



Government of Samoa

Ministry of Agriculture and Fisheries

PRESS RELEASE

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Projects to Enhance Local Poultry Processing & Exports Start to Take Place

The Hon Minister of Agriculture, STEC (and the Samoa Exports Authority & Estates Authority), Afioga Laaulialemalietoa Leuatea Schmidt visited on Thursday 8th June 2023 the initial commissioning of the Frankie Chicken Broiler Processing Factory at STEC Mulifanua. The Processing facility is one of the initiatives supported and promoted by the Samoa Export Authority – which is now in the process of being amalgamated with the Samoa Trust Estates – as directed by the Government/Cabinet in February 2023.

The Steering Committee of the Samoa Export Authority Chairman, Tagaloa Eddie Wilson and members Papalii Panoa Tavita Moala and Acting CEO of STEC, Natasha Kolose and Afoa Kolone Vaai o KVA Consult also attended the plant commissioning. The Managing Director of the Frankie Group, Pitovaomaiana May Cai welcomed the Hon Minister and Committee- and showed them the new plant throughout its full operation from live broiler right through the cleaning, processing and preparing of the chickens right up to the packaging stage, ready for the market. The Frankie facility can process 1000 birds per hour from live to packaging.

The Hon Minister thanked Pitovaomaiana & Staff who were assisted by Papalii Panoa in and Afoa Kolone Vaai of KVA Consult in developing the project with support from the Samoa Export Steering committee. The aim of the project, according to the Hon Laaulialemalietoa is to provide support for the \$1m Village Development Project and for rural communities who will be encouraged to raise local chicken and supplying them to facilities such as the Frankie Processing Factory and have them ready for market and generate immediate income.

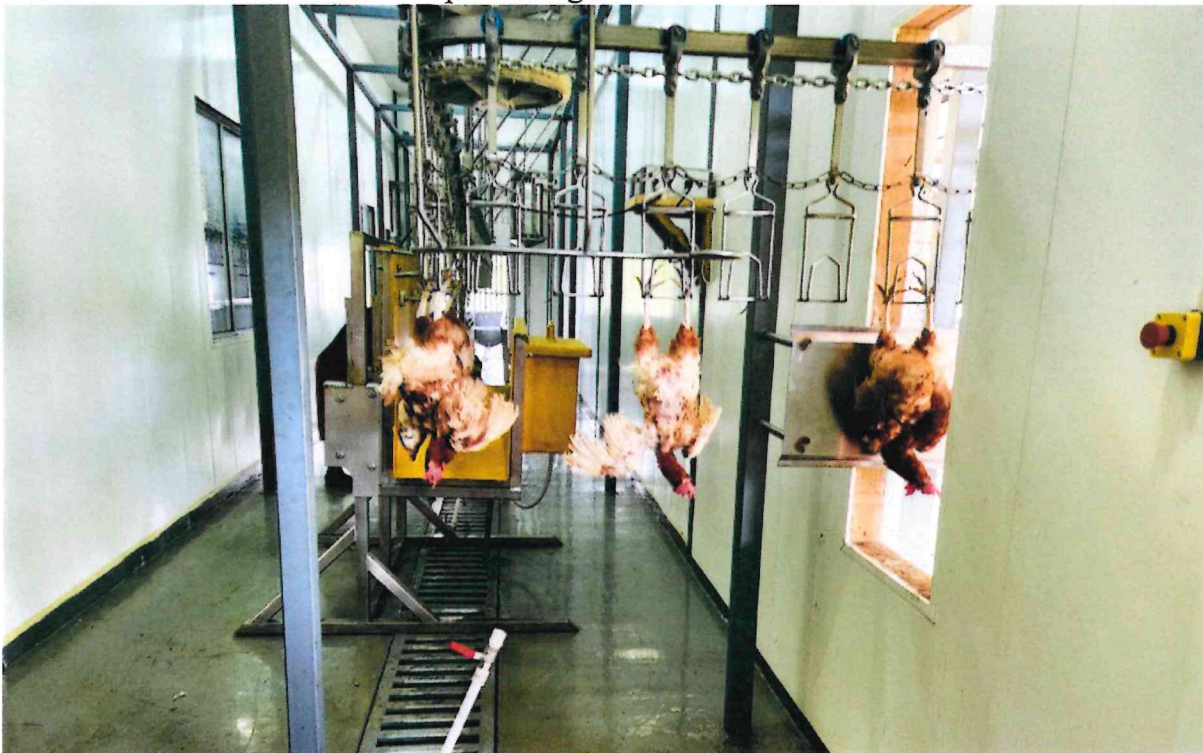
The Chairperson of the Export Authority Steering Committee, Tagaloa Eddie Wilson is excited about the project that aims to foster, promote and support the development of similar processing facilities at STEC/Mulifanua and the whole country, to provide ready market for farmers and rural communities, and increase exports for Samoa. Samoa currently imports 1,000 Metric Tonnes of Chicken every month on average which equates to approximately a trade worth \$60m per annum.

