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PREFACE

The Loving Islands' Farmer Enterprise (LIFE) Network Project is an initiative of Loving Islands to improve rural community access to organic certification and economic markets in Fiji. The objectives and activities detailed in this report were undertaken in Fiji over December 2018 to November 2019 supported by a seed funding grant of € 20,000 (~FJ\$55,800) provided by the Technical Centre for Agricultural and Rural Cooperation (CTA).

The initiative was funded as part of a regional Project on "Leveraging the Development of Local Food Crops and Fisheries Value Chains for Improved Nutrition & Sustainable Food Systems in the Pacific Islands with a focus on Fiji, Kiribati, Marshall Islands, Samoa, Solomon Islands, Tonga, and Vanuatu" (short title: Promoting Nutritious Food Systems in the Pacific Islands). The Project was co-funded by the International Fund for Agricultural Development (IFAD) and CTA, and implemented in partnership with the Pacific Islands Private Sector Organisation (PIPSO), with the goal of strengthening capacity of Pacific Island governments, farmer and private sector organisations, and sub-regional institutions to develop strategies and programs — as well as mobilise financing — to increase poor rural people's access to nutritious and healthy food. Overall responsibility for the implementation of the project was held by CTA.

ACKNOWLEDGMENTS

Many thanks to the Technical Centre for Agricultural & Rural Cooperation (CTA) for the funding and assistance that enabled the activities of this Project. And to the Pacific Organic & Ethical Trade Community for the ongoing technical support that guided the innovative the field of organic certification.



↑ CTA - THE TECHNICAL CENTRE FOR AGRICULTURAL & RURAL COOPERATION

CTA is a joint international institution of the African, Caribbean and Pacific (ACP) Group of States and the European Union (EU). CTA operates under the framework of the Cotonou Agreement and is funded by the EU. For more information visit http://www.cta.int



↑ POETCOM - THE PACIFIC ORGANIC & ETHICAL TRADE COMMUNITY

POETCom is the peak organics body for the Pacific region, and its secretariat is based at the Pacific Community (SPC) with funding support from the European Union's Increasing Agricultural Commodities Trade project (IACT). For more information visit http://www.organicpasifika.com/poetcom/who-are-we



↑ABOUT LOVING ISLANDS

Loving Islands is a social enterprise in Fiji producing premium organic & natural products that provide income and education for communities in Fiji.

Website: www.LovingIslands.com Established Date: April 2017

Number Of Staff: 3-5 Contact Details:

Post. PO Box 18160, Suva, Fiji Email. litia@lovingislands.com



↑ PROJECT SUMMARY

CTA Grant Total: € 20,000 (~FJ\$55,800)

The Loving Islands Farmer Enterprise (LIFE) Network Project is an initiative of Loving Islands to strengthen organic certification and income of community based grower groups using digital administration systems. Activites of this report were carried out between December 2018 to November 2019.

OBJECTIVES

↑ Complete functional development of the LIFE platform.

Train and register 200-400 new active organic producers & generate income.

↑ Map and audit 500-1,000 Hectares of land area for organic certification.

↑ Conduct workshops for at least 100 individuals to increase understanding of health benefits of consuming nutritious diversified diets.

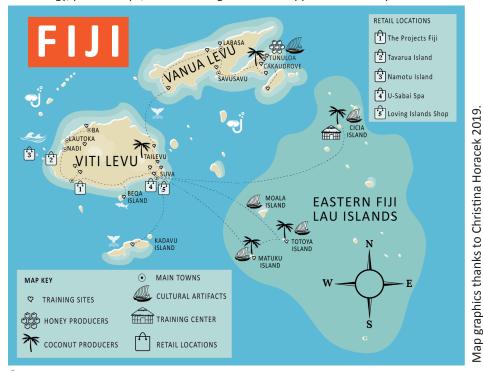
↑ Sign a partnership Memorandum Of Understanding with at least 1 Government or Non-Government Organisation to support long-term impact.

↑ Release at least 5 branded Products within the 12-months.

↑ Develop and implement a sales and marketing plan and secure at least 3 retail outlets.

PROJECT ACTIVITIES & LOCATIONS

Key Project activities included community consultation & training, and market access development. The reach of activities covered all regions of Fiji resulting in community micro enterprise development & growth of incomes. The use of digital technology, partnerships, and a Training Of Trainers approach were key enablers.



