



# **Harnessing Agricultural Trade for Sustainable Development**

**Warwick Lagon, Port Vila, Vanuatu  
6 November 2017**

**UNCTAD/DITC**



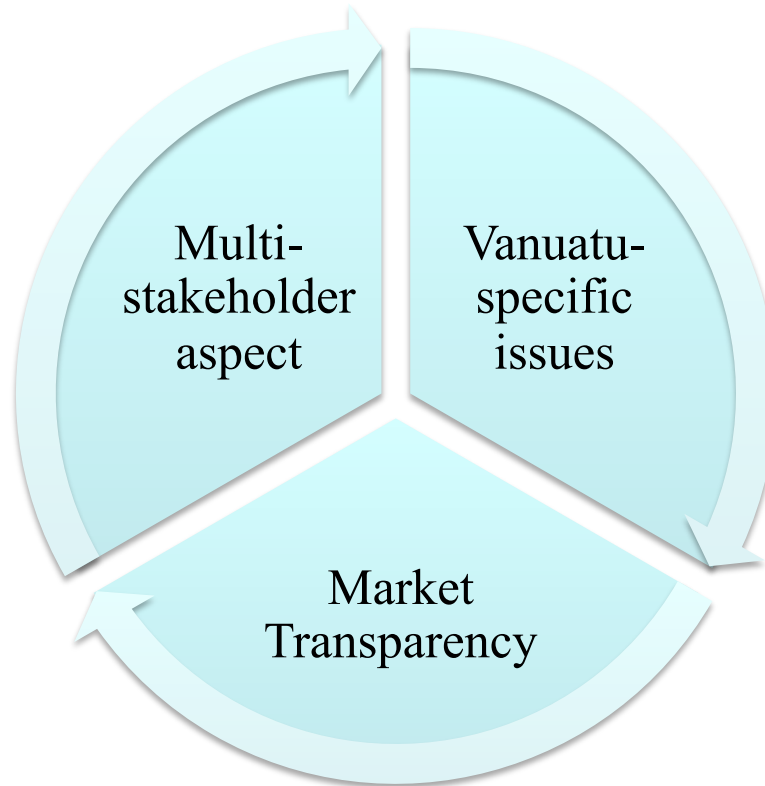
## Study

- 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

UNCTAD



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 159<sup>th</sup> by size, 185<sup>th</sup> by population, 52<sup>nd</sup> by Ease of doing business  
but **1<sup>st</sup> 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