

FIJI CROP FORUM

EMBRACING THE CHANGING LANDSCAPE OF THE FIJI CROP SECTOR

INTRODUCTION TO THE WORKSHOP

Mili Nawaikula

Presentation Plan

- Objectives of the workshop
- Forum structure
- Expected outcomes
- Industry Plan – What is it?
- Industry Plan – Objectives and overview

Objectives of the Workshop

1. To raise awareness of stakeholders on:
 - The Fiji 2020 Agriculture Policy Agenda
 - The Draft Industry Plans for Crops
2. To obtain stakeholder inputs on identified Crop Industry Plans including key result areas to be achieved over the next 5 years
3. To determine best option structures to drive these Industry Plans, include Working Group formation
4. To form Industry Plan working groups that will finalise Industry Plans for validation by March 2016 and launching by June 2016

FORUM STRUCTURE

- Day 1
 - Macro Overview – Ministry of Strategic Planning, Industry & Trade
 - Financial Sector overview – Reserve Bank, FDB, HFC & BSP
 - Production, Organic & Research – MOA & POETCOM
 - Seeds and Inputs – Pacific Feeds, MOA & PIFON
 - Value Addition & Niche markets – Joe's Farm, Kaiming & Foods Pacific
 - Agri Tourism overview – USP

FORUM STRUCTURE cont'd

- Day 2
 - Recap of Day 1
 - The Role of farmer organisations – PIFON, FCLC, Teitei Taveuni
 - Youth in Agriculture – TRTC & Navuso
 - Biosecurity – Biosecurity, PHAMA, AUS /NZ BIOSECURITY
 - Import Substitution & Food Security – SPC, Grace Road, MOA
 - Export Markets – Natures Way Cooperative, Sunrise Produce, NZ Importer

- Day 2 cont'd
 - Data & Statistics – MOA, FCLC
 - Working Groups
 - Group work

- Day 3
 - Recap of Day 2 – FCLC
 - Group work continues
 - Work Group presentations

- Day 4

- Recap of Day 3

- Work Group Presentations

- NGOs and development Partners –
IFAD, PCDF & Teitei Taveuni

- Value Addition & Agri-Tourism – PGS,
Taki Mai

- Field Trip – Nature's Way, Papaya
Farmer & Sant Kumar

- Day 5

- Recap of Day 4

- Draft Forum Outcomes

- Finalization of Outcome document

- Formation of Crops Working Groups
& way forward

Expected Outcomes

- 3 completed Industry Plans
(Ginger, Rice and Dalo.)
- Agri-Tourism Strategy
- Agri Value Addition Strategy
- Crop working Groups

What is an Industry Plan?

**An action/strategic plan
aimed & developed to drive
the Industry forward**

Industry Plans

- Commodity based – Dalo, Yaqona, Rice etc
- Fiji 2020 Agriculture Sector Policy Agenda – preparation and implementation of Industry Plans
- .Green Growth Framework
- Review of the Non Sugar Agriculture Sector

Objectives of the Industry Plans

- Vision
- Key Aspirations
- Objectives
 - supply (production & productivity,
 - demand (product demand & marketing)
 - the industry (industry organization, resourcing & management)

Industry Plans Overview

- The plan should:
 - Describe the current position and the key factors influencing the industry
 - Analyze the industry's strengths, weaknesses, opportunities and threats
 - Ascertain the industry's core priorities moving forward
 - Outline the objectives and strategies that needs to be undertaken to address these priorities

Industry Plan

- Executive Summary
- Vision
- Background
- Current Situation – Supply, Demand & Industry
- Key Issues - SWOT Analysis
- Core Priority Areas To Be Addressed
- Objectives, Rationale & Strategies
- Budget
- Implementation of the plan – timelines & responsibility

Vinaka