Harnessing Agricultural Trade for Sustainable Development

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UNCTAD/DITC
Study

- Cocoa and Coconut Sectors;
- UNCTAD, FAO, WTO and Regional Commissions
- Agriculture, Economic, Social, Legal aspects
- Fact-finding mission in February 2017
- Multi-stakeholder validation

- Policy recommendations for the cocoa and coconut sectors provide sustainable, socially-inclusive options.
Policy Recommendations

• Policy Coherence

- Multi-stakeholder aspect
- Vanuatu-specific issues
- Market Transparency
Policy Recommendations

- Introduce local Certification, VSS
- Transparent Information
- Vanuatu “brand” creation
- Structured supply chains within the country

Exploit “niche” marketing for Vanuatu products
Examples of Niche Products

Coconut Soap
ca. 600 VUV

Artisanal chocolate
ca. 800 VUV / 100gr

Single plantation chocolate
ca. 1700 VUV/100gr

Maria’s coconut home bake
priceless
## Vanuatu Reality

<table>
<thead>
<tr>
<th>Scale competition is not feasible</th>
<th>Small</th>
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<tbody>
<tr>
<td></td>
<td>Complicated Tenure System</td>
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<td>“By default” organic</td>
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<tr>
<td>Abundant natural resources</td>
<td>Over 20% of coconuts are not used</td>
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<td>Sustainable expansion of production is possible</td>
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Add 159th by size, 185th by population, 52nd by Ease of doing business but 1st by happiness!
Vanuatu Recommendation

To build an overall Vanuatu recognition

- Competition of qualities beyond price & quantity
- Higher margins
- Higher bargaining power
- Sustainable under proper governance
- Resistant to climate change
Open discussion