



FARMERS "LINKING TO MARKETS" TRAINING & KNOWLEDGE EXCHANGE WORKSHOP

Exploring Fiji's Fresh Produce Value Chain

Presented during the

"Farmers Linking to Markets"
Training & Knowledge Workshop

June 29, 2015 at Sofitel Resort, Nadi, Fiji

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29 JUNE - 1 JULY • 2015 • SOFITEL RESORT • NADI • FIJI



FOOD FOR THOUGHT

Four-Way Test *of the things we Think, Say, or Do*

1. Is it the **TRUTH**?
2. Is it **FAIR** to all Concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

- Herbert J . Taylor



SESSION OUTLINE

- **Opportunities for Farmers in Fiji's Tourism**
- **Capturing the Growing Opportunity**
- **Strengthening Fiji's Value Chains**
- **Way Forward Action Points**

Opportunities for Farmers in Fiji's Tourism

What is aggregate value of the opportunity?

2013 TURNOVER ALL HOTELS, FIJI					
PARTICULARS	AMOUNT (FJD)	%	Contribution of Local Ingredients on Food Sales		
			3%	6%	9%
Accommodation	470,229,000	55.51%			
Food	195,016,000	23.02%	\$ 5,850,480	\$ 11,700,960	\$ 17,551,440
Bar & Liquor	79,989,000	9.44%			
Telephone	2,273,000	0.27%			
Others	99,635,000	11.76%			
TOTAL	847,142,000.00	100%			

source: <http://www.statsfiji.gov.fj/index.php/migration-a-tourism>



Opportunities for Farmers in Fiji's Tourism

What is the trend of the opportunity?

2013 QUARTERLY TURNOVER, ALL HOTELS, FIJI					
PERIOD	AMOUNT (FJD)	%	FOOD	Local Ingredients on Food Sales	
			23.02%	6%	9%
Quarter 1	145,045,000	17.12%	\$ 33,390,029	\$ 2,003,402	\$ 3,005,103
Quarter 2	210,048,000	24.79%	\$ 48,354,020	\$ 2,901,241	\$ 4,351,862
Quarter 3	281,850,000	33.27%	\$ 64,883,172	\$ 3,892,990	\$ 5,839,485
Quarter 4	210,199,000	24.81%	\$ 48,388,780	\$ 2,903,327	\$ 4,354,990
TOTAL	847,142,000	100%	\$195,016,000	\$ 11,700,960	\$ 17,551,440
			<i>Per Month</i>	\$ 975,080	\$ 1,462,620

source: <http://www.statsfiji.gov.fj/index.php/migration-a-tourism>

Opportunities for Farmers in Fiji's Tourism

Where are the opportunity growth areas?

Table 5

Beds Sold by Area (No)

Area	2013				TOTAL	%
	Q1	Q2	Q3	Q4		
Suva	106,047	119,074	131,708	119,165	475,994	12%
Nadi	307,098	337,565	425,978	382,724	1,453,365	37%
Lautoka	35,831	41,746	57,160	47,677	182,414	5%
Coral Coast	167,050	234,924	302,961	247,012	951,947	25%
Mamanuca	102,789	170,919	198,961	154,569	627,238	16%
Northern Division	29,263	36,572	42,251	36,495	144,581	4%
Others	10,499	11,848	12,375	12,542	47,264	1%
Total	758,577	952,648	1,171,394	1,000,184	3,882,803	100%
%	20%	25%	30%	26%	100%	
			Visitors	657,706	6	days

source: <http://www.statsfiji.gov.fj/index.php/migration-a-tourism>

TWO SIDES OF THE COIN

Farmers'

