetcom@spc.int



Pacific
Community
Communauté
du Pacifique



LRD
Local
Resource
Development



POE.com
Pacific Organic & Ethical Trade Community

Q&A



Pacific
Community
Communauté
du Pacifique



LRD
Land
Resources
Development

POETCom Communications

Target audience:

- POETCom members (Includes women and men farmers/growers; farm managers/producers; farmer associations and extension providers in POETCom target countries)
- POETCom development partners, NGOs, SPC member country governments, research institutions, and private sectors in the context of agriculture
- Mainstream media
- General public (potential members)

Communication Channels

1. Interactive (face-to-face)

SPC learning events; External learning events/Panel Q&A Sessions; Regional roadshow/forum, conferences; focus group meetings;

2. Passive

Website, Publications, Social media platforms (Facebook, Twitter, YouTube), Emails

Passive

Website (media releases/impact stories/newsletters/events)

Publications (factsheets/brochures/reports)

Social media platforms (FB and Twitter: memes/infographics videos)

Emails (videos/newsletters/stories/media releases)

- POETCom Generic
- Cultivating Community
- POETCom members



- **Twitter (2020-2021 Analytics)**

Name: Pacific Organic and Ethical Trade Community

Link: <https://twitter.com/PoetCom1>

Target audience: development partners (donors, regional agencies)

Total followers: 576

Followers (Jun2019-Nov2021): 140

Total number of Tweets: ~200

Profile visits: 4,581

Twitter impressions: 120,000

Tagged: @spc_cps; @SPC_live;

@IFOAMorganic; @PacificWomen

An impression is the number of times a tweet appears to users in either their timeline or search results.

MAKING COMPOST

- Dig a compost pit with 1m x 1m and 1/2 m deep.
- Add about 15 cm in height of brown layer: brown dead organic materials give carbon back into the soil.
- Add about 15 cm of green materials: grass clippings / food scraps/green leaves.
- Add soil and adequately water the compost.
- Cover the compost to help retain moisture and heat and prevent over-watering by rain.
- Turn the compost every week to allow the centre of the pile to heat up and enable maximum bacterial activity.

NOTE:

- Once the compost pile has been established, add new materials by mixing them in, rather than adding it in layers.
- Compost should be ready for use in 3 months.
- Add compost to cultivated land before planting. Or dig and add around plant beds.

POE Com
Pacific Organic & Ethical Trade Community

Pacific Community
Communauté du Pacifique



- **Facebook (2020-2021 Analytics)**

Name: Organic Pasifika

Link: www.facebook.com/organicpasifika/

Target audience: POETCom members/member organisations, development partners

Total followers: 11,444

Followers: 3,481

Total number of Posts: ~150

Reach: ~400,000

Tagged: POETCom members, IFOAM Organics, Pacific Women, Pacific Agriculture, SPC

Reach is the number of people who saw any content from your Page or about your Page.



Analytics Home Tweets More

PoetCom

Top Tweet earned 1,400 impressions

We are excited to announce that our very own Karen Mapusua has been elected as the new President of @IFOAMorganic! Congratulations Madam President Karen Mapusua and congratulations as well to the two Vice Presidents Choitresh Ganguly and Julia Lemoud! pic.twitter.com/f08q5uaGba

Top mention earned 60 engagements

Pacific Community
@apc_cpis - Sep 21

Organic farmers and experts from the #INOFO network will gather tomorrow to drive the organic agenda around the globe. Join LRD's @PoetCom1 team in charting a future for organics in the Pacific and beyond. More information: bit.ly/2ZcjRUV pic.twitter.com/Bpq0QU3JV

Tweets: 48
Profile visits: 1,278
New followers: 17

Tweet impressions: 13.6K
Members: 8

TWEET HIGHLIGHTS

Top Tweet earned 871 impressions

#ChooseToChallenge message from Elenoa Salele, Animal Production Officer at the Land Resources Division of SPC. Livestock plays an important role in the social, cultural and economic environment of Pacific Island communities.

pic.twitter.com/o5mjj9ThuP

Post Details

Reported stats may be delayed from what appears on posts

Organic Pasifika
February 19, 2020

Start mulching away this hot season to help your crops/plants retain water and more! How to mulch? Gather leaves, grasses (preferably organic) etc; cover the base of the plant with these; and you're done!

MULCHING FOR RESILIENCE

Definition

- Mulching is the process of covering the topsoil with leaves, grass, little pieces of wood etc. In organic farming, only organic materials are used.

Benefits of Mulching

- Conserves water: Mulching helps retain soil moisture; lowering the amount of watering needed for plants.

Performance for your post:

15,055 People Reached

524 Reactions, Comments & Shares

373 Like	93 On Post	280 On Shares
55 Love	19 On Post	36 On Shares
1 Haha	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
16 Comments	3 On Post	13 On Shares
77 Shares	77 On Post	0 On Shares

809 Post Clicks



International Women's Day

Australian Aid

My work involves developing sustainable animal health and p to ensure safe products for fa income generation. As the only w managing the livestock depa #ChooseToChallenge #genders women participating and leadir Work Hard, Stay Positive and M

1 3 14



Email Listings

Email listings	Target audience	Function
POETCom General	Anyone interested in organics	Provide its contacts with any organic farming related information deemed relevant to subscribers ranging from publications, media releases, success stories, newsletters and so forth
Cultivating Community	High level delegates and contacts of POETCom	Interaction is restricted only to high-level POETCom stakeholders. This email listing is used sparingly. Currently used only to send newsletter issues.
POETCom members	POETCom members	This listing was created to allow ease of interaction when POETCom reaches out to its members for data, surveys, calls for participation e.g. stories, online video campaigns etc.

IFOAM 20th Organic World Congress, 6-10 September 2021



SEPTEMBER 6TH TO 10TH 2021 IN RENNES
AT THE COUVENT DES JACOBINS • RENNES MÉTROPOLE CONFERENCE CENTRE
www.owc.ifoam.bio

The DWC aims to provide organic and likeminded stakeholders working toward sustainable agriculture, value chains and consumption with an opportunity to trade knowledge, innovations, and experiences about the organic world. The event is held every three years.

And POETCom is excited to share that it has submitted two motions it believes could improve the continued development of organics.

They are:

[Motion 68: to add Gender Equality and Social Inclusion into IFOAM Organic International's Principle of Fairness](#)

[Motion 69: to add Agroecology to the IFOAM Norms and Best Practice Guidelines](#)

Click on the link below for more information on OWC.