↑ORGANIC CERTIFICATION & INCOME PATHWAY

The LIFE Network uses a simple 3-step pathway for community organic certification and income developed, that is supported by cloud-based administration.



TSTEP 1: Community consultation and training to identify unique context and raise awareness of organic farming, with capacity building for income generation.



† STEP 2: Farmer registration with land audit and baseline survey for organic certification and long-term livelihood impact monitoring and evaluation.



†STEP 3: Community income activation through purchasing of organic goods, and community micro-enterprise brand development.

***** KEY PROJECT OUTCOMES & IMPACTS

Motivated by a long term vision for positive change in communities, the LIFE Project achieved remarkable results towards the ambitious Project objectives to provide a stronger model for community based development and sustainable land use.

↑ TECHNOLOGY

Completed digital workflow for organic certification and coordination of community grower groups.



个 ORGANIC LAND MAPPING

Completed mapping and auditing of over 1,800 Hectares (Ha) with regional organic labeling approval.



个TRAINING

Completed Training of 2

Trainers who trained 670

people in organic farming,

product making, financial

literacy & healthy living.

Ť RFSFARCH & **DEVELOPMENT**

Completed R&D for 8 new product launches to support income for organic farming communities.



TRAINED IN ORGANIC FARMING, PRODUCT MAKING, **BUSINESS & HEALTH**



Signed two Partnerships & a 10-year Memorandum Of Understanding with NGO's to lead organic farming development in Eastern Fiji.



1,800Ha

LAND AREAS MAPPED, AUDITED & APPROVED FOR ORGANIC LABELING



↑SALES & MARKETING

Secured distribution at five retail outlets, two wholesale buyers, and a manufacturing contract.



NEW ORGANIC PRODUCTS LAUNCHED TO SUPPORT COMMUNITY INCOME



INTERNAL REVENUE **GENERATED FROM** PRODUCT RETAIL SALES IN 2019



FJ\$11,500

COMMUNITY INCOME PAID FOR ORGANIC PRODUCT INPUTS IN 2019



Completed internal packaging rebranding & rebranded packaging for two community enterprises.



COMMUNITY **ENTERPRISES** SUPPORTED FOR





148,271+ PEOPLE REACHED ON

FACEBOOK WITH 54% GROWTH OF SOCIAL MEDIA FOLLOWING







↑ TABLE 1: OVERVIEW OF SPECIFIC OBJECTIVES, ACHIEVED OUTCOMES & KEY IMPACTS.

#_		A CHIEVED OUTCOMES	
#	OBJECTIVES	ACHIEVED OUTCOMES	KEYIMPACTS
1	Complete functional development of the LIFE platform	 100% achieved. Technical specifications assessment completed by digital agency in Australia. Functional administration modeling completed with extensive usage. 	 Streamlined organic certification of communities in Fiji resulting in more efficient and credible organic labeling by the regional body Pacific Organic & Ethical Trade Community (POETcom). Uniform baseline data collection in rural areas with comprehensive producer survey alignment to official indicators of the United Nations' Sustainable Development Goals.
2	Train & register 200 - 400 new active organic producers, who can use the LIFE platform and generate income as a result of Platform sales.	71% achieved (% average of outcomes) • Training of two trainers providing training to 680 people in 2018 (100% achieved). • Registration of 25 new organic producers. (12% achieved of 200 producer target) • FJ\$11,500+ community income paid to producers in 2018 (100% achieved).	 Increased national capacity for community training for organic farming development pathway. Establishment and support of ongoing income pathways for 5 new communities.
3	Map and audit 500- 1,000 Ha of organic lands	100% achieved.Over 1,800 Hectares of land area mapped, audited and approved for organic labeling.	1. Ongoing development of satellite mapping format for organic certification using Google Earth.
4	Conduct classes for at least 100 women/men to increase awareness of the principles and benefits of eating nutritious diets.	 100% achieved (integrated training module within activities in Objective 2) Training of 2 LIFE Community Trainers to provide training to 680 individuals in 2019. 	 Diversified range of value-added product recipes now available for community development training. Including organic cosmetics, and natural wholefoods. Increased local capacity for integration of community trainings on organic farming & product value-addition through NGO partnership Projects.
5	Sign a partnership Memorandum Of Un- derstanding (MOU) with at least 1 government Ministry agency or NGO	 100% achieved. Signed MOU with NGO Conservation International to lead organic farming pathway for Eastern Fiji's Lau Islands from 2019 to 2030. 	1. Long-term community endorsement of organic certification and organic value-added products as a pathway for sustainable community development in Eastern Fiji.
6	Release at least 5 new branded LIFE Products within 12-months	 100% achieved. 8 new LIFE products launched. Internal product rebrand completed. Packaging assistance and sales support for income growth of 3 community micro enterprises. 	 Significant internal capacity building enabling independent growth and development. Diversified internal revenue streams for higher internal stability. Strong community enterprise case studies to provide inspiration and motivation to others.
7	Develop and action a sales & marketing plan to secure at lease 3 new formal sales contracts that benefit producers and increase customer reach.	 100% achieved. 2019 Sales & marketing plan developed 4 retailers & 1 manufacturing contract secured, 2 wholesale buyers supplied. Over \$25,300 internal revenue generated from manufacturing, wholesale & retail sales in 2019 (a 230% increase from 2018 sales). 	 Internal shift from wholesale revenues to retail revenues resulting in increased internal revenue and lower restrictions on quality assurance to better suit producer communities. Increased sales efficiency and forecasting. Website redevelopment with online store.



