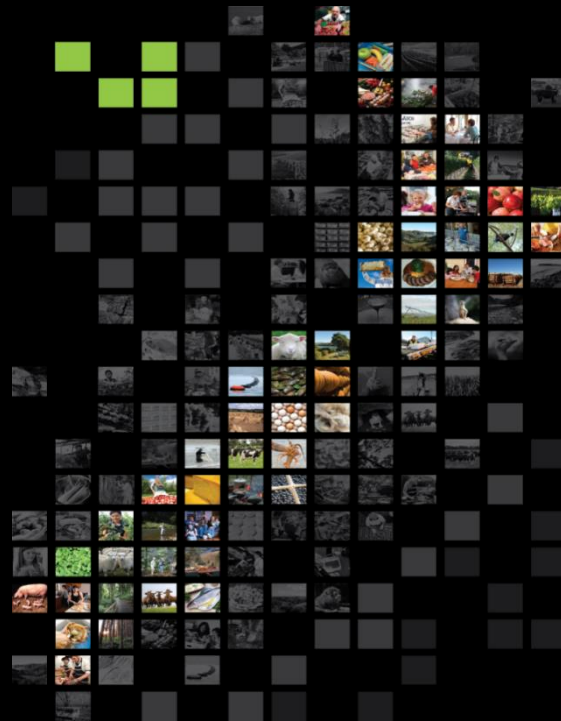


**GROWING AND PROTECTING
NEW ZEALAND**

**EMBRACING THE
CHANGING LANDSCAPE
OF THE FIJI CROPS
SECTOR**



Nacanieli Waqa
MINISTRY FOR PRIMARY INