



## FARMERS "LINKING TO MARKETS" TRAINING & KNOWLEDGE EXCHANGE WORKSHOP



1. Background
2. Opportunities
3. Identify & discuss constraints
4. Key constraints
5. Possible solutions

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

# 1. Background-Producer/Exporter/Packer





## 2. Opportunities

- Finding new markets
  - Regional
  - Niche Markets
- Value Adding
  - Primary market opportunities are Pacific Island people in overseas countries
  - Educate other markets
- Import Substitution
  - Through value adding
  - Fresh produce ie., during wet season





## 3. Identify & Discuss Constraints

### 1. Weather

- droughts, excessive rain/floods

### 2. Production

- main/off season, inconsistent supply and quality of supply

### 3. Seeds

- Availability and suitable varieties

### 4. Market Access

- Tariff/Non tariff barriers eg., biosecurity, political pressure

### 5. Logistics and Infrastructure

- Steve Underhill's study on Fiji Tomatoes is a good example
- Frequency of shipping and cost of freight

### 6. Technical Support & Planning

- Research & extension support
  - Identify appropriate varieties for conditions
  - Applied Research to involve more farmers in wider communities



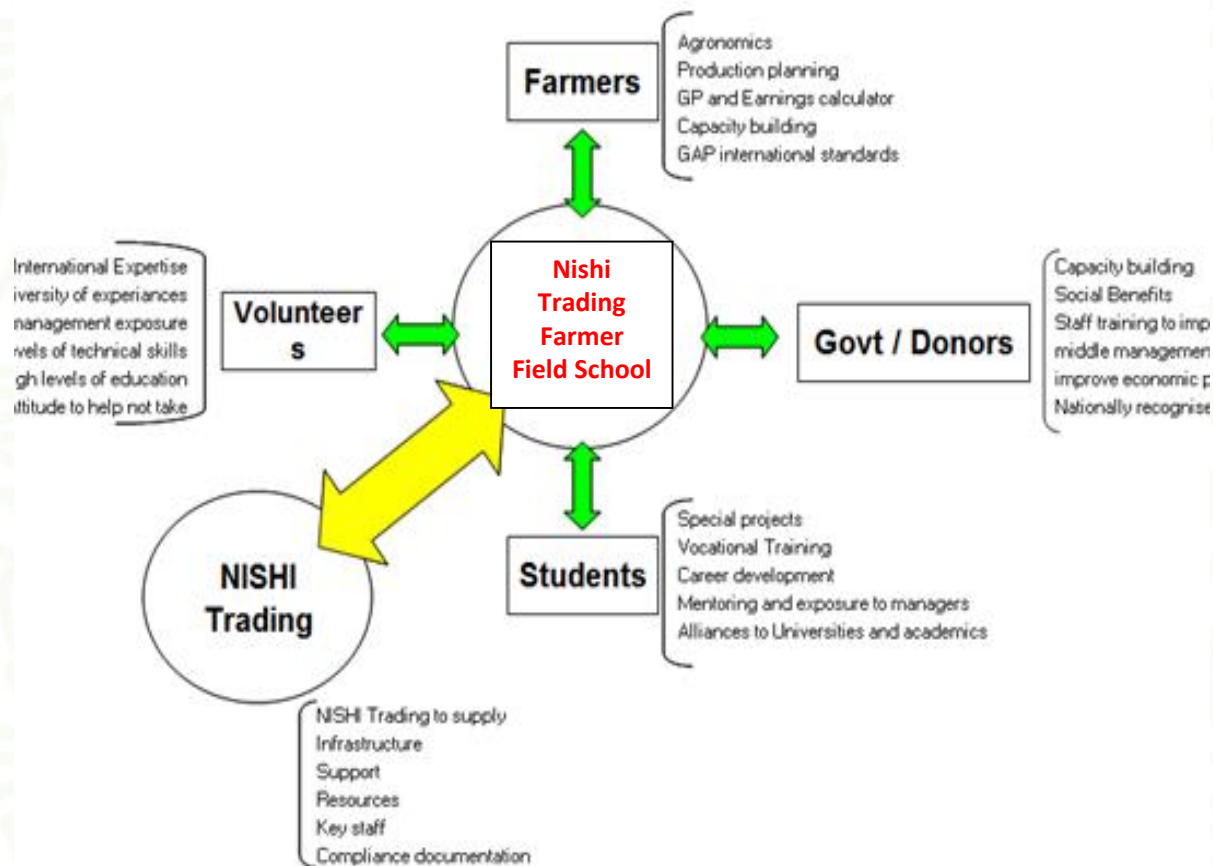
## 4. Key Constraints

1 – 6 are all key constraints to sustainable development

## 5. Possible Solutions

1. Be weather prepared
  - Invest in irrigation/new technology, understand contours of your land & avoid flooding
  - Met service to provide timely weather reports and guidelines eg., We have weather service committee as a PPP under Agriculture Growth Committee
2. Strengthen support to farmers, eg Farmer Field School
  - Value adding (import substitution as well as for exports)
  - Applied research (farmer – farmer exchanges with technical support) PIFON
3. Develop seed bank (in country & regional) – PIFON concept?
4. Know your market
5. Government to maintain upkeep of strategic roads, improve shipping schedules
6. Strengthen connection between industry and MAFFF (bottom up approach)
  - R & D work plans should be developed and implemented in accordance to the needs of farmers, private sector and communities to ensure sustainability of the sector eg., MORDI Tonga Trust (NGO)

## NISHI Foundation - Stakeholder Communications Map



**Malo 'Aupito**