

AMERICAN SAMOA
DEPARTMENT OF AGRICULTURE

POINT OF CONTACT
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USDA AMS AGREEMENT NUMBER
12-25-B-1445

REVISED FINAL PERFORMANCE REPORT

DECEMBER 8, 2015

Native Samoan Agribusiness Strategic Partnership (COCOA)

Revised Final Report

Project Summary

In the beginning of this project in 2012, the American Samoa Department of Agriculture in partner with Native Hawaiian Holding Company, Inc. to implement, oversee and manage the project. In December 2014, NHHC was removed as a project partner and ASG-DOA administered the project on its own. The department provided technical assistance, seedlings, equipment, support, and other key resources for implementation of the project. The goal was to identify a specialty crop that would hold great earning potential for the territory and one that the community would support and we did, 'COCOA'. Willex Samoa Company from Samoa was the cocoa provider throughout the entire project. Till now, they were providing cocoa but the demand has decreased. During the first two years of the project, the demand for cocoa was requested by individuals with land throughout the entire island, along with Aunu'u and Manu'a. The DOA Extension workers continued to provide assistance while the land owners continue to maintain and manage their cocoa farm.

Project Approach

1. HOW TO: Before the start of the distributing of the cocoa to individual farmers, Nine extension employees had to be trained in coping with farmers on the 'how to' process such as:
 - How to deal with farmers out in the fields;
 - Need to know the spacing method in planting of the cocoa;
 - What to expect from each farmer;
 - Have patients coping with each farmer.
2. TRAINING: The Extension employees were trained at least two hours every two weeks for the first year of the Specialty Crop Program or when needed. Training was held at the Department conference room. They were given information that they needed on how to plant the cocoa by spacing, coping with farmers and much more.
3. WORKSHOPS/MEETINGS: Workshops and meetings were held for the farmers, letting them know of the project approved, where to register and how to manage and maintain each cocoa. Workshops were held once a month for one hour at the Department of Agriculture conference room.
4. FIELD VISITATION: Field visits to the individuals or farmers were performed by the Extension workers after one week of planting. Once the cocoas were planted they would have field visits once a month for the first six month in the program. Once the laborers are trained on site on what to do, they are to maintain the cocoa field by themselves and not to neglect them. From then on,

our Extension workers would do field visits every six months just to see how the plants look in size and to see if the land owners would need more guidance.

5. COCOA PLANTS PLANTED OUT INTO DIFFERENT VILLAGES:

	VILLAGE	LAND OWNER	TOTAL PLANTED
1	FAGALI'I	PELETI SAKARIA	22
2.	VAITOGI	FAAULU OFOIA	254
3.	FAILOLO	SEFULU	100
4.	MALAEIMI	LELEI PEAU	120
5.	PAVAIAI	POUMELE	400
6.	FOGAGOGO	ALO STEVENSON	208
7.	MALAELOA	TUILEFANO	300
8.	PAGO PAGO	ALO STEVENSON	300
9.	FAGASA	SILI SATAUA	550
10.	FAGASA	ALO FAAUUGA	450
11.	VAITOGI	TINITALI	300
	TOTAL:		3,004

Besides the 11 top individuals who requested cocoa pods to be planted on their farmlands, more than 200 farmers were also given five cocoa plants to plant.

Goals and Outcomes Achieved

The goal of this outreach plan was to identify a specialty crop that would hold great earning potential for the Territory and one that the community would support and we did, "COCOA". A demand of cocoa was requested from farmers and/or villages and so we placed orders of cocoa from our neighboring island of Samoa due to the lack of cocoa grown on Tutuila. The department Extension laborers assisted each individual with clearing and planting the cocoa pods and they were to manage, care and maintain each fields on their own. Every quarterly, the department would continue to monitor and provide technical assistance to each individual with cocoa planted on their farmlands. Up to this date, we continue to receive cocoa pods from our distributor, Wilex Samoa Company in Samoa, but the demand for cocoa has limited. We also received cocoa plants from the village of Malaeloa and the Marketplace. More than ten cocoa plants were also planted on the compound of the Department of Agriculture. We continue to propagate seeding new plants to distribute to small farmers. The program is now complete, see the goals below:

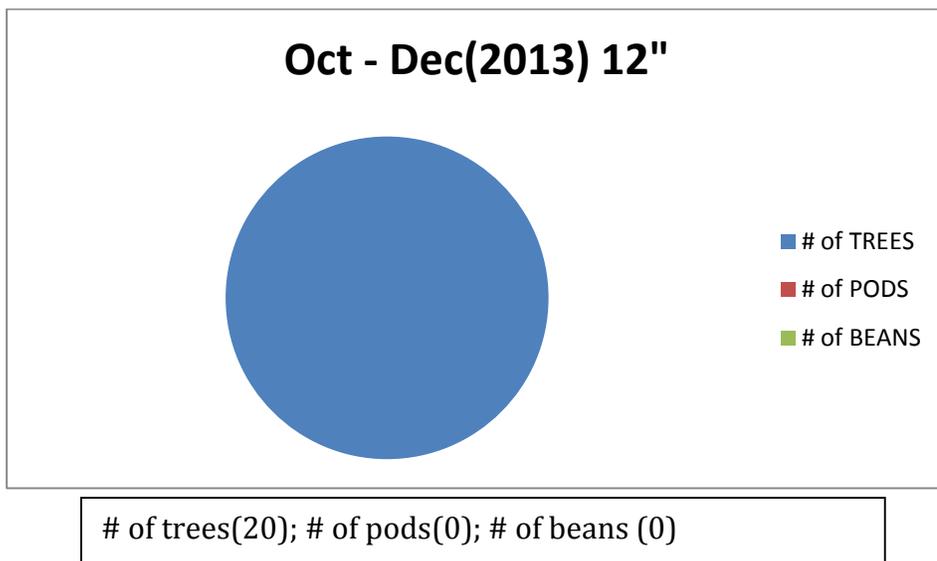
Goal 1: Recruit and identify of cocoa farms:

- Baseline: During the three years of the program 11 individuals were identified. The 200 plus farmers and/or individuals also mentioned above are:
 - Manua Farm Fair 2014 50 cocoa plants
 - Farm Fair 2013 50 cocoa plants
 - Farm Fair 2014 50 cocoa plants
 - Agriculture Fair 2014 20 cocoa plants

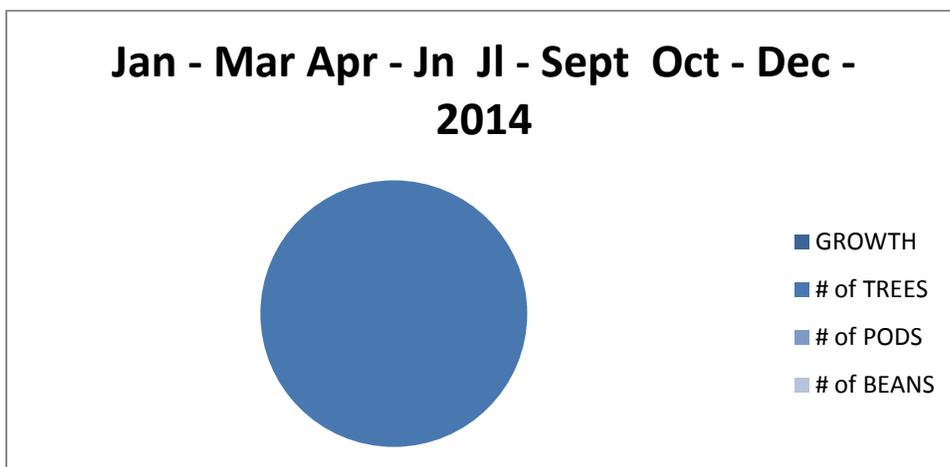
- DOC event where we had a booth for Agriculture 20 cocoa plants
- DOA compound, individuals requesting for cocoa plants 200 plus cocoa plants
 - TOTAL: 390 cocoa plants distributed
- Target: We didn't reach the total targeted farms as predicted in the state plan.
- Performance Measurement: the actual number of new cocoa farms established and documented is not known, but from the actual 11 farmers and/or individuals mentioned above, probably five are still active.

