



# Domestic Initiatives for Agribusiness

Presentation by Mr. Sekove Tamanitoakula  
Chief Economist  
Ministry of Industry, Trade & Tourism at the Fiji  
Crop Sector Forum held at the Tanoa International  
Hotel on November 23<sup>rd</sup>, 2015

## **Presentation Content**

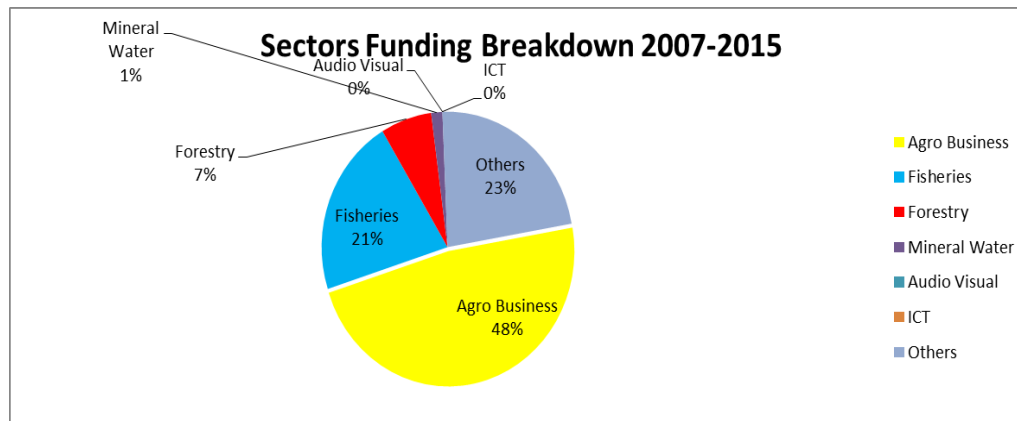
- 1). Objectives of the Ministry
- 2). Ministry Programs targeted for Agribusiness sector
  - National Export Strategy
  - Fijian Made campaign
  - Micro Small Business Grant
  - Cooperatives Initiative/NCSMED
- 3). Constraints of Industry players
- 4). Possible Solutions
- 5). Way Forward

## Objectives of the Ministry

- The vision of the Ministry is to be an internationally competitive economy
- To achieve this vision, we create an environment for trade, investment, business development and inclusive economic growth

## National Export Strategy

- Developed in 2006
- Purpose to achieve sustainable economic growth by encouraging competitiveness, value addition and export diversification in areas where there are competitive advantages
- Target exporters from 6 prioritized sectors – **Agribusiness, Forestry, Fisheries, Mineral Water, ICT and Audio Visual**



- From 2007-2015, 77 projects assisted and \$11.1m disbursed
- Budget of \$2m available in 2016

## Agribusiness Projects Assisted



Agriculture Marketing Authority



Bens Trading Ltd



Maqere Exports Ltd



Ram Garden City



Lami Kava Ltd



Copra Millers Fiji Ltd



Farm Boy Ltd



Natures Way Cooperative



## Fijian Made & Buy Fijian Campaign



- Initiated in 2011 and launched in 2012

### Objective :

- Reduce Import Bills – Balance of Payment;
  - Raise profile of Fijian Made Products/Produce;
  - Promote Consumption of Fijian Made Products; and
  - Build sense of loyalty to support growth of our Industries.
- 
- To-date over 2035 products are registered under the Buy Fijian Made Campaign.
  - 20% of the registered products are registered under the Fijian Grown Emblem

## Micro Small Business Grant (MSBG)

- Budget of \$1m was provided in 2015 to assist micro and small businesses through the provision of a grant of up to \$1000 per business. An additional \$2m was sought to meet the large number of applications received.
- To enable emerging and existing micro and small businesses to start up or boost their existing businesses and to encourage small-scale economic activities, value addition and income generation.
- The grant was distributed by geographical and/or population sizes across the country for equal access
- A total of 3,122 businesses have been funded from this \$3m across Fiji. These centers are Suva, Navua, Sigatoka, Savusavu, Taveuni, Nadi, Rakiraki, Ba and Lautoka.
- So far, a total of 1,134 micro and small agribusinesses have been assisted from this \$3m grant. Hence, the sector makes up 36% of the total grant recipients with funds disbursed amounting to \$1,103,622.

## Constraints faced by Industry Players

1. Inconsistent supply of produce from farmers;
2. Vulnerability to Natural Disasters;
3. Incursion of Pest and Diseases;
4. Lack of support from Extension officers;
5. Restrictive and Additional Biosecurity requirements from Importing Countries;
6. Low quality export commodities due to poor control and incorrect farming principles at the farm;
7. Market Deficiencies; and
8. Access to finance given it's a high risk industry.



## Possible Solutions/ Way Forward

1. Extension Officers to regularly provide advise on proper farming techniques and support services to farmers which in turn will lead to consistent supply and high quality production from farmers;
2. Increase budget of Extension Offices to meet costs of farm visits;
3. MoA to ensure synergies exist between farmers/suppliers and agribusiness exporters; and
4. Supply Contracts should be encouraged between farmers (suppliers) and exporters.
5. Encourage farmers to form cooperatives:
  - Pool resources; and
  - Better Chances to get financing with a formal structure

Cont.

6. Industry Government Dialogue Mechanism through the Trade (Investment) Facilitation Sub-Committee under the Trade Policy Framework that will be effective from 2016. The sub-committee will discuss all issues related to the following:
  - Agro –commodity exports;
  - Market Access (existing and new); and
  - Domestic Facilitation Concerns



**Thank you for your attention**

**Questions?**