



Pacific Trade Invest

# PACIFIC BUSINESS MONITOR

## COVID REFLECTIONS - AGRICULTURE



**2,605  
RESPONSES**

From key decision makers in their business



**PACIFIC  
REACH**

Based on responses from across the Pacific region



**QUANTITATIVE  
SURVEY**

The 5-minute surveys were distributed by the PTI Network and completed by respondents online



**LONG-TERM  
TIMELINE**

All responses were collected between 2020 -2022

## INTRODUCTION

Over the course of 2020 to 2022, Pacific Trade Invest (PTI) commissioned Fifth Quadrant, an independent research agency, to run the regular PTI Pacific Business Monitor survey to understand the ongoing effects of COVID-19 on the Pacific's private sector. In addition to a global health emergency, COVID-19 caused an economic crisis and slowdown, impacting millions of businesses around the world, including those in the Pacific region.

On 5 May 2023, the World Health Organization (WHO) declared that COVID-19 no longer represents a global health emergency.

As such, this series of PTI Pacific Business Monitor - COVID Reflection reports offer a retrospective look at the data, re-segmented industry by industry. The reports re-analyse the data to offer new quantitative insights on how specific Pacific industries were impacted by the unprecedented circumstances of the last three years.

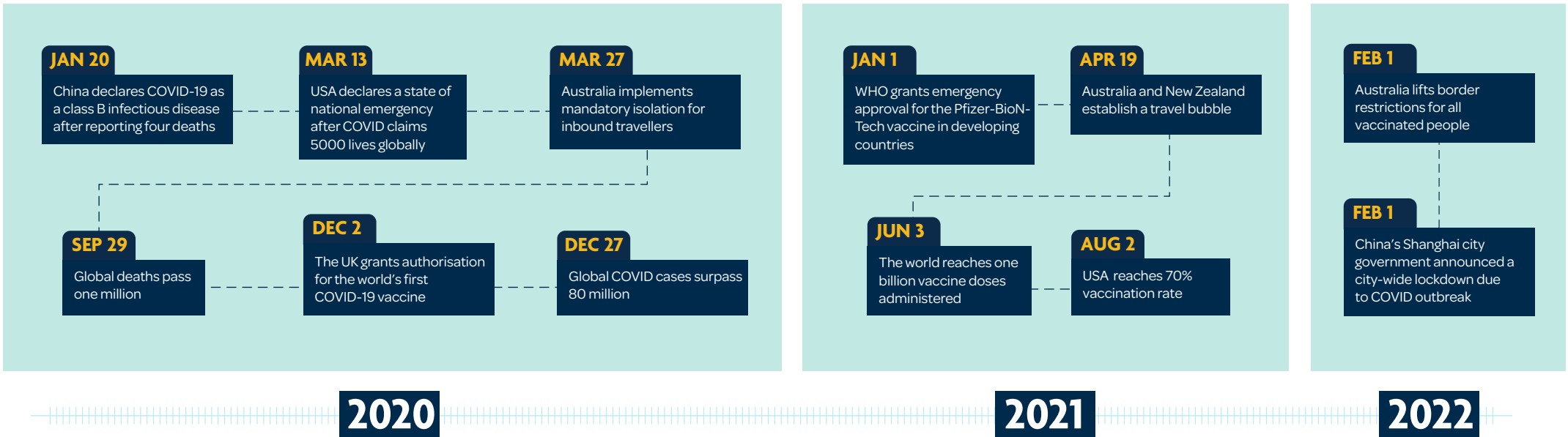
The objective of these reports is to provide governments, donors and stakeholders with valuable data on Pacific industries and their challenges, needs and opportunities.

## ABOUT PTI

The PTI Network is an agency of the Pacific Islands Forum (PIF) and is the Pacific's leading trade and investment promotion agency. With offices in Australia, China and New Zealand, the PTI Network develops and promotes trade and investment across international markets.

These timelines show the progression of the pandemic in the Pacific Islands, compared to the rest of the world.

