



2010—2011 ANNUAL REPORT

Women in Business Development Inc



www.womeninbusiness.ws

MESSAGE FROM THE PRESIDENT



For many years Women in Business Development has worked with village families, finding opportunities for them to earn an income. We have focused on developing high-value, low-volume products, and over the years we have set up some successful ventures and some not so successful. In the process we have learned a great deal. This has continued through the last year.

The key services we have developed - identifying suitable products and markets and providing ongoing mentoring and support to our producers to meet the demands of these markets - are being slowly strengthened and expanded to meet the needs of our growing client base.

WIBDI now serves a client base of more than 1300 rural Samoan families in 187 villages. Our product range has diversified to in-

clude new products of dried bananas and fetau oil and staff and clients continue to work to meet demand for our initial products of fine mats, virgin coconut oil, handicrafts and so on.

On behalf of the Board, I would like to thank our long-time donors and partners, the New Zealand Aid Programme and OXFAM New Zealand for their continued support. I would also like to acknowledge and thank all the staff under the guidance of Executive Director Adi Maimalaga Tafuna'i for their tireless efforts in reaching our goals as an organisation and to help provide new opportunities for so many of our fellow Samoans to improve their livelihoods.

Soifua
Ruta Sinclair

2011 – 2015 STRATEGIC PLAN

This 2010-2011 financial year saw the development of a five-year strategic plan providing a roadmap for support, services and organization development. This plan was developed with broad involvement and guidance from the Board of Directors, management, staff, stakeholders. It also included inputs from WIBDI clients from villages around Upolu and Savaii that the strategic plan consultant visited alongside the WIBDI teams to ensure

clients' awareness and ownership of the plan.

A workshop was conducted on 8 November 2010 for WIBDI Stakeholders to discuss the first draft of the plan and provide comments and recommendations before putting together the final plan.

The new strategic plan saw the vision, mission, goals, beliefs and values re-examined and restated.

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.

MISSION:

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

GOALS:

- ⇒ To provide capacity building and support for income generating activities/programmes.
- ⇒ To identify and gain access to markets for products made by vulnerable groups.
- ⇒ To establish Women in Business Development Inc as a financially secure organisation with the resources to carry out its mission.
- ⇒ To work with like-minded 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.
- ⇒ To promote awareness of disaster preparedness and food security among WIBDI clients.
- ⇒ To develop national strategic alliances with Government ministries and agencies (MAF, MCIL, MNRE, DBS, etc)

BELIEFS & VALUES:

- ⇒ That a Samoan model of development must take into account Samoa values, tradition and culture.
- ⇒ That sustainable change occurs slowly and requires 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, the Pacific and internationally.

OUR DONORS & PARTNERS

The 2010-2011 financial year saw WIBDI engaged with a range of donors and partners. Our long-term partners, the New Zealand Aid Programme and OXFAM New Zealand, continued their generous support of our core functions and staffing costs, which allows our ongoing technical advisory service and mentoring programme to be provided to our village producers. The Tindall Foundation also funded a technical expert in banana production and exports.

The Canada Fund, which was our first donor, continued to support us by funding our regional project.

The United States Embassy in Samoa funded two new desktop computers and a digital camera for documenting our work. The US Samoa-based and Fiji-based Embassies funded the "Challenge Samoa III" programme, which

WIBDI conducted in partnership with the Peace Corps.

Assistance for tsunami relief continued through WIBDI with the Rotary Club-funded purchase of open pollinated seeds for distribution to affected families. Tautai Pacific Arts Trust from New Zealand provided a grant to help purchase a vehicle, and contributed towards psychosocial support training for WIBDI staff, which was provided by Liese Groot Alberts and Sue Marsden.

AusAID provided assistance through the Volunteers for International Development Australia (VIDA) and Australia Youth Ambassadors for Development (AYAD) Programme, and agreed through the Pacific Horticultural and Agricultural Market Access project (PHAMA) to begin research into organic mite treatments for fresh banana exports in 2012.

NEW DEVELOPMENTS

Nu'u Production Facilities

In February 2011, Samoa Lands Corporation offered WIBDI a 'lease-to-own' option on two acres of land at Nu'u. A small processing house was built and this property has become the production facility for drying bananas and producing fetau oil. There is also a green house for seedlings and a demonstration garden.

