

FIJI'S VOICE FOR EFFICIENT AGRICULTURE



Fiji Crop & Livestock Council's strategy to deliver profitable agriculture

We aim to provide services to all farmers in Fiji, and believe our long term sustainability will largely depend on farmer satisfaction. We therefore strive to engage directly with farmers, to understand their needs, and deliver services that not only meet their demands, but contribute to the overall growth of the agricultural sector in Fiji.

We're clear about our shared ambitions

Develop CAPACITY and awareness

Deliver SERVICES on a sustainable basis

DIVERSIFY our base

EXPLAINING THE BUSINESS OF AGRICULTURE



For Fiji

Increase exports (and help become less reliant on imports).

Our three pillars of service:



STRENGTHENING ASSOCIATIONS

Learning to manage our own groups well
Working with the sub-sectors to help them establish and maintain and improve their own associations.

Our key initiatives in YEAR 1:

Promote Membership.

Engage key contacts within subsectors.



TECHNICAL SERVICES

Helping make agriculture profitable

Helping agri-groups and sub-sectors to make better decisions and increase profitable agricultural production and export.

Our key initiatives in YEAR 1:

Provide members with suitable technical services.

Investigate funding sources for members.

Support Partners to provide Financial Management Services.



ADVOCACY

Connections with the people that matter

Engaging key audiences and development partners to secure support, including policy and financial support for key initiatives or issues.

Our key initiatives In YEAR 1:

Identify priority areas for advocacy.

Engage the Public Sector and the Minister in Council activities.

Engage other key stakeholders.

WE'LL BE MEASURED by how well we do what's right for Fiji farmers.

The FCLC exists to represent its members and to provide value for membership by:

1. Coordinating agricultural activities in Fiji.
2. Advocating on behalf of members on issues affecting them.
3. Providing a learning and development network for members.
4. Establishing alliances which deliver benefits to members.

We'll enable agri-groups to become stronger within shared goals and frameworks.

We'll have a suite of services available to farmers that genuinely meet their needs.

We'll be recognised by farmers as making a difference in their interests in Fiji.



For our farmers

Hear, support and represent the voice of farmers in Fiji.

Increase efficiencies and sales, and support opportunities to innovate and compete both locally and internationally.



OUR VALUES: Credible Professional Commercial Factual Responsive

Doing what we do well



CORPORATE

Working efficiently for our stakeholders

The best processes and systems to ensure we deliver to our stakeholders.

FCLC will improve our internal efficiency.

Our key initiatives in YEAR 1:

Implement major internal systems.

Update ancillary systems.

Strengthen financial procedures.

Strengthen governance procedures.