



Partnering for more secure South Pacific trade

The Pacific Horticultural and Agricultural Market Access Program (PHAMA) is an Australian Department of Foreign Affairs and Trade (DFAT)-funded initiative established in 2011 and funded through to 2017. PHAMA is designed to provide practical and targeted assistance to help Pacific island countries manage regulatory aspects associated with exporting primary products (including fresh and processed plant and animal products). This encompasses gaining access for novel products into new markets, and helping to manage issues associated with maintaining and improving existing trade. Australia and New Zealand are markets of major interest, along with export markets beyond the Pacific. The core countries assisted through PHAMA include Fiji, Tonga, Samoa, Vanuatu and the Solomon Islands. PHAMA also provides assistance to other Pacific island countries through the Secretariat of the Pacific Community's (SPC's) Land Resources Division.

PHAMA Pacific Horticultural & Agricultural Market Access Program An Australian Government initiative



Australian Government
Department of Foreign Affairs and Trade



Our mission: Equitable and sustainable agricultural trade for the South Pacific

The PHAMA mission is to strive for equitable and sustainable agricultural industries and value-added ventures across the South Pacific.

Agriculture is central to the livelihoods of many South Pacific people. Historically, the region has been economically disadvantaged with limited development opportunities. With the rise in a global economy and challenges such as climate change, an increasing world population and diminishing food security, it is imperative development opportunities are improved and the region is economically secure.

What we do: Effective market-access support across many commodities

PHAMA's work focuses on maintaining and improving existing market access by developing the capacity of the public and private sectors in PHAMA countries to meet the requirements of these markets, and on gaining access for novel agricultural-based products into new markets. PHAMA also provides assistance in meeting export regulations, such as compliance with international food safety standards. In terms of new export products, PHAMA can assist with market research and market development activities.



Central to the PHAMA approach is the development of strong public-private partnerships between governments and private sectors to help manage market access. Market Access Working Groups (MAWGs) have been established by PHAMA within the core PHAMA countries. These include private sector representatives (e.g. exporters and producer groups) and relevant government agencies responsible for elements of market access (e.g. Departments of Quarantine, Trade, Agriculture, Fisheries and Forestry). MAWGs provide the link between farmers, industry and government.

Examples of our activities include:

- Gaining new markets for selected products
- Accreditation for selected export facilities
- Development of quality production and processing manuals
- Animal or plant health surveys to support market access
- Export feasibility for selected products to new destinations
- Development of biosecurity plans for horticultural industries
- Development of export pathway protocols for new products
- Capacity building of public and private sector to gain, maintain and improve international market access.

Future viability ... achieving enduring impacts

A key aim of PHAMA beyond our core activities is to develop longer-term country-specific sustainability of the MAWGs and to establish Industry Working Groups in countries where there is minimal industry representation. This long-term focus entails assisting with legal, political and structural tasks to ensure continuation of the export support activities beyond PHAMA.

How we work

The PHAMA regional office is located at SPC's Land Resources Division in Suva, Fiji. Smaller offices are operated in all PHAMA countries and staffed by our dedicated National Market Access Coordinators. The core program is managed by URS Australia Pty Ltd, a leading provider of engineering, construction and technical services, in association with KALANG Consultancy Services Australia, a boutique consulting company providing specialised market access and quarantine advisory services. In addition to our core program, the Australian Government provides support to SPC through PHAMA program funding, to help strengthen regional market access support services.



"Agricultural commodities and value-added foods are the world's future oil fields ... and in a growing global economy, now more than ever, we need reliable food supplies,"
Rob Duthie, Technical Director.

Contact Us



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