

Island Food Community of Pohnpei

Report on the Strategic Planning Retreat



April 24, 2004
Sea Breeze Hotel, Kolonia, Pohnpei
9 am to 3 pm

SUMMARY

The Strategic Planning Session April 24, 2004, brought together 15 Island Food Community of Pohnpei (IFCP) members for discussing and agreeing upon the primary areas of focus for IFCP for the year 2004. The meeting was opened by Chairman Adelino Lorens and was facilitated by Vice-Chairman Bill Raynor. An update was presented by Dr. Lois Englberger on the results of the Pohnpei Food and Nutrition Survey led by Allison Corsi, Emory University, and on the donors and present projects of IFCP. Members discussed the strengths, weaknesses, opportunities and threats for IFCP and also discussed the results of the recent analyses of local food for nutrient content. Members concluded that the four main areas of focus should be: public awareness; conservation of local food crops, marketing/processing, and nutrient analyses.

GROUND RULES

The Facilitator referred to the agenda items (Annex 2) and also presented the Ground Rules for the meeting, which were:

- Be on time
- Participate
- Respect other's opinions
- No side conversations
- Be flexible
- Have fun 😊 !

INTRODUCTIONS

The Facilitator asked that participants take a partner and find out something about them that they did not know before, in addition to the person's name and affiliation. The partner then presented that information in the group introductions.

EXPECTATIONS

Participants were asked to state their expectations of the meeting, which were:

- BR- Same Page
- YP- Learn more about IFCP
- WH- Same
- RC- Listen & Learn and write
- CS- Work together to promote local foods
- PW- Believe in IFCP and want to contribute
- LE- Learn how we can work together
- AL- Expect clearer guidelines for IFCP activities
- RA- Strategic plan/Road map to move us towards the vision
- AL- See how agriculture work fits with IFCP
- BH- How to change people's attitudes
- AS- Learn more about IFCP and how I can help
- EP- How we can provide leadership, stimulate public interest/change
- RA- That IFCP be more visible to the public

IFCP UPDATE of Current Activities and Commitments

Dr. Englberger gave a brief presentation on the current grants received. This included: Australian Embassy, SPC German Regional Forestry Project, SPC Pacific Agriculture Plant Genetic Resource Network (PAPGREN), Centers for Disease Control and Prevention (CDC), United Nations Children's Fund, and Sight and Life.

TASTING TIME FOR NEW RECIPES

Yumiko Paul brought *Taiwang* Pancakes for tasting and Catherine Sundvall brought samples of the following new recipes that she is developing for a new cookbook:

- *Karat* Local Apple Spread with *Karat* Coconut Bread
- *Karat Kalamansi* Pudding with *Akadahn* Bananas
- *Karat* Tomato Catsup
- *Karat* Mustard
- *Karat* "607" Island Dressing
- *Karat* Chocolate Ice Cream
- *Karat* Coffee Sorbet

Members were enthusiastic about the recipes.

REPORT on Recent Pohnpei Nutritional Survey (Allison Corsi)

Dr. Englberger presented some of the preliminary data from the recent Pohnpei Nutritional Survey carried out in February 2004. This was a project led by Allison Corsi, Emory University. Some of the comments were:

RA- The data looks a bit "too good" (a bit high consumption of local food); possibly the results would be different among adolescents.

LE- (explaining) These data represent the frequency of consumption of foods by number of days eaten in the week. Even if a small piece of banana was eaten on one day, it is still counted as one day on which that local food was eaten.

BR- The data looks more like a rural community; what struck me was the low percentage saying that they had not received any information on healthy foods, despite all the campaigning that has been carried out in the past years.

YP- People say that they want the scientific findings; that is the difference in the past campaigning and now. There is a big difference now with the information going out, because now we have real data on our own foods. I am now already telling people about the IFCP and I hope that this group can analyze more local foods.

AL- This survey demonstrated the collaborative efforts of different organizations.

BR- Thanks for these data, which is really "hot off the press."

VISION/MISSION

Dr. Pretrick and other members stated that the Vision is good. One member said "the vision is perfect." BH added that she likes the vision and hopes that this organization might help with primary health care. MK pointed out the importance of marketing and it was pointed out that it is in the Mission. BR explained that we would keep reviewing the Vision and Mission after a year or so, and make sure that it fits our needs.