<https://owc.ifoam.bio/2021/en>

IFOAM 20th Organic World Congress, 6-10 September 2021



Rotuma Island in Fiji Gets Organic Accreditation

The iTaukei Trust Fund Board (TTFB) and the Council of Rotuma, are delighted to advise on the certification of 'Organic Rotuma' as approved by the Pacific Ethical Trade Community (POETCom), the governing body of organics movement within the Pacific Community (SPC). [Read more...](#)

Pacific Organic Farmers Sow Innovative Seeds into Agritourism

A regional *talanoa* session held in July highlighted new opportunities created by Pacific organic farmers using innovative approaches to lessen the economic and social effects of the COVID-19 pandemic and achieve self-sufficiency. [Read more...](#)



Pacific Organic Farmers Call For Innovative Solutions To Sustainable Food Systems Effort



No images? Click here



New Release: Organic Stands for Gender Equality



Communauté du Pacifique
IFOAM
Ethical Management
Standard



Bula vinaka from POETCom!

Welcome to our first 2021 Cultivating Community issue where we bring you exciting stories celebrating Pacific women and challenging gender inequalities. In this issue we bring you stories of women actors of change adapting to COVID challenges, making community and global impacts and more! Enjoy!



COVID silver linings: Strengthening Partnerships and Connecting Local Value Chains

National border closures and travel

No images? Click here



INTEGRATING NATIVE PLANTS WITH LOCAL SOLUTIONS: DR MARINE TOUSSIROT



POETCom
Pacific Organic & Ethical Trade Community



Pacific Organic & Ethical Trade Community

Mainstream Media

- Mediareleases are published for regional and national events; where POETCom may invite relevant media.
- For 2020, the Strategic Plan launch was such an event. In collaboration with SPC Comms, POETCom invited the media, built up momentum, live tweeted/posted and live streamed through social media platforms and sent out media release.



Pacific
Community
Communauté
du Pacifique



LRD
Land
Resource
Development

POETCom
Pacific Organic & Ethical Trade Community

Media

Search Results

The Fiji Times

Inclusive approach on agriculture strategy lauded

Agriculture · Industries

26 Nov 2020 [+1 more](#) By FELIX CHAUDHARY

FOUNDATION for Rural Integrated Enterprises and Development (FRIEND) director Sashi Kiran has lauded the Pacific Community's (SPC) groundbreaking gender inclusive people-centred approach for a new organic agriculture strategy for the Pacific.

The five-year strategy, managed by SPC's Pacific Organic and Ethical Trade Community (POETCom) also placed

greater emphasis on Pacific values, traditions and cultures through better understanding of Pacific approaches to decision making, as well as expanding POETCom's organic certification training and policy development programs.

"What is exciting about this new strategy is the inclusion of gender and acknowledging the significant role women play in agriculture in the Pa-

cific," said Ms Kiran.

"As a representative from the POETCom membership, we welcome this inclusion, and look forward to being able to measure gender impact in the Pacific moving forward."

As POETCom's first post-COVID-19 long-term initiative to harness continued enthusiasm for organics throughout the Pacific, the

new strategy focused on resilience and growth in agriculture, a sector hit by the pandemic.

In his key address, United Nations Development Programme deputy resident Kevin Petrini said POETCom's 2021-2025 Strategic Plan represented the key contract to sustaining Pacific communities, improving farmer livelihoods, peo-

Women's participation

THE initiative by the Pacific Organic and Ethical Trade Community (POETCom) to include a gender-inclusive, people-centered approach is an important achievement.

UNDP deputy resident has correctly addressed the problems faced by our rural women and the new strategies will ensure the active participation of our women in villages and settlements.

The enthusiasm will entice women to contribute to their daily living expenses and ensure that the key Sustainable Development Goals 1,2,3,5 8 and 15 are also realised.

Can this new initiative be exposed to our grassroots women?

MIKAELE LEAWERE
Galua Village, Serua



Pacific Community
Communauté du Pacifique



LRD
Land Resources Development

POETCom
Pacific Organic & Ethical Trade Community

Publications

For 2020-2021:

- 2021-2025 Strategic Plan
- COVID Survey Report
- BPWP and POETCom brochures
- Annual Reports
- POETCom and project banners
- Organic stand on gender equality and social inclusion report
- etc.



Website (2020-2021)

Link: <http://www.organicpasifika.com/poetcom/>

Target audience: All POETCom stakeholders

- We now have a new website that has just gone live today. However we have been utilising the old website to put up stories and releases.
- Old website, however has consistently been utilised.
- Uploaded ~40 stories/articles
- Uploaded e-copies of various reports

LATEST HEADLINES

Establishment of the POETCom Scientific Think Tank

At the 2017 POETCom General Assembly, one of the approved motions was the establishment of a POETCom Scientific Think Tank. The main aim of such a chapter is to bring in the scientific expertise to support the growth of organics in the Pacific... [MORE INFO](#)

Date: September 6, 2021

Building Capacity of Marshallese Women through Business Planning Workshop

The Building Prosperity for Women Producers, Processors and Women Owned Businesses through Organic Value Chains (BPWP) project partnered with the Office of Commerce, Investment & Tourism (OCIT) of the Marshall Islands and organised a 12-d... [MORE INFO](#)

Date: September 6, 2021

POETCom Coordinator's Statement: The Blessings of the Curse

For several weeks now I have been planning to title this article "The Blessings of the Curse" talking about the few, but significant, positive outcomes of COVID-19. Not to downplay the personal and economic impacts that have affect... [MORE INFO](#)

Date: September 6, 2021

Pacific Organic Farmers Sow Innovative Seeds into Agritourism

New POETCom Website

This website was developed in consultation with POETCom stakeholders selected from six website user groups:

- Farmers, Producers, Processors, Participatory Guarantee System (PGS) Managers, Organic Value Chain Actors
- Government Agriculture Ministries and Line Ministries
- Donor Partners
- Certifying Bodies
- Research and Academia
- POETCom team

The consultation was conducted in 2 phases: phone survey; and a face to face workshop.

