



**DATE: 7 May 2018, 08:30 – 12:30 am**

**VENUE: Grand Pacific Hotel, Suva, Fiji**

## BACKGROUND

This workshop is part of the Regional Forum: “Developing Pacific Local Food Crops and Fisheries Value Chains: Key Innovations and Critical Success Factors” (7 – 10 May 2018, Suva, Fiji).

ICTs are playing an increasingly important role in transforming agricultural systems and in enhancing value chain efficiency and competitiveness of agri-enterprises. They are also creating innovative economic opportunities for rural communities, including women and youth. In Fiji, there is high mobile penetration, increasing internet usage and a plethora of ICT applications have been identified; yet farmers and other stakeholders are unaware of the added value of these services. The workshop will address questions like: How can the agricultural community especially farmers on remote islands take greater advantage of ICTs to improve production and market efficiencies? Are there existing ICT Pacific applications and platforms or success stories from other regions that can be better optimised?

## AIM

To identify key innovations and critical success factors that can contribute to the wider adoption of ICT4Ag solutions and applications in the agri-food and nutrition system in the Pacific. The findings and recommendations of the study on “Novel ICT Application for Pacific Agri-food and Nutrition Systems: Best Practices, Gaps and Opportunities in Fiji” will be validated and existing ICTs solution and applications in use by key stakeholders from the wider region and beyond with potential for regional adoption will be evaluated. The Pacific AgriHack Lab and a Call for existing ICT applications or prototypes in the Pacific Region will be launched.



## Catalyst Speaker

Jiu Daunivalu, Chief Executive Officer, Fiji Crop and Livestock Council,

## Programme 7 – 8 May 2018

### Day 1 pm session 14:30 – 17:30

14:30 – 14:45 **Workshop Objectives** - **Bibhya Nand Sharma, Associate Professor, University of the South Pacific**

14:45 – 15:15 **Catalyst Speech**

The role and impact of ICTs in Agriculture in Fiji: Lessons from MPrices, MAlerts and MPolling – **Jiu Daunivalu, Chief Executive Officer, Fiji Crop and Livestock Council, Fiji**

Q&A

15:15 – 15:45 Novel ICT Applications for Pacific Agri-food and Nutrition Systems: Focus on Fiji: Best Practices, Gaps and Opportunities – **Bibhya Nand Sharma, Associate Professor, University of the South Pacific**

Q&A

15:45 - 16:15 Coffee break

16:15 - 17:00 **Key Innovations in ICT4 Agriculture**

- Pest and Pathogen App and other SPC ICT4Ag Innovations – **Anju Mangal, Knowledge Management Specialist ICT, SPC, Fiji**
- My Kana Nutrition App - **Irene Yee-Chief, Lecturer, USP Research Office, Fiji**
- Perspectives from Service Provider - **Rajneel Lal, Roaming Engineer, Digicel, Fiji**

17:00 – 17:30 Short self-introduction by participants  
Group discussion, validation of the main findings and recommendations

### Day 2 am session 08:30 – 12:30

08:30 – 08:50 Opening and summary/recap of Day 1 - **Bibhya Nand Sharma, Associate Professor, University of the South Pacific**

08:50 – 09:50 **Critical Success Factors for ICT4 Ag in VC and Agribusiness Development**

- Disruptive Financial Inclusion: Improving Access to Financial Services for Farmers & other VC Actors: **Arnold Tumwa, Ensibuuko Technologies, Uganda**
- Realising greater transparency and new value in fisheries value chains through blockchain technology - **Kenneth Katafono, Founder and Managing Director, Traseable Solutions Pte Ltd., Fiji**
- Critical success factors for USSD Agricultural mobile applications: The mAgri Case Study – **Thapelo Borekilwe, MAgri, Brastorne, Director of Public Relations & Legal, Botswana**

Q&A

9:50 - 10:30 Group discussion & Feedback - Success stories, good practices, Critical success factors

10:30 – 11:00 Coffee break

**11:00 – 12:00**     **Panel discussion: Critical Prerequisites and Success Factors for Developing and Optimising ICT4Ag Tools for the Pacific**

- Need for ICT 4Ag in the Pacific - **Hon. Siaso Sovaleni, Member of Parliament & Chair of ICT Committee, Kingdom of Tonga**
- New KV 20 - **Tessie Lambourne, Chief Secretary of Government, Kiribati Mamarau Ringkan, Marketing Officer, Kiribati Marketing Seed Centre, Kiribati**
- Managing climate data - **Paula Mau, Chief Executive Officer, Ministry of Meteorology, Information, Disaster Management, Climate Change and Communications (MEIDECC), Kingdom of Tonga**
- Fiji Makete App – **Damien Whippy, Information Architect, Matata Pacific, Fiji**