The Nu'u Facility was opened on April 28 2011 by Prime Minister Tuilaepa Lupelele, WIBDI President Ruta Sinclair and Lucas Rosenberg, a representative of German NGO Benefiz, who were the donors of the fetau presses. At the opening, there were displays of WIBDI products, a demonstration of the oil presses and the electric fruit and solar driers. Five government ministries attended the event, highlighting the Government's support for WIBDI.



Data Management

As WIBDI has expanded, both in the number of clients and products, it has become increasingly difficult to manage the large amounts of data being collected and the client database. In mid-2010, WIBDI began analysing and combining all data on projects and clients. Work continues on the database – many clients on our lists were no longer WIBDI clients. The new data collection and monitoring systems produce more accurate reporting with up-to-date data on field work and producer sales.

Fetau Oil

In early 2011 WIBDI was contacted by German NGO Benefiz, which had learned of WIBDI's work through a blog written by the United States Ambassador to Samoa. Benefiz offered assistance with the VCO project but because this was already established, we asked if they could help develop fetau oil. Fetau, better known as tamanu, is a *calophyllum inophyllum* and a common coastal tree. Within the past few years, has fetau oil begun to penetrate the European

and US markets, primarily in the cosmetic sectors. Fetau oil is a significant topical healing agent with skin healing, anti-neuralgic, anti-inflammatory, antimicrobial and anti-oxidant properties.

Benefiz agreed to fund the fetau project and in April visited Samoa to set up the oil press and provide training. Fetau oil is now regularly produced and markets are sought.

Misiluki Exports

With assistance of the Tindall Foundation and in cooperation with All Good Organics, export trials of fresh organic misiluki bananas continued. Eventually trials ceased because we were unable to identify a reliable process for preventing mites on the bananas. The PARDI project will pick this up in the new financial year and trial various organic technologies.

Trials for dried bananas continued with a consistent, export-quality product being developed. All Good Organics is the market for this product and commercial exports will commence in the new financial year.

SIGNIFICANT EVENTS

The Teuila Festival 2010

WIBDI was invited to sit on the Teuila Festival Organising Committee for 2010 and was given the responsibility of organising and hosting the week-long market stalls.

Twenty-seven stall holders participated, of these 13 were WIBDI clients. There were also 10 display stalls including WIBDI weavers and a WIBDI information booth.

The event was very successful with stall holders, the Samoa Tourism Authority and the public providing positive feedback.

Work Experience Students

WIBDI hosted students from the National University of Samoa twice this year for five-weeks' work experience, which was organised by Dr Maria Kerslake. Students took part in all aspects of WIBDI's work — contributing towards WIBDI programme outcomes and gaining valuable experience.

Samoa Challenge II & III

These programmes followed on the success of the "Samoa Challenge" television programme, which were a collaboration between WIBDI, the Peace Corps and the Samoa Red Cross Society. Challenge II involved participants from 17 villages where Peace Corps volunteers were assigned in an inter-village competition promoting healthy lifestyles, encouraging eating fresh local foods and regular exercise.

In Challenge III, each participant is asked to sign a "Samoa Challenge III Pledge" that states they will try to: "Exercise and walk more. Eat less fatty foods. Eat and drink fewer sweets. Eat more local fresh fruits and vegetables."

Every participant wore a pink plastic wristband to remind them of their pledge. The participants worked in groups and the group leader was given training and support materials. The groups met at least once a week to exercise and learn about ways to control weight.

Samoa Launch of Cook Book *"Me'a Kai, The food and flavours of the South Pacific"*

August saw the Samoan launch of renowned chef Robert Oliver's cookbook; *"Me'a Kai, The food and flavours of the South Pacific"*, which won the 2011 "Best Cookbook in the World"



Chef and author Robert Oliver at the Samoan launch of his award-winning cookbook Me'a Kai, The food and flavours of the Pacific.

award. A highly successful launch event, which included the Honourable Prime Minister and the books' author Robert Oliver, was held in collaboration with the Samoa Tourism Authority during the Teuila Festival.

Health Fair

In November 2010, the Peace Corp hosted a "Health Fair" to educate students about healthy lifestyle choices. WIBDI organic farmers provided catering for the day providing healthy, safe organic food for over 500 school students.

Accreditation to the Asian and Pacific Coconut Community

APCC is an intergovernmental organization of 16 full member countries, composed of The Federated States of Micronesia, Fiji, India, Indonesia, Republic of Kiribati, Malaysia, Marshall Islands, Papua New Guinea, Philippines, Samoa, Solomon Islands, Sri Lanka, Thailand, Tonga, Vanuatu, and Vietnam, and Jamaica is an associate member of the APCC.

