

# PHAMA

## Pacific Horticultural & Agricultural Market Access Program

### *Developments in the Fiji Market Access Working Group*

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Department of Foreign Affairs and Trade



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# OUTLINE OF PRESENTATION

- Background to Fiji's Market Access
- Briefly about PHAMA and the Fiji Market Access Working Group
- KICKS strategy
- Achievements todate
- Future Plan
- Challenges
- Way Forward



# BACKGROUND TO FIJI'S MARKET ACCESS ISSUES

- Lack of a communication & consultation mechanism between government and industry for market access (MA) issues
- Prioritisation of issues was disorganised
- Inefficient use of scarce resources
- Example from Fiji
  - New market access request for fresh papaya to Australia
  - Request sent by Fiji Quarantine Service in 1996?
  - Australia approved in 2002?
  - No papaya ready for exports
- Solution(s)? PHAMA/FMAWG



# BRIEFLY PHAMA is....

- WHAT? An Australian & New Zealand governments' funded Aid for Trade programme with Secretariat of the Pacific Community support
- WHY? Enable Pacific Island Countries (PICs) to address regulatory requirements and develop relevant market access conditions to facilitate exports of high value fresh and processed primary products to importing countries such as Australia, New Zealand.
- WHO? Targets 5 PICs (Fiji, Samoa, Solomon Is, Tonga, Vanuatu & recently PNG) through government & industry stakeholders who are directly involved in market access issues



# BRIEFLY PHAMA is....

- WHEN? Phase 1 started in July 2011 and ended June 2013. Phase 2 began in July 2013 and will end June 2017. AUD\$14.5m. Country budget for Jul 2015 to June 2016 AUD\$435,000. Beyond 2017?
- HOW? Public and private partnership approach at the national level, to determine national priorities and commercial viability. PHAMA team consists of 10 full time staff. In country Market Access Working Groups or MAWGs supported by National Coordinators facilitate PHAMA programme.



# FIJI MARKET ACCESS WORKING GROUP

- Membership – started with 8 members. Increased to 10 in 2013.
- Chairman - Agreed that Government (BAF) chair, Industry to be Vice Chair. Current chair is MIT representative
- Public & private sector partnership approach - 5 government, 5 industry.
- Gender balance achieved; female Reps increased from 0 to 3.
- Meetings - Quarterly meetings serviced by NMAC as secretariat (minutes & follows up action items)



# FIJI STRATEGY - KICKS

**Keep** core functions of MAWG at 100% efficiency

**Improve** MAWG members' contributions & networking

**Catalyse** national strategies

**Keep** donor partner agencies Happy

**Sustainability**



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# ACHIEVEMENTS

## NEW MARKET ACCESS REQUESTS

- Fresh Ginger approved for Australia
- In progress – chilli to Australia, wi to New Zealand, papaya & breadfruit to the USA

## IMPROVEMENTS TO EXISTING PATHWAYS

- Dalo biosecurity plan
- Ginger pathway opened and commercial consignments, review of path completed
- Kava quality manual

## RESEARCH INTO VALUE-ADDED PRODUCTS

- Spices (Vanilla & Cinnamon paste)
- Sea Urchins, Cawaki





# ACHIEVEMENTS

- Training for BAF/Agriculture officials on how to carry out audit, training on fumigation and inspection as part of export pathway
- 3 largest fresh produce processors and exporter (Ben's Trading - 2014 and Food Processors – 2013 and Ram's Garden City - 2015) has now achieved international Hazard Analysis and Critical Control Point (HACCP) accreditation.
- Supported 2 companies (Nature's Gifts – VCO, Baby Pink Ginger – ginger) with export development grant (25% contribution)
- Marketing study on export of kava in China



# ACHIEVEMENTS

- Fiji's kava varieties have been researched and documented as prelude to further work to support improvements of kava exports
- Support to Fiji Ministry of Agriculture/Biosecurity Authority of Fiji for bilateral discussions with their counterparts in PNG to develop relationships and actively pursue market access aspirations
- Efficiency in the operations of the FMAWG and its impact national strategies : Ginger and Yaqona Taskforce or Industry Working Groups (chaired by Agriculture reps whom are members of the MAWG)
- Fiji Watermelon (discussed between Fiji BAF/Tonga Quarantine officials in the margins of PCC meeting in 2013)



# FUTURE PLAN

- Apart from existing work plan
- Giant African Snails and Sea Container Hygiene System (with Australia and NZ)
- Sustainability of PHAMA and FMAWG



# CONSTRAINTS/CHALLENGES

- Seed Policy
- Continued support and cooperation from BAF/Agriculture/MIT/private sector reps to make FMAWG work
- Well established industry associations to take up industry issues as a group
- Sustainability of the PHAMA and Fiji MAWG beyond June, 2017
- Scope and mandate of MAWG is too narrow – broadened to include capacity building programme and empower biosecurity/agriculture officers to identify and conduct necessary research in order to prioritise and prepare high quality market access conditions



# WAY FORWARD

- Public and private sector approach is critical to making market access workable
- Industry associations (eg. Ginger/Yaqona Taskforce) should be well organised/managed and coordinated including strengthening of the Fiji Livestock and Crop Council to coordinate and address industry issues
- HACCP and other international food and safety standards and accreditation systems
- Bilateral Quarantine Commodity Agreements/Protocols



# WAY FORWARD

- Bilaterally or multilateral market access related meetings -  
Eg. SPC/PCC meeting – opportune time for biosecurity/quarantine and tourism officials to discuss market access related issues.
- Capacity building of biosecurity/agriculture (research/extension) to ensure market access pathways are maintained and new ones to be developed.



VINAKA VAKALEVU!



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