



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**

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# 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%			
<b>Food</b>	<b>195,016,000</b>	<b>23.02%</b>	<b>\$ 5,850,480</b>	<b>\$ 11,700,960</b>	<b>\$ 17,551,440</b>
Bar & Liquor	79,989,000	9.44%			
Telephone	2,273,000	0.27%			
Others	99,635,000	11.76%			
<b>TOTAL</b>	<b>847,142,000.00</b>	<b>100%</b>			

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
<b>TOTAL</b>	<b>847,142,000</b>	<b>100%</b>	<b>\$195,016,000</b>	<b>\$ 11,700,960</b>	<b>\$ 17,551,440</b>
			<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**

<b>Beds Sold by Area (No)</b>						
<b>Area</b>	<b>2013</b>				<b>TOTAL</b>	<b>%</b>
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>		
<i>Suva</i>	106,047	119,074	131,708	119,165	475,994	12%
<i>Nadi</i>	307,098	337,565	425,978	382,724	1,453,365	37%
<i>Lautoka</i>	35,831	41,746	57,160	47,677	182,414	5%
<i>Coral Coast</i>	167,050	234,924	302,961	247,012	951,947	25%
<i>Mamanuca</i>	102,789	170,919	198,961	154,569	627,238	16%
<i>Northern Division</i>	29,263	36,572	42,251	36,495	144,581	4%
<i>Others</i>	10,499	11,848	12,375	12,542	47,264	1%
<b>Total</b>	<b>758,577</b>	<b>952,648</b>	<b>1,171,394</b>	<b>1,000,184</b>	<b>3,882,803</b>	<b>100%</b>
<b>%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>	<b>26%</b>	<b>100%</b>	
			<b>Visitors</b>	<b>657,706</b>	<b>6</b>	<b>days</b>

