



KOKONUT PACIFIC SOLOMON ISLANDS



Kokonut Pacific, a sustainable story of nature and community

KPSI is a social enterprise that for nearly two decades has aimed to revitalise the Solomon Islands' smallholder coconut industry, while building sustainable village livelihoods.

Now 17 years old, KPSI started out by producing virgin coconut oil and has now expanded to produce other items such as soap, body oils and scrubs, lip balms and tuna in coconut oil. These are all 100% locally produced, organic and natural. *"Miss Solomon Islands 2019-20, Ms. Gladys Habu, is a great supporter and advocator of*



our brand. Typically, mothers love our products because it's so good for their children's skin," shared Maureen Taro, KPSI's Marketing and Production Supervisor.

With its team of now 20 staff, KPSI has worked hard to scale a local commerce that began in the provinces of Makira Ulawa, Malaita and Guadalcanal to Honiara, as well as the international market. Through this, *"Solomon Islands villagers and farmers throughout the nine provinces are earning an income, many quite remotely,"* said Maureen.



"Villagers and farmers are earning an income..."



“Villagers supply coconuts to village families that have purchased equipment from the company to set up their own businesses to produce VCO [virgin coconut oil], thereby creating more employment opportunities for their fellow villagers. This network of village businesses employs more than 1000 workers,” she continued.

Maureen explained that “the early years were very difficult, but everyone worked very hard. KPSI has now become an iconic company. When people think of Solomon Islands businesses, they often think of KPSI and our coconut products. We have won a number of business awards, including the Prime Minister’s Business of the Year Award twice.”



“The early years were very difficult...”



Digital technology has played a part in KPSI’s growth story. In 2015, KPSI began to use social media to share its business journey with its customers and introduce its much-loved products to the world. Today, around 70%-80% of its coconut oil is exported to overseas retailers in New Zealand, Australia, North America and Europe.

“When we started producing our products and selling them, there weren’t many customers. But since we created our Facebook page and started telling our stories and the great products we have, people began to be interested, and we immediately saw our sales increase,” recalled Maureen.

Back home, KPSI typically markets their products by posting on their Facebook page to inform customers of its mobile marketing days, which sees local crowds flock to buy their favourite coconut products from KPSI's specially designed bus.

“Every Thursday, a post would go up and our followers would comment and message their various locations along with their orders. Surprisingly, the responses were regularly well beyond expectations,” described Maureen. *“People would now call us way before Thursday to place their orders.”* KPSI also sells their products in most of the retail outlets in Honiara and uses social media to promote it.



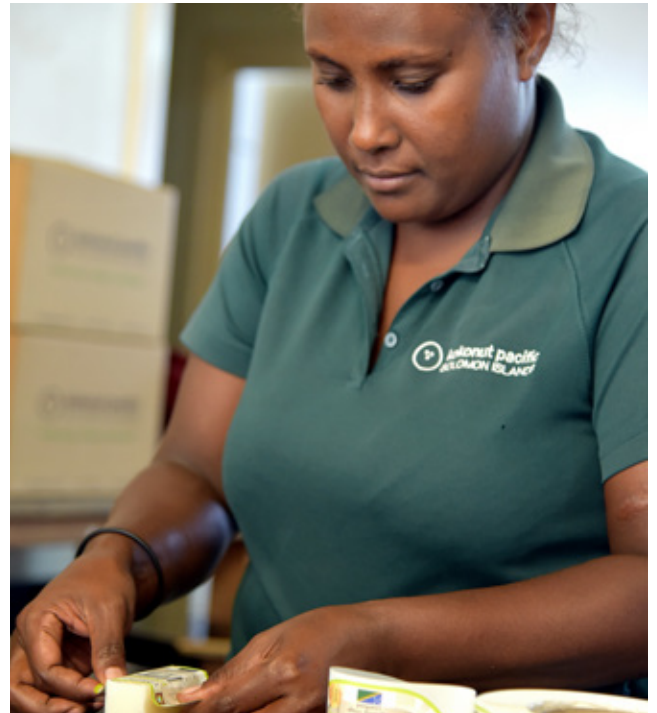
Maureen added, *“We load everything on the bus and go deliver. Our bus has all our product images on it and when we’re driving around town, people stop us to buy because they know it’s our mobile marketing day.”*

“Facebook has allowed KPSI to tap into international markets, especially with our PNG customers. The social media platform helps reduce our marketing costs while expanding word-of-mouth utilising improved work-of-mouse and it’s a tool that helps KPSI reach global markets,” shared Maureen.

“Through KPSI, Solomon Islands farmers can continue to sustain their livelihoods.”

KPSI is also active in supporting the community. On Global Handwashing Day, they donated soap products to students in Honiara and to the National Referral Hospital, in partnership with the Ministry of Health and Red Cross. The company also recently partnered with World Vision under the Australian aid program to donate soap to almost every school in the country.

“Seeing our customers smile and enjoying our products really encourages me to continue doing what I love. But most importantly, through KPSI, Solomon Islands farmers and village VCO producers can continue to sustain their livelihoods,” concluded Maureen.





Kokonut Pacific Solomon Islands

Address: KOSI
P.O. Box 1675,
Honiara,
Solomon Islands

Phone: (+677) 78 85667

Email: contact@kpsi.com.sb



solomonchamber.com.sb/



[/kokonutpacificSI/](https://www.facebook.com/kokonutpacificSI/)



[@kokonutpacific](https://www.instagram.com/kokonutpacific)