↑ TABLE 2: OVERVIEW OF SPECIFIC TASKS AND ACHIEVED OUTCOMES.

#	TASK	ACHIEVED OUTCOMES
1	Contact communities and secure signed approval of the Project.	100% achieved. (Required prior to Project start date)
2	Organise 8 capacity building workshops on organic farming & certification. Target of 25 participants per workshop at least 200 producers capable of using LIFE platform and 500-1,000 Hectares certified.	 100% achieved. 6 independent & 13 partnership workshops Training delivered to over 670 individuals in 2019. Over 1,800Ha of land area organically certified.
3	Organise 8 capacity building workshops on agribusiness financing, processing / value-addition and good nutrition.	100% achieved • Integrated with workshops in <i>Task 2</i>
4	Conduct product research & development with active engagement of producers to launch at least 5 new products.	100% achieved • 8 new LIFE products developed & launched.
5	Develop and implement a marketing and sales plan.	100% achieved (refer to Appendix G)



↑ TABLE 3: OVERVIEW OF PROJECT DELIVERABLES

#	DELIVERABLES ★ KEY: ✓ 100% DELIVERED >>50% DELIVERED	*
1	Detailed Project implementation schedule • Submitted prior to Project commencement and updated with interim reporting.	
2	Signed agreements of targeted 8 communities/settlements in the activity • Submitted prior to Project commencement.	
3	At least 200 additional certified organic producers & at least 500-1,000 Hectares (Ha) of land areas with organic certification labeling to the Pacific Organic Standards and regional body the Pacific Organic & Ethical Trade Community. • Training delivered to over 680 individuals through 5 independent and 12 partnership community workshops. • Only 25 new organic producers registered due to prioritisation of quality of members rather than quantity, and need for follow up awareness workshops and community consultation. • Over 1,800 Ha of land area mapped and audited with approval for organic labeling by regional body POETCom.	Ø
4	At least five (5) new branded products • 8 new products launched: Organic Frangipani Beauty Oil, Organic Mosquito Repellent, Organic Body & Hair Balm, Organic Tangerine Lip Balm, Organic Dishwashing Paste, Organic Muscle Relief Balm, Organic Dilo Oil • 3 Nutritious products researched, developed and tested but pending product launch Organic Coconut Yogurt, Organic Honey Lollipops, Sugar-Free Chocolate Sauce. • 3 existing products rebranded: Organic Virgin Coconut Oil, Organic Activated Charcoal, and Organic Honey.	Ø
5	List of materials purchased for setting up organic production sites and conducting training workshops • Included with the final report submission and list of itemised Project expenses and receipts.	Ø
6	Summary of training workshops including programmes, signed participants lists, photos, and surveys • Summary report and photos included in final report (Page 6) with attendance registers submitted separately.	Ø
7	Summary of sales and marketing achievements based on plan developed (see Page 6).	
8	Final report of the activity and 2-page impact story (included in final report).	Ø

↑ TABLE 4: SUMMARY OF TRAINING WORKSHOPS

A total of 17 community trainings were conducted over the 12-month period with a high level of interest in organic product value addition for income. Registrations of key community individuals were prioritised in order to build capacity for community-led training of trainers and mobilise a more efficient training and communication pathway for ongoing development.