OPPORTUNITIES

CHALLENGES

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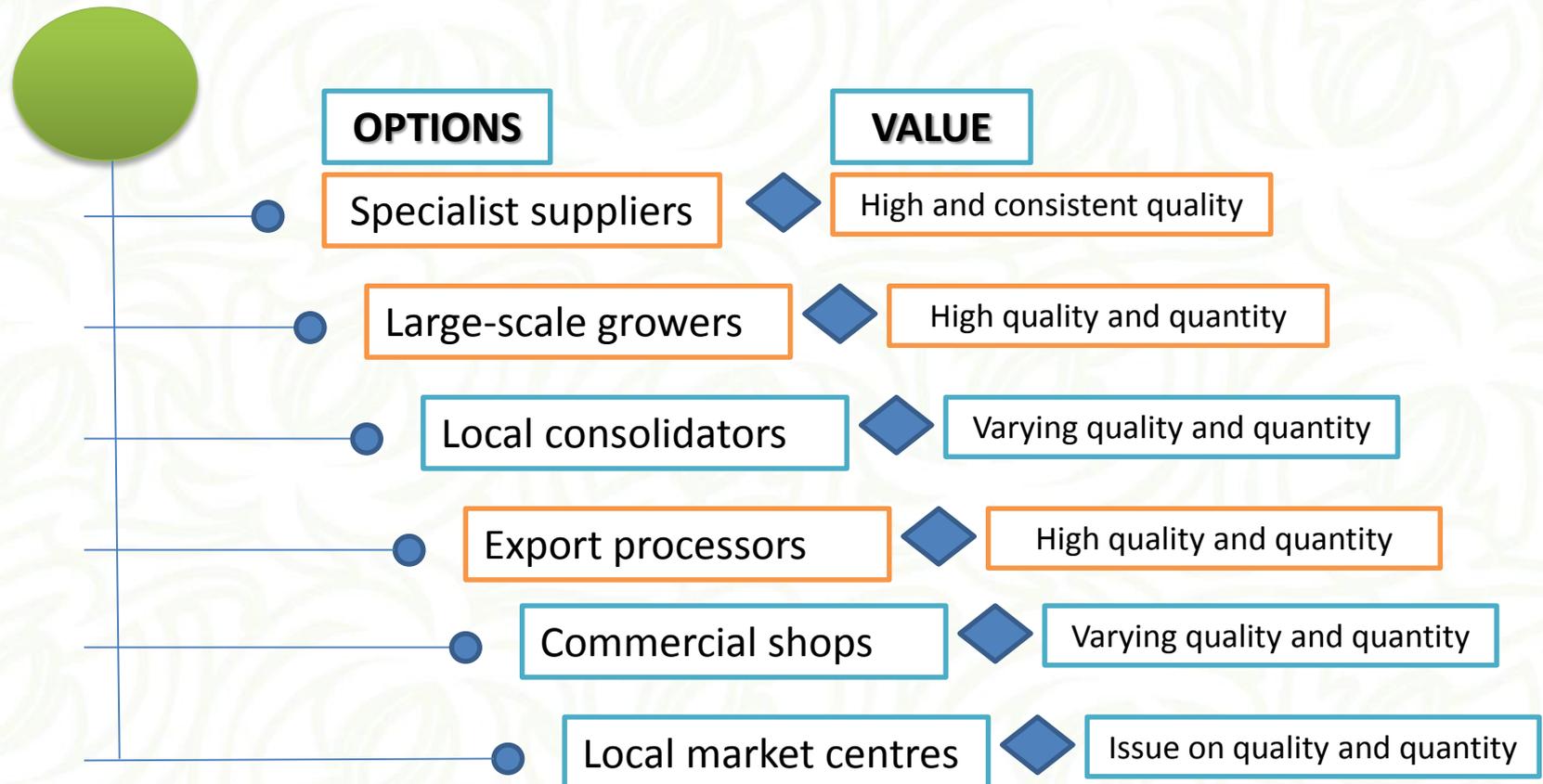
Hotels'

