



FIJI CROP SECTOR FORUM

‘EMBRACING THE CHNOANGING LANDSCAPE OF THE FIJI CROP SECTOR’

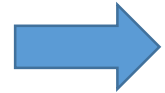


Save Waqainabete
BUSINESS DEVELOPMENT ANALYST

NOV 2015



INTRODUCTION



LOCAL MARKET



- Cruise liners
- Passenger vessels
- Yachts



- Restaurants
- Hotels
- Restaurants
- Food courts

OPPORTUNITIES



- **Frozen Products expands the shelf life up to 8/10 months from fresh products**
- **Excess Produce**
 - MoA Extension Programs with Farmers
 - Partnerships in High Value Agriculture (PHVA) Program by Partners in Community Development Fiji (PCDF) through IFAD
 - Farmers commercial expedition to meet the rising demands of living standards
- **Demands from high-end markets (hotels/exports)**
 - Hotel Industry demands for local produce
 - Hotel policy on local produce (Fijian Hotel by 2017)
 - Increasing consumption of frozen products by local consumers
- **Import Substitute**

CHALLENGES



- **Getting the right environment for producers to sustainably supply the demanded volume of produce to Processors**
 - No control over Producers
 - Producer's setback on farming issues (technical know-how, access to seedlings, technology transfers, funding)
- **Getting the appropriate packaging materials locally**
 - Designs – attractive but economical
 - Quantities
 - Use of materials that are environmentally friendly
- **Acquiring the Appropriate Processing Machinery**
 - Invasion of modern technologies
 - Processing lines that conform to Codex measures
- **High Cost of Codex compliance measures to qualify market demands**
 - Establishment of Processing Factory
 - Demands from Markets on Chemical Tests etc.

CONSTRAINTS



- **Land**
 - Ideal Location
 - Land Access
- **Water**
 - Processing & Value Adding
- **Power**
 - Required Power 3 Phase supply in rural areas
- **Raw Materials**
 - Sustainable supply
 - Quality of Produce
 - Quantity
- **Enabling Environment**
 - Policies & Regulations

SOLUTIONS

- Land
- Water
- Electricity

IDA TASK FORCE INDUSTRIAL DEVELOPMENT ACQUISITION TASK FORCE

- **Raw Materials – successful implementation of the RTC under Fiji 2020 Agriculture Sector Policy Agenda**
 - Mobilizing full characteristics of the Centre
 - Initiatives
 - Functional link with Villager Centre
 - Community Participation through Farmers Field School (community based non-formal education approach)
 - Private Sector Participation
 - Securing Contract Farming or Out-Grower Schemes with producers
- **Govt. support in exploring funding opportunities from multi-national donors for infrastructure development and capital cost**
 - Technical Preparations
 - Funding Alternatives
 - Implementation





Vinaka