



# e-Newsletter

Information from SSOAP

July 2025

## Special Edition

SSOAP's Task Force Team has proposed some recommendations for Policy Makers, Development Partners & Farming Community to hit the nail on head for Agricultural Development in Samoa for the next five years (2025-2030).

### Priority Areas for Agricultural Development in Samoa (2025–2030)

By Samoa Society of Agricultural Professionals (SSOAP)

#### Introduction

Samoa's agriculture sector is at a turning point. Confronted with declining production, rising food prices, persistent labor shortages, and growing climate-related pressures, bold and strategic action is urgently required. Achieving national food security, strengthening economic resilience, and ensuring long-term sustainability will depend on well-targeted, evidence-based interventions.

From a technical and non-partisan standpoint, and in line with Samoa's National Strategic Objectives (Agriculture & Fisheries Sector Plan 2022/2023 – 2026/2027), the Samoa Society of Agricultural Professionals (SSOAP) identifies the following "Ten Targeted Development Objectives and Priority Intervention Areas" for agricultural development over the next five years. We present these recommendations to support policymakers, development partners, and the farming community in making timely, effective, and impactful decisions.

**Agricultural Sectors Strategic Objectives. Ref: Agriculture & Fisheries Sector Plan 2022/2023 – 2026/2027**

1. To enhance resilient and sustainable food, agriculture, fisheries and aquaculture systems
2. To increase food and nutritional security.
3. To foster rural transformation
4. To improve private sector capacity and export contributions.
5. To strengthen the enabling environment for the sector development.

#### SSOAP Recommendations

Targeted Development Objectives	Interventions Areas	Activities	Alignment with the National Sector Strategic Objectives (SSO)

Information about SSOAP, and how you can be Engaged...

Look out for our next month's news  
Visit us under MAF's website [www.maf.gov.ws](http://www.maf.gov.ws)

1. Shift from subsistence farming to mechanized, market-oriented production.	1.1 Modernize Main Crop Farming	1.1.1 Develop the land (i.e., rocks removed) to support increased acreage and high yielding capacity.	SSO 3, 5
		1.1.2 Develop the right choice and combination of plantation crops (coconut, cocoa, breadfruit banana, kava etc.).	SSO 1, 2, 3, & 4
		1.1.3 Expand production of value added products (i.e., cold-pressed coconut oil, kava powder and kava lactone for health and wellness industries)	SSO 3, & 4
2. Introduce efficient production systems that save land and labor.	2.1 Promote Facility-Based Agriculture	2.1.1 Scale up hydroponic systems for high-value crops (lettuce, tomato, capsicum, cucumber) to mitigate labor shortages and soil-borne disease.	SSO 1., 2, 3, 4, & 5
		2.1.2 Promote the use of plastic tunnel houses with drip irrigation, insect netting, and mini-tillage tools to protect crops from adverse weather and pests.	SSO 1., 2, 3, 4, & 5
3. Improve crop resilience and productivity through the adoption of modern breeding techniques.	3.1 Introduce Improved Crop Varieties	3.1.1 Develop and distribute climate-resilient crop varieties (e.g., TLB resistant taro, disease-resistant banana, heat-tolerant vegetables).	SSO 1., 2, 3, 4, & 5
		3.1.2 Strengthen the seed industry by producing and promoting open-pollinated and high-quality seeds	SSO 1., 2, 3, 4, & 5
4. Enhance local meat production and reduce import dependency	4.1 Develop Livestock and Poultry Industries	4.1.1 Promote artificial insemination to improve livestock genetic resources.	SSO 3, 4, & 5
		4.1.2 Improve pasture systems (e.g., rotational grazing, high-protein forage crops).	SSO 3, 4, & 5
		4.1.3 Support cost-effective free-range broiler production using tunnel house.	SSO 1, 2, 3, & 4
		4.1.4 Upgrade hatchery, feed production, and veterinary services	SSO 5
		4.1.5 Develop crop-livestock-biogas models: cultivate feed crops, raise pigs and poultry, and process waste into biogas and organic fertilizer	SSO 1, 2, 3, & 4