# WORLD



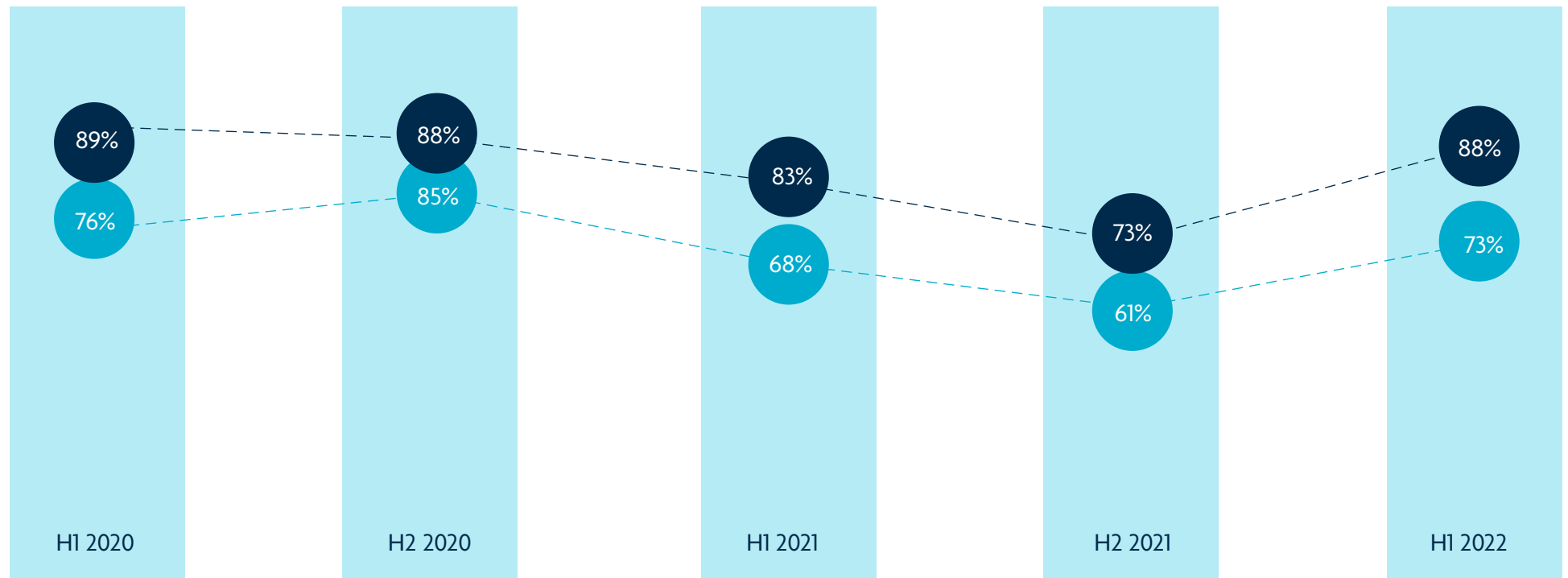
# PACIFIC ISLANDS

# IMPACT OF COVID-19

Throughout the pandemic, the agricultural sector reported experiencing slightly fewer negative impacts than the overall average for all Pacific industries.

Q1

How would you describe the impact of COVID-19 on your business since March 2020 (the start of the outbreak)?



