

# Prodaktif Turism Blong Yumi INITIATIVE NEWSLETTER



SUPPORTING REGENERATIVE AGRITOURISM  
AND FOOD TOURISM IN VANUATU

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**2021 was an exciting year for Food Tourism and Agritourism** with the successful piloting of the now approved **Prodaktif Turism Blong Yumi Initiative** (Food Tourism and Agritourism Initiative), the formation of the Vanuatu Agritourism Association and the National Agritourism Committee and the setup of the Vanuatu Agritourism Facebook page with over **10,000** members!



## FOOD TOURISM AND AGRITOURISM

Food Tourism and Agritourism is growing all over the world! This growth is providing rural people with; new streams of income, direct relationships with consumers, and a greater slice of the value chain. Food tourism and Agritourism can also provide a draw card that other rural businesses and experiences can benefit.



DID YOU  
KNOW?

### Interesting Agritourism Storian

Agritourism first started in Italy! And now the rural areas of Italy are a major attraction because of agritourism!



## SO WHAT IS FOOD TOURISM AND AGRITOURISM FOR VANUATU?

Food tourism and Agritourism is not your primary business, it is a form of commercial enterprise to attract visitors onto a farm, or agribusiness for the purpose of educating and facilitating a deeper connection to Vanuatu's productive sector and rural areas. Agritourism experiences can consist of:

- Educational and immersive tours of sustainable, regenerative and traditional farming
- Cooking demonstrations or classes in traditional or local cuisine
- Educational and immersive tours of value addition in local and organic sustainable produce.

Food tourism and Agritourism experiences recognise the importance of traditional gardening systems, organics, traditional food and local cuisine, values the rural smallholder and traditional economy and aligns to the Vanuatu Sustainable Tourism Policy (2019-2030).



National Sustainable  
Development Plan (2016-2030)



Vanuatu Sustainable Tourism  
Policy (2019-2030)



Vanuatu Sustainable Tourism  
Strategy (2021-2025)



Prodaktif Turism Blong Yumi  
Initiative



### Guess What!

**Agritourism is a booming market in Australia!**

Some agritourism businesses in Australia have seen up to 250 percent increase in sales during the pandemic!



The Prodaktif Turism Blong Yumi Initiative (Food Tourism and Agritourism Initiative) would not be possible without the support from the following stakeholders: European Development Fund (EDF 11); Vanuatu National and Provincial Governments; Senior Agritourism Officer: Kehana Andrews, Department of Tourism; National Agritourism Coordinator: Ms Votasi Mackenzie; Local Cuisine Advisor: Leonid Vusilai; Agritourism Advisor: Norah Rihai, New Zealand Ministry of Foreign Affairs (MFAT); Agritourism Advisor: Dr Cherise Addinsall, Australian Centre for International Agricultural Research (ACIAR); Indigenous Ni-Vanuatu Agro-Industry Council (INAC); SANMA Island Food Revolution; Global Environmental Fund (GEF 5) Integrated Sustainable Forest and Coastal Landscape Project, Food and Agriculture Organisation (FAO), World Vision, International Center for Tropical Agriculture (ICTA), International Fund for Agricultural Development (IFAD), Melanesia Rural Market and Innovation Development (MERMAID) project, Secretariat of the South Pacific (SPC), South Pacific Tourism Organisation (SPTO), Vanuatu Skills Partnership (VSP), National Agritourism Committee and the Vanuatu Agritourism Association.



**Serves: 4**

**Preparation time: 20 minutes**

**Ingredients** *(All green vegies must be thoroughly washed before using)*

- 500g steak (preferably sirloin or Rib eye steak)
- 2 x medium sized Kumala (preferably Leftover boiled from previous meal)
- 6 x baby green beans
- 1 green or red capsicum
- ½ avocado diced (Ripe but firm)
- 2 baby cucumber
- 1 Spring onion
- Nangai Oil. (Can substitute with other oil of choice)
- Salt & Pepper
- 1 long leaf coriander finely chopped(culantro)
- ½ lime
- 2 ½ Tablespoon Lapita mango chutney
- Small chilli finely chopped(optional)
- 1 clove garlic grated

**Method**

1. Marinate beef with salt & pepper and grill to a medium for about 4 minutes on both side and then remove and leave to rest.
2. In a pan heat up some oil. Slice the boiled Kumala into wedges and place into the hot oil and fry until crispy and golden on the outside.
3. Blanch green beans in hot water for 2 minutes and then remove and rinse off in cold water to stop cooking. Nicely cut into bite sizes
4. Capsicum - slice into nice strips
5. Peel and dice cucumber
6. Finely chop spring onion leaves and then thinly slice the grilled beef. Add all the ingredients together in a bowl and pour in dressing and toss until dressing is mixed through.
7. Serve onto the platter and top it off with diced avocado.



★ **ORGANIC BEAN & BEEF SALAD WITH KUMALA & LAPITA MANGO CHUTNEY** ★

Here's a local cuisine recipe for you to try at home! Nothing imported, all seasonal and nutritional to support a healthy immune system! Make it at home and post a photo on our Vanuatu Agritourism Association Facebook page!

**DID YOU KNOW?**

**FOOD TOURISM AND AGRITOURISM IS SO MUCH MORE THAN TOURISM!**

By developing Sustainable Food Tourism and Agritourism experiences Vanuatu can:

- Support food security
- Support the traditional economy and protect traditional knowledge
- Prevent Non-Communicable diseases by promoting healthy local food
- Keep more VATU in Vanuatu
- Provide more meaningful jobs
- Strengthen our rural communities
- And protect and regenerate our environment



Our rural smallholders are key to a climate resilient and sustainable future! The International Fund for Agricultural Development (IFAD) and the United Nations Environment Programme highlights the importance of rural smallholders to poverty reduction and food security suggesting smallholder farmers can transform the rural landscape and unleash a new and sustainable.



So what can you do in your everyday life to support our rural smallholders? We'd love to hear your ideas on the Vanuatu Agritourism Association facebook page!

