

COOK ISLANDS

ONGOING PROGRAMMES

Fit For Market (FFM, FFM SPS, FFM+)



DIRECCT



Business ACP



ACP Business-friendly



ACP Quality Infrastructure



FO4ACP



ACP-EU Development Minerals



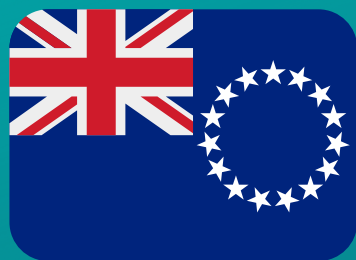
DESCRIPTION OF INTERVENTIONS

Fit For Market (FFM) programmes support companies in the horticultural sector and their environment to ensure their international access to horticultural and national markets while complying with sanitary and phytosanitary regulations and market requirements, individually or collectively. Support includes food safety, environmental management, social compliance and business management. The main types of support are related to the implementation of a management system (on social themes, environment, quality) meeting the requirements of international certification standards required by customers (GLOBALG.A.P., HACCP, Rainforest Alliance, SMETA, etc.). Set up in the continuity of FFM past programmes, the new FFM Plus (FFM+) programme support is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal.

In the Pacific region, the programme carried out a European market study for horticultural products of ACP origin. The Study provides an opportunity to identify trends, market opportunities and consequently analyse certain competitiveness factors of the ACP horticultural sectors. It specifically allows the identification of the most promising segments of these markets for Pacific products.

ACP Business-friendly is designed to achieve two key outcomes:

- Adopting and implementing business-friendly, inclusive and responsible national policies and legal frameworks;
- Strengthening productive, processing, promoting and marketing capabilities and value chains.



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In the Pacific, the programme is working at micro level intervention on Coconut and Kava value chains and relies on a strong partnership between **SPC** and ITC to adapt and rollout the **Alliances for Action approach**. Both commonly grown crops, provide a strong livelihood and economic base to the countries in the region. The programme aims to strengthen value chain governance and investment in the Pacific region through the development of the Regional Kava Development Strategy. The strategy focuses on developing the Kava sector, increasing investment and private sector participation, and promoting sustainable farming practices and market-led approaches. The programme supported consultations with stakeholders, with over 200 participants from seven Kava producing countries, and initiated two calls for interest for Kava producers and MSMEs to apply and benefit from the programme. The programme also collaborated with the **Basque Culinary Centre** to explore new products that can be developed from Kava root, with a report highlighting its potential for use in food and beverage products.

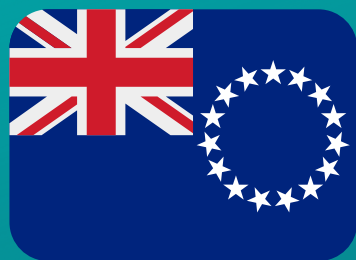
In 2022, the Regional Engagement Window was activated in the Pacific states to support investment policy promotion. The project aims to facilitate greater investment and competitiveness in the Pacific region by strengthening the legal, institutional, and professional foundations for investment and in turn to contribute to the overall objective of economic transformation of Pacific economies.

The project is envisaged around three components: **i)** Reforming investment laws and regulations; **ii)** Strengthening investment promotion institutions; **iii)** Training and facilitating peer to peer exchange among trade and investment promotion organization (TIPO) staff.

The ACP Quality Infrastructure (QI) programme supports ACP policy makers, institutions and private sector actors to **(i)** enhance the regional Quality and Regulatory infrastructure governance; **(ii)** strengthen the availability of the value chain-specific QI services; **(iii)** promote quality culture and practices. The programme complements and builds on the ongoing achievements of the ACP Business-Friendly programme reinforcing the UNIDO's programme action (Meso-level component).

The programme will work with the **Pacific Island Forum Secretariat (PIFS)** to support the implementation of the activities of the Pacific Quality Infrastructure Initiative.

ACP-EU Development Minerals Programme phase II The second phase of the ACP-EU Development Minerals Programme helps Artisanal and Small-Scale Mining Enterprises (ASMEs) engaged in Development Minerals value chains to improve livelihoods, generate higher employment and incomes.



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In particular, the programme aims to increase economic opportunities for women participating in ASMEs throughout the Development Minerals value chains. In the Pacific region the programme is working on the development of the River Extraction monitoring tool utilizing radar and satellite technology, and facilitated under the Pacific Community's regional platform called **Digital Earth Pacific**.

FO4ACP The overall objective of the **Farmers' Organizations for ACP** programme is to increase income and to improve livelihood, food and nutrition security and safety of organised smallholder and family farmers in ACP countries. In the Cook Islands, the **Food Security and Self-Reliance Network, Te Tango Enea (TTE)**, joined the **Pacific Island Farmers Organisation Network (PIFON)** to expand its membership and it received grants through FO4ACP. The programme FO4ACP supported **TTE** in conducting a value chain and business profitability study on the situations of the breadfruit exports. The abundance of breadfruit trees (Kuru) has seen increased investments in this area. To support FOs to consciously keep pace with the growth of this sector, **TTE** has responded by conducting training courses and developing keyhole garden models. In 2021, **TTE** with the support of FO4ACP has developed a technical guide demonstrating the construction of keyhole and home gardens.

DIRECCT (Digital Response Connecting Citizens) is implemented jointly by Agence française de développement (AFD) and the Belgian development agency, Enabel. In the Pacific region, the programme is implementing the project "Supporting the Pacific Close the Digital Divides in Response to COVID-19 (SPCDDR-COVID-19)". The project aims to advance digital health system transformation within Pacific island countries and territories for the immediate future and the post-COVID-19 era. It was developed in consultation with grantees and key partners, taking into account existing initiatives and identified gaps, with the intention of leaving no one behind. The programme works together with the **CPS (Community of Pacific States)**.

MORE INFORMATION

- **Read the Monitoring Report 2021:**

<https://businessacp.com/wp-content/uploads/2019/12/Annual-Report-online-version.pdf>

- **Visit the "Programmes' Highlights" page on the Business ACP website:**

<https://businessacp.com/en/94071-2/>