The recommendations from these consultations were then used to develop the new website

Let's take a brief tour of the New POETCom Website

<http://www.organicpasifika.com/poetcom/>



Pacific
Community
Communauté
du Pacifique



LRD
Land
Resources
Division

POETCom
Pacific Organic & Ethical Trade Community
Pacific Organic & Ethical Trade Community

POETCom Membership Survey Summary Report

***POETCom General Assembly
17-19 November 2021***

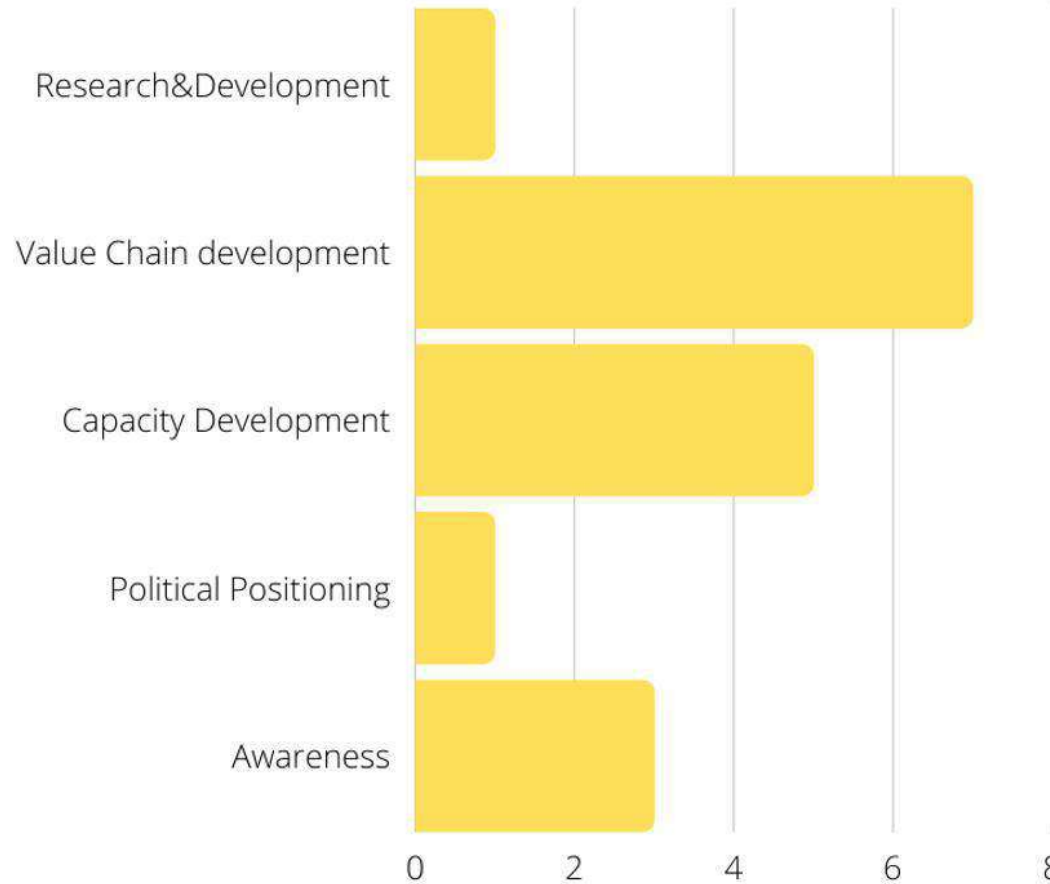
FLAVIA CIRIBELLO, GENDER AND VALUE CHAIN SPECIALIST
FLAVIAC@SPC.INT



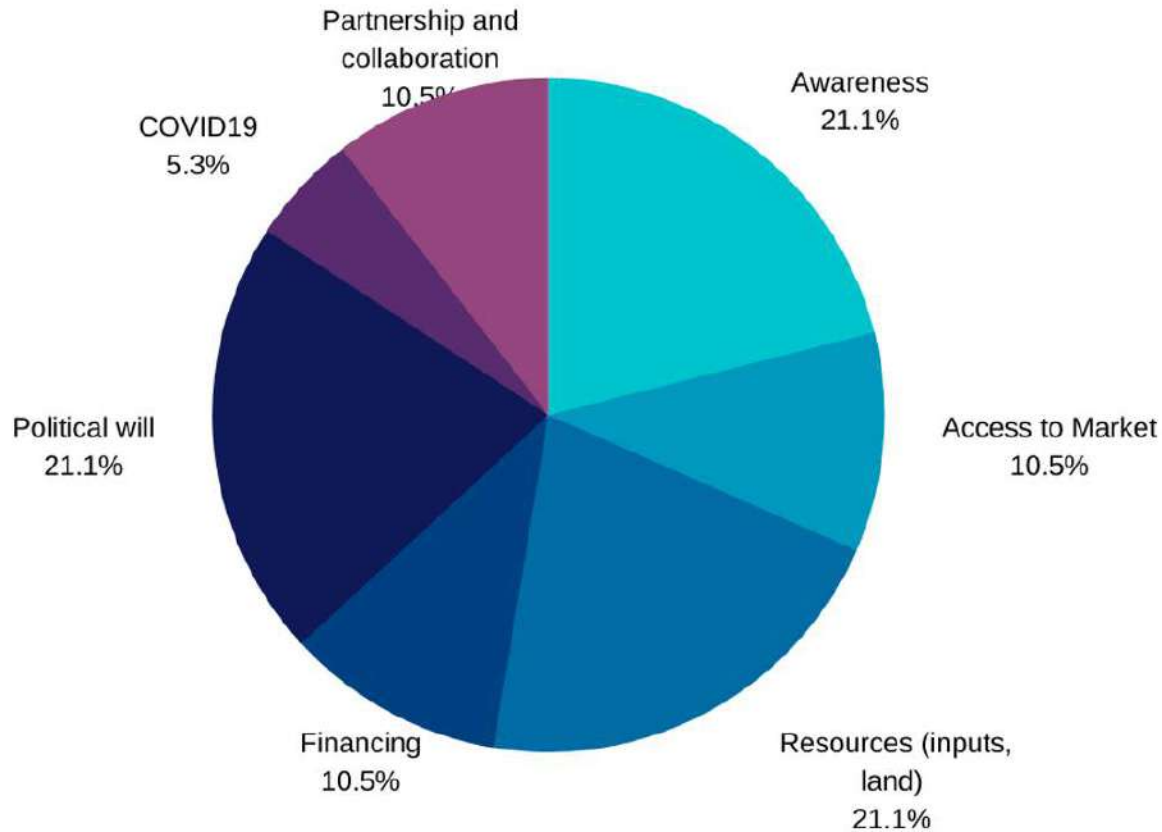
Pacific
Community
Communauté
du Pacifique



What have been your organizations' major organic related activities and innovations (completed and ongoing) in the past 2 years?



