

Partnership Overview

This initiative addresses unmet demand for organic coconut cream and boosts Samoa's participation in global markets. Krissy Co. and Fairtrade Australia & New Zealand (Fairtrade ANZ) have worked together since 2012 to support the establishment of the Savai'i Coconut Farmers Association (SCFA), a smallholder farmers' business. Working together, the partners pioneered the development of the only Fairtrade, organic coconut cream supply in Samoa. They have now identified an opportunity to develop a new product – 20 litre sized packs of 100 per cent Fairtrade, organic Ultra Heat Treated (UHT) coconut cream for export.

Shared Value

Krissy Co. benefits through an upgrade to its coconut cream processing equipment; obtaining internationally-recognised Fairtrade process certification; and an increased, sustainable supply of coconuts. Sales are projected to increase by 400 per cent, including exports of a new product line. SCFA will become a more capable and sustainable organisation. Their engagement will benefit more than 200 households, facilitating increased participation in the formal cash economy. These households will increase their incomes by more than 200 per cent through increased productivity. The initiative will also create 74 new jobs in the manufacturing facility, mostly for women.

Krissy Co Ltd

Krissy Co Ltd. is a leading manufacturer in Samoa, producing canned products, small goods, snacks and tissue products, and is heavily involved in agricultural development and value adding of farm-based products for exports. The company processes coconut cream and is the sole exporter of Samoan coconut cream to Australia, New Zealand, the Cook Islands and American Samoa. Their role in the partnership is to launch and produce a new product line. They will also serve as a buyer and business mentor to the Savai'i Coconut Farmers Association and their communities.



Fairtrade Australia & New Zealand (Fairtrade ANZ)

Fairtrade Australia & New Zealand (Fairtrade ANZ) is a widely recognised global ethical label, enabling consumers to identify products that are sustainably produced and fairly traded under international standards. Fairtrade ANZ drives the market for Fairtrade certified products in the region and provides support to smallholder producer organisations. Fairtrade ANZ will support the design and implementation of partnership activities, and will oversee monitoring, reporting and sharing of lessons learned.



Savai'i Coconut Farmers Association (SCFA)

The Savai'i Coconut Farmers Association (SCFA) is a smallholder producer organisation located on the island of Savai'i, Samoa. Its objective is to develop and secure better sustainable living standards for its members. SCFA currently has 69 full members and many more provisional members. In 2013 SCFA became the first Samoan smallholder producer organisation to be certified by Fairtrade and is also organic certified.



Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



Location



Country
Samoa
Region
Pacific

Total Funding

\$1,148,131



DFAT Contribution
\$496,162

Private Sector Contribution
\$778,849

Beneficiaries



More than 200 households

Sector



Private Sector Development

Shared Value Proposition



Redefining productivity in the value chain
Enabling local cluster development