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

The Facilitator explained the SWOT analysis and had the participants break up to list the SWOT for the IFCP. The results were:

Strengths

- Good Cause, local initiative
- Right people – key players
- First NGO effort for nutrition
- Provides a forum
- Provides research findings
- Local initiative, community oriented
- Pilot Farm
- Committed people
- Freedom to express views
- NGO status provides opportunities
- Ongoing existing cooperation

Weaknesses

- Dependence on volunteers
- Losing Lois
- Need to clarify membership
- Time constraints
- Individual biases
- Lack of formal office staff
- Participation
- Lack of real power
- Simple financial system

Opportunities

- External organizations for funding
- Wonderful food
- New findings
- Good agricultural place
- Compact money diminishing
- New findings raise status
- “Its not the food, it’s who eats the food”
- Children value their island/life style
- Community receptivity especially farmer
- COM
- Newspaper & radio
- Entrepreneur
- Changing who eats the food, social, status

Threats

- Resistance
- Understanding English
- Habits
- No office, staff, limited funding
- Language (for non-Pohnpeians)
- Losing cultivars
- Loss of traditional cultural knowledge
- Marketing of imports
- Laziness
- New NGO, not well known
- Limited time of members
- Sensitivity to language & culture
- Growing but not eating

BRAINSTORM on Key Issues and Focus for IFCP

The Facilitator explained that the areas listed by the participants fell into five overall areas, including Education/Public Awareness (most frequently listed of all); Marketing and Processing; Research and Food Analysis; Office Staff/Members. The areas mentioned by the participants (as grouped under those five overall areas) were:

Education Awareness (PW, LE, BH, YP, WH)

1. Improve the exposure of the benefit of local foods to the population.
2. Increase the amount of locally grown food that children eat.

3. Educate the local community about this group and all the importance and healthiness of the locally grown food. Convince people to plant more instead of importing more, educate on the changes and importance.
4. Educate the people who prepare food on how to use local food in their favorite cuisines.
5. Educate the people (Traditional Community and Children).
6. Use results of survey (C. Allison) & Lois's Banana Analysis results and educate people on the findings.
7. Change local attitudes to commercial agriculture and to certain locally grown foods.
8. Encourage people in the community to eating or going back to locally grown food.
9. Develop more teaching materials. Translate the materials into Pohnpei.
10. Improve the exposure of the benefit of locally grown foods to the population. Group target is school kids, parents and teachers.
11. Improve the exposure of the benefit of locally grown foods to the population
12. Help change people's behavior, from consuming imported food to our healthy locally grown food.
13. Support annual food show for Pohnpei.
14. Strongly teach mothers the value of our own food, because they have the most impact on our future kids.
15. Push education, and promotion of locally grown food. Target specific groups, starting working with the church as a means to reach into the communities.
16. More education in the communities for land utilization to carryout local food consumption and marketing.

Marketing/Processing (AS, CS, RC)

1. Encourage Local Farmers/Markets to purchase local food rather than imported food.
2. Encourage the development of commercial agriculture.
3. Encourage the production, processing and marketing of more local foods by commercial farmers and local businesses
4. Investigate methods of increasing utilization of local foods, such as advertising their availability from local stores, in order to increase awareness of their availability.

Conservation of the Local Varieties of Foods (AL, AL, MK)

1. Increasing planting material and motivation to plant and eat locally grown food. Increase the number of planting materials; use tissue culture if possible.
2. Assist conservation of important local food crop varieties. Preserve Germplasm.
3. Assist production and effective distribution system of high demand planting materials.

Office Staff /members

1. Office/Location – for administrative work, seek funding, organize files and meetings.
2. Work on finding funding to support at least 1 full time employee and a small office. Find good lighting; working in a building with no natural light is depressing.
3. Establish an office with hired staff with good knowledge in bookkeeping to make sure our financial reports are excellent for donors and members. This includes finding acquisition for the IFCP.
4. Keep members committed with good communication and the spirit of teamwork.

Research and Food Analysis

1. Work on documenting the local varieties of food crops like banana, taro, breadfruit, and yam that are presently growing on Pohnpei so, we know what we have and what we have lost.
2. Conduct more food analysis and research and share those information with public especially in the communities.
3. Find an organization that can do food analysis on local foods, staples, fish, also do other nutritive value on bananas, taro, breadfruit and pandanus aside from vitamin A.