What are the major challenges your organization is facing in trying to grow the Organic Movement in your country?

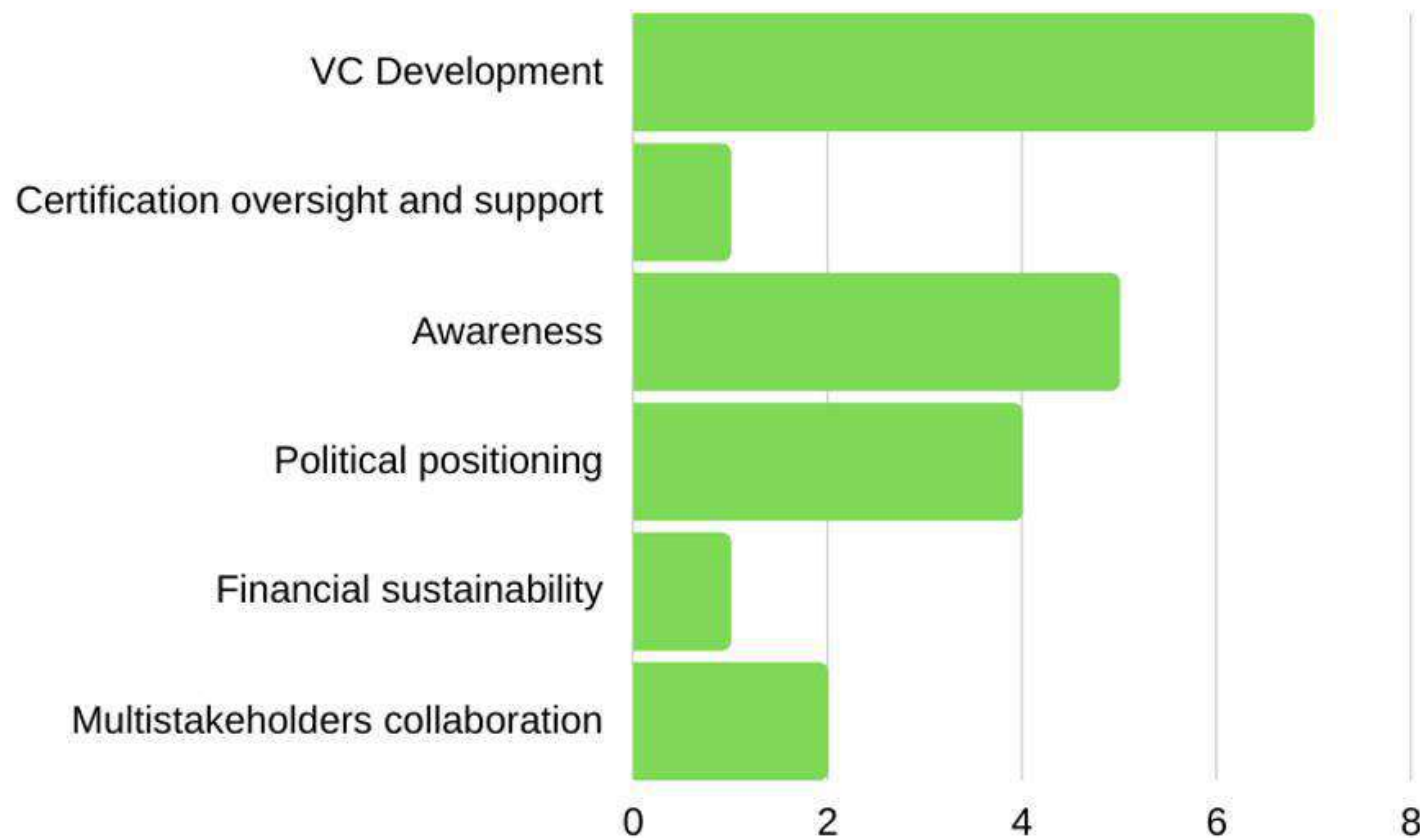


Pacific
Community
Communauté
du Pacifique

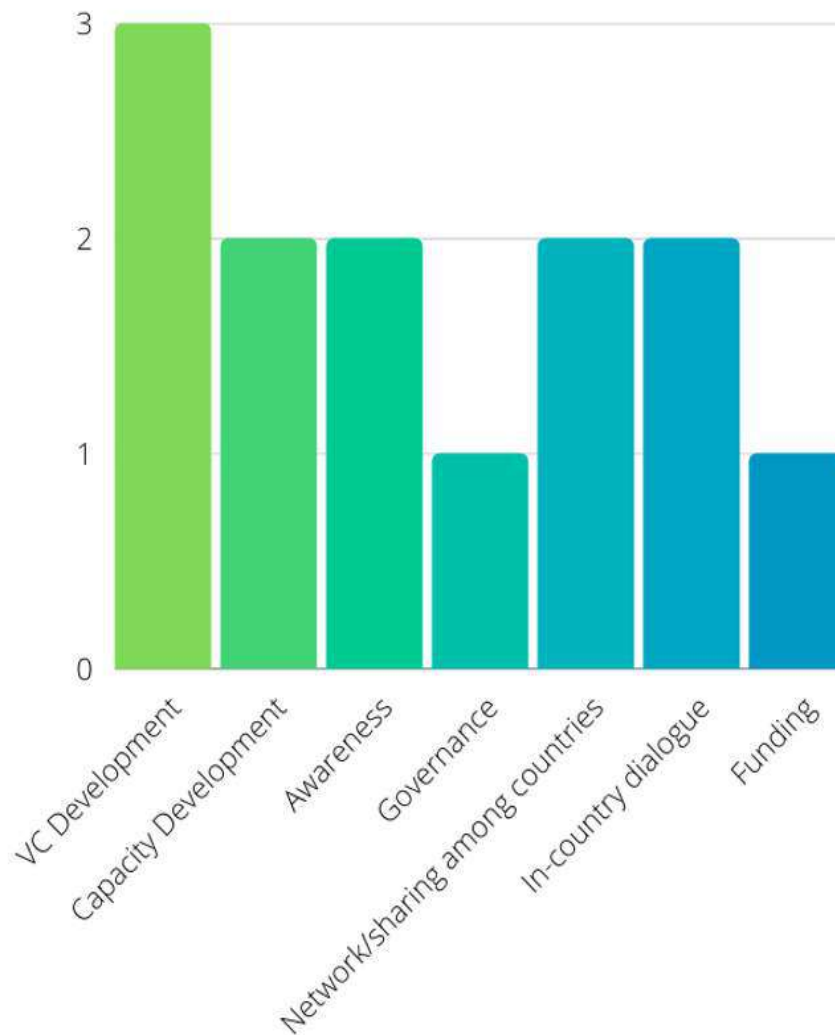


LRD
Land
Resources
Development