**Q&A**

**12:00 – 13:00**     **Think-Tank / Group discussion**

Identification of key bottlenecks and critical success for ICTs adoption in the region as well as gaps in policies/ regulations and financing and explore potential options for wider adoption of ICT4Ag applications in local food crops and fisheries value chains in the PICs

**13:00 – 14:30**     Lunch break

**Day 2 pm session 14:30 – 17:30**

**14:30 – 15:45**     **Continuation of Think Tank – Group Discussions / Action Plan**

Agree on Priority areas where ICTs could significantly impact agri-food system performance and spur growth in VC and Agri-business development in the Pacific

**15:45 – 16:15**     Coffee break

**16:15 – 17:00**     Finalisation and Presentation of Action plan

**17:00 – 17:30**     Launch of the Pacific Agrihack Lab: Opportunities for the Pacific Youth: Novel ICT4Ag Development & Wrap-up

## Context

Information and Communication Technologies (ICTs) are playing an increasingly important role in transforming agricultural systems and in enhancing efficiency and competitiveness of agri-enterprises<sup>1</sup>. They are also creating innovative economic opportunities for rural communities, women and youth. However, ICT use in the agriculture and fishery sector in Pacific Island States remains limited. One third of companies do not publish the legal address or the names of company directors online<sup>2</sup>. This type of information would enhance trust and ease of doing business. Given the high mobile phone penetration (93% of households) and increasing internet usage (e.g. Fiji about 1000% increase in mobile broadband subscription from 2012 to 2016 alone (94,742 to 1,183,428)<sup>3</sup>), opportunities exist to identify critical success factors that can contribute to expanding the usage of promising ICT applications for addressing agriculture, nutrition and agri-business challenges in Pacific Island States.

Although there has been an increase in access to wireless broadband and phones in Fiji farmers and other agriculture stakeholders are not aware of the potential benefits and impact of existing ICT4Ag applications and solutions. A recent study on ICT usage in Fiji, including a survey among several public and private actors, identified existing novel ICT applications as well as limitations and opportunities for scaling-up their usage leading to improvements of the performance of the Fiji agri-food and nutrition system and enhance incomes<sup>4</sup>.

Successful examples of ICT4Ag solutions that allow farmers in rural areas to access financial services include e.g. a Fiji SMS-based Market Information System (MIS) introduced by the Fiji Crop and Livestock Council (FCLC), which increased the amount of registered farmers from 5000 in 2015 to 30000 in 2016 but has not been optimised because of ownership and rights issues. Other country examples are WIBDI app for organic farmer in Samoa, Integrated Fisheries Information Management System (IFIMS) in Solomon Islands; and Pacific Community TAILS (targeting small-scale fishers) which is being piloted in Nauru and Tuvalu. Working with farmers and farmer groups to build their understanding of ICT solutions, both directly and through trained private sector partners, which act as agents of change, as well as supporting the upscaling of successful agricultural technologies, has been identified as crucial in promoting the uptake of proven ICT solutions. Collaboration with the major service providers and an enabling policy and regulatory environment are essential

This workshop will bring together key stakeholders across the Pacific region, from the private and public sector as well as producer organisations, to reflect on the innovative ICT4Ag solutions from the Fiji study as well as examples from other PICs and discuss their potential for the wider region. Key constraints and bottlenecks preventing a wider adoption of the ICT4Ag tool will be discussed. Critical success factors, innovations, good practices, lessons learned and insights from other regions will be identified. A regional action plan will be developed around the critical areas which need to be addressed for increasing ICT usage to enhance the performance of agricultural operations and overall value chain product and process efficiencies in the PICs.

### **Note on the Pacific AgriHack Lab**

The Pacific AgriHack Lab is an initiative that will include the assessment and evaluation of proposed solutions on how to upscale existing ICT platforms/applications or prototypes throughout the Pacific region that hold great potential to increase their benefit for farmers, (especially smallholder and fisher folk) and other key stakeholders involved in agricultural value chains (from farm to table). Presentations of the proposals for upscaling will be held to an expert panel and key agricultural stakeholders. Following, a selection of the most promising proposals, the successful applicants will be invited to participate in a four day Pacific AgriHack Lab event. The Pacific AgriHack Lab will be launched at the Regional Forum.

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<sup>1</sup> [www.apps4ag.org](http://www.apps4ag.org)

<sup>2</sup> Doing Business 2018 – Reforming to Create Jobs, World Bank Group Flagship Report  
[http://www.doingbusiness.org/~/\\_/media/WBG/DoingBusiness/Documents/Annual-Reports/English/DB2018-Full-Report.pdf](http://www.doingbusiness.org/~/_/media/WBG/DoingBusiness/Documents/Annual-Reports/English/DB2018-Full-Report.pdf)

<sup>3</sup> University of the South Pacific. Novel ICT Applications for Pacific Agri-food and Nutritious Systems: Best Practices, Gaps and Opportunities in Fiji. In press