



Export Markets

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Role of Nature's Way Cooperative

- NWC was established in 1995 to undertake mandatory quarantine HTFA treatment on behalf of Fiji's fruit and vegetable export industry. It was US technology developed in Hawaii for papaya, which was transferred to Fiji with assistance from USAID.
- Crops include: papaya, eggplant, breadfruit and mango

Nature's Way Cooperative (Fiji) Ltd

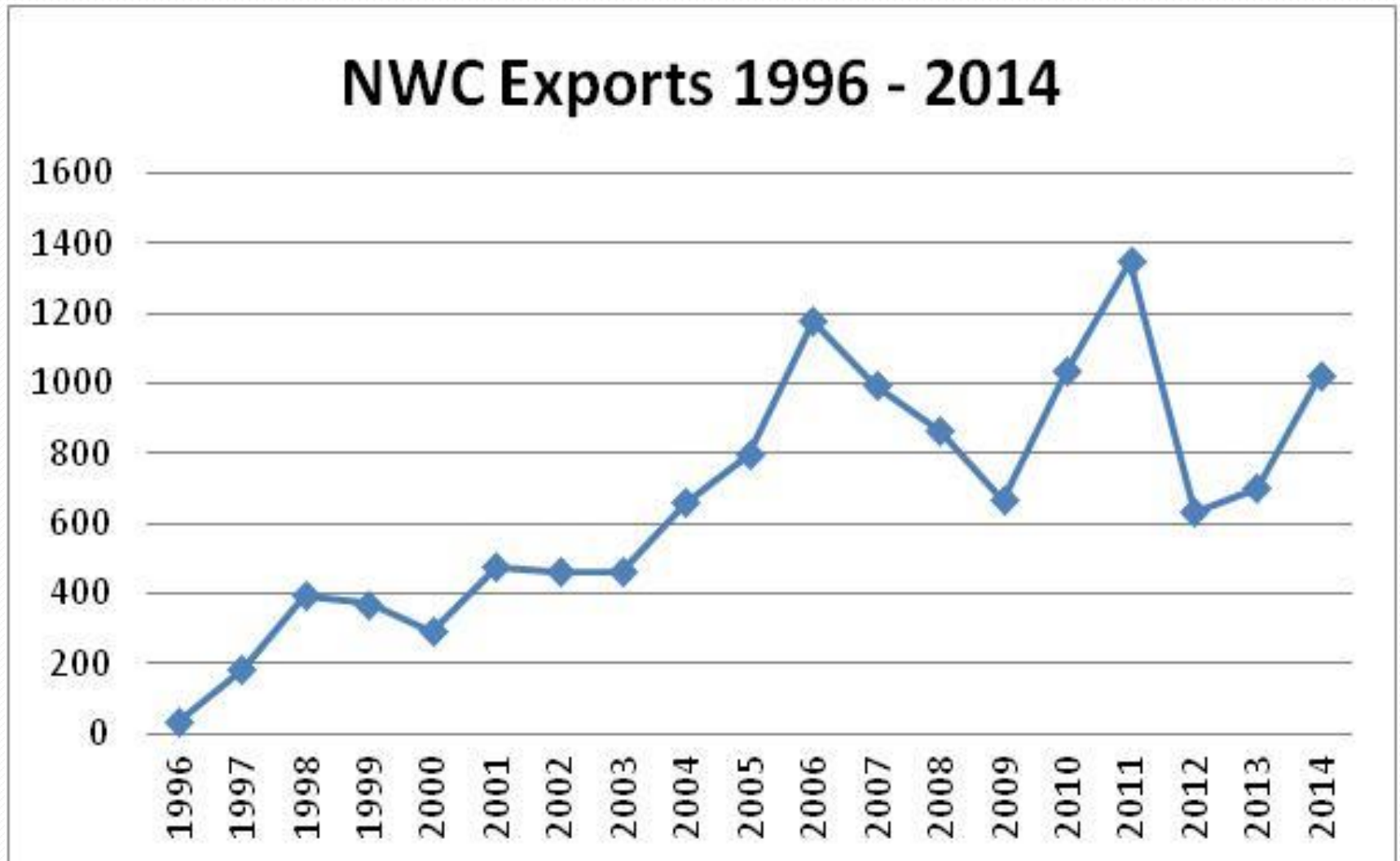
- Nature's Way Cooperative (Fiji) Ltd (NWC) is registered under the Fiji Cooperative Act of 1996 and is owned and operated by the Fiji fresh produce export industry.
- 260 financial members to date consisting of farmers, exporters and Staff.



Export Performance

- Over the last two decades NWC has grown from a small business handling just 30 tonnes of papaya to an agribusiness treating up to 1300 tonnes of fruit annually for export with a treatment capacity of up to 3000 tonnes annually
- Currently NWC annually generates around FJD 4.2 million in export earnings and FJD 1.4 million in farmer income.

Export Performance



Support to Crop Industry in Fiji

- NWC Research and Extension Partnership Committee
 - To provide a platform for industry partners to discuss issues related to HTFA commodities
 - Provide regular feedback to industry partners on research findings and project accomplishments and emerging issues.
 - Guide industry partners in prioritizing research and extension activities related to HTFA crops
 - Provide technical expertise to the project team in implementation of research activities.
 - Provide assistance in the analysis and validation of research outcomes.

Support to Crop Industry in Fiji

cont'd

- Farmer Agricultural Value Chain Training 2015
 - Funded through a partnership agreement between NWC and New Zealand Aid
 - Training for farmers and exporters
 - To improve information flow along the chain
 - Training utilized a newly launched SPC/EU/CTA training manual entitled “Agricultural Value Chain Training Guide for the Pacific Islands”
 - Identifying all the actors in the chain, their roles and how each contributes to the final product and the returns each would receive.

Support to Crop Industry in Fiji cont'd

- Hot Water Dip
 - Post harvest disease control measure
 - Developed by NWC through the ACIAR funded Fiji Papaya Project
 - Reduces disease incidence and severity from 10% to around 1%
- Sea Freight Bay
 - NWC has invested in infrastructure upgrade for the new sea freight bay
 - Trials conducted for export to New Zealand showing no loss of quality
 - Freight savings of up to 50% of current air freight costs
 - Capacity of about 6 tonnes per container
 - Has not taken off due to availability of fruit

Opportunities to Increase Export Markets

- Bar coding and traceability of quality issues through bar coding
- Branding and Packaging – “Fiji Red Logo” for papaya
- Addition of a new HTFA commodity – Wi (*Spondias dulcis* (syn. *Spondias cytherea*), known commonly as **ambarella**)
- Market assess for export to US
- Promotion of produce at Point of Sale – Fiji Red Papaya

Local Challenges to the Export Market

- There is a need to boost production of HTFA commodities to fill the gap in the treatment capacity at NWC (\approx 3000 tonnes annually)
- Getting market access for export to US
- Market assess for a new HTFA commodity – Wi

Constraints to the Export Market

- Natural Disasters – Floods, cyclones and drought
- Areas of production – majority of current growers is concentrated in Sigatoka Valley Area
- Land systems – availability of land but no irrigation source
- Logistics – freight, bookings

Possible Solutions

- Spread planting area
- Irrigation facilities for drought, target planting area closer to water source (streams and borehole opportunities)
- Target land that is not utilized for sugar Cane Farming
- Increase Volume to use sea freight services and reduce costs



Thank You