



Pacific Horticultural &  
Agricultural Market Access  
Plus Program  
Supported by Australia and New Zealand

**Joint Media Release**

**For Immediate Release**

### **Partnership a plus for Niue's export**

**Alofi, Niue - 2 November 2021** - A new agreement has been established for technical support in Niue under the Pacific Agreement on Closer Economic Relations (PACER Plus).

The agreement between the Government of Niue and the Australian and New Zealand funded Pacific Horticultural and Market Access Plus Program (PHAMA Plus) aims to facilitate agricultural trade and support development opportunities arising from participation in the PACER Plus agreement.

The partnership, launched at the Niue National Show Day on Saturday 16 October 2021, will work with the public and private sector in Niue to boost trade with Australia and New Zealand and increase exports of agricultural, fresh and value-added products. Focus areas will include biosecurity; trade; production; market access pathways, quality and standards.

PACER Plus is a trade and development agreement that came into force on 13 December 2020 signed between Australia, New Zealand and nine Forum Islands Countries (FICs). It provides these countries valuable opportunities to promote and facilitate regional trade and economic integration in the Pacific. Niue ratified PACER Plus in July 2020.

“Small island economies cannot trade competitively in the region because of the many challenges we face. Opportunities such as this with PHAMA Plus enable us to build our capacities and enhance our trading activities with key trading partners Australia and New Zealand as well as harness economic development opportunities arising from PACER Plus,” Niue Finance Minister Honourable Crossley Tatui said.

“This partnership from PHAMA Plus will translate into many positive opportunities for us as a country. We will be able to develop and strengthen our private sector, which is critical to our economic recovery efforts amid COVID-19. The future looks promising for our community of growers and exporters with the support provided by programs like PHAMA Plus.”

PHAMA Plus will work with the Government of Niue and stakeholders in Niue to establish and adopt certification and quality standards, such as for food safety and organic certification. This will, in turn, allow exporters in Niue to maintain existing market access and gain access to new export market destinations for their products.

“I am very grateful and would like to acknowledge PHAMA Plus Program funded by the Governments of Australia and New Zealand for their support and engagement with Niue under PACER Plus to assist with market access opportunities for our potential agricultural products going forward,” said the Niue Minister for Natural Resources Honourable Esa Sharon Mona Faitala Aini'u.

The partnership also focuses on capacity-building for the Niue biosecurity authorities to prepare for, and manage biosecurity threats. Work will be scoped on the movement of clean shipping containers between Niue and other countries. This will strengthen the export



Pacific Horticultural &  
Agricultural Market Access  
Plus Program  
Supported by Australia and New Zealand

pathway and enable the region, including Niue, to improve the efficiency of container movement and manage the spread of unwanted plant pests and diseases.

“PACER Plus is an important part of Australia's engagement in the Pacific. We’re pleased to support Niue through PHAMA Plus to ensure that they access opportunities in Australian and New Zealand markets that convert into actual trade gains with positive economic spinoffs for all Niuean’s,” said Australian High Commissioner to Niue Ms Susan Allen.

“New Zealand welcomes the ongoing support from PHAMA Plus as Niue seeks to develop sustainable economic growth and improve systems for export. PACER Plus is an important regional commitment to improved livelihoods and well-being, and we look forward to continuing our close engagement with Niue on trade issues, including as the economy recovers from the effects of the COVID-19 pandemic,” said New Zealand High Commissioner to Niue Helen Tunnah.

PHAMA Plus currently delivers similar trade facilitation activities for the agricultural sectors in Fiji, PNG, Samoa, Solomon Islands, Tonga and Vanuatu, as well as other Small Islands States signatories to PACER Plus – Cook Islands and Kiribati.

## ENDS

### For further queries please contact:

Frank Sioneholo, Head of Economics, Planning, Development and Trade, GON  
[frank.sioneholo@mail.gov.nu](mailto:frank.sioneholo@mail.gov.nu)

Sangita Kumar, Project Manager PACER Plus and PHAMA Plus  
+679 7090815 [s.kumar@phamaplus.com.au](mailto:s.kumar@phamaplus.com.au)

### ABOUT PHAMA Plus

- PHAMA Plus is funded by the Governments of Australia and New Zealand and aims to contribute to improved economic growth and increased income for 200,000 rural households in the Pacific countries where it operates.
- PHAMA Plus is commercially focused, exported oriented and inclusive. It provides practical assistance to help Pacific Island public and private partners manage the biosecurity and quality standards associated with exporting primary and processed horticulture and agriculture products.
- This encompasses the provision of support to PHAMA Plus beneficiaries to gain access for products into new markets and to help manage issues associated with maintaining and improving existing trade. PHAMA Plus places particular emphasis on Gender Equality and Social Inclusion in agricultural and horticultural market systems.
- Core countries assisted through PHAMA Plus are Fiji, PNG, Samoa, Solomons Islands, Tonga, and Vanuatu and program support is now being extended to Small Island States (SIS's) that have ratified PACER Plus, currently Cook Islands, Kiribati, and Niue.



Pacific Horticultural &  
Agricultural Market Access  
Plus Program  
Supported by Australia and New Zealand

## ABOUT PACER PLUS

- The Pacific Agreement on Closer Economic Relations (PACER) Plus is a trade and development agreement that came into force on 13 December 2020. Eight countries are currently Parties to the Agreement: Australia, Cook Islands, Kiribati, New Zealand, Niue, Samoa, Solomon Islands and Tonga. Kiribati ratified PACER Plus in July 2020.
- PACER Plus covers trade in goods (rules of origin and verification procedures, customs procedures, biosecurity measures, and standards and conformance), trade in services, investment, temporary movement of natural persons, development and economic cooperation, institutional arrangements, transparency, and consultation and dispute settlement. Schedules of commitments cover tariffs, services, investment and movement of natural persons.