IFCP DRAFT STRATEGIC PLAN FY04

The Facilitator pointed out Lois has a good “handle” on the area of research and food analysis and that the Executive Committee could work on the issue of office staff and memberships, leaving three areas for participants to work on. He asked that working groups develop a goal and 3 SMART objectives for each of the three remaining areas. The results were as follows:

1. EDUCATION/AWARENESS

Goal: Increase production and consumption of locally grown food.

OBJECTIVE 1

By the end of 2005 there will be a 30% increase in school gardens, focusing on yellow varieties.

OBJECTIVE 2

By the end of 2005 there will be 3 additional schools with a policy to control the local vendors to provide more local food – ex. Ohmine School.

Activities: awareness materials, PTA, cooking demonstrations and classroom lessons.

OBJECTIVE 3

By the end of 2005 IFCP is represented in the media at least twice and more street talks on locally grown foods.

2. CONSERVATION OF TRADITIONAL CROP VARIETIES

Goal: To conserve & increase the number of planting materials available of the local food crop cultivars, beginning with banana.

OBJECTIVE 1

By the end of 2005, assist in completion of the COM Land Grant/Agriculture Germplasm collection of all Pohnpei banana cultivars.

OBJECTIVE 2

By the end of 2005, assist Agriculture/COM Land Grant to complete documentation all PNI banana cultivars.

OBJECTIVE 3

Assist in on-going distribution of Vitamin A rich banana cultivars, targeting 10 local farmers in 2004 and them increasing that number by 50% every following year.

3. MARKETING/PROCESSING

Goal: Identify crops and processed products that can be feasibly grown, processed, and marketed in Pohnpei.

OBJECTIVE 1

Explore banana ice cream (processing, consumer testing market potential.)

OBJECTIVE 2

Explore banana ketchup (processing, consumer testing market potential.)

OBJECTIVE 3

Explore fruit jams and jellies (processing, consumer testing market potential.)

CLOSING

The Facilitator asked participants to state whether the session met their expectations as stated at the outset. All stated enthusiastically that it had met their expectations. Some comments documented are as below. The Facilitator also thanked all the participants for taking their time on a Saturday to come to the session.

Participant	Comments on how the session met participants' expectations
Olivier	Thank you (Catherine) for the ice cream and catsup and concoctions, and nice job Bill for the facilitating. Feel free to contact me for articles in the Kaselehlie Press.
Berno	The Pacific Nursing Association meeting is coming up in June. There are topics on non-communicable disease on the agenda, and we will invite nutrition to be included.
Anna	I was not bored!!
Mark	I will be a marketing agent!!
Welsey	I really like Catherine and how she tricked the kids into eating the local foods!! I want the recipes so that I can teach these in the communities.
Yumiko	Thank you to the organizers and the opportunity to meet people again, and some for the first time. This will help me in writing proposals. Also I want to mention about my experience studying in Japan with Professor Miyuki Adachi, Kagawa Nutrition University, and the concept of "healthy obesity." This term refers to overweight which is not associated with any health problems, and Dr. Adachi researched this in Tonga and found that there were overweight people in the rural areas but they did not have the health problems that the overweight people in the urban areas had. The

	people in the rural areas were eating local foods. Even though I am overweight I am healthy, and I eat local foods. ... There is nothing wrong with local foods and I want that the young people to eat local foods and are proud to eat local foods.
Robert	It was my pleasure to be here. There is a lot of knowledge and commitment in this group.
Catherine	You have an incredible treasure with the local foods here. You start with the children. Robert helped us to think how to use the capitalistic system.
Adelino	Thanks to Bill for his facilitating and Lois for her efforts and to all participants. The session did meet my expectations of setting clear guidelines for IFCP.

