

## Promoting Nutritious Food Systems in Pacific Islands ICT4AG Innovations for Value Chain Development Regional Action Plan

<b>IMPACT AIMS</b>	<ul style="list-style-type: none"> <li>▶ Increase efficiency in smallholder farming systems and agro-based SMEs through greater access to and wider adoption of ICTs.</li> <li>▶ Increase inclusiveness for Pacific farmers and SMEs to overcome challenges from farm to table and enhance access to services, knowledge and markets.</li> </ul>
<b>KEY INNOVATIONS/ CRITICAL SUCCESS FACTORS</b>	<ul style="list-style-type: none"> <li>▶ <b>Drones</b> (precision farming, data, mapping fields); <b>App</b> using traditional knowledge; <b>Pacific Farmer App</b> - PacAT – one stop app for all farmers; <b>Mobile</b> money payments; <b>Crowd funding</b>; <b>USSD based Apps</b> – allow farmers to reply or ask questions in local language; <b>MOAP+</b> (multiplatform and multi-stakeholder); <b>Cloud storage</b> of information; <b>TraSeable</b> solutions (Blockchain) and <b>MyKana+</b> (nutrition app) <b>PacFarmer App</b> (Information on market linkages, support and financial services).</li> <li>▶ <b>Price:</b> Cost effective, value for money, affordable</li> <li>▶ <b>Multistakeholder:</b> Viable partnerships (developers, service providers and users); innovative business models; utility and rewards for intellectual property (IPR)</li> <li>▶ <b>User Friendly:</b> Quick response time; easy to navigate; compatible with other apps; easy registration; access (IPR barriers reduced)</li> <li>▶ <b>Aggregation of actors:</b> Enhance access; reduce costs</li> <li>▶ <b>Governance and social cohesion</b> - Reliability and trust (information services), standard security policies, leadership; Adequately equipped extension and advisory services staff with sufficient adequacy resources to use data cards/plans</li> </ul>

Action	Partners Involved	Stakeholders targeted	Resources Required	Time frame	Methods of Verification
<b>ICT awareness raising and capacity building of smallholder farmers/ SMEs and other VC actors e.g. traders (informal and formal education)</b>	Government (MoA; MoH, MoE); Universities e.g. USP), technical school/training institutions; Service providers/ Mobile Operators); Donors; Development partners	Farmers and farmers' organisations / cooperatives; agro-based SMEs; Extension and advisory services	Funds; HR (ICT expert trainers)	1 year	Training curriculum;  Training workshop reports;



REGIONAL FORUM – Developing Pacific Local Food Crops & Fisheries Value Chains – KEY INNOVATIONS & CRITICAL SUCCESS FACTORS

7 – 10 May 2018, Suva, Fiji



	(e.g. IFAD, CTA, FAO, SPC); Banks (commercial; development & micro-finance),				Survey reports on changes in ICT uptake by farmers and other end users (SMEs).
<b>Further deployment, up and out-scaling of existing ICT Apps (e.g.: My Kana<sup>+1</sup>, MOAP<sup>+2</sup>, FFA<sup>+3</sup>, PacAT<sup>4</sup>, PacFarmer App<sup>5</sup>) – different versions (Language, phases, levels) &amp; identification of novel ICT Apps for further development and adoption (e.g. Pacific AgriHack Lab under the CTA/IFAD/PIPSO Project).</b>	Donors; Development partners (e.g. FAO, SPC, CTA, IFAD, UNDP); Banks (commercial and development); Government (MoA; MoH, MoE); Universities (USP, NUS), technical schools/ training institutions; Service providers/ Mobile Operators	Farmers & farmers' organisations; SMEs; Consumers; industry associations (e.g. PIPSO; Chambers of Commerce)	Developers Hosting (Cloud) Testers Marketing and Promotion Costs Seed funding	1– 3 years	Reports of spread of Apps to other Pacific Islands (beyond Fiji) and growth in usage by Fijian farmers/SMEs and other key stakeholders.  Survey reports of greater uptake by farmers /SMEs;  Reports from Pacific AgriHack Lab 2018.