The objectives of the Asian and Pacific Coconut Community (APCC) are to promote, coordinate and harmonise all activities of the coconut industry, which sustains the lives of millions of small farmers as well as those engaged in production, processing and market-

ing of coconut products.

In January 2011, the Asian and Pacific Coconut Community authorised observer status to WIBDI for a period of three years and subject to renewal. In the past WIBDI has participated at the invitation of the Government of Samoa but this allows WIBDI to participate independently in all relevant APCC meetings and activities.

Ministry of Agriculture Open Day

The Crops Division of the Ministry of Agriculture held an open day in May 2011 opening the research station and the Chinese Government vegetable project to the public. WIBDI was asked to also open its doors. The processing facility and demonstration plots at Nu'u were included in the Government's programme and tours. Display stalls of WIBDI programmes and products were arranged as were demonstrations of fetau pressing and fruit drying.

PROGRAMMES

Organic

There were 353 organically farms included WIBDI programmes in this year, covering 9664 hectares. The audit was conducted in May and results were not final before the end of the financial year.

The number of organic products continues to expand, available export figures for the 2010–2011 financial year are outlined in the table below.

During the reporting period, there were also local sales of fruit and vegetables through the Basket Programme and the Organic Farmers Market that reaped 27,280SAT income for the 17 families involved. The Organic Farmers Market programme ended in May and some farmers moved their stalls into the Fugalei and Vaitele Markets. Sales for both the Basket Programme and the Market dropped in the second half of the year due to severe weather conditions.

Product	Kgs	Amount paid to producers (SAT)
VCO	15,502	93,012
Fresh Bananas	3761	8233
Dried Bananas	52	Included in fresh banana payments
Coffee	58	133
Vanilla	7	381

Fetau production commenced towards the end of this year with a small sample produced.

Handicrafts

Handicraft sales totaled 27,440SAT, again with sales dropping in the second half of the year. The drop reported will be partly be due to the improved data collection systems in the office that included only sales facilitated by WIBDI rather than figures of all sales as reported by clients, which cannot be verified.

Fine Mat

The fine mat programme contributed 15,624SAT to the local economy. There were eight weavers on the sponsorship programme in the first six months and six in the second six months of the year. Eight WIBDI weavers won prizes at the 2010 Fa'alegapepe.

Domestic	Amount paid to producers (SAT)
Organic Baskets	27,280
Handicrafts	27,440
Fine Mat	15,624
TOTAL	70,344

REGIONAL PROGRAMME OUTCOMES

1. VCO production sites established in Eua, Kingdom of Tonga: selling locally, ready to expand to other islands Cuku, Fiji: Fefen Island Chuuk State FSM; selling locally.
2. Tonga National Youth Congress have an effective internal control system for organic certification and have undergone their first organic audit by the National Association of Sustainable Agriculture Australia.
3. Kiribati Organic Farmers Association have in place policy and procedure for an effective internal control system for organic certification. They are currently working on arrangements with their Ministry of Agriculture to take on the role of internal inspection.
4. Through consultation and workshops, WIBDI facilitated the formation of a national coordination mechanism for the organic movement in Vanuatu known as the Vanuatu POETCom Committee.
5. Work was undertaken with OXFAM to support Tonga National Youth Congress and Farm Support Association of Vanuatu in developing their proposals for OXFAM funding under the regional livelihoods programme.
6. Continued secretarial support was given the Pacific Organic and Ethical Trade Community (POETCom) while pending the establishment of a secretariat at SPC.
7. The Associate Director was elected to the Executive Committee of the Fair Trade Association of Australia and New Zealand (FTAANZ) and has actively promoted greater engagement with the region on ethical trade issues.

DIRECTIONS FOR NEXT YEAR

We continue to seek growth opportunities for our organically certified products both domestically and internationally.

We face the challenge of trying to get our farmers to produce larger quantities. WIBDI is on the cusp of

exponential growth if this challenge can be overcome. Two decades of building knowledge, training WIBDI clients and establishing Government support and trade partners has brought WIBDI to a position that if it can meet the global demand for its

products, Samoa will see a national resurgence in agricultural exports.

WIBDI sees 2011-1012 as a pivotal year to cement its donor, Government and trade relationships.