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## CYCLONE EVAN NEEDS ANALYSIS

We interviewed 120 farmers from 35 villages in areas badly affected by Cyclone Evan.

### RESULTS

- 97.5% of farmers suffered crop losses.
- Farmers reported 392 instances of crop loss.
- The crops that suffered the most losses were: banana, coconut, taro, fetau, taamu, and cocoa.
- From the assessment report WIBDI was able to identify the most vulnerable families and submit a proposal to Oxfam for funding of tools and planting materials.
- 133 families received WIBDI support
- 46 were identified as most vulnerable and supplied with tools including spades, watering cans, rakes, wheelbarrows, as well as planting materials.



## Regional Outreach

WIBDI continued to assist other island nations with the organic work.

### HIGHLIGHTS

- Tokeleau Government asked WIBDI to run training for farming representatives from its three atolls. These trainings took place at Nu'u and in Savai'i.
- WIBDI assisted the small island of Simbo in the Solomon Islands to set up its virgin coconut oil operations.
- WIBDI ran trainings with the Tonga National Youth Congress for organics and virgin coconut oil production.



### Steffi Carruthers

Women in Business Development continued in its support of Samoa's top tennis player Steffi Carruthers.

#### RESULTS:

WIBDI leads fundraising campaign to assist Steffi turn professional.  
More than \$10,000 was raised during the campaign.



## Clinton Global Initiative

Women in Business Development was highlighted at the prestigious Clinton Global Initiative design workshops in New York. The organization was a focal point during a 'Design Lab Session' to focus on the economic advancement of women.

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## Our Vision

That vulnerable families in Samoa are able to contribute fully to their own development; the development of their community and country through income generation, job creation and participation in the village economy.

## Our Mission

To provide and empower these families with knowledge and skills, opportunities, access to finance and markets.

## Our Values and Beliefs

That a Samoan model of development must take into account Samoa values, tradition and culture.

That a sustainable change occurs slowly and requires a long-term commitment  
That the most vulnerable people in Samoa need to develop sources of income to increase self-reliance and independence

That Samoa development requires networking with communities, government and other organisations in Samoa, throughout the Pacific and internationally.

## PRESIDENT'S ADDRESS

On December 19, 2012, Cyclone Evan tore through Samoa's main island of Upolu and left a wake of destruction, five fatalities and dazed citizens. Women in Business Development and its supporters rallied to equip the organization and its farmer members so they could keep growing, producing and trade. The decisions made straight after the cyclone led to a prosperous year for many of our farmers, especially those involved in the production of virgin coconut oil. Special thanks go out to the NZ Aid Programme, Oxfam, the EU IACT programme, the British High Commission and the Canada Fund.

We also saw farmers who had responded to resilience training in regards to rotating crops, increased biodiversity and composting and mulching to build robust organic soils fared better than many others.

This year Oxfam and the New Zealand Ministry of Foreign Affairs visited Women in Business Development offices. Our visitors raised the issue of succession planning. As board president, we are confident about the spread of responsibility across the management team.

Finally, we are acutely aware the donor climate has changed and that as an organization we are vulnerable. Increasingly, our main donor, the NZ Aid Programme, seeks an increase on its return on aid investment and on our own organisational sustainability. We are embattled by this approach when the organisation is trying to create a paradigm shift for most of our farmers who are in a "pre-business" subsistence state. However, we have our eyes and minds open to new approaches that will help establish an intersection between their goals and ours.

Sheree Stehlin  
Women in Business Development board President  
2012-2013 Board Members: Peseta Arasi Afao, Alo Kolone Va'ai, Edwin Tamasese,

Peseta Margaret Malua.

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## **Our GOALS:**

1. To provide capacity building and support for income-generating activities/programmes
2. To identify and gain access to markets for products made by vulnerable groups
3. To establish Women in Business Development Inc as a financially secured organisation with the resources to carry out its mission
4. To work with likeminded organisations within the Pacific and internationally to develop a common framework for fair trade and organics that enables joint marketing and support in times of natural disasters
5. To promote awareness of disaster preparedness and food security among WIBDI clients
6. To develop national strategic alliances with the Ministries and Agencies (Ministry of Agriculture and Fisheries, Ministry of Commerce Industry and Labour, Ministry of Natural Resources and Environment, Development Bank of Samoa, etc)

## **EXECUTIVE DIRECTOR'S ADDRESS**

We remember those families who suffered tragic losses during Cyclone Evan. We also thank our Heavenly Father our farmers' lives were spared and Savai'i came through reasonably intact.

For 2012-2013, through the assistance of Oxfam New Zealand and the SPC/IACT programme, we set up four new virgin coconut oil processing sites in Savai'i to supplement the four already operating on the island. The result was a 21.8% increase in sale volumes and 180% increase in monies paid to our producers. Our virgin coconut oil also made up 1% of GDP in a year where the total GDP for agriculture was only 7%. Our finemat programme also continues to flourish through more sponsors resulting in a 50% increase in revenue. Our banana project was negatively affected by Cyclone Evan but there are developments in this project that will deliver a better result in 2013-2014.

Cyclone Evan also reminded us the importance of a regional programme in maintaining export markets. Last year, we reached out to assist our Pacific brothers and sisters in the nations of Tokelau, Tonga, Niue, Solomon Islands and Fiji.

Our communication efforts reaped an early reward with our media officer winning a regional and then the international CTA award for agricultural journalism, further promoting our work among our peers in Africa, the Caribbean and the Pacific.