5. Diversify income sources and increase protein supply from marine and freshwater systems.	5.1 Strengthen Fisheries and Aquaculture	5.1.1 Promote sustainable aquaculture (e.g., tilapia, sea cucumber, fresh water shrimp) to expand rural livelihoods.	SSO 1, 2, 3, & 4
		5.1.2 Enforce responsible fishing to prevent overexploitation.	SSO 2, 3, & 4
		5.1.3 Establish a regional fishing transit hub providing refueling, ice, and boat repair services	SSO 4, & 5
6. Add value at farm level and improve export potential of agricultural products	6.1 Develop/Expand Agricultural Processing Industries/ and Value Added Farms	6.1.1 Invest in processing equipment (i.e., solar dryers, roasters, grinders, winnowers-for cocoa; kavalactone extractor for kava etc.) and packaging tools to produce Samoa Made Products.	SSO 3, 4, & 5
		6.1.2 Invest in the production of niche products (gluten free breadfruit flour, variety specific kavalactone, extracts of Samoa's traditional medical plants, etc.).	SSO 4, & 5
7. Increase capital flow into agriculture through public and private channels	7.1 Increase Agricultural Investment	7.1.1 Commit a fixed percentage of the national budget to agriculture (e.g., 10%) to target 6% annual growth.	SSO 5
		7.1.2 Create designated agricultural investment zones on public land.	SSO 3,4, & 5
		7.1.3 Attract Financial Development Institutions (FDIs) and Local Private Investment in line with Responsible Agricultural Investment (RAI) principles.	SSO 4, & 5
8. Leverage national and global expertise and financial resources for local development.	8.1 Strengthen International Cooperation	8.1.1 Strengthen collaboration with international agencies (FAO, IFAD, ADB, World Bank, SPC, etc.).	SSO 4, & 5
		8.1.2 Deepen regional and bilateral partnerships with New Zealand, Australia and neighboring Pacific nations for technology transfer and market access.	SSO 4, & 5
		8.1.3 Explore more international agricultural aid and making a good use of international resources.	SSO 4, & 5
		8.1.4 Agritourism: Promote agriculture driven tourism through adopting the Italian Model at farm level.	SSO 1, 2, 3, 4, & 5

9. Strengthen medium and large-scale, stable agricultural production.	9.1 Supporting More Commercial Farming	9.1.1 Support 500 commercial farms across crops, livestock, fisheries, and agro-processing.	SSO 3, 4, & 5
		9.1.2 Aim for commercial farms to contribute 50% of national agricultural output.	SSO 4, & 5
		9.1.3 Government incentives (i.e., exempt duties and taxes) for agricultural inputs to reduce farming cost, and (i.e., bonus scheme, stabilizing fund, & export promotions) to boost development and export.	SSO 5
10. Research and develop key agricultural technologies and building better agricultural capacity.	10.1 Strengthening Agricultural Research and Education	10.1.1 Support Service Providers (i.e., SROS and other public/private stakeholders) to conduct more effective research on the key agricultural technologies needed in Samoa.	SSO 5
		10.1.2 Engage Service Providers (i.e., MAF, SROS, and other public/private stakeholders-SSOAP) to train more knowledgeable and skillful agricultural professionals, farm managers and workers, especially in specialized fields (i.e., veterinary, agricultural processing, agricultural machinery, biosecurity treatments/export pathways, biosecurity threats/emergency response plans, genetic and environmental potentials, feeds/improved pastures/composting, etc.).	SSO 5
		10.1.3 Develop digital tools (i.e., database) to manage market supplies and demands	SSO 5
<b>Conclusion</b>	Modernizing agriculture is no longer a choice—it is a necessity. By focusing on innovation, investment, and sustainability, Samoa can reduce food imports, raise rural incomes, increase export, and build a climate-resilient agricultural economy.		
	SSOAP has the expertise as a "Service Provider" and it remains committed to supporting the government, development partners, and the farming community in achieving this transformative vision.		

**ASUAO KIRIFI POUONO (PRESIDENT)**

*Information about SSOAP, and how you can be Engaged...*

Look out for our next month's news  
Visit us under MAF's website [www.maf.gov.ws](http://www.maf.gov.ws)