#	DETAILS	LOCATION	# ATTENDEES	# REGISTRATIONS
1	5/12/19 Community consultation, organic farming & standards training & land audit (3 days)	Rota, Kadavu Island, Lau Province	6	0
2	22/7/19 Cocoa farmer training with Fiji Ministry of Agriculture (1 day)	Nayavu, Wainibuka, Viti Levu	11	10
3	9/8/19 Community training & registrations (2 days)	Koroivonu, Tunuloa District, Vanua Levu	15	9
4	Sep - Nov 2019 NGO Partnership training with United Nations Development Programme, organic farming, value-addition, land audits & registration (9 workshops)	Viti Levu - Vanua Levu	585	2
5	Oct - Dec 2019 NGO Partnership training with Pacific Blue Foundation for organic awareness and capacity building in organic composting. (3 workshops)	Beqa Island	48	0
6	5/10/19 NGO training (Field Ready) on the Pacific Organic Standards and organic soap making	Loving Islands Office, Suva, Viti Levu	3	0
7	15/11/19 Community consultation & organic standards training for Oneata Island (1 day)	Suva, Viti Levu	13	0
8	2019 Ad-hoc farmer consultations and registrations	Loving Islands Office, Suva, Viti Levu	4	4
		681	25	

↑ TABLE 5: SUMMARY OF SALES & MARKETING ACHIEVEMENTS

#	KEY SALES & MARKETING OBJECTIVES	PROJECT ACHIEVEMENTS
1	Target FJ\$5,000 in monthly revenues from retail product sales by December 2019 to increase financial stability and reduce reliance on consultancy and grant funded Projects.	 Achieved FJ\$4,512 in monthly revenues from retail product sales in December 2019. Achieved 230% growth of total product retail sales in 2019 compared to 2018.
2	Target distribution at 10 retail outlets by December 2019.	• Achieved distribution with 4 retailers due to priority of direct to customer sales from small production capacity.
3	Target 1 export sale per month by December 2019.	Rescheduled to 2020 due to domestic customer priorities.
4	Target 3,000 Facebook followers by December 2019.	Achieved 2,900 followers by 31 December 2019
5	Target 3,000 Instagram followers by December 2019.	Achieved 2,985 followers by 31 December 2019

↑ TABLE 6: OVERVIEW OF FINANCIAL EXPENSES

All grant funding received from CTA was expensed according to original budget estimates with a minor budget reallocation of funds from Activity 2.1 to Activity 3.2 due to cost efficiencies in meeting objectives of Activity 2.1.

#	PROJECT EXPENSE CATEGORY	CTA APPROVED BUDGET(€)	CTA RECEIVED BUDGET (FJ\$)	CTA EXPENSES (FJ\$)	LOVING ISLANDS EXPENSES (FJ\$)	TOTAL PROJECT EXPENSES (FJ\$)
1	PROJECT ADMINISTRATION					
1.1	Project Coordination	€ 2,500	\$6,975.00	\$6,975.00	\$75,650.40	\$82,625.40
Α	Sub Total	€ 2,500	\$6,975.00	\$6,975.00	\$75,650.40	\$82,625.40
2	MATERIAL AND EQUIPMENT					
2.1	Land mapping, certification audits & travel	€ 1,000	\$2,790.00	\$2,017.22	\$620.80	\$2,6380.02
2.2	Product research and development (Technology & Product Development)	€ 4,000	\$11,160.00	\$11,169.22	\$0.00	\$11,169.22
2.3	Sales, marketing & procurement	€ 4,500	\$12,555.00	\$12,574.47	\$0.00	\$12,574.47
В	Sub Total	€ 9,500	\$26,505	\$25,760.91	\$620.80	\$26,381.71
3	OTHER EXPENSES					
3.1	Training: Organic certification and value addition	€ 4,000	\$11,160.00	\$11,160.00	\$8,555.21	\$19,715.21
3.2	Agribusiness training & development	€ 4,000	\$11,160.00	\$11,910.34	\$0.00	\$11,910.34
С	Sub Total	€ 8,000	\$22,320.00	\$23,070.34	\$8,555.21	\$31,625.55
D	Totals	€ 20,000	\$55,800.00	\$55,806.25	\$84,826.41	\$140,632.66

↑ TABLE 7: OVERVIEW OF FINANCIAL EXPENSES BY SUB-CATEGORY

This table has been included in this report for transparency purposes. Human Resource expenses indicate internal Training of Trainers with Project Development Fees indicating Loving Islands' Director's fees based on the agreed Project rates.

