



Agribusiness Forum

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2015

PRACTICAL HYDROPONICS & GREENHOUSES

The Commercial Growers' Magazine

www.hydroponics.com.au

Seeds of Success



ISSUE 141	INNOVATIONS IN AGRICULTURE	
MARCH 2014	HYDROPONICS IN FIJI Joe's Farm Produce	VERTICAL FARM Warehouse farming system
	CALIFORNIA GREENING Breakthrough technology & processes	THE PONIX SOLUTION Self-contained, automated

A Magazine for Commercial Growers



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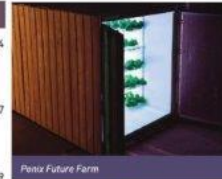
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PRACTICAL HYDROPONICS & GREENHOUSES

ISSUE 141 :: MARCH 2014 :: THE COMMERCIAL GROWERS' MAGAZINE

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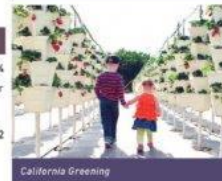
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Joe's Farm Produce has grown into a major player in the local and international food industry.	



Growing Fresh in Fiji

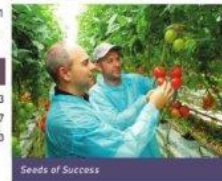
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California Greening

Practical

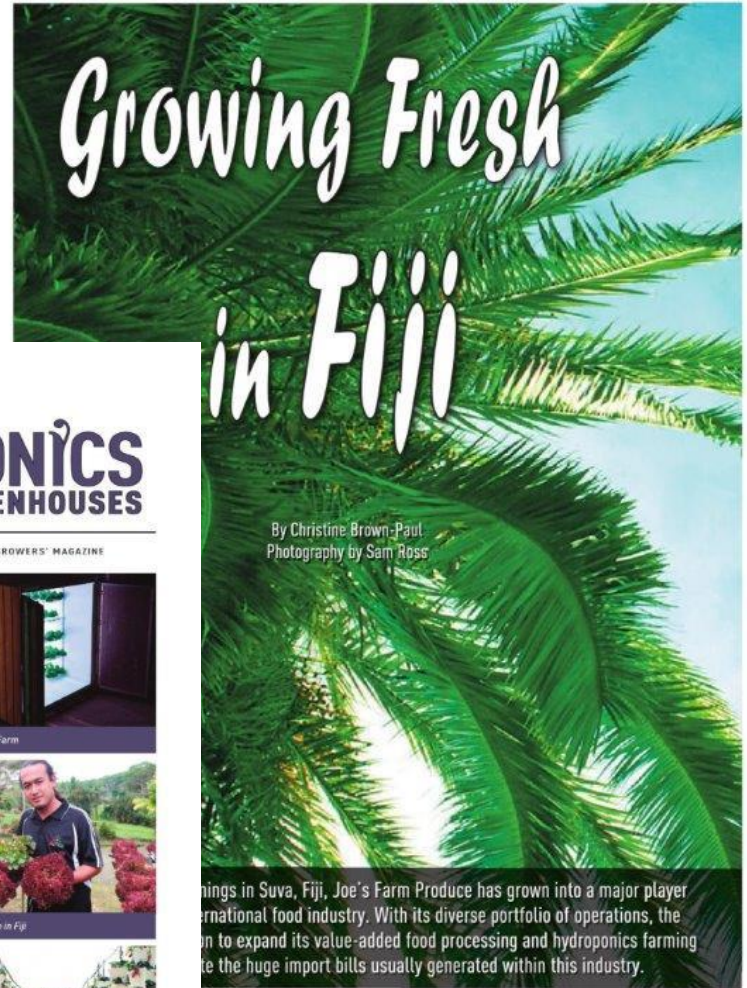
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Seeds of Success

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Cover Image: Courtesy Enza Zaden



By Christine Brown-Paul
Photography by Sam Ross

ings in Suva, Fiji, Joe's Farm Produce has grown into a major player in the international food industry. With its diverse portfolio of operations, the company is set to expand its value-added food processing and hydroponics farming to meet the huge import bills usually generated within this industry.