CHALLENGES

OPPORTUNITIES

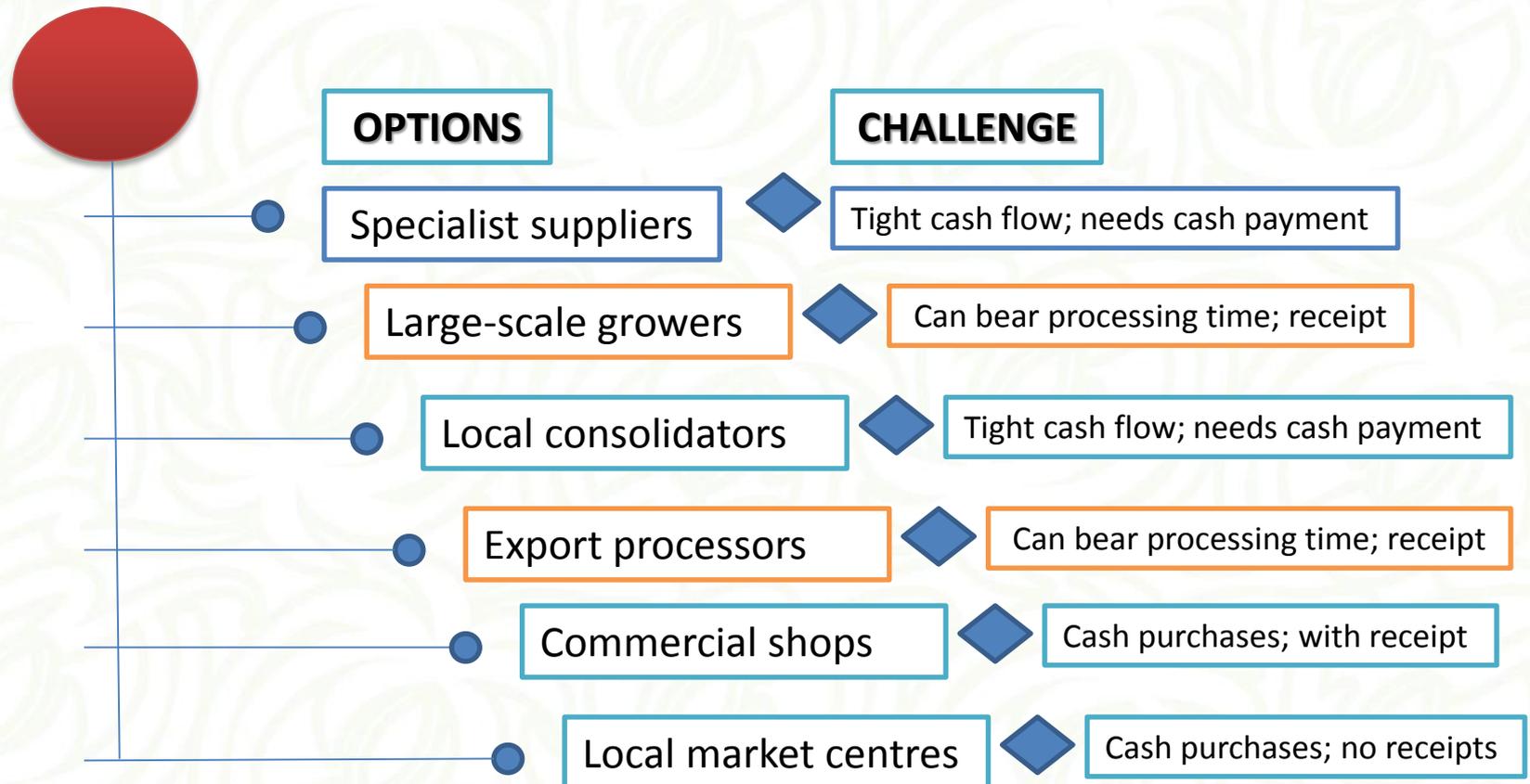
Capturing the Growing Opportunity

1. Understanding the hotels' procurement options



Capturing the Opportunity

2. Terms of payment affecting suppliers' cash flow



Capturing the Opportunity

3. Addressing market linkage issues and challenges



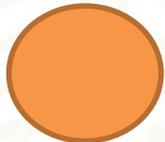
Creation of a **platform** for dialogue and inclusive marketing