The Frankie Processing project is one of many to follow that will not only increase agriculture value addition, but also enhance exports to neighboring and regional markets.

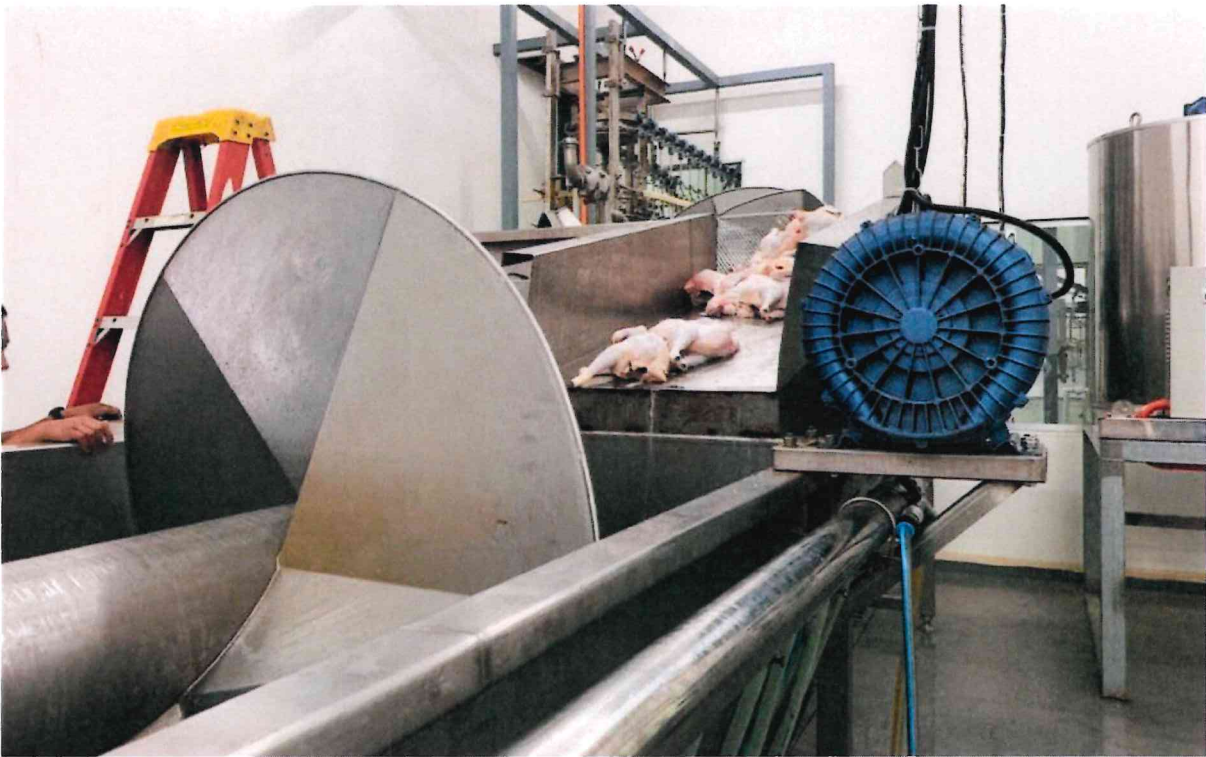
The Frankie Processing facility conforms to international food safety standards. The Export Authority aims to assist development of such facilities as well as local manufacturers & exporters to have access to facilities to increase agricultural supplies; enhance and build capacity; as well as assist in enabling providers with international Certification (HACCP) as well as bio security compliance in the export markets.



Photos:
Broiler chickens at the start of the processing line



Broilers enter the cleaning and processing facility of the factory



The cleaned chickens enter the processing phase before packaging



The Hon. Minister of Agriculture, Laauliemalietoa Leuatea Polataivao with the Managing Director of Frankies Company – Pitovaomanaia May Cai and Project Consultants - Papalii Tavita Moala, Afoa Kolone Vaai of KVA Consult, Chair of the Samoa Export Authority Steering Committee, Tagaloa Eddie Wilson and project technical staff.