


FFA
**FORUM FISHERIES COMMITTEE
ONE HUNDRED AND EIGHTEENTH MEETING**
Virtual
11 - 14 May 2021

Agenda Item:	19
Paper Number:	FFC118-WP16
Title:	Business Case for Pacific Island Food Revolution Programme Sponsorship

Summary:

Goal 4 of the Regional Roadmap seeks an increase in the supply of tuna for domestic consumption in order to provide nutritious food to the peoples of the Pacific and reduce pressure on inshore fisheries resources.

The opportunity has arisen for the FFA Secretariat, on behalf of Members, to collaborate with the production team of Pacific Island Food Revolution (PIFR) to sponsor three episodes out of eight in the next series (Series 3) to be screened in 2022.

This paper puts a business case in support of this sponsorship detailing the potential for PIFR to effect positive changes in individual diets toward local, healthy foods and how this influence can be leveraged to increase tuna consumption in the diets of our Pacific people and make a significant contribution towards promoting the supply of tuna for domestic consumption.

The estimated cost for the three episodes proposed is six hundred thousand US dollars (US\$600,000). It is intended that this be shared by approved budgets within FFA, with contributions also sought from other agencies which have complimentary interests. Two international agencies have indicated support already, however until such time as a commitment is confirmed, budget approval is sought for the full amount.

Recommendations:

The Committee is invited to:

- Support the proposed collaboration with the production team of the Pacific Island Food Revolution; and
- Approve FFA sponsorship of three episodes of Series 3 of the Pacific Island Food Revolution.

Business Case for Pacific Island Food Revolution Programme Sponsorship

Introduction:

1. The Regional Roadmap for Sustainable Pacific Fisheries details the important goals FFA Members are seeking to achieve in relation to tuna stock sustainability, fisheries management and monitoring, control and surveillance, and development opportunities that their tuna resource creates. Goal 4 of the Regional Roadmap seeks an increase in the supply of tuna for domestic consumption in order to provide nutritious food to the peoples of the Pacific and reduce pressure on inshore fisheries resources.

2. The opportunity has arisen for the FFA Secretariat, on behalf of Members, to collaborate with the production team of Pacific Island Food Revolution (PIFR) to sponsor three episodes out of eight in the next series (Series 3) to be screened in 2022. Utilising this medium FFA Members will be able to:

- Promote the supply of tuna for domestic consumption in order to provide nutritious food and reduce pressure on inshore resources. (Goal 4 (Food Security) of the Regional Roadmap).
- Promote tuna as an integral part of a healthy and nutritious diet.
- Promote the social, as well as economic, benefits that tuna provides to the region.
- Promote the sustainable management of Pacific Island tuna to a global audience.
- Raise awareness of efforts and initiatives undertaken by members to protect the tuna resources and environment.
- Promote the passion of Pacific Islanders around food and culture.

3. The proposed sponsorship will also raise awareness regionally and beyond, of FFA members' efforts on food security, sustainability and environmental management of our tuna resources.

Background:

4. Pacific Island Food Revolution (PIFR) is a Pacific cooking contest showcasing Pacific island cuisine to revitalise indigenous food in our diets. Commencing in 2018, the show is now into its third series and has been phenomenally successful in its reach and viewership. Over the course of a generation there has been a change in Pacific diets, from wholesome local foods to nutrient-poor processed convenience foods contributing to soaring rates of NCDs. PIFR has used Pacific food culture based on fresh, local indigenous foods to tackle this problem and restore Pacific food culture. The results have been astonishing in a short space of time (as outlined in section on 'Reach' below) and the Secretariat is seeking to leverage this exposure to promote tuna as a low calorie, high protein source of vitamins and minerals, not only to Pacific Islanders but to a wider global audience. One episode will be a documentary from 'bait to plate' demonstrating safe catching methods, traceability, sustainability and certification which will also facilitate promotion of the other intended outcomes.

5. Further understanding of the show, its intent, and past success, can be seen in a six-minute video that can be found at https://www.youtube.com/watch?v=SiiDJ_gqRMA&t=89s.

PIFR Proposal

6. For Series 3 of PIFR, the producers will do a deep dive into some of the more pressing challenges the Pacific is facing – food security, nutrition, sustainable management of the environment, and climate change.