 TOTAL NEGATIVE IMPACT - PACIFIC AGRICULTURE

 TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES

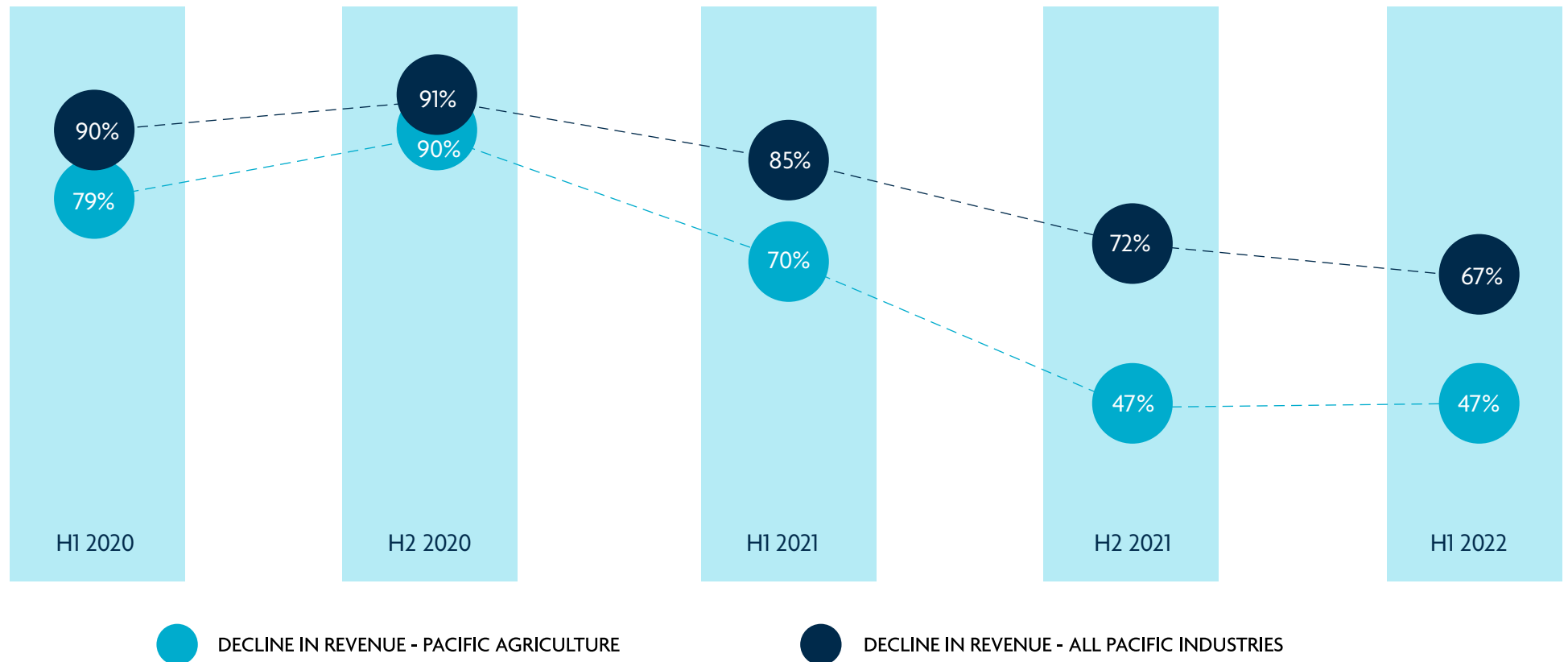


# IMPACT OF COVID-19

Q2

How does your current business sales/revenue compare to your pre-COVID revenues?

By the second half of 2020, the agricultural sector reported severe revenue decline, which was on par with the overall average for all Pacific industries. However, revenue for agricultural companies appears to have picked up in the first half of 2021 and continued to improve into 2022.





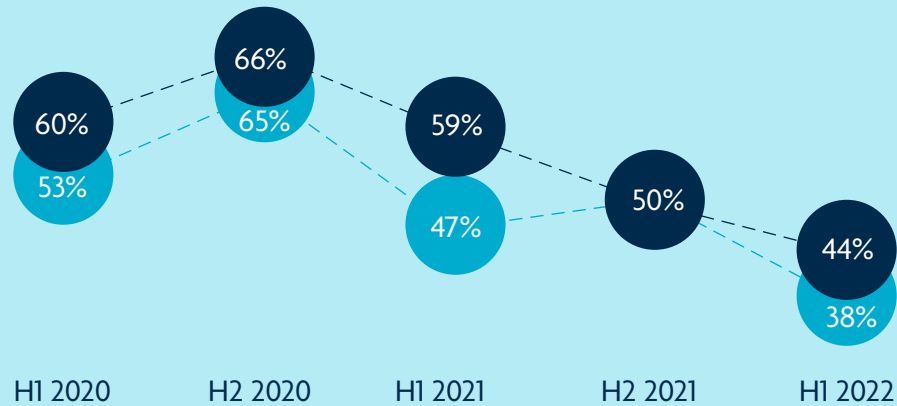
# IMPACT OF COVID-19

Q3

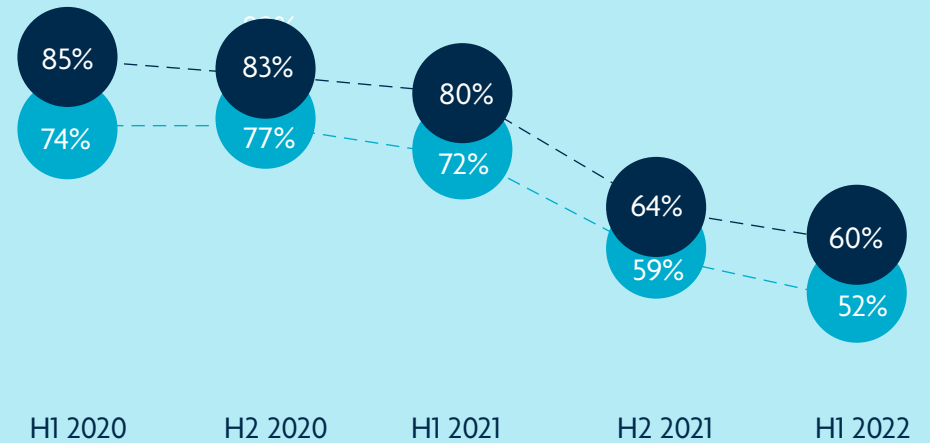
What impact has COVID-19 had on the following criteria over the past 3 months?

Agricultural companies also reported the gradual improvement of COVID-19's impact of mental health and community wellbeing through 2021 and 2022.