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

# TWO SIDES OF THE COIN

**Farmers'**

**OPPORTUNITIES**

**CHALLENGES**

=

=

**Hotels'**

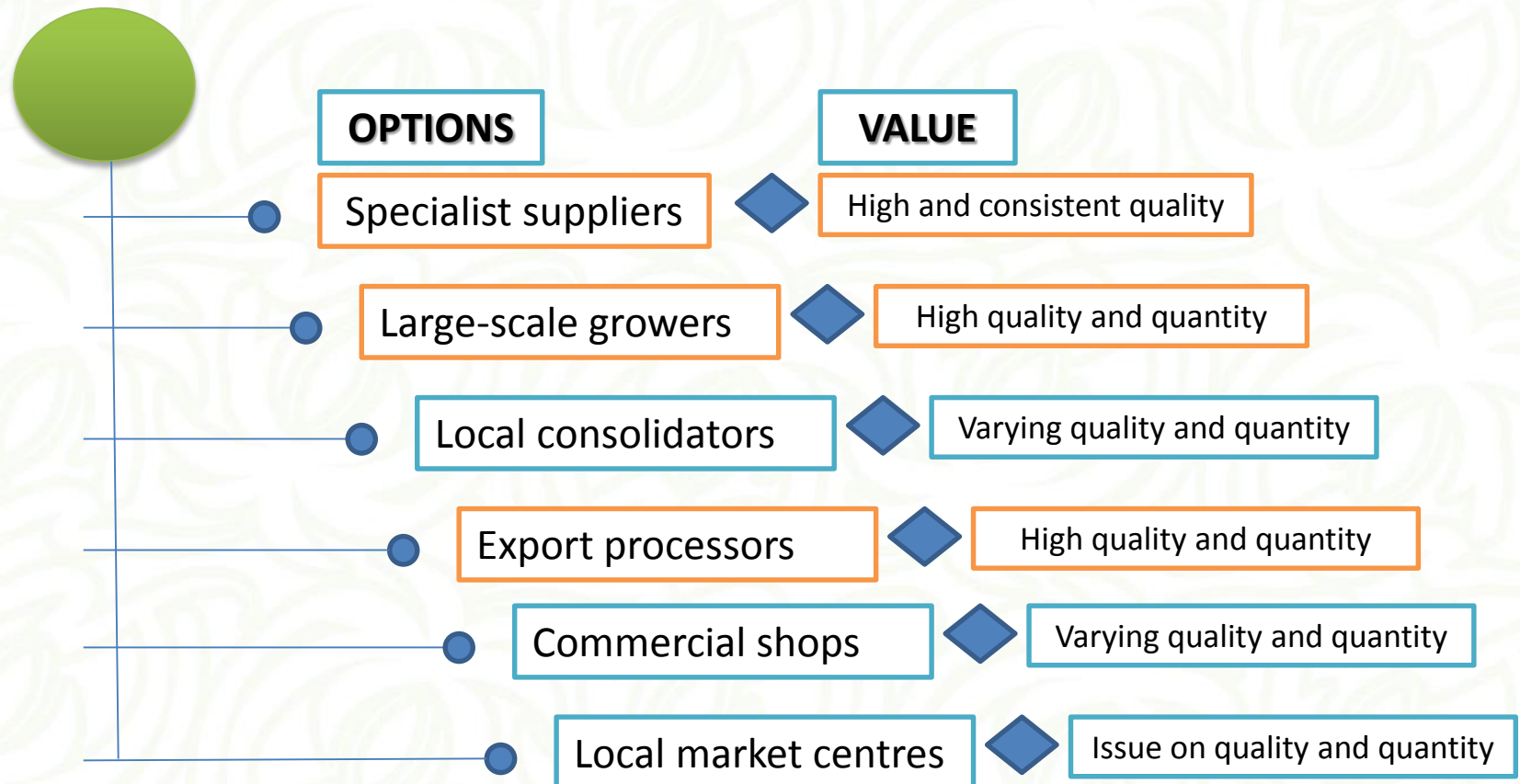
**CHALLENGES**

**OPPORTUNITIES**



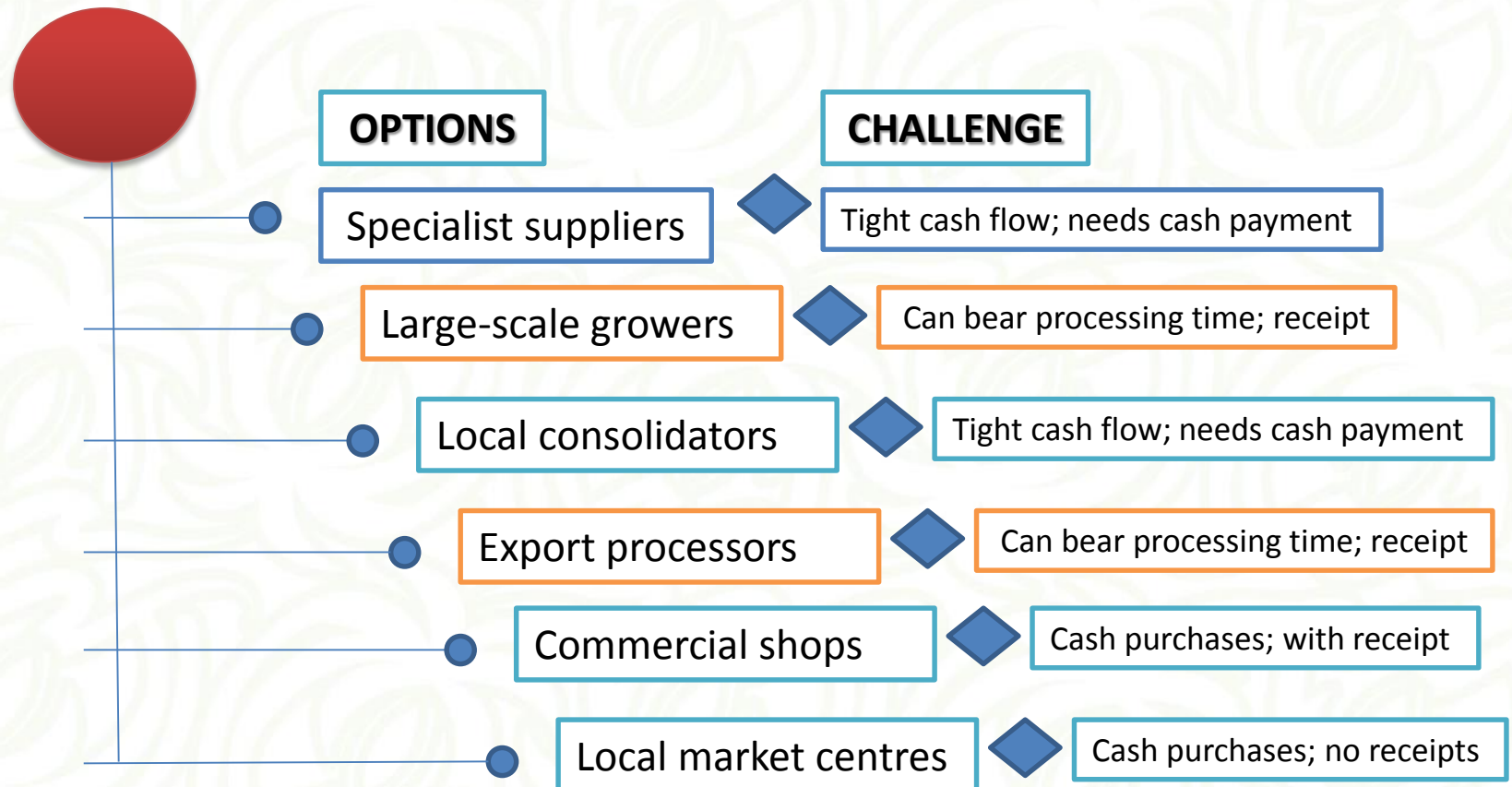
# Capturing the Growing Opportunity

## 1. Understanding the hotels' procurement options



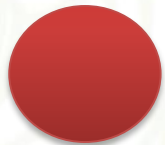
# Capturing the Opportunity

## 2. Terms of payment affecting suppliers' cash flow



# Capturing the Opportunity

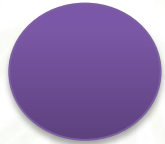
## 3. Addressing market linkage issues and challenges



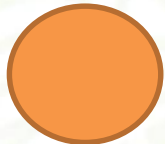
Creation of a **platform** for dialogue and inclusive marketing



