



# *e-Newsletter*

*Information from SSOAP*

*April 2025*

## **Opportunities shared with the “Agribusiness Community”**

SSOAP has recently been involved in supporting the Agribusiness Incubator Unit of the “Sustainable Transformation of Domestic Agrifood Systems (STODAS)” project that is based at SROS. A workshop was held in March at LAVA hotel for the Upolu group, while another one (workshop) was delivered at Jet Over resort in Salelologa to cater for Savaii. The other presenters were from SROS, PHAMA Plus, MDF and Samoa Business Hub.

SSOAP also identified to ABI some entrepreneurs in beekeeping and taro nurseries to be included as participants.

Asua'o's presentation focussed on potential services that are available within SSOAP, and are relevant to promote agribusiness innovation. These included consultancy (Members), supply of raw materials for value addition (Farmers), equipment for farm mechanisation and other resources for modernisation (Sunfield Agriculture Ltd), insurance services to safeguard the business from farming risks (Samoa Surety), and essential Government Advisory services (MAF, SROS & SEA).

The approved GAFSP-FAO-SFFI led project was highlighted to demonstrate the potential roles of SSOAP, such as:

- In seeking donor funding opportunities through consultancy services as in the following:
  - ✓ The development of Concept Notes, and
  - ✓ The development of Full Proposals.
- The approved project demonstrating the worth of investment on SSOAP's contribution, as reflected on the following activities for implementation:
  - ✓ Free-range chicken, cocoa processing, making of organic fertilizer, and beekeeping development, with a total program value of about USD\$2 million over 4 years, and
  - ✓ Expected beneficiaries of about 1000 farming households

All of the above represent support functions for Agribusiness Entrepreneurs.

***“The Potential Opportunities that SSOAP can provide to the Agribusiness Community Was Well Recognised”***

**ASUAO KIRIFI POUONO (PRESIDENT)**

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