### Impact of COVID-19 on own mental health



### Impact of COVID-19 on wellbeing of the community



TOTAL NEGATIVE IMPACT - PACIFIC AGRICULTURE

TOTAL NEGATIVE IMPACT - ALL PACIFIC INDUSTRIES

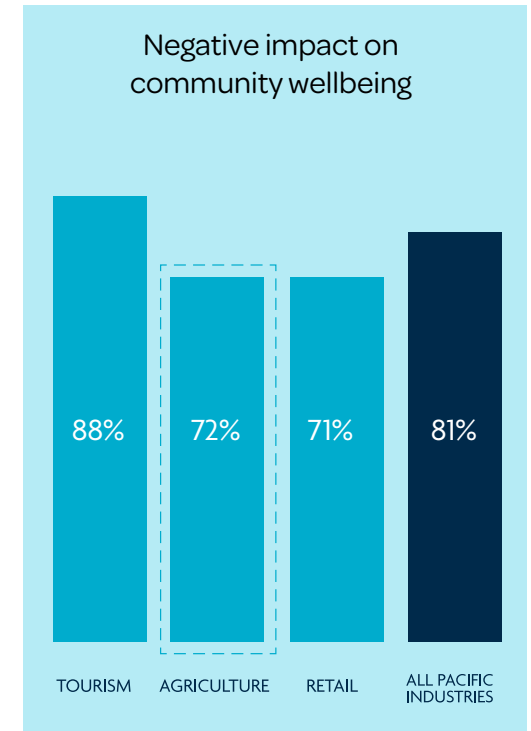
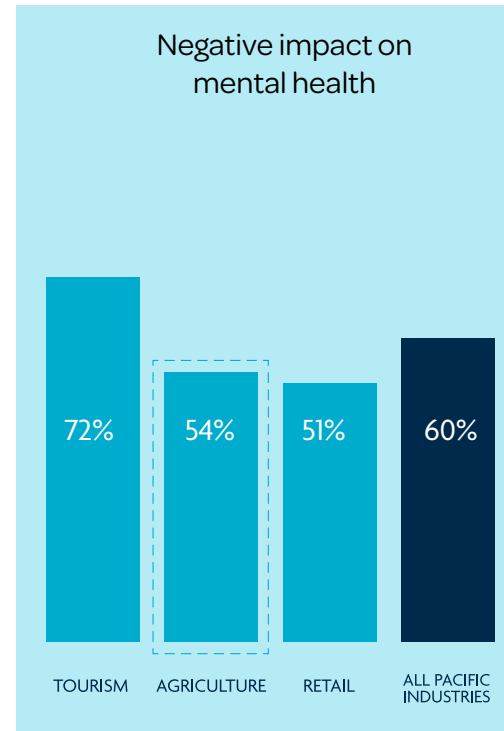
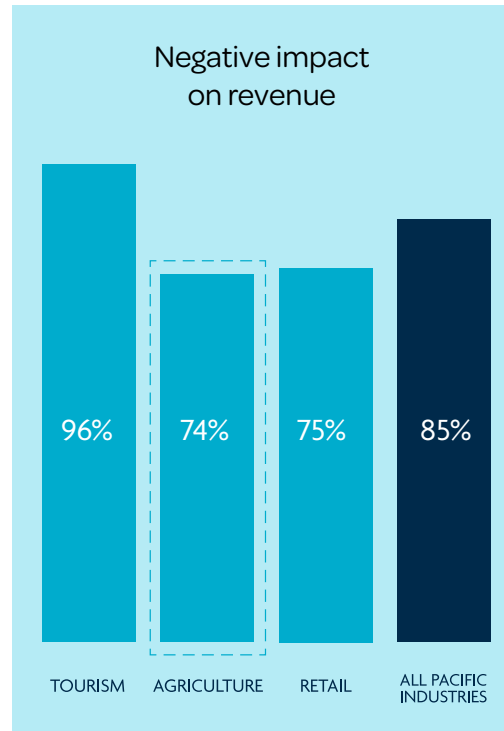
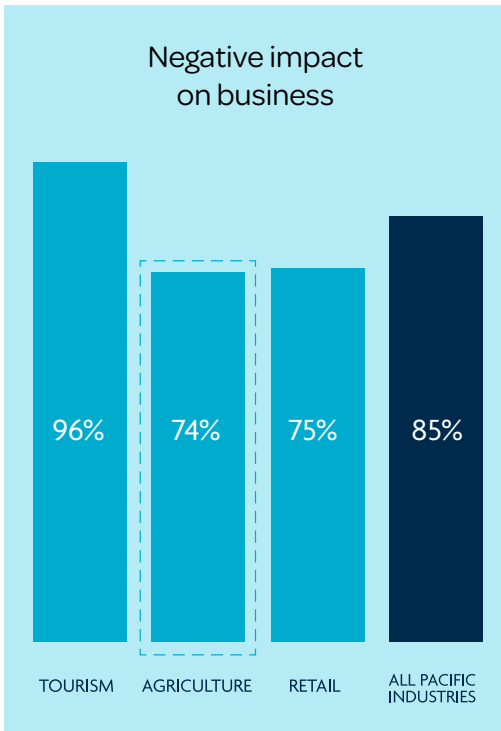
# IMPACT OF COVID-19

Q4

How would you describe the impact of COVID-19 on...

Across the course of the pandemic, agricultural companies reported fewer negative impacts on business, revenue, mental health and community wellbeing than the Pacific industry average, and the tourism industry. Average severity of impacts on the agricultural sector were similar to that of the retail trade industry.