ises - March 2014

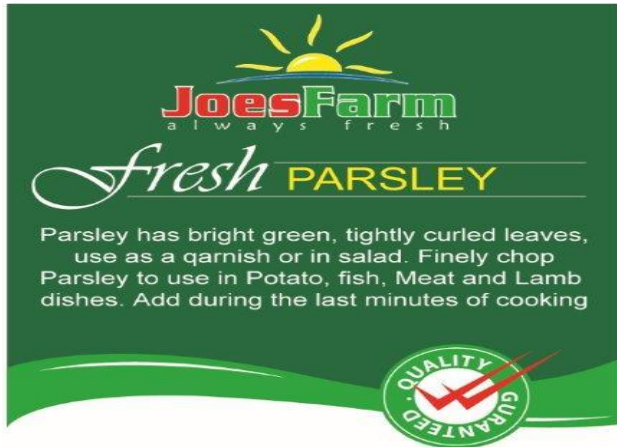
Featured in March 2014



Farming venture started by parents – 1955

Established Joes Farm Produce – 1981

- Integrated commercial farming
- Suppliers of farm fresh produce
- Hydroponic farming
- Commercial fresh salad packaging.



Key Achievements

- Awarded large food supply contracts
- Attaining food export orders
- New Exporter of the Year Award - 1993
- Exporter of the Year Award – 1996, 1997
Fresh Produce Category (Investment Fiji)
- Introduced commercial hydroponics farming in Fiji - 1992
- Expanding into fresh produce packaging operations

Major Market Segments

Government Institutions – Hospitals, Boarding Schools, Military Bases, Tertiary Institutions & Prisons

Private Sector – Hotels, Restaurants, Foreign-going Vessels, Wholesalers, Tertiary Institutions & Mining

Export Sector – Processed Vegetables: Taro, Cassava & Fresh Vegetables

Serving Tourism-Related Markets



Accommodation

- Hotels
- Island boutique / resorts
- Eco-tourism



Tourism Transportation

- Cruise liners
- Passenger vessels
- Yachts



Restaurants

- Hotels
- Restaurants
- Food courts

Key Elements of Success



1. Expanded 200 acre farm capacity & productivity
2. Expanded external procurement of produce



Key Elements of Success

3. Serviced large domestic institutional & commercial orders
4. Developed Product Branding
5. Developed 10 Year Strategic Business Plan