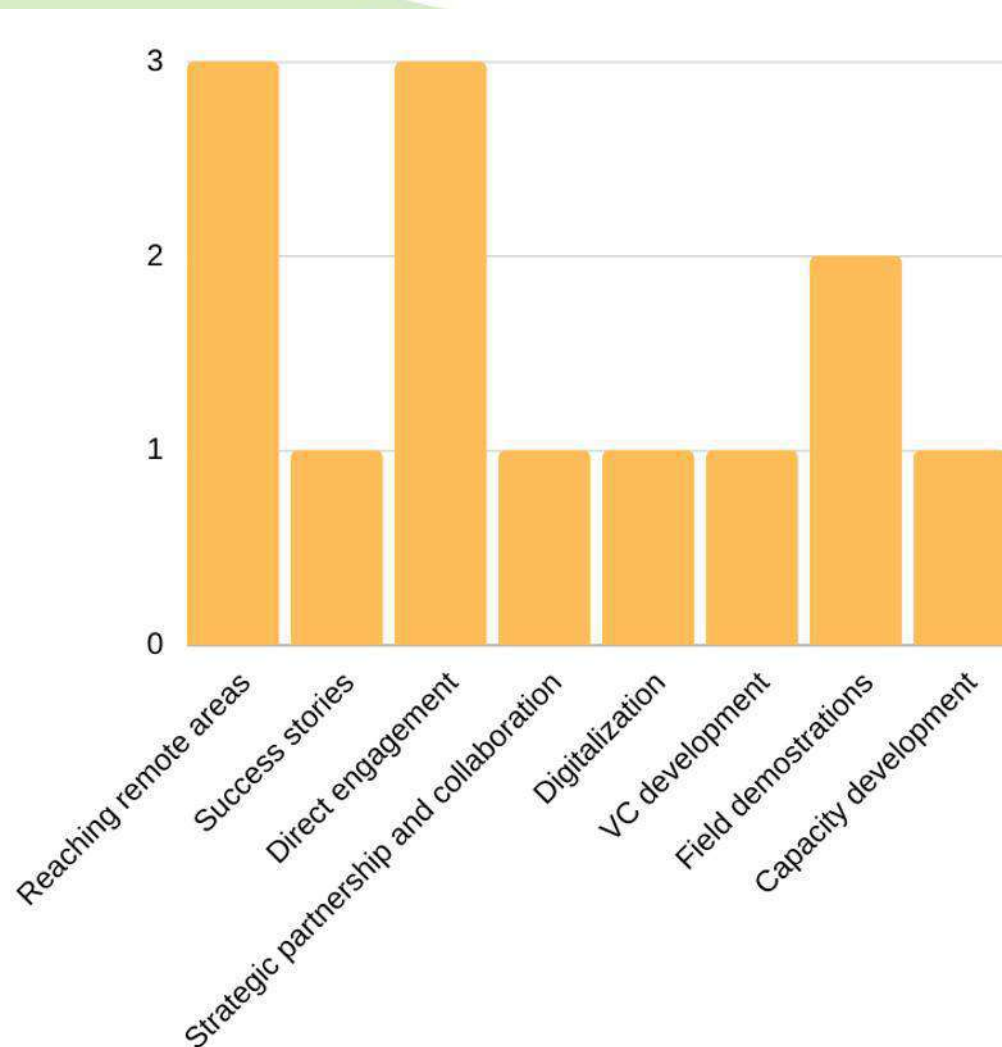
What are your plans for expanding the organic movement in your country over the next 2 years?



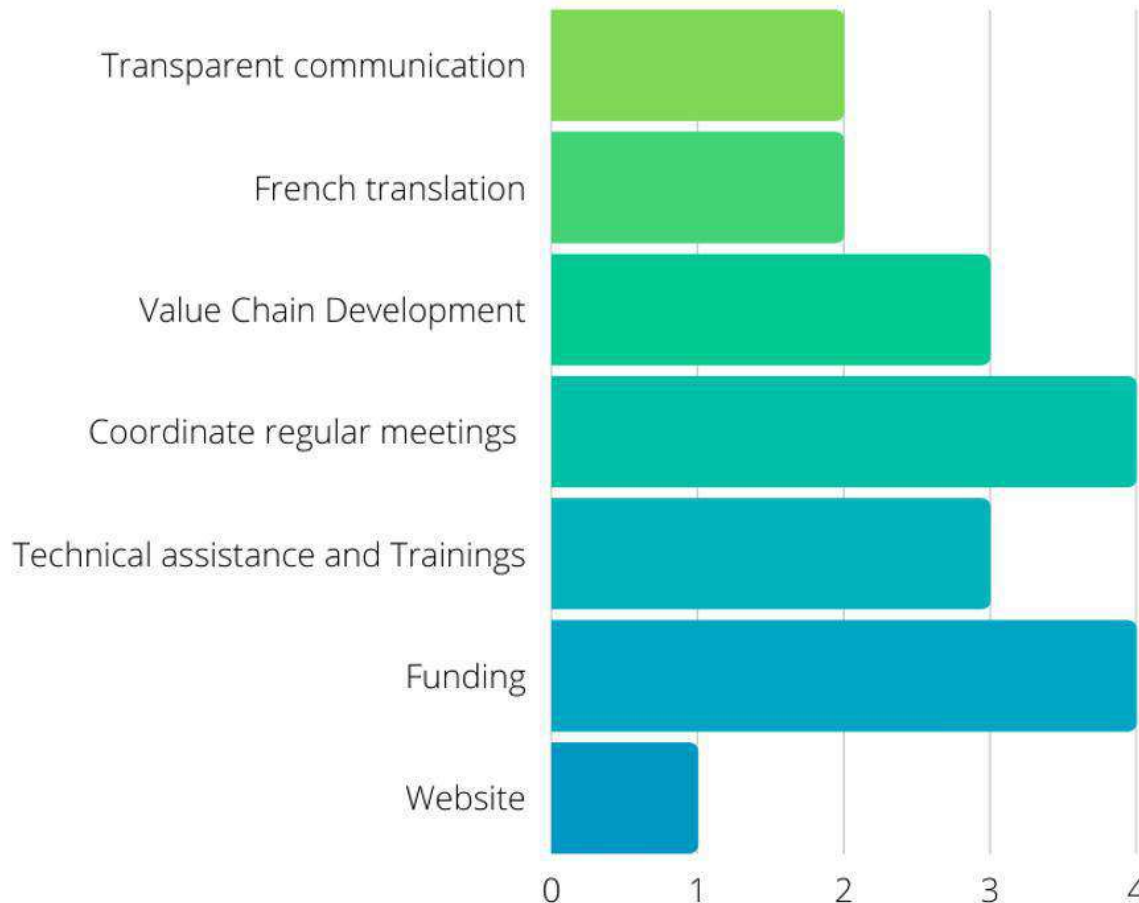
Please suggest ways to improve the engagement of Focal points, Members and Supporters in expanding the organic movement in our region.