## INDUSTRY AVERAGES (ACROSS ALL SURVEYS 2020–2022)

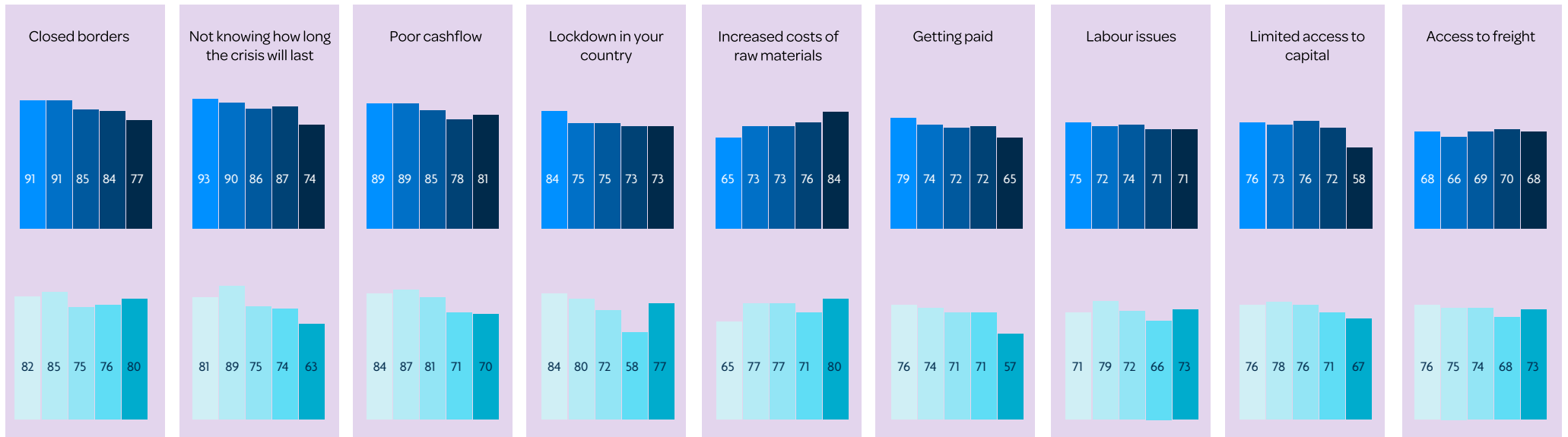


# CHALLENGES

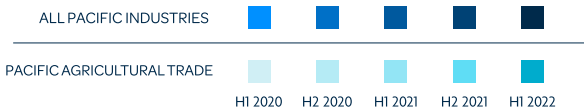
While most challenges for Pacific businesses declined in severity over the course of the pandemic, agricultural companies reported finding closed borders, lockdown in country, increased cost of raw materials, labour issues, and access to freight to be ongoing challenges into 2022.

## Q5

How challenging has your business found the following in the past month due to COVID-19 and the current market conditions?