**Available** goods at desired quantity and quality, and price

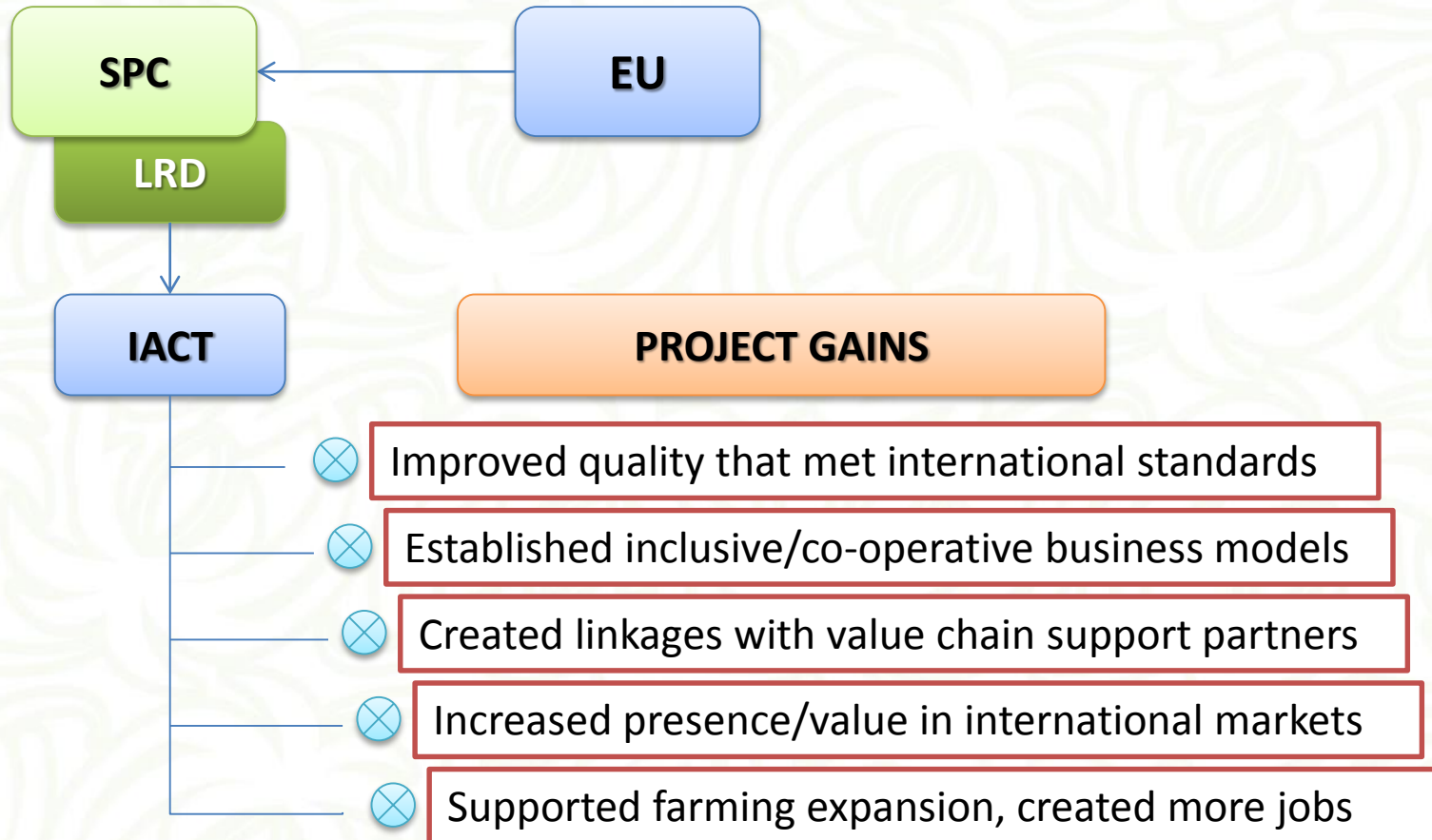


**Support** for farmers to bear opportunity loss re: payments



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

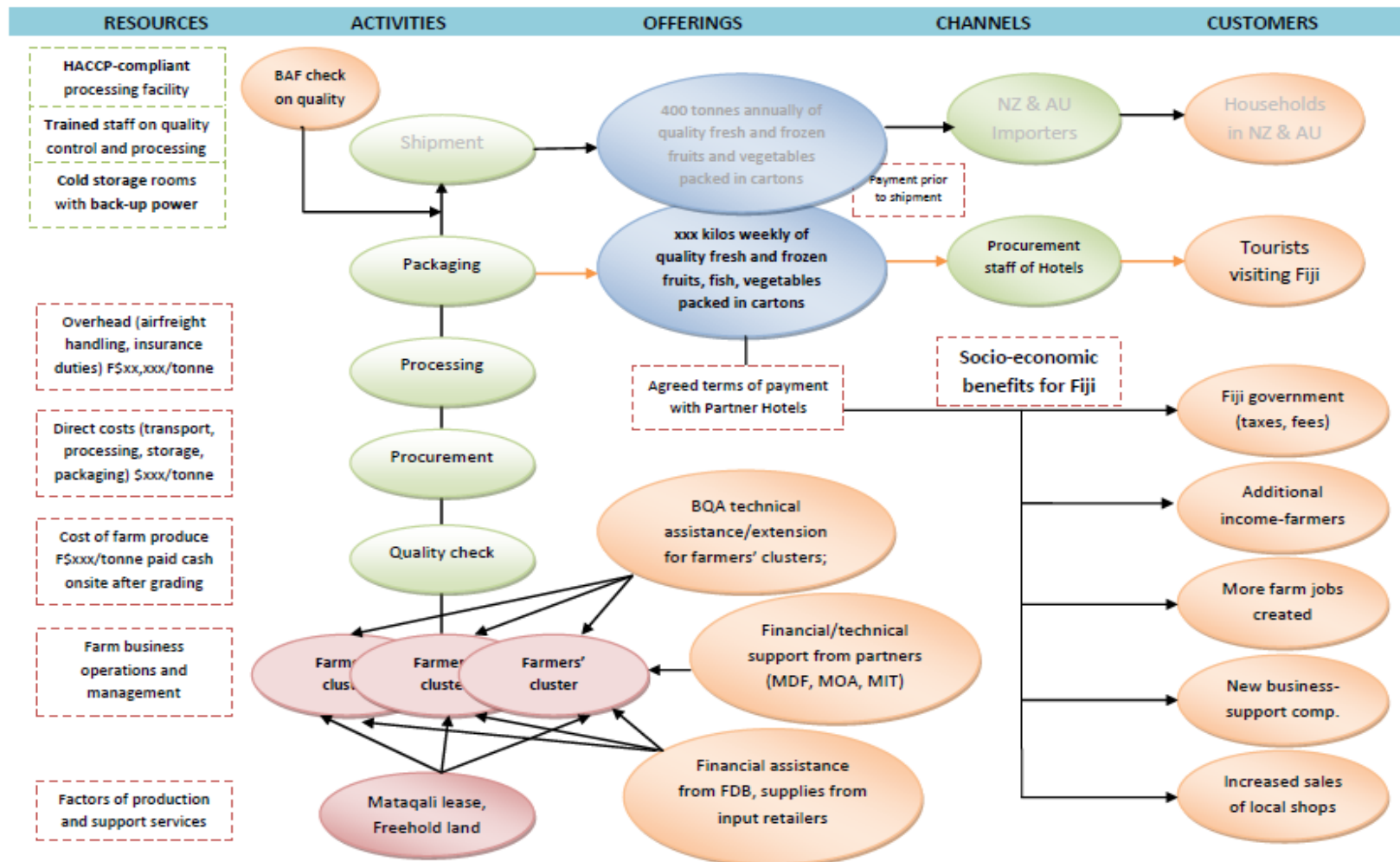
# Strengthening Fiji's Fresh Produce VCs





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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.**