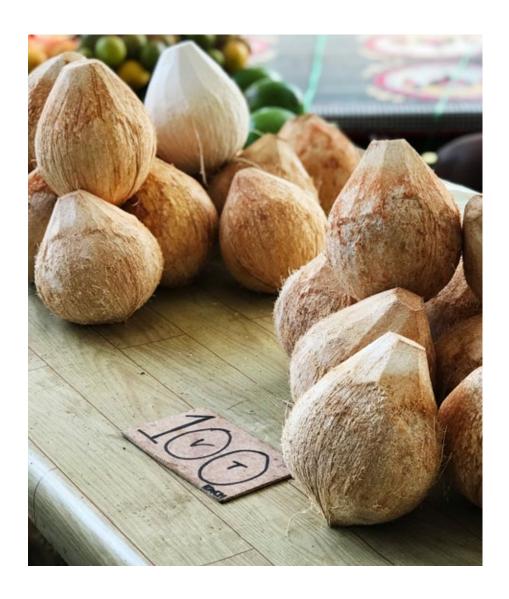
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cocoa and coconut







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Acknowledgements

This publication was prepared by the Trade, Environment, Climate Change and Sustainable Development Branch of the Division on International Trade and Commodities of UNCTAD. The principal authors were Maria V. Sokolova, Rodrigo Saavedra Zepeda, and Eugenia Nuñez, who also lead the team of authors under direct guidance of Marisa Henderson and supervision of Lucas Assuncao, Pamela Coke-Hamilton and Shamika Sirimanne.

The study was initially drafted by Irene Musselli, Maria V. Sokolova and Rodrigo Saavedra Zepeda. It was later reviewed and rewritten by Eugenia Nuñez. The publication benefited from insightful comments and suggestions from Graham Mott, Miho Shirotori, Robert Hamwey, Alessandro Nicita and Marisa Henderson.

Invaluable support was provided by the Government of Vanuatu, in particular, the Department of Industry, which generously shared information, facilitated multi-stakeholder consultations and reviewed the final draft.

Pre-publishing was carried out by a team of experts, with editing done by Christopher Simpson, desktop formatting by Léna Le Pommelet, images provided by Shutterstock and Eugenia Nuñez, and graphs provided by Julian Benda, under the overall coordination of Eugenia Nuñez.

The information in this report has been gathered from various sources, including interviews with key stakeholders in the country. To this purpose, missions were carried out in Port Vila, Vanuatu, in 2017 and 2018. Interviews were conducted with public and private stakeholders, including representatives from the Department of Industry, the Department of Agriculture and Rural Development, the Department of Women's Affairs, the National Statistics Office, the Government Chief Information Officer, the private sector, International Organisations and the donor community.

The study was financed by the tenth tranche of the United Nations Development Account under the overall theme "Supporting Members States in implementing the post-2015 development agenda: strengthening statistics and data, evidence-based policies and accountability".

Executive summary

This study is part of a series of UNCTAD publications that focus on upgrading and diversifying specific agricultural sectors of rural economies in developing countries, with a view to raising living standards among small-scale farmers in a context of sustainable development, female empowerment and food security.

The study analyses two agricultural sectors in Vanuatu - cocoa and coconut - in terms of trade-led opportunities, including crop cultivation for biofuel and the development and marketing of cocoa and coconut-based handicrafts and niche/boutique items. It builds on information and recommendations contained in UNCTAD's Vanuatu's National Green Export Review (NGER), which highlighted the country's export competitiveness in the coconut and cocoa sectors.

Vanuatu is at a critical juncture in its rural development pathway. On the one hand, the country faces a pressing need to dynamise its traditional rural economy. On the other hand, there is a need to preserve the existing family-type farming system and its fundamental food security and ecological roles.

According to the study, the challenge is not just to expand the existing traditional farming system, but also to engender a pattern of structural rural transformation. This entails raising Chapter 1 (Country overview) singles out the key socio-economic vulnerabilities and environmental issues. Chapter 2 (Commodity chain overview) maps the core processes in the value chain and the main actors involved, assessing governance structures and gender aspects. Chapter 3 (Upgrading trajectories) considers opportunities and challenges for value-addition and diversification. Chapter 4 (Sustainability outcomes) captures the social and environmental impacts of expanded, upgraded and diversified coconut and cocoa chains.

Chapter 5 concludes by highlighting key areas of policy intervention to integrate a socially-inclusive, ecologically-based agronomic model into sectoral trade arrangements and policies. These focus on the need to:

- strengthen multi-stakeholder dialogue and policy coherence, both vertically and horizontally in order to create consensus and mainstream sustainability into the agricultural trade with a mix of incentives and command and control regulation;
- articulate a locally-adapted ecologically-based agronomic model, agreed and defined by stakeholders, with a focus on sustainability and social equity;

- processo customary topure arrangements, within the

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