## TOTAL % CHALLENGED





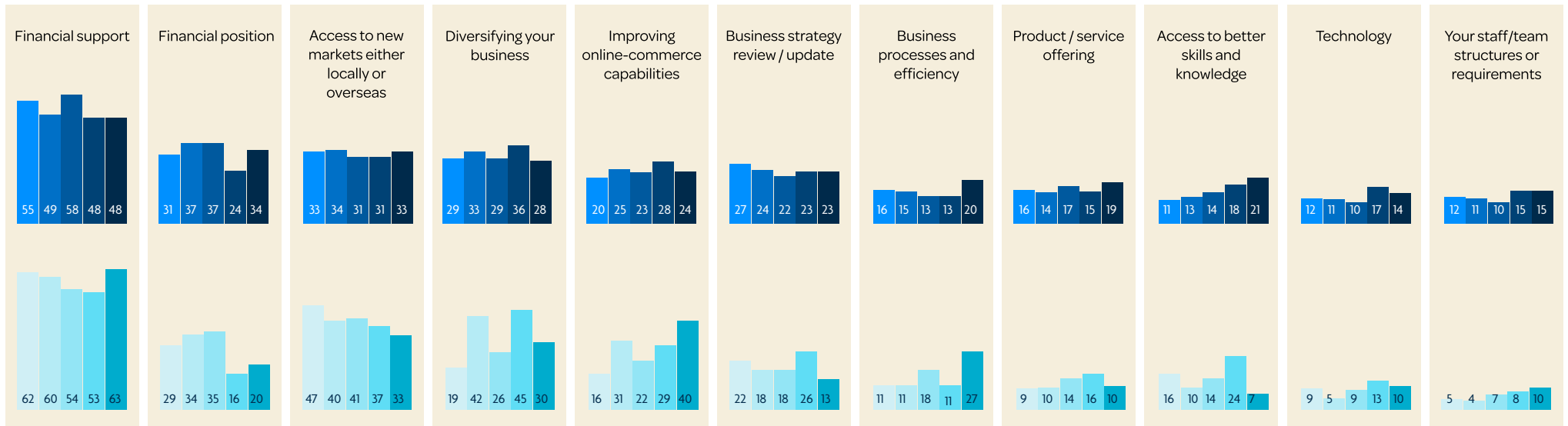


# INITIATIVES

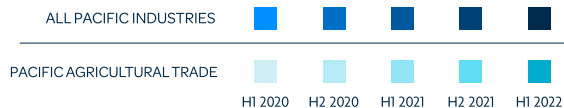
Q6

What are the top three initiatives that you need to action to support your business now?

*A high proportion of agricultural companies continued to call for financial support into 2022, with many also identifying improving online-commerce capabilities and business processes and efficiency to be initiatives that would support their businesses towards the end of the pandemic.*



## TOTAL % IN NEED



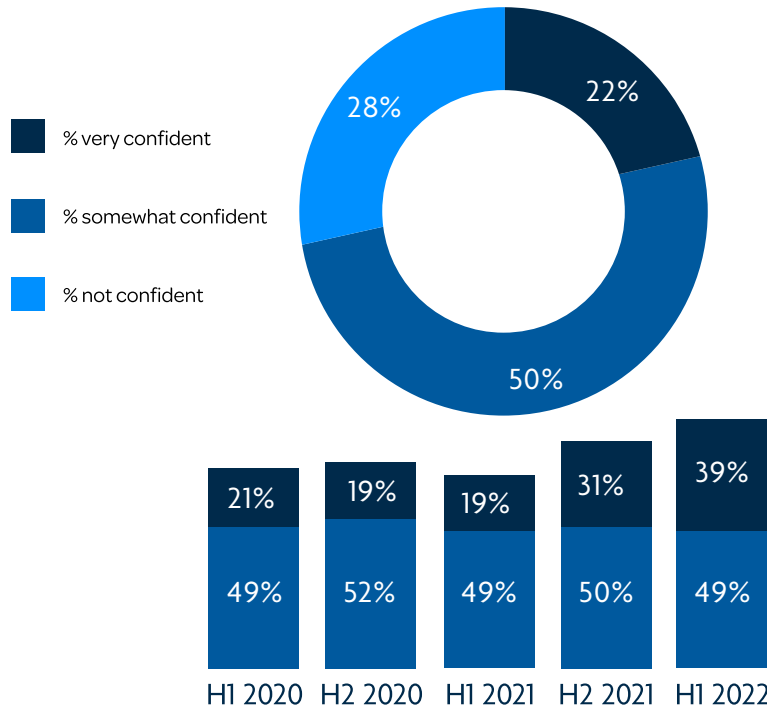
# CONFIDENCE

**Q7**

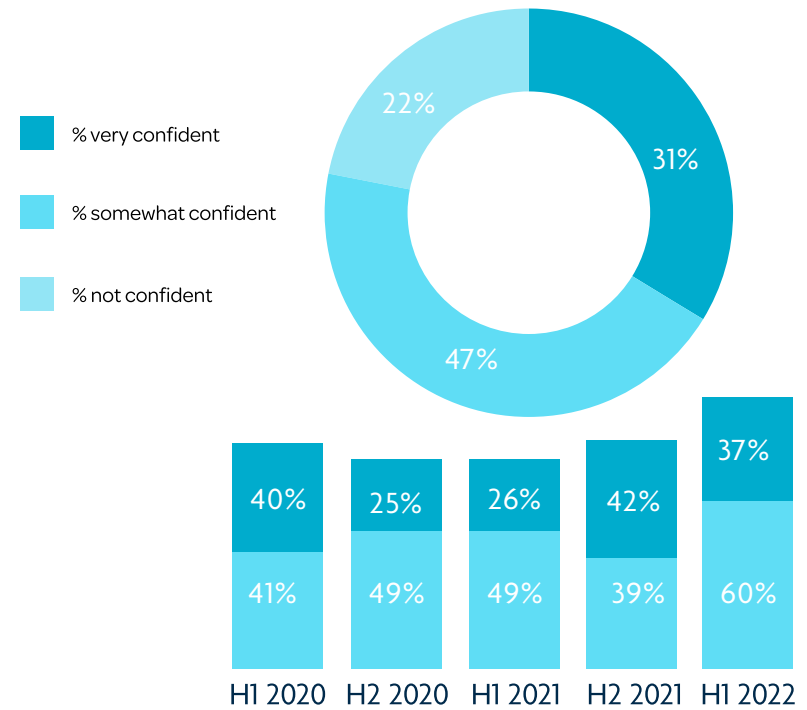
How confident are you that your business will survive the COVID-19 crisis?