Goal 2: The data are from the CACAO TREES on DOA compound. Due to some of the individuals who had planted cocoa trees in their lands have been destroyed and replanted, while others have neglected to maintain and care for the trees for quite some time. Some of the trees have been planted under shaded areas and have not grown and fruited pods (see photos)

20 CACAO TREES - #1

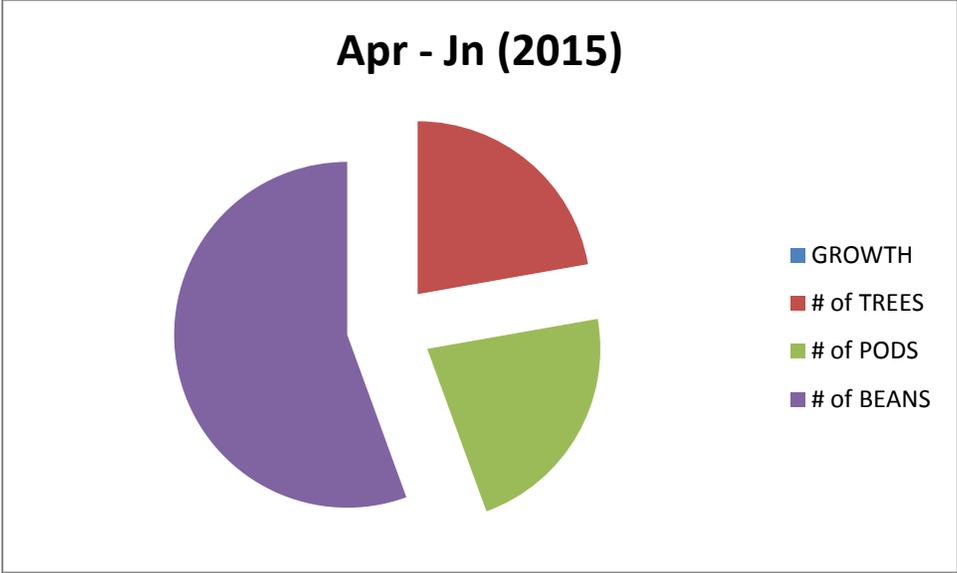


20 CACAO TREES #2



GROWTH
 Jan-Mar = 1ft; Apr-Jn = 2ft; Jl - Sept = 3ft; Oct-Dec = 5ft
 # of trees: 20; # of pods = 0; # of beans = 0

20 CACAO TREES #3



Apr - Jn = growth (6ft); # of trees - 10; # of pods - 20; # of beans - between 40 & 50 beans per pod

Goal 3:

- Photo #1: (early stage) 20 trees; no pods and no beans
- Photo #2: (early stage) 20 trees, no pods and no beans
- Photo #3: (3rd year) 10 trees (10 destroyed and replanted)
 - Tree #1 to tree #10: 100 pods
 - Tree #1 to tree #10: 5,000 beans

Beneficiaries

Direct beneficiaries of the project activities were individuals who had the desire to grow cocoa on their farmlands and also more than 200 farmers were given five cocoa plants from the department to be planted as well. (see list under Project Approach #5)

Lessons Learned

As the goals and outcomes of this project has achieved throughout the years, more work was still needed to benefit the farmers. As also mentioned that the demand for cocoa pods or plants has decreased but we continue to order and receive them from our distributors and educate the farmers in growing and planting them on their farmlands as the need is still there. Even thou the program have ended and we didn't reach our targeted goal as predicted, we continue to provide individuals that asks for cacao plants and hope our targeted goal can be reached. During our visits, it was very hard for our extension workers to track and gather data from individual farmers due to lack of maintenance and record keeping on their part. Therefore, a count of trees is not the problem, but the number of pods per tree and number of beans per pod will never be accurate.

Contact Person

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Additional Information

Photos #1 & 2 are cocoa pods being nurtured at the Department of Agriculture greenhouse. #3, 4, 5 are cocoa trees with fruits grown in the Department of Agriculture. Photos #6 is 7 to 12 are from individual farms.

#1



#2



#3

Pods



#4



#5

Pods



#6

Lelei Peau
Malaeimi village

Pods



#7

Tuilefano
Malaeloa village



#8

Tinitali
Vaitogi village



#9

Sili Sataua
Fagasa village



#10

Tuilefano
Malaeloa village



#11

Tinitali
Vaitogi village



#12

Sili Sataua
Fagasa village