Annex 1

Island Food Community of Pohnpei Participants Strategy Planning Meeting April 24, 2004

<u>Name</u>	<u>Organization</u>	<u>Telephone</u>	<u>E-mail</u>
1. Penny Weilbacher	COM-FSM	320-3795	pennyw@comfsm.fm
2. Catherine Sundvall	Recipe	320-2167	csundvall@mail.fm
3. Robert Churney	COM-FSM	320-7918	rchurney@comfsm.fm
4. Adelino Lorens	Agriculture, DEA	320-2400	pniagriculture@mail.fm
5. Robert Andreas	COM-FSM	320-2480	andreas@comfsm.fm
6. Mark Kostka	COM-FSM	320-5731	mkostka@comfsm.fm
7. Amy Levendusky	Agriculture (Peace Corp)	320-2400	peacecorpamy@yahoo.com
8. Bernolina L. Hedson	Health	320-6518	ibjhelson@mail.fm
9. Anna Santos	Mahs Mahs Met	320-3311	
10. Dr. Eliuel K. Pretrick	N.G. HESA	320-8300	fsmbiot@mail.fm
11. Bill Raynor	TNC-FSM	320-4267	braynor@mailfm
12. Welsihter Hagilmai	COM –CES Land Grant	320-5731	
13. Olivier Wortel	TNC/Seacology/Journalist		olivier96@hotmail.com
14. Yumiko Paul	PHC, Nurse/Nutritionist	320-3571	healthcare@mail.fm
15. Dr. Lois Englberger	Research Advisor	320-8639	nutrition@mail.fm

Annex 2

**Island Food Community of Pohnpei
Strategic Planning Session Agenda
Saturday, April 24, 2004
Sea Breeze Conference Room**

Time	Activity	Presenter/ Facilitator
9:00 am	Prayer and Welcoming	Chairperson, IFCP
9:15 am	Introduction and Overview/Ground Rules	Bill Raynor
9:30 am	Expectations - what is going to have to happen for us to feel this planning retreat is a success?	All
10:00	IFCP update on current activities and commitments	Lois Englberger Secretary/Treasurer
10:30 am	Break	All
10:45	Report on recent Pohnpei nutritional survey (Allison Corsi)	Lois Englberger Secretary/Treasurer
11:15 am	Vision Check - Review our 20 year vision for Pohnpei- what will Pohnpei look like in twenty years if we are successful?	All
11:30 am	Mission/Values Check – Review Values and Mission Statement	
11:45 am	SWOT Check – Review Strengths, Weaknesses, Opportunities, Threats	All
12:00 noon	Lunch	
1:00 pm	Brainstorm and Prioritize IFCP Strategic Issues and Goals (Long-term 3-5 years)	All
2:00 pm	Develop Objectives and Action Plans for FY04	Break-out groups
3:30 pm	Break	
4:00 pm	Break-out Group Reports	All
4:30 pm	Review and Next Steps	All
5:00 pm	All PAU	

GOALS-

Target for medium to long-term accomplishments. General description of what the organization wants to achieve.

Begin with an action verb (create, organize, launch) followed by a specific desired outcome.

OBJECTIVES-

Short to medium-term action statements that specifically address a significant part of a stated goal. Can be several objectives under each goal - objectives are more concrete and measurable than goals.

S = Specific - is it focussed?

M = Measurable - how can you tell if it's accomplished?

A = Attainable - Is it a realistic target?

R = Resource-based - Do you have what you need (fund, time, skills) to do it?

T = Timely - When will it be done for the greatest value?

ACTION PLANS-

Action Plans are discrete and specific actions that need to be carried out in order to accomplish objectives. They are written as specific and realistic statements that are results-oriented and specify a timeframe and responsible manager.

1. Develop objective(s) for high priority goals
2. Identify specific activities for achieving each objective - include responsibility, deadline, and resources required (employees, facilities, equipment, communications, leadership, time, and money)
3. Identify potential obstacles and how we will address them
4. Develop method(s) of evaluation to determine success.

Island Food Community of Pohnpei

Vision

The vision of the Island Food Community of Pohnpei is to live on a productive environmentally sound island where a diversity of locally grown Island Food is produced and consumed, providing food security, sustainable development, economic benefits, self-reliance, improved health, cultural preservation, and human dignity, and at the same time protecting the natural resources.

Mission

The Island Food Community of Pohnpei promotes the production, consumption, local marketing, and if feasible export of locally grown Island Foods in order to regain the dignity of relying on home food production, attain a greater degree of food security for the state, rescue cultural values, and improve health of the people.

Pohnpeian community participation and empowerment is the cornerstone of our work.