#	PROJECT EXPENSE CATEGORY	CTA APPROVED BUDGET(€)	CTA RECEIVED BUDGET (FJ\$)	CTA EXPENSES (FJ\$)	LOVING ISLANDS EXPENSES (FJ\$)	TOTAL PROJECT EXPENSES (FJ\$)
1	PROJECT ADMINISTRATION					
1.1	PROJECT COORDINATION	€ 2,500	\$6,975.00			
1a	Equipment			\$1,959.01	\$22.20	\$1,9181.21
1b	Human Resources (Training Of Trainers)			\$1,734.05	\$0.00	\$1,734.05
1c	Lease & Rental			\$414.17	\$16,500.00	\$16,914.17
1d	Office Supplies			\$380.00	\$0.00	\$380.00
1e	Project Development Fees (15hrs per week x 50 weeks)			\$871.80	\$59,128.20	\$60,000.00
1f	Telecoms			\$990.00	\$0.00	\$616.67
1g	Utilities			\$625.97	\$0.00	\$881.10
AA	Sub Total			\$6,975.00	\$75,650.40	\$82,625.40
2	MATERIAL AND EQUIPMENT					
2.1	LAND MAPPING, AUDITS & TRAVEL	€ 1,000	\$2,790.00			
2a	Lease & Rental			\$78.02	\$0.00	\$78.02
2b	Project Development Fees (8hrs per audit x 4 locations)			\$1,939.20	\$620.80	\$2,560.00
ВВ	Sub Total			\$2,017.22	\$620.80	\$2,638.02
2.2	PRODUCT RESEARCH AND DEVELOPMENT (TECHNOLOGY & PRODUCT DEVELOPMENT)	€ 4,000	\$11,160.00		·	
2c	Human Resources (Training Of Trainers)			\$2,078.75	\$0.00	\$2,078.75
2d	Lease & Rental			\$496.72	\$0.00	\$496.72
2e	Technology Development			\$8,593.75	\$0.00	\$8,593.75
СС	Sub Total			\$11,169.22	\$0.00	\$11,169.22
2.3	SALES, MARKETING & PROCUREMENT	€ 4,500	\$12,555.00			. ,
2f	Freight	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	+==,=====	\$565.79	\$0.00	\$565.79
2g	Human Resources (Sales Staff)			\$30.00	\$0.00	\$30.00
2h	Inventory (Community Purchases)			\$11,531.00	\$0.00	\$11,531.00
2i	Sales & Marketing			\$447.38	\$0.00	\$447.38
DD	Sub Total			\$12,574.47	\$0.00	\$12,574.47
3	OTHER EXPENSES			7-	,	7-
3.1	TRAINING: ORGANIC CERTIFICATION & VALUE ADDITION	€ 4,000	\$11,160.00			
3a	Education			\$102.13	\$0.00	\$102.13
3b	Equipment			\$1,600.31	\$0.00	\$1,600.31
3c	Human Resources (Training Of Trainers)			\$3,352.14	\$0.00	\$3,352.14
3d	Legal (Employee & Trainer Contracts)			\$452.00	\$0.00	\$452.00
	,			-		'
3e	Manufacturing			\$192.55	\$0.00	\$192.55
3f	Office Supplies			\$337.44	\$0.00	\$337.44
3g	Project Development (50hrs x 3 community businesses)			\$3,444.79	\$8,555.21	\$12,000
3h	Repairs & Maintenance			\$350.25	\$0.00	\$350.25
3i	Transport			\$1,328.39	\$0.00	\$1,328.39
EE	Sub Total			\$11,160.00	\$8,555.21	\$19,715.21
3.2	AGRIBUSINESS TRAINING & DEVELOPMENT	€ 4,000	\$11,160.00			
3j	Freight			\$1,609.41	\$0.00	\$1,609.41
3k	Lease & Rental			\$5,694.87	\$0.00	\$5,694.87
31	Operational Fees			\$183.50	\$0.00	\$183.50
3m	Sales & Marketing			\$2,755.30	\$0.00	\$2,755.30
3n	Transport			\$1,667.26	\$0.00	\$1,667.26
	•					
FF	Sub Total			\$11,910.34	\$0.00	\$11,910.34
GG	Totals	€ 20,000	\$55,800.00	\$55,806.25	\$84,826.41	\$140,632.66

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