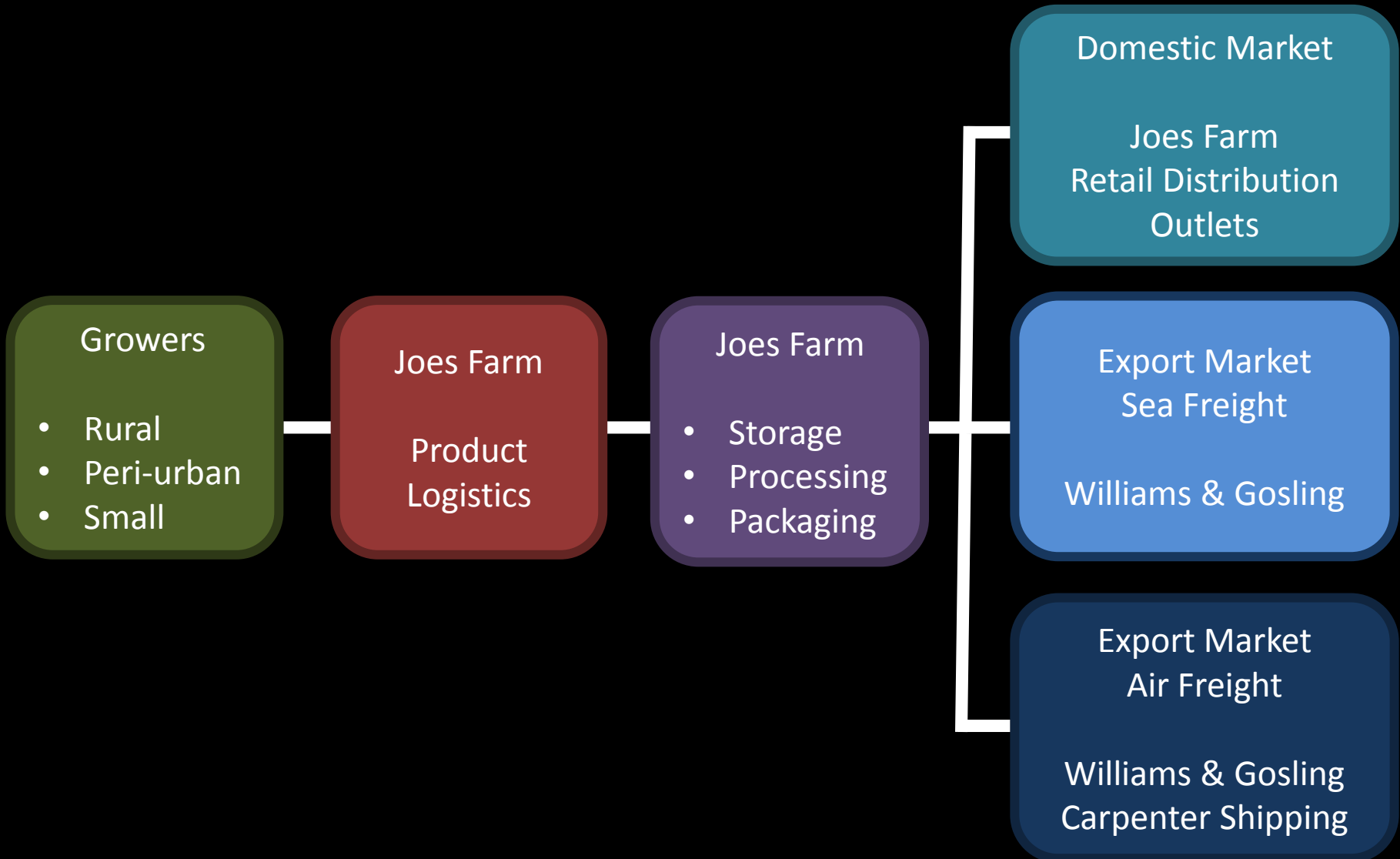
Key Elements of Success



6. Expanded into Commercial Hydroponic Farming
7. Extensive R&D
8. Extensive Staff Training
9. Developed Company Website

www.joesfarmproduce.com

Commercial Agribusiness Supply Chains



My Big Picture Vision

Sustainable Livelihood Initiative

- Strategic collection centres
- Guaranteed purchase by Joes Farm
- Reduce transport costs for remote farmers
- Reduce waste & farmer losses
- Utilise more arable land
- Reduce rural-urban drift



My Big Picture Vision

Sustainable Livelihood Initiative



- 1. Technical Training Issues**
- 2. Capacity Building Issues**
- 3. Financial Constraints**

My Big Picture Vision

Sustainable Livelihood Initiative



1. Technical Training Issues

- Agricultural graduates
- Trained mechanical operators
- Trained hydroponic technicians

My Big Picture Vision

Sustainable Livelihood Initiative



2. Capacity Building Issues

- Rural refrigerated processing sites
- Implementation of sound husbandry standards & practice
- Implementation of best practice produce management training
- Interface of tourism operators & farmers

My Big Picture Vision

Sustainable Livelihood Initiative



3. Financial Constraints

- Building & staffing collection centres
- Retraining farmers to grow new crops
- Supply of seedlings to farmers
- Remote refrigeration storage facilities