Available goods at desired quantity and quality, and price

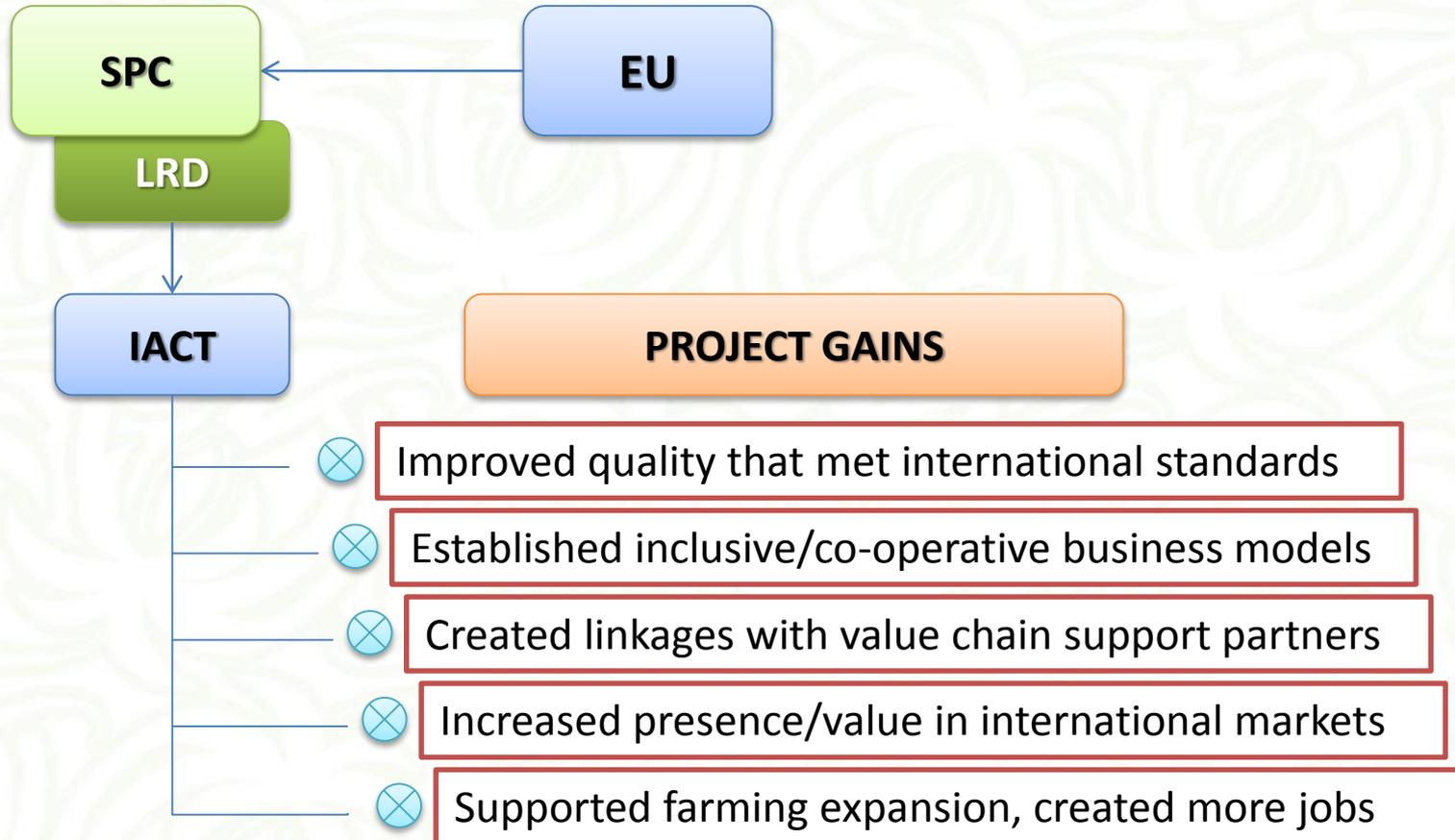


Support for farmers to bear opportunity loss re: payments



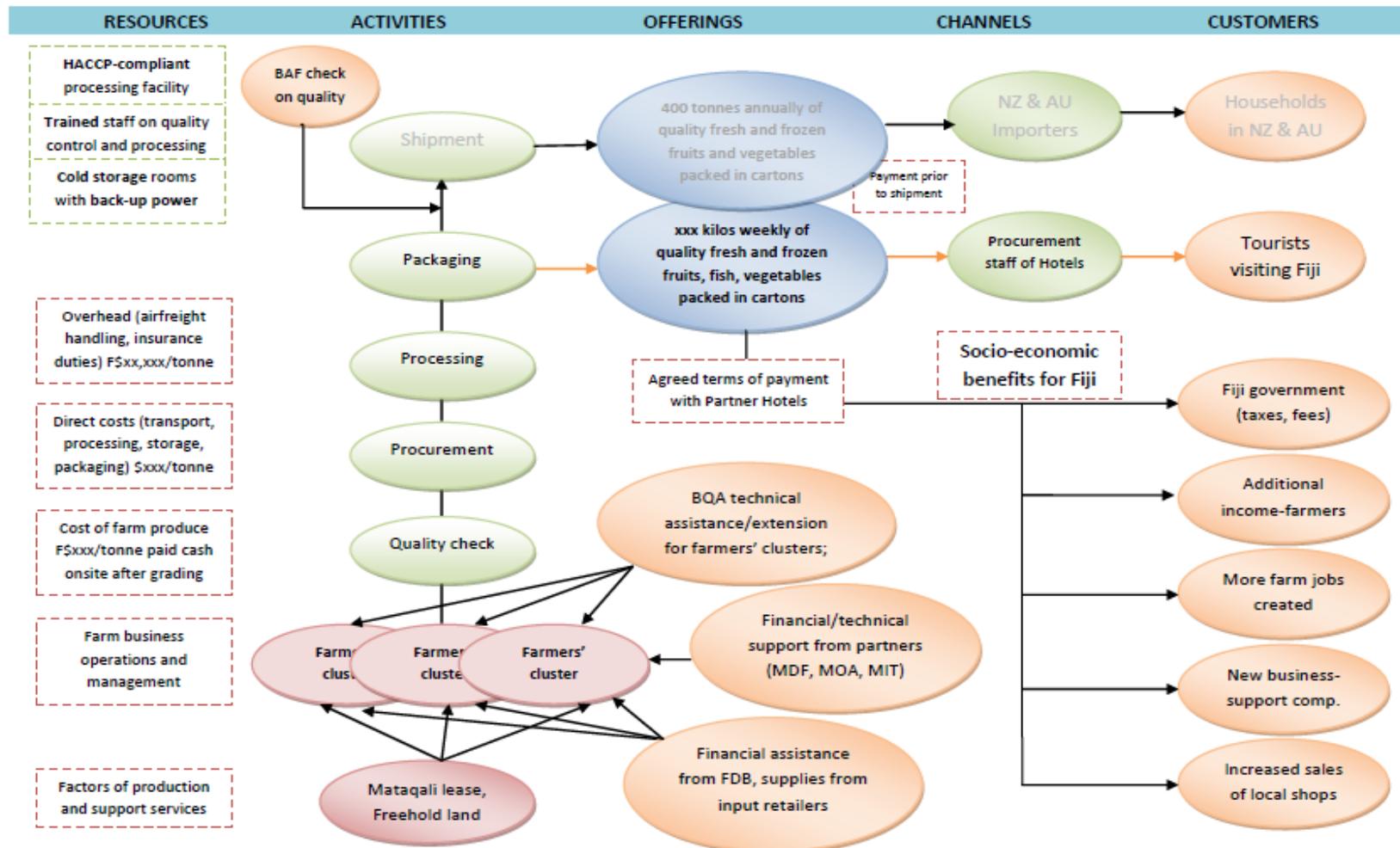
Available support services and incentives to **sustain** gains

Strengthening Fiji's Fresh Produce VCs



Strengthening Fiji's Fresh Produce VCs

The Inclusive Value Chain of Enterprise A, Fiji





Strengthening Fiji's Fresh Produce VCs

Some of key players and support institutions in Fiji's value chains:

- *Nature's Way Cooperative (200+ members)*
- *Fiji Export Council (70+ members+)*
- *Northern Bee Growers Cooperative (50+ members)*
- *Fiji Agro Marketing (national scope)*
- *Pacific Organic & Ethical Trade Community (regional)*
- *FRIEND (civil society, value-adding social enterprise)*
- *The Crab Company (specialist grower)*
- *And many more...*



Way Forward Action Points

- **Establish a platform for dialogue and info exchange among buyers, farmers, growers, processors, and support agencies;**
- **Maximize the capture of growing opportunities through dialogue, farm technology adjustments, synchronized/consolidated production planning;**
- **Design a system whereby the opportunity losses (terms of payment) of farmers are minimized;**



Way Forward Action Points

- **Synchronized extension of public and private financial and technical support to farmers, key growers and processors involved;**
- **Recognize that sourcing of fresh produce locally can form part of corporate social responsibility of Fiji's tourism industry players;**
- **Learn from successful cases and use these as inspiration in expanding support for farmers and key players in Fiji's fresh produce value chain.**

IN CLOSING, IS THE STATEMENT BELOW TRUE?

“The grass is always green on the other side of the fence.”

NO!

*“By denying the goodness of our very own lives,
we believe that we have nothing good to work with
nor the capacity to work with it.
We lose focus, self-confidence, and hope.”*

- Jennifer Kunst, Ph.D.



THANK YOU.