



# National Stakeholder Workshop: Green Export Review

## VANUATU



*Port Vila, Vanuatu  
27-28 August 2014*

# Copra/Coconut



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# Importance...

- Coconut plantations occupy the largest area under agricultural production in Vanuatu
- Copra and coconut production provides employment, income and a key source of nutrition for the majority of the rural population
- Over 60% of the rural population of Vanuatu is involved in coconut production
- Coconut and copra represent the categories of goods with the highest exports, and today as they account for approximately 30% of total goods exports

# Production and Trade...

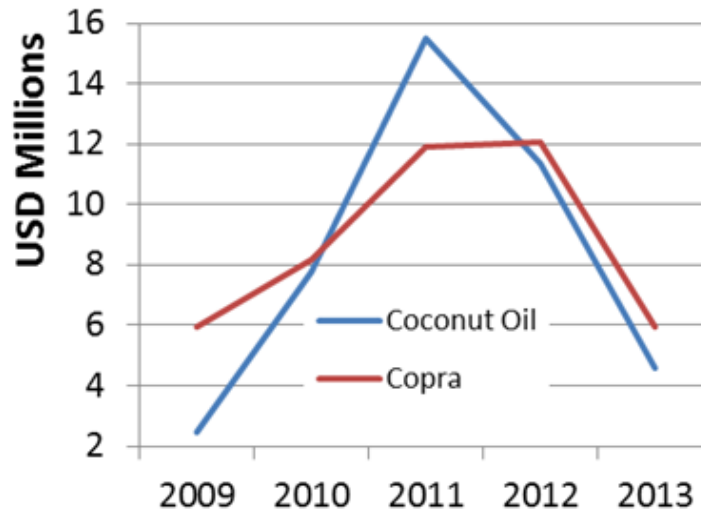
- In recent years, about one third of copra production is exported in the raw form as copra, with a major share of the remaining production exported in the form of crude coconut oil and coconut meal.

Year	Copra produced (tonnes)	Copra exported (tonnes)	Coconut oil exported (tonnes)	Copra meal exported (tonnes)
2009	23'167	15'107	5'385	12
2010	36'066	12'133	10'325	5'222
2011	40'320	13'596	12'000	6'917
2012	35'834	16'846	10'011	6'082

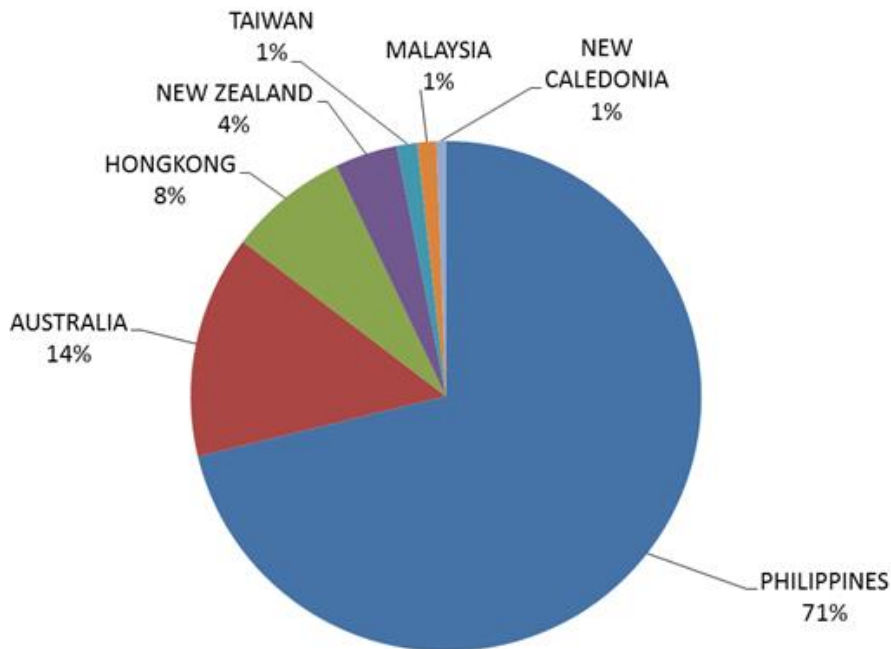
# Trade...