7. In the words of celebrated *cordon bleu* chef and food author Robert Oliver, who will host and narrate the series, the episodes will include the following:

- By utilising tuna in our PIFR pantry during as many episodes as possible, help to normalise tuna as a protein.
- Two FFA episodes will feature exclusively tuna in the existing competition format.
- Ensure at least one episode showcases a whole tuna at a dinner party banquet.
- By providing delicious recipes utilising tuna, encourage more people to try it at home.
- While previous episodes have had tuna dishes, Series 3 will promote discussion about why it's a great alternative to reef species.
- An entire documentary-style episode showcasing the process from harvest to plate. Chefs will be on board a long-liner to catch their main ingredient, assist with processing and finally, make their dishes. The documentary will emphasise not only traceability, sustainability and certification of Pacific caught tuna, but also raise awareness of the social and community benefits that tuna contributes to.

8. The first two series have included teams from four Pacific nations so far (Fiji, Samoa, Tonga and Vanuatu). PNG will be included in the upcoming series however plans to include Tuvalu, Kiribati and Solomon Islands have been postponed due to Covid. Other Pacific Island countries will be added to the programme as and when travel restrictions ease.

9. PIFR will provide FFA and its members with vision, including underwater and drone footage, for promotional use.

Reach

10. PIFR reaches over seven million Pacific Islanders each week (and counting) with valuable health messaging. Despite only four Pacific Island countries having participated so far, PIFR is screened in 14 Pacific Island countries across 25 television networks on prime time. Internationally the programme also screens on Asia Food Network, SBS Australia, TVNZ, and ABC International. Global reach will extend to China, USA and Europe for which placements are currently being held. The program also produces radio shows in Fiji, Vanuatu, and Tonga reaching audiences in remote villages and outer islands in their local languages. Social media reach is also unparalleled in the Pacific. The program reached nearly 17 million social media users from June 2019 to June 2020, and has 55,000 followers on Facebook, Instagram, twitter and YouTube. Further details on reach statistics and programme metrics is provided in the attached document.

Budget:

11. The estimated cost for the three episodes proposed is six hundred thousand US dollars (US\$600,000). It is intended that this be shared by approved budgets within FFA, with contributions also sought from other agencies which have complimentary interests. Two international agencies have indicated support already, however until such time as a commitment is confirmed, budget

approval is sought for the full amount. The additional five episodes in Series 3 will be jointly sponsored by MFAT and DFAT.

Justification/Evidence of Success

12. An independent behavioural economics team has undertaken a survey of outcomes from the two series to date. Headline results for Fiji include:

- 55% of study participants (i.e. viewers) reported having changed their diet over the past year. Participants reported changes in intake of various foods such as consumption of foods with less sugar, salt, oils/fats and spices and less fast foods. Participants were said to constitute healthier/fresh foods and more fruit and vegetables.
- A noticeable shift in perceptions away from foreign food toward local food occurred in perceptions of affordability and availability. There was also a small shift in perceptions of what is easier to cook.
- Covid-19 has had positive and negative impacts on people's food choices in the Pacific. Job losses and reduced household incomes, reduced imports of foreign foods and increased food prices have been negative impacts. A positive impact however has been the requirement for people to cultivate their own food or shift towards a more locally based diet.
- 63% of participants had heard of the PIFR show through television and social media, and on average they watched six or more episodes. These participants described the show as inspiring, educative, and promoting local healthy foods.
- 52% of participants expressed their willingness to try out new dishes and 20% reported having already tried at least one of the recipes from the show.

Summary:

13. The outcomes above demonstrate the potential for PIFR to effect positive changes in individual diets toward local, healthy foods. Leveraging this influence to increase tuna consumption in the diets of our Pacific people through the programme sponsorship outlined will make a significant contribution towards promoting the supply of tuna for domestic consumption as called for under Goal 4 (Food Security) of the Regional Roadmap.

14. This sponsorship will also raise awareness regionally and beyond, of FFA members' efforts on food security, sustainability and environmental management of our tuna resources. It will align the FFA brand with a program that has been genuinely working to achieve these ends in the public eye. It will also position us with a broader, international audience as an organisation genuinely trying to support positive change and as a global sustainability leader in our sector.