LINCOLN

Refrigeration
Air Conditioning

LIVING SPRING

Bottled Water

QUANTUM

Quarry

DALMAX

Property
Investment

HYDROSCAPE

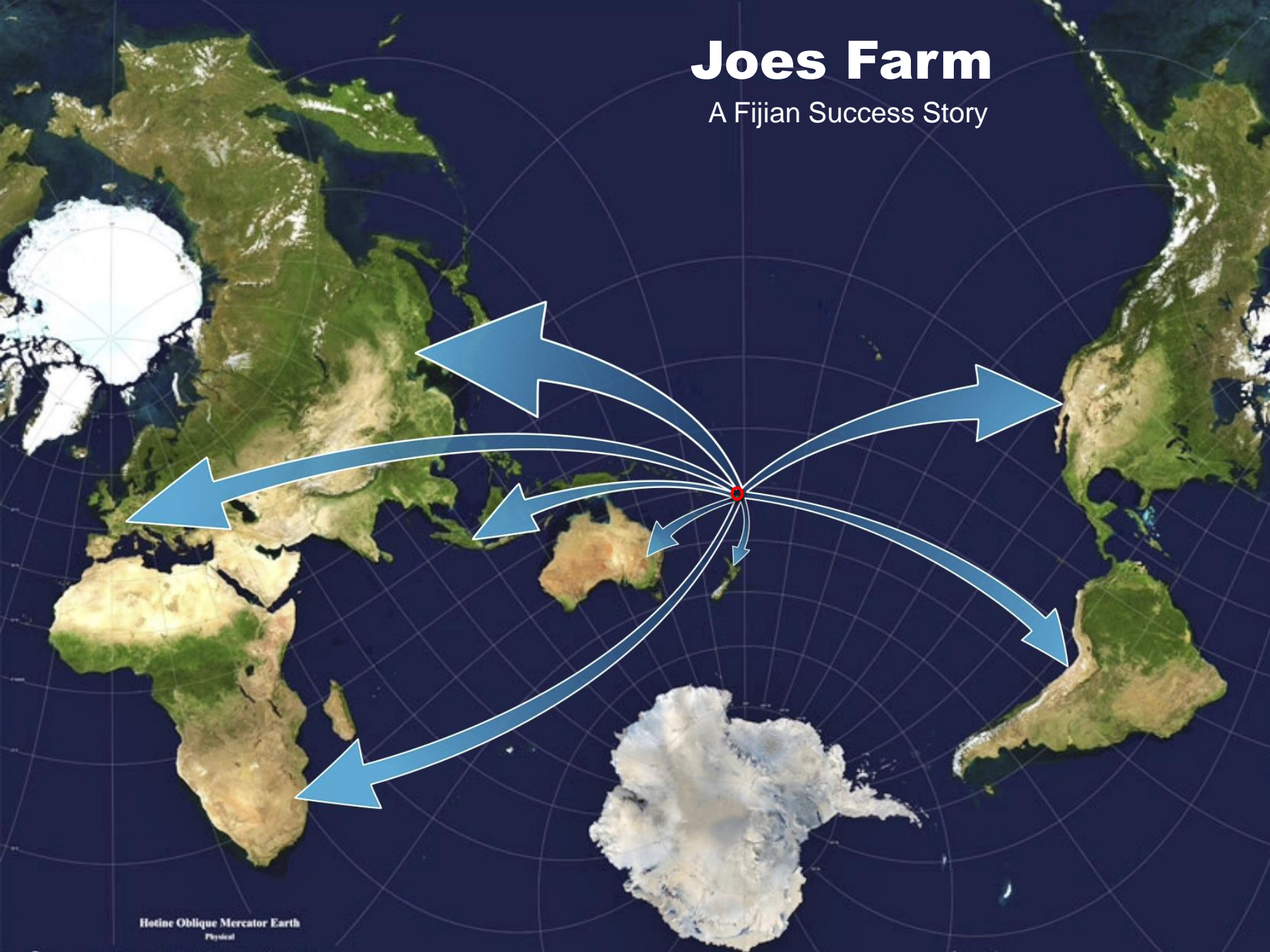
Greenhouse
Construction

OCEAN ELEMENTS

Organic Fertiliser

Joies Farm

A Fijian Success Story





Vinaka