## Copra vs Coconut Exports

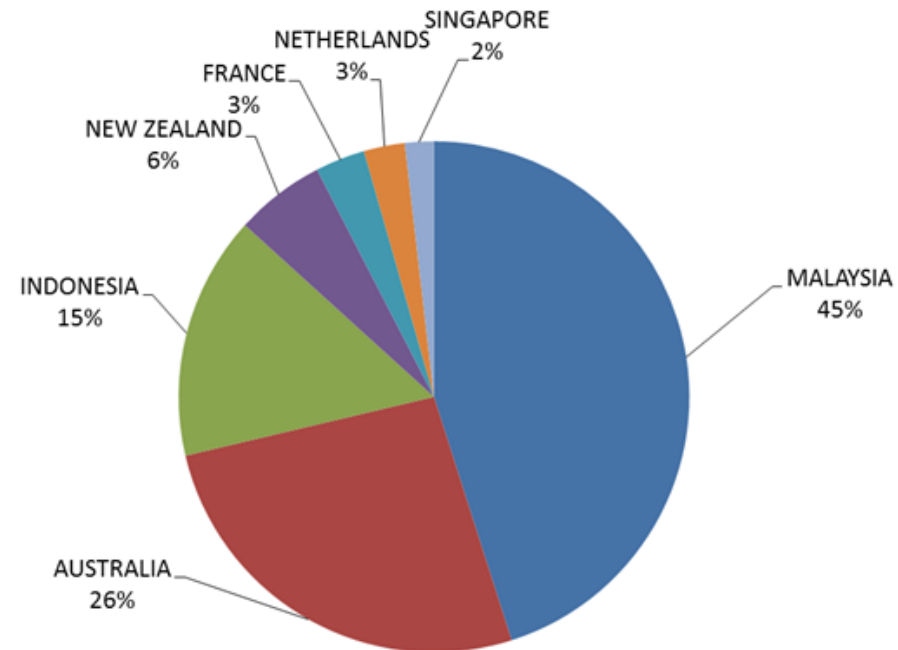
NGER Copra/Coconut



### Copra Exports (2009-2014)



### Coconut Exports (2009-2014)



# Processing...

- Currently, 2 copra crushing mills are operational in Luganville (Santo Island, Sanma Province), exporting crude coconut Oil (CNO), coconut meal and manufacturing CNO products (Oils/soaps).
- Another 3 mills have recently become operational in Vanuatu.
- However, raw copra is still being exported without value added processing.

# Processing...

- A major opportunity remains to retain much of the added-value of the copra value chain in Vanuatu rather than to continue to export raw copra to other countries for processing.
- Although coconut oil and coconut meal accounts for a major share of Vanuatu's coconut exports, increased domestic processing of copra could be profitably increased.
- Many of the other final products in the copra/coconut value chain noted above remain to be produced from by-products in the value chain.

# Value Chain...

Copra/Coconut Value Chain (preliminary draft - to be elaborated by stakeholders)

Shaded green areas are products that can be marketed in tourism sector

Primary	Added Value (1)	By-products	Added Value (2)
<b>Coconut</b>	Virgin coconut oil	Coconut shell	Household utensils, decorative products
	Coconut flower syrup and sugar		Activated carbon (industrial product for absorption of gas)
	Sweets, candies	Coconut husks (coir)	Carpets, door mats
	Soap		Coir dust (mulch, compost)
	Cosmetic products		Geotextiles
Dry coconut, shredded coconut	Lumber products	Wall panels, furniture, doors and windows	
Coconut milk & powder		Plaiting material	Basketry products
Coconut water (beverage)			Brooms
<b>Copra</b>	Coconut wood	Copra meal	Animal feed
	Coconut leaves		Biofuels
	Refined Coconut oil		
	Cooking oils		
	Oleo-chemicals (fatty acids, fatty alcohol, glycerin)		

# SWOT...

## Copra/Coconut SWOT Analysis (preliminary draft - to be elaborated by stakeholders)

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Abundance of established trees suited to local conditions</li> <li>- Favorable climate</li> <li>- Developing marketing network</li> <li>- Rich value-added product possibilities</li> <li>- Low maintenance plantation management</li> <li>- Suited to intercropping</li> </ul>	<ul style="list-style-type: none"> <li>- Insufficient mill processing capacity</li> <li>- Limited value-added production; reliance on raw commodities exports to foreign markets for processing</li> <li>- Insufficient infrastructure for manufacture and transport</li> <li>- Lack of finance availability for smallholders</li> <li>- Lack of incentive to replant for future supply</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Target higher value buyers with more valuable and convenient products</li> <li>- Improve linkages to tourism sector to tap local market for artisanal coconut products</li> <li>- Improve quality and food safety to meet growing world quality standards</li> <li>- Add value across entire product line to motivate replanting</li> <li>- Harvest senile palms for flooring and other timber uses</li> <li>- Coconut oil offers health benefits</li> <li>- Organic certification</li> </ul>	<ul style="list-style-type: none"> <li>- Aging trees, declining supply</li> <li>- Poor tree management promoting pests and disease</li> <li>- Changes in government policy</li> <li>- Rising quality standards of markets and competing countries</li> </ul>



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