



OVERVIEW OF THE CROP INDUSTRY- AGRICULTURE SECTOR

MINISTRY OF AGRICULTURE
REPUBLIC OF FIJI

POPULATION

837,271 with annual growth rate of 1.41%

- **Itaukei– 475,739; Indo Fijians – 313,798 & Others - 47,734**
- **Rural Population- 49%**
- **Urban Population- 51%**

GROSS DOMESTIC PRODUCT – GDP (2013)

- **US\$3.2 billion (FJ\$6 billion)**
- **Major Sector– Tourism, Manufacturing, Services, Mining, Remittances, Agriculture**
- **Per capita income - USD\$3,900**
- **Poverty rate – 31%**

AGRICULTURE SECTOR

- **13% of GDP (Agriculture – 10.5%; Fisheries & Forests – 2.5%)**
- **Employment – 50% of workforce**
- **Drive by Subsistence sector (80%)**
- **Total Agriculture Land – 4,280 km²**
- **Forest Area-10,000 km²**
- **Total farmers-65,033 (2009 Agri-Census)**
- **43.9% have farm size of < 1 ha**



CROP EXPORTS

- Sugarcane (\$300m) – Europe, USA
- Taro (\$22m) - New Zealand, Australia, Canada, USA
- A/Vegetables (\$10m)- New Zealand, Australia
- Ginger (\$11.6) – Australia, NZ, US, UK, Netherlands, Canada
- Cassava (\$2m)- New Zealand, Australia, Canada, USA
- Pawpaw (\$2m)- New Zealand, Australia
- Kava (\$5m) - New Zealand, Australia, Europe, USA
- Others



KEY CROP IMPORTS (2012)

- Rice (\$40m) – Singapore, Thailand & Vietnam
- Fruits & Vegetables (\$12m) - New Zealand, Australia
- Potato (\$19m) – New Zealand
- Wheat (\$50m) – Australia



Overview

The ministry has the mandate to enhance food production and income security through agricultural sector growth.

It is intended to lead to the achievement of the following:

- Quick economic recovery
- Food and Income Security
- Poverty Alleviation
- Sustainable management of natural resources

Vision: To influence market forces through vibrant and sustainable agriculture activity that reduces poverty, reduces the risk of food insecurity and increases the contribution to GDP.

Mission: To excel in the provision of customer-focused and market-driven services in the agriculture sector.

LINKAGE OF MOA OUTPUT TO GOVERNMENT TARGET

OUTCOMES (PCCPP)

PCCPP

1.0 Pillar 5

2.0 Pillar 8

3.0 Pillar 6

4.0 Pillar 7

5.0 Pillar 4

RDSSSED

- 1.1-Non Sugar Agr. & Livestock
- 2.1-Reduce Poverty
- 3.1-Land Resource Development & Management
- 4.1-Rural & Outer Island Programmes
- 5.1-Gender Equality & Women Empowerment
- 5.2 Enhance institutional support

MOA OUPUTS KRA)

1.1.1 Output 1 -Maintain Food Security through Extension & Research on both crops & livestock

1.1.2 Output 2-Quick Economic Recovery through DDA and commodity projects

2.1.1 Output 3- Assist in Poverty Alleviation by capacity building of farmers

3.1.2 Output 4-Sustainable management of natural resources

4.1.1 Output 6-ROI- Communities to meet their basic needs, improve I/standards thro. Agr.dev.

5.1.1 Output 5-Ensure equal access for women in agr. Dev

5.1.2 Output 8-Portfolio Leadership, Policy advise & secretariat support

5.1.3 Output 9- Asset & Human Resource management & development

FOOD SECURITY

CROPS

Traditional Crops

- Staple root crops
- Vegetables, Cereals & fruits

Growing of high imports crops

- Rice, lettuce, capsicum, tomato, carrot, potato, other processed fruits

LIVESTOCK

Indigenous Livestock Breeds

Rearing/production of high import livestock

- Dairy, beef, sheep & other monogastric animals

EXPORT LED

Dalo

- Address Export GAP
- Focus on target variety
- Focus target production areas per variety
- Focus on better & sustainable farming practices
- More holistic on assistance, production, infrastructure, and market chains
- Value additions- commodity development

Ginger

- Address Export demand from the new exports markets
- Re-look at expansion on production areas, activities in the PSIP
- Consider sustainable land management- marginal land
- R&D on pest & diseases
- More emphases on market & farmer linkage- demand & supply, price, pathway compliance, etc

BQA

- Need to re-look at our role- capacity building, monitoring, supply of planting materials, agro-inputs, etc
- Focus on linkage with our stakeholder- BAF, NWC, exporters, farmers, etc
- Need expansion on production areas, infrastructure, review proper production system, etc

Yaqona

- Need increase production through assistance- stabilize the domestic supply, Vanuatu imports, etc
- Identify target production areas
- Re-look at the assistance activity- production, infrastructure, marketing, etc
- Facilitate all stakeholder-

AGRICULTURE SECTOR POLICY OBJECTIVES

- ❖ Build modern agriculture by organizing production , processing and marketing system.
- ❖ Develop integrated production, processing and infrastructure support.
- ❖ Improve service delivery.
- ❖ Enhance capabilities to generate funds and secure investment.
- ❖ Improve Project implementation & policy formulation

IMMEDIATE

- **Organizing:-** production , processing and marketing system.
- **MOA activity:**

PRODUCTION	PROCESSING	MARKET
Registration	Agro Processors Association	Agro Exporters Association
Commodity Association	Support product development	Exporters Profiling
Clustering	Support: RRL,CML,EPP	Market Promotion
PGS	Collection	Agro Tourism

MEDIUM TO LONGTERM

- **Develop Integrated Infrastructure:-** production and processing.

PRODUCTION	PROCESSING
Farmer Field School	Rural Transformation Center
Clustering	Food Parks
	Support: RRL,CML,EPP

Government Assistance program

- **Export Promotion**
- **Rural and Outer Islands**
- **Dairy Industry Support**
- **Sigatoka Valley Development Program**
- **Import Substitution**

Export Promotion

- **Increase export commodities**
 - **Dalo & Cassava**
 - **Papaya**
 - **Ginger**
 - **Kava**
 - **BQA Vegetables**
- **Targeted Areas: West & North**

Rural and Outer Islands Program

Commodity Targeted: Root crops, Kava, Papaya ,
Vegetable and livestock [Beef, Poultry, Pig, sheep,
Goat & Honey]

Target Areas:

Eastern Division

Central Division

Northern Division

Sigatoka Valley Development Program



Objectives:

To provide drainage and irrigation facilities for the production of high value crop for local and export markets.

Commodity Target:

Fruits and Vegetables

Target Area:

Sigatoka valley (Salad Bowl)

OPPORTUNITIES

- Establish Integrated infrastructure on coconut mill
- Develop infrastructure on cold storage , segregation and pre-ripening and other logistics
- Infrastructure on processing facilities

POTENTIAL INVESTMENT

- **Value Addition Products:**
- Virgin Coconut Oil; Cocoa; Taro (fresh); Cassava; Tropical fruits; Breadfruit
- Partnership with Government to develop system of commercial agriculture
- Establishment of Brand name, design and product packages
- Gear agriculture products towards tourism

Vinaka Vakalevu

Thank You