



Harnessing Agricultural Trade for Sustainable Development

**Warwick Lagon, Port Vila, Vanuatu
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UNCTAD/DITC



Study

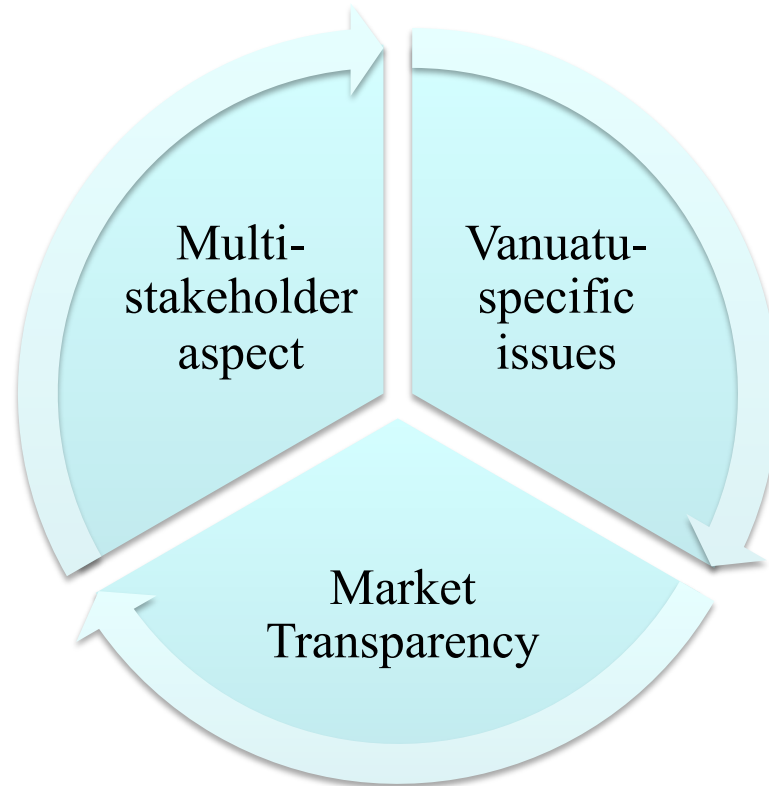
- Cocoa and Coconut Sectors;
- UNCTAD, FAO, WTO and Regional Commissions
- Agriculture, Economic, Social, Legal aspects
- Fact-finding mission in February 2017
- Multi-stakeholder validation

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




Policy Recommendations

- Policy Coherence

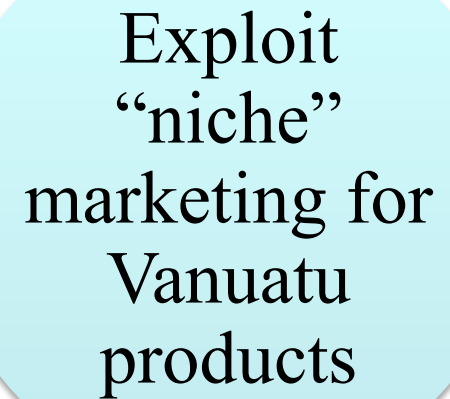




Policy Recommendations



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

Scale competition
is not feasible

Small

Complicated Tenure
System

“By default” organic

Abundant natural resources

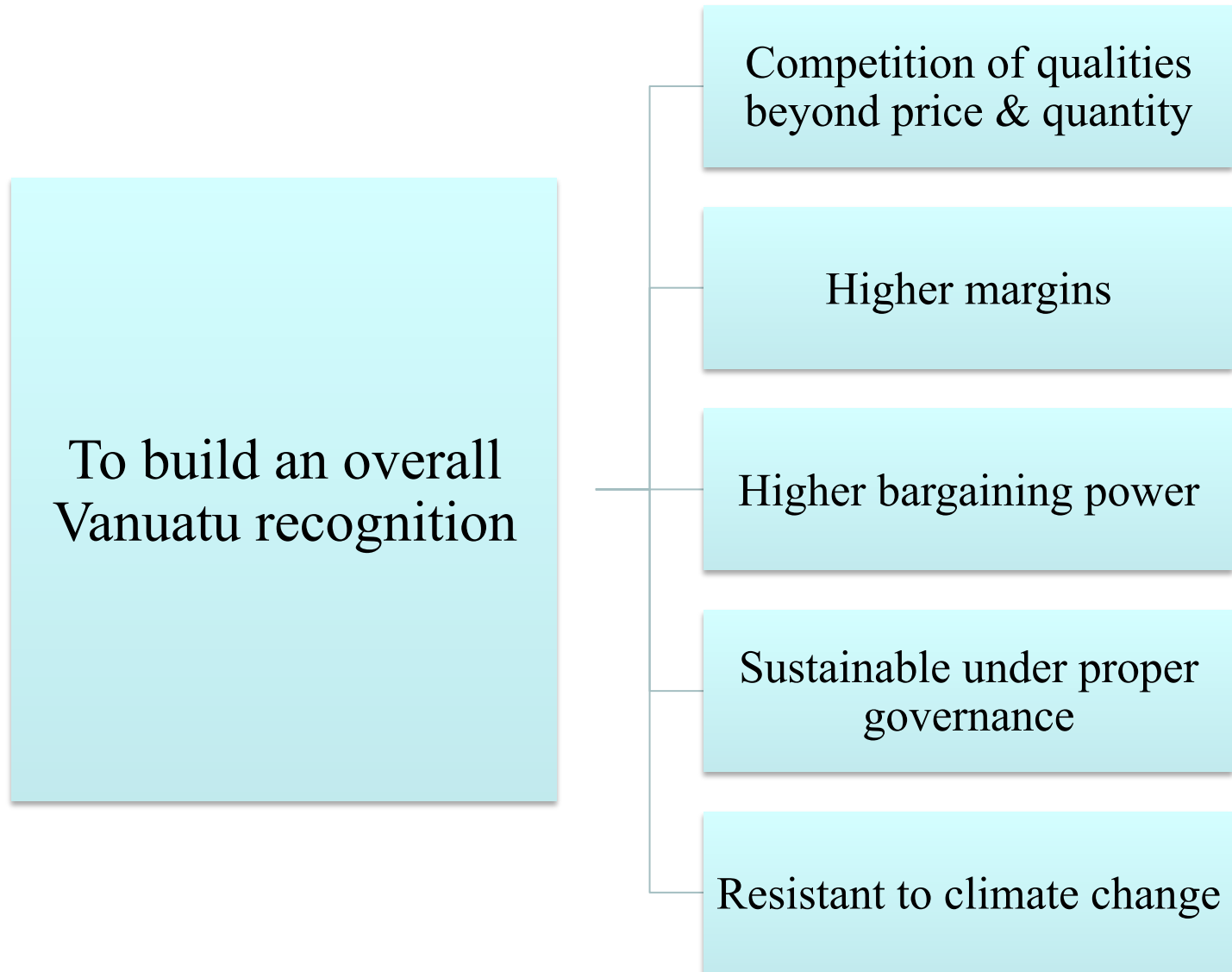
Over 20% of coconuts are not used

Sustainable expansion of production is possible

Add 159th by size, 185th by population, 52nd by Ease of doing business
but **1st by happiness!**



Vanuatu Recommendation





Open discussion