Lastly, with our Christchurch trading partner C1 Espresso re-opening, we now have markets for all our commodities. What we need now is the quantity. As we have learned with coconut oil and bananas, this will take time but it is possible, especially when our efforts are paired with prayer and faith.

Adimaimalaga Tafunai

Women in Business Development Executive Director

## **Gender equality and leadership development**

US Secretary of State Hillary Clinton and Women in Business Development executive director Adimaimalaga Tafunai and other Pacific leaders issued a call for equal treatment of men and women in all parts of social, economic and political life. The 16-member Pacific Islands Forum signed a joint statement in the Cook Islands. They pledged to address issues including violence against women, limited economic opportunities and the representation of women in Pacific parliaments.



## **Organic National Steering Committee**

The Steering Committee, chaired by the Prime Minister Tuilaepa Sailele Malielegaoi, met regularly during the year to encourage co-operation between its members: SROS, MAF, MNRE, WIBDI, and community representatives.

## **HIGHLIGHTS**

The committee visited the Nu'u site to see the making of the virgin coconut oil, drying of bananas and the nursery.



## ACIAR partnership

Women in Business partnered with the Australian Centre for International Agriculture Research (ACIAR) on a project to identify Samoa's healthiest leafy green vegetables.

### RESULTS

- 12 healthiest greenleaf crops identified
- Workshop held with more than 60 farmers, teachers and health professionals to hear about research findings, propagation methods and composting.
- Farmers also went home with cuttings and planting material to get them started.



## Robert Oliver

Women in Business Development had a busy and enjoyable year working with partner Robert Oliver on various projects.

### RESULTS

During the year, staff and farmers contributed to the content of Robert's new cookbook Me'a'i Samoa – Recipes from the Heart of Polynesia. WIBDI features on the cooking show Real Pasifik, which was produced by Zoomslide Productions.



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**GEF monitoring**  
WIBDI was asked by UNDP to monitor the success of its GEF programmes throughout Samoa. This occurred over a six-month period.

## Rotary and Solar Lights

We partnered with Rotary to sell solar lights to our farmers. Many of our farmers benefitted from the lights, which replaced their kerosene lamps and also came in handy during power outages.



## Virgin Coconut Oil

With production efficiencies introduced throughout 2011 and 2012, we saw a huge increase in the volume of virgin coconut oil from our producers. SPC/EU IACT funding helped quickly establish and train four producers in the villages of Salailua, Sili, Gataivai and Patamea.

### RESULTS

- Increase of 36 tonnes up from 11 tonnes exported to our markets
- Income from sales \$484,000 up from \$152,500, an increase of 218%.



## Fine Mats

We saw great increases in sponsored mats and more weavers on the programme.

### RESULTS:

- Increase of 50% in revenue from \$39,500 to \$59,200.
- The number of sponsored weavers increased from nine to 15.
- 188 weavers received training with 757 site visits to this group over the year.



## Organic Certification

Our staff re-committed themselves to meet the targets set by our certifier, the National Association for Sustainable Agriculture, Australia.

### RESULTS

- 2050 farm site visits were conducted
- 656 farms were certified, farming 35,664 hectares of land
- Including three villages
- 70 farmers withdrew from the programme
- 33 were suspended mostly because of chemical use
- 47 new farms were certified
- 5 of these have since been suspended because of chemical use



## Microfinance

There are 878 members with microfinance accounts. Currently the saving to loan ratio is 5:1 (\$100,449 savings to \$22,112 loans). Although there are still a high amount of withdrawals of savings.

Balance at end of year was \$14,105.

Provision of \$1800 for doubtful loans.

### HIGHLIGHTS

A fine mat weaver set and achieved the goal of saving her university fees for her son.

A virgin coconut oil producer saved enough money to put a deposit down on a truck.



## Fruit and Vegetable Organic Baskets

The demand for organic baskets fluctuated during the year as the farmers involved in the programme were put under considerable pressure to supply the programme.

### RESULTS

Many lessons were learned including the need to equip farmers with the types of crops that this market wants to buy. Grading and delivery systems reviewed.



## Dried Bananas

Cyclone Evan wiped out most banana stocks'

### RESULTS

- No bananas exported bananas January 2012 to June 2012.

As in the previous year, we made another loss on this project \$19,421 compared to \$11,523 in 2011-2012.

- Opening of new drying facility with funds from the Australian High Commissioner's Direct Aid Programme.

- Delivery of a new generator that was funded by the Canada Fund.

## Handicraft sales

Most of our artisans have their own markets. However, Women in Business Development facilitate the sale of a small number of exported handicrafts for a Hawaiian market.



## Fetau

Fetau continues to be at an incubator stage while we source a consistent market for this niche product.

### RESULTS:

- The Body Shop has indicated its interest.
- A local market is developing.
- Ten buckets of fetau were sent to the United Kingdom with the rest sold locally.
- Currently we are trying to improve the supply of nuts to the organization.



## Communications

Our media officer won the CTA Regional Award for agricultural reporting followed by the CTA International Award.

Mobile phone pilot funded by the Pacific Media Assistant Programme, which is funded by the Australian Government.

Media officer also completed the Innovative Collaboration for Development, e-learning course for Social Media run by United Nations Institute for Training and Research. Her place was sponsored by CTA. Organisation also hosted Pheye Creative from Nelson, New Zealand, which volunteered their time to produce video media.