*At the start of the pandemic, a higher proportion of agricultural businesses were confident that their business would survive the pandemic than the overall Pacific industry average. While proportions evened throughout the second half of 2020 and into 2021, by 2022 almost all agricultural respondents were confident in business survival, compared to 88 per cent of the Pacific industry average.*

CONFIDENCE - ALL PACIFIC INDUSTRIES



CONFIDENCE - PACIFIC AGRICULTURE

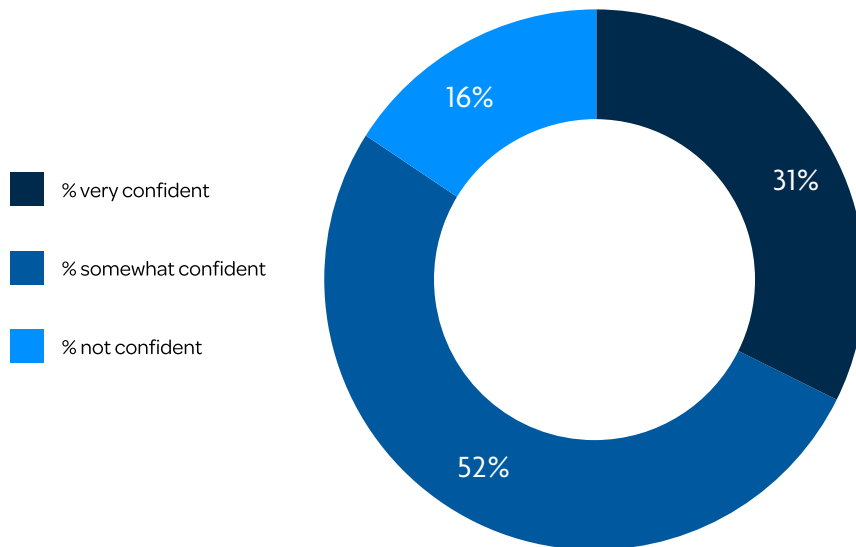


# CONFIDENCE

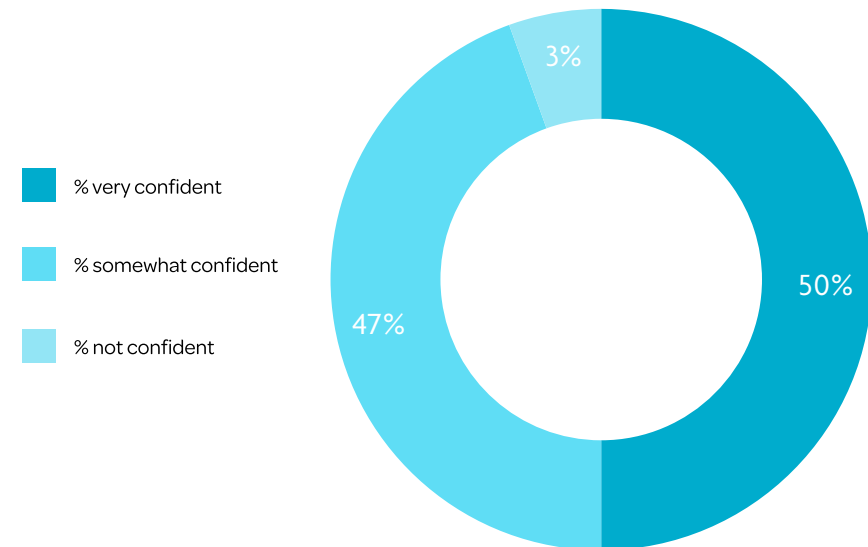
**Q8** | How confident are you that your business will build back stronger post the COVID-19 crisis?

*In line with other businesses, an overwhelming majority of agricultural businesses were also confident they would build back stronger post-pandemic.*

CONFIDENCE - ALL PACIFIC INDUSTRIES

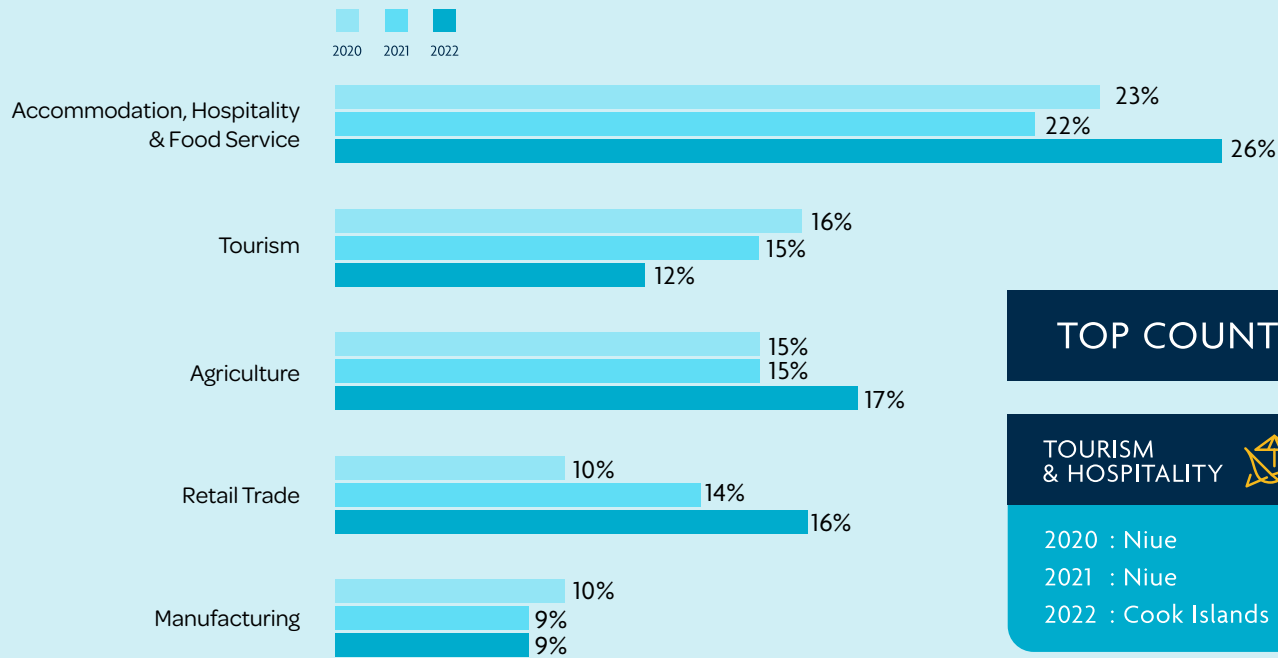


CONFIDENCE - PACIFIC AGRICULTURE



# SAMPLE COMPOSITION

Our sample is made up of respondents from a wide range of industries, with Accommodation, Hospitality & Food Service, Tourism, Agriculture, and Retail Trade well represented.



## TOP COUNTRY CONTRIBUTORS PER YEAR BY INDUSTRY

### TOURISM & HOSPITALITY



2020 : Niue  
2021 : Niue  
2022 : Cook Islands

### AGRICULTURE



2020 : PNG  
2021 : Fiji  
2022 : Samoa

### RETAIL TRADE



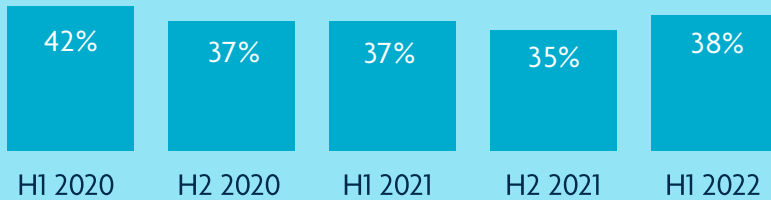
2020 : Tuvalu  
2021 : Tuvalu  
2022 : Tuvalu

# SAMPLE COMPOSITION

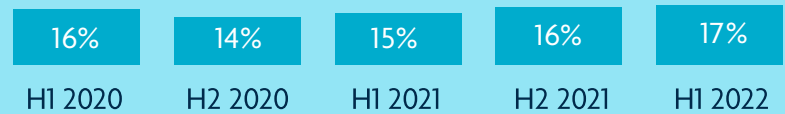
The four PTI Pacific Business Monitor - COVID Reflection reports have been re-segmented by the following industry classifications, as well as by female-led/owned businesses. Each cohort contributed a significant proportion of responses across the survey period.

This report consolidates and highlights responses from the Agriculture segmentation.

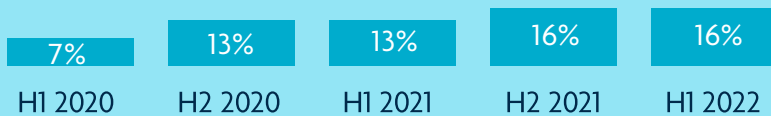
## TOURISM & HOSPITALITY



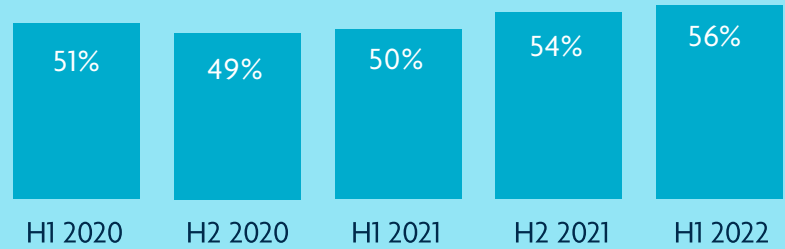
## AGRICULTURE



## RETAIL TRADE



## FEMALE-LED





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