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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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Tofa Mamaao(Our Vision)

Ia iai se sao o aiga e vaivai le tamaoaiga e atia'e ai latou l'niu ma le autunuu e ala l'le faia o galuega e maua ai galuega o se sao aoga l'e atina'eina o le tamaoaiga o le atunuu aatofalaiga:

Faufau'uta ma tapu'e tomai ma agava'ia au'a e maua ai alagatupe, ma maua avanoa l'oloa gaosi.

Anavatau:

O le ivitu e manua ai atina'e l Samoa, ia faataua tu ma aganuu faasamoa. O polokalame e gafatulimaina e falfaimalie ona sujiga, onosai leai se fiafia puupuu ma le frugofie.

O e vaivai le tamaoaiga e moomia le agaga atia'e ia aunoa ai ma le ola faalagolago. isi E moomia le galulue faatasi o faalapotopotoga uma ma le malo Samoa ma le Pasefika.

Folasaga a le Peresetene

Ina ua osofia le motu o Upolu e le afa o Evani ia Tesema 19, 2012, e toalima sa maliluu fafauasai ai, sa femenea'i ma le mautonu fo'i le atunuu. Sa le'i faatali le Faalapotopotoga o tatou paaga ma le aufaifaoaga e faasaga e toto atili pea faaeleeleaga, ina ia le gata e maua pe'a taumafa a o tupe. O lea faaigu'a sa faatino vave ina ua faatoa uma lava le afa, e le l pine lava ae tino mai ma toe manua ai a tatou faifaoaga, ae maize foi le 'au gaosi suaupopo. E fafetaia faapitoa ai lava le fesoasoani sa tuuina mai e le malo Niua, Oxfam, le EU l le polokalame IACT, Hai Komisi Peretania ma Kanata.

Sa molimaunua le toatele o faifaoaga na vave le toe tapu'eina le faaleleia o fatoaga l'aula fanatura faatusatusa l'isi faifaoaga.

O le tausaga lava lea sa asia ai e Oxfam ma le Malo Niua le tatou ofisa. Ma sa talanoaina ina ia mataituitua fuafuaga alualu mamaao o Pulega lelei. I lo'u tulaga ole Peresetene ou te faapea atu ai ua lava taiso le Pulega ile tuuina iai o galuega faatino. Atoa ma le mea mulimuli lenei l'le vaiga l'le suiga o le tau, l'le vaiga l'le l'le faa'afotoptoga o se tulaga ma'ale'ale lea mo tatou. I le vaai mai a le tatou Pasga Niua, o loo saili mai tatou ia faateleina oloa gaosi ia vaiai foi ua faatumauna le faalapotopotoga. Peitai, o se lu'itau tele lea ona o loo tatou taumafai seisi l'asaga fou ia siitia iai a tatou faifaoaga faatoa tau maua ni pisinisi e maua ai tupe.. However, e tatala pea taliga ma mata l ni avanoa fou e fesoasoani ia maua ai fesoosataiga lelei latou anavatau faapea foi tatou nei.

Sheree Stehlin

Women in Business Development board Board President
2012-2013 Board Members: Peseta Arasi Afoa, Alo Kolone Va'ai, Edwin Tamasese,
Peseta Margaret Malua.

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)

SAUNOAGA A LE PULESILI

E le faagaloina e na maliliu I le afa o Evani ma o latou aiga. E faafetaia foi le agaalofa o le Tama sili i le lagi I le afaafaaatoaga sa faasaoina mai ma Savaii na saogalemu mai ai. I tausaga 2012-2013, na mafai na faaopoopo isi falesauu fou I Savaii I le fesoosoani mai a Oxfam Niuisia, SPC IACT, e fesoosoani I falesauu e fa I Savaii lava. O le tulaga na oo iai ua faaopoopoina le suauu 'faatau atu I le 218% ma le 180% na siitia ai tupe na maua e tatou gaosi suaau. Na maua le faaopoopoaga o le 1% I le GPD I le tausaga maua ai le aofaga o le GPD mai faeleeleaga I le 7%. I le lesamoa lava la o loo faaauau pea lona lelei e aia ile polokalame o'le totogi ma siitia ai atou tupe maua I le 50%. O le aafaga o le poloketi o le fa' I le afa o Evani, Peita'e iai suiga lelei I lea atina'e,ma o le ailoa lea I se ripoti o le 2013—2014.

Na faamanatu mai foi e le afa o Evani, le taua tele o le polokalame o aapa atu ai I tatou motu a tuoai, ina ia faaauau pea maketi. Ma sa mafai ona tatou galulue faatasii ai ma o tatou uso a tuoai I To'elau, Tonga, Niue, Atu Solomon ma Fitii.

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'i 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.

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.

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.