What are your plans to increase and improve the involvement of women, youth and other underserved stakeholders in the organic movement in your country?

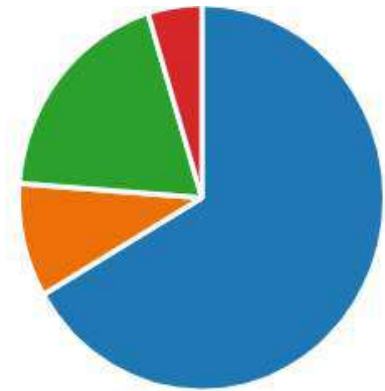


Please give your suggestions on ways to improve the services provided by your POETCom Secretariat and Board.



Please indicate your preferred mode of communication to and from POETCom Secretariat.

 Email	14
 Website	2
 Facebook - Organic Pasifika	4
 Other	1





Thank you!

For more info
flaviac@spc.int

And/or
poetcom@spc.int



Pacific
Community
Communauté
du Pacifique



LRD
Local
Resource
Development



POE.com
Pacific Organic & Ethical Trade Community

Q&A



Pacific
Community
Communauté
du Pacifique



LRD
Land
Resources
Development

POETCom General Assembly 17th – 19th November, 2021



POETCom General Assembly 17th – 19th November, 2021



Supporting Organic Policy Development in the Pacific



POETCom General Assembly

17 November 2021

Presentation by

Jon Manhire, Managing Director, The AgriBusiness Development
Group, New Zealand Ltd

Presentation Outline



**Background - organic policy
development**



Pacific Organic Policy Toolkit

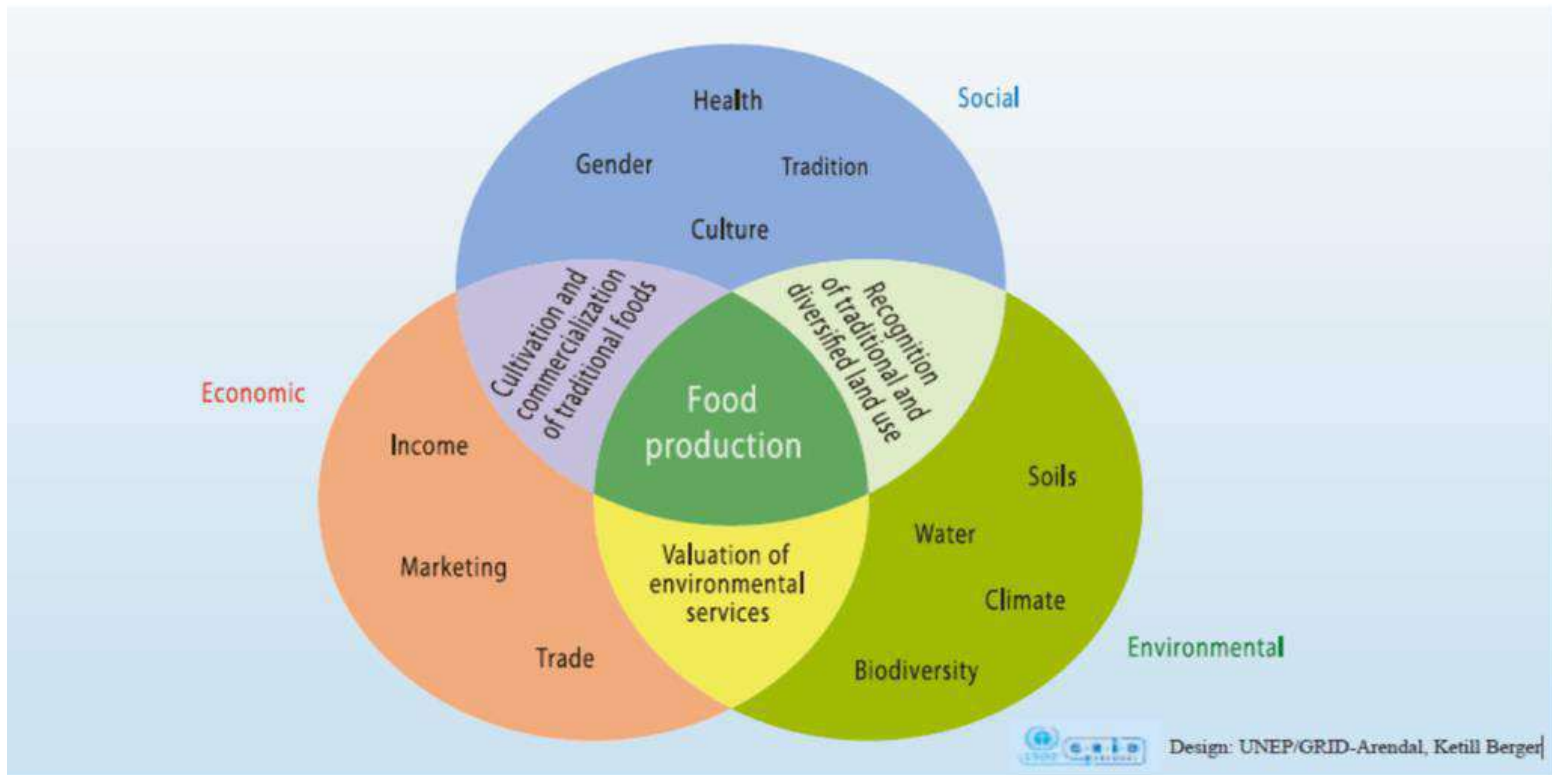


**Project - *'Building capacity for non-
state actors to lead sustainable
agricultural policy development'***

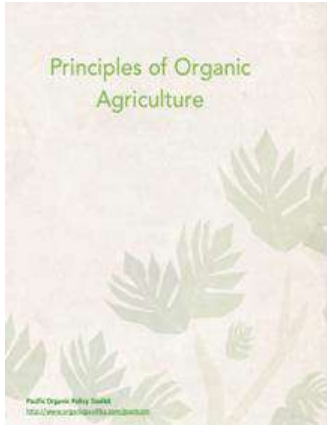
Organic Policy Development



Agriculture - roles and function



The inescapable interconnectedness of agriculture's different roles and functions.



Health - healthy soil, healthy plants and animals, healthy food and people.

Ecology - based on living ecological systems and cycles, works with them, emulates them and helps to sustain them.

Fairness - develop relationships that ensure fairness of environment & life opportunities. Respects the role of farmers & rural communities are recognised and benefits shared equitably with them.

Care -precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

Culture and traditions - Pacific organic agriculture recognises the value of contributions from traditional agriculture and Pacific cultures.

Benefits of Organic Agriculture



- ▶ Public Goods
 - ▶ Greater biodiversity
 - ▶ Reduced nutrient losses and pollution
 - ▶ Improved soil quality, reduced erosion, better water management and improved carbon sequestration
 - ▶ Adaptation to climate change
 - ▶ Lower use of non-renewable resources
 - ▶ Safer working conditions
 - ▶ Quality and human health
 - ▶ Nutritional quality of organic products
 - ▶ Positive impacts on climate change
 - ▶ Rural development and landscapes
 - ▶ Gender equality

Why “subsidize” organic agriculture?

- Organic agriculture is “**multi-functional**”: it produces food and many public goods. The food production function is remunerated by the market. Public goods must be remunerated through other means, primarily public support.
- Upcoming concept of “true cost accounting”
- At early stages of development of the sector, “subsidization is justified by the “**infant industry argument**”: there are obstacles to transition that needs to be levied, such as farmers’ fear of social exclusion, low economies of scale, lack of organized value chains, lack of knowledge at all levels, etc.

What is an organic agriculture policy?

What can it do?

- ▶ Defines the potential of organic agriculture to address the economic, environmental and social goals of a country and its people.
- ▶ Builds on the specific situation of a countries organic agriculture, its challenges, and potentials
- ▶ Creates a space for government and the organic agriculture community to collaborate on achieving defined objectives.
- ▶ Specifies the most appropriate actions to be taken by government to grow organic agriculture and commerce.
- ▶ Creates accountability for implementing these actions and achieving objectives.



What can an organic policy do (Continued)

- ▶ Protect and build the integrity of organic certification and organic branding - establishing systems for the protection of certified organic products and their labelling.
- ▶ Support other government policies that are aligned to the organic sector e.g. environmental, pesticide, biosecurity, food security, health, tourism policies.

Link with International Policies



2009 World Food Summit Four pillars of food security

Unite people in pursuit of the same mission



- ▶ Intra-government
 - ▶ Government ministries
 - ▶ State/local governments
- ▶ Regional links - SPC
- ▶ International development
- ▶ Private sector/civil society

Benefits of collaboration

Roles

Condition for Co-operation

Pacific Organic Policy Toolkit

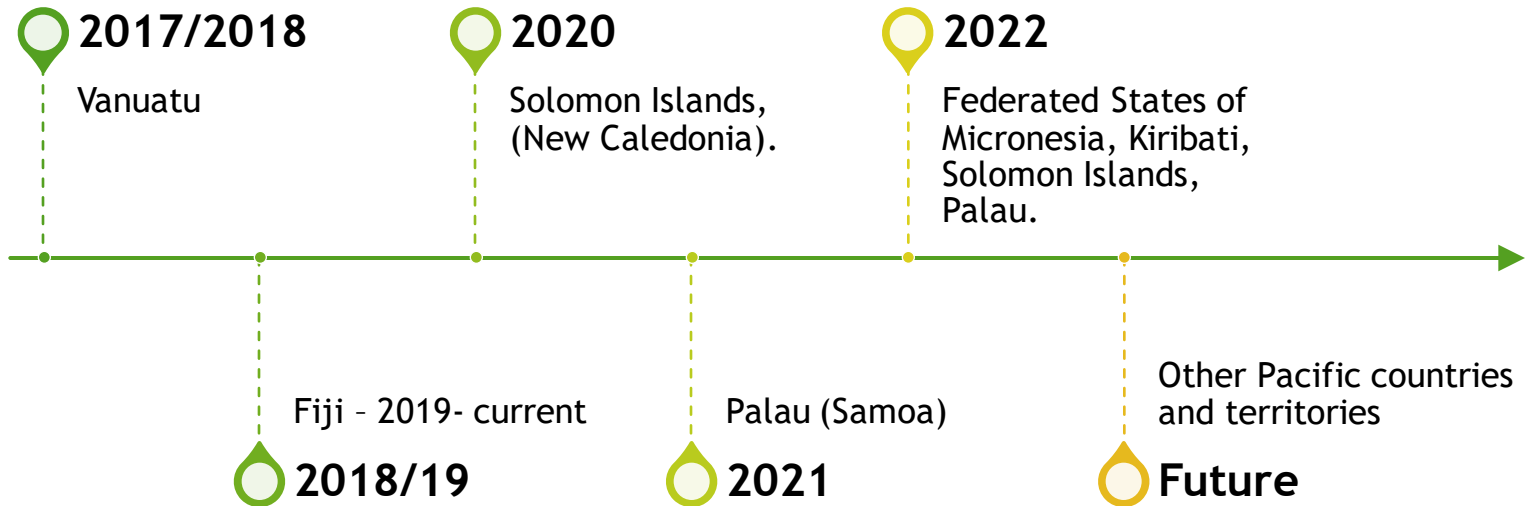


Pacific Organic Policy Toolkit 2016

- ▶ Developed by POETCom
- ▶ Provides the planning process, potential actions and a decision aid for developing organic agriculture policies in the Pacific
- ▶ English/French versions

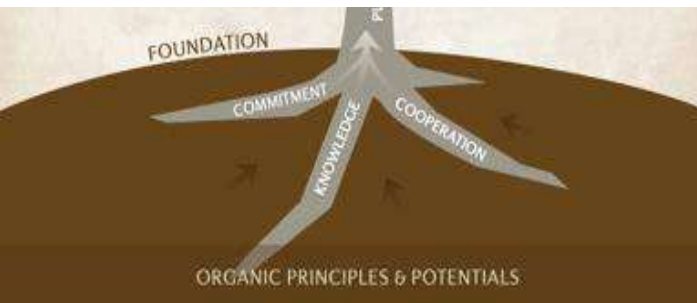


Previous, current, future use



ORGANIC AGRICULTURAL POLICY TREE





Foundation resources

The Foundation of the policy is the soil (organic principles and potentials) and the Roots (commitment, knowledge and cooperation)

The Toolkit features several tutorials related to these:

Knowledge and understanding of organic agriculture and its potentials.

Tutorial: Organic agriculture and markets

Tutorial: Organic agriculture in the Pacific Islands

Tutorial: Organic Standards and regulations

Tutorial: Organic Certification

Commitment to developing organic agriculture to achieve key objectives.

- Can we commit to policy support for organic agriculture?
- Government support for organic agriculture: a global overview
- Case studies

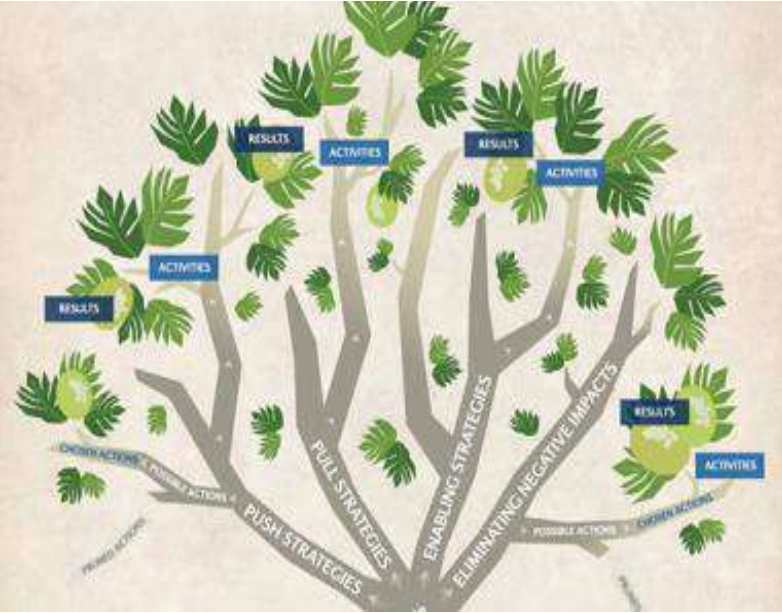
Cooperation among governments and key stakeholders.

- Dimensions of Cooperation



Strategic Planning Process resources

- [Guidance for the Strategic Planning Process](#)
- [Case Examples of Strategic Plans](#)
- [Introduction to Decision Aid](#)
- [Guidance and Template for Organic Regulation Development](#)
- [Guidance for Organic Promotion Policy](#)
- [Outline for Strategic Plan for Organic Agriculture and Markets](#)



Strategic Policy Actions

- Push strategies (supply)
- Pull strategies (demand)
- Enabling strategies (systems/institutions)
- Eliminating negative impacts (other policies)

**PUSH Actions
Support to:**

organic
certification

organic
farming
inputs

subsidy
payments to
organic
operations

organic
research &
extension

organic
vocational &
academic
education

organic
supply chain
developmen
t

organic
farm
investment

subsidies for
specific
environmental
practices

organic
product
developmen
t

tax
breaks for
organic
operation
s

organic farm
diversification

**PULL Actions
support to:**

Export
promotion

consumer
awareness &
education
campaigns

School organic
gardening &
curricula

Public
procurement
of organic
food

developing
national logo
for organic
products

ENABLING ACTIONS support to:

participatory
guarantee
system (PGS)
development

organic data
collection &
disseminatio
n

development of
organic
associations

community
organic
gardens/urba
n agriculture

Building
organic
expertise in
government

organic
management
of public
lands

REMOVING NEGATIVE IMPACTS

subsidies for
chemical
fertilizers &
pesticides

allowance of
GMO crops

food safety &
phytosanitary
requirements

* Approval/tax
breaks for
chemical pesticide
and fertilizer
imports

Unfavorable
regulations for
organic inputs

***SPC/POETCom
project
'Building capacity
for non-state actors
to lead sustainable
agricultural policy
development'***

October 2021 to June
2022

Project Background

- ▶ The project aims to build and support Government and organic sector understanding of the benefits of organic agriculture and associated policies.
- ▶ POETCom members from Farmers Associations will be trained on how to use the **Pacific Organic Policy Tool Kit** in order to collaborate with their Governments in developing relevant National Policies.
- ▶ Project funding - European Union via Pacific Islands Forum Secretariat
- ▶ Project Focus - activities will be implemented in Palau, Federated States of Micronesia, Kiribati, and Solomon Islands - it will also benefit the 53 members of POETCom in 16 Pacific Island Countries & Territories.



PACIFIC ISLANDS FORUM



Pacific
Community
Communauté
du Pacifique

Project Plan

Update Pacific organic policy toolkit

Engage in-country consultants - Palau, FSM, Kiribati, Solomon Islands

Support national level training on organic policy development

Regional Training - POETCom General Assembly 2021, 2022

Update Pacific Organic Policy Toolkit

Next Steps

- ▶ November/December - 2021 stakeholder survey - to obtain feedback from Pacific organic stakeholders to help inform the updating of the content and associated support for the Organic Policy Toolkit.
- ▶ The survey will clarify
 - ▶ The current awareness and use of the toolkit.
 - ▶ The relative priority the development of organic policies in your organisations overall development priorities.
 - ▶ The types of resources/support that your organisation may need to support the development of a policy with your Government.
 - ▶ Prioritise the potential policy areas that could be most relevant for your organisation and country
 - ▶ Obtain other relevant feedback.
- ▶ Now start of engagement with target countries

Feedback,
questions



Further information or
feedback -

jon@agribusinessgroup.com



Further information on the
Toolkit

<http://www.organicpasifika.com/pasifikapolicytoolkit/about-the-policy-toolkit>



Thankyou

POETCom General Assembly 17th - 19th November, 2021