<sup>1</sup> My Kana app launched in August 2017 by The University of the South Pacific (USP) and the National Food and Nutrition Centre (NFNC)  
<sup>2</sup> This Mobile application platform was provided to the Fiji Crop and Livestock Council in 2013, with funding assistance of the European Union under its Multi-Annual Indicative Programme on Accompanying Measures for Sugar  
<sup>3</sup> Tails' app developed by the Pacific Islands Forum Fisheries Agency  
<sup>4</sup> Proposed by USP as outcome of the ICT4Ag workshop during the regional forum  
<sup>5</sup> This App was developed by the Pacific Financial Inclusion Programme (PFIP) and launched on 3 October 2018 in Suva, Fiji



REGIONAL FORUM – Developing Pacific Local Food Crops & Fisheries Value Chains – KEY INNOVATIONS & CRITICAL SUCCESS FACTORS

7 – 10 May 2018, Suva, Fiji



<p><b>Prototype / design template for coordinating and networking of transportation systems for fresh produce (Uber-like transportation tool linking producers to markets)</b></p>	<p>Public/private transport service providers; tele-communication service providers; mobile operators; government; donors; Insurance agencies, PIFON</p>	<p>Farmers &amp; farmers' organisations, SMEs; industry associations, cooperatives transport industry</p>	<p>Software developers Researchers Database server and host</p>	<p>1-4 years (12 months for development)</p>	<p>Prototype tested &amp; piloted in at least two Pacific Island State</p>
<p><b>Regional Needs analysis/ feasibility study for an interactive ICT enabled platform and searchable database linking production and markets for fresh and processed local food crops and fisheries</b></p>	<p>Government, researchers (USP), donors, finance (DFIs, Micro-finance, banks), farmers, buyers private sector (e.g. SMEs, exporters, input suppliers) co-operatives, telecommunication service providers, PFIP</p>	<p>Farmers; SMEs, hospitality industry (e.g. hotels), traders, co-operatives</p>	<p>Funds (data base servers), HR (surveyors, researchers, statistician, IT experts), host</p>	<p>1 - 2 years (preliminary assessment - 1-3 months; development - 6 months; data collection on boarding - 6 months) -Maintenance (indefinite)</p>	<p>Report of needs analysis/ feasibility study endorsed by key stakeholders (governments and users)</p>
<p><b>Research and development of new Apps for addressing climate smart agriculture (adaptive sensor based systems and modelling for drought/salinity tolerance; weather based insurance)</b></p>	<p>Ministries of Agriculture; farmers &amp; farmers' organisations; research &amp; higher education institutions (e.g. USP); Development</p>	<p>Farmers; SMEs</p>	<p>Funds (infrastructure - test bed and field area) Robotic systems for process</p>	<p>1 - 2 years</p>	<p>Study report and prototype developed</p>



REGIONAL FORUM – Developing Pacific Local Food Crops & Fisheries Value Chains – KEY INNOVATIONS & CRITICAL SUCCESS FACTORS  
7 – 10 May 2018, Suva, Fiji



	partners (FAO, SPC, UNDP, CTA, IFAD)		monitoring and prototyping, HR (engineers)		
--	--------------------------------------	--	--	--	--

**Next Steps:**

- Organise a learning lab for Farmers Organisations/ SMEs bringing together developers, service providers and Value chain actors (CTA/IFAD/PIPSO ICT4Ag Pacific AgriHack Lab 2018).
- Mobilise funding from development partners for further deployment (up and out-scaling) of existing applications and development and testing of new applications (e.g. Uber like transport app)



Promoting Nutritious Food Systems in the Pacific Islands  
Regional Action Plan - ICT4AG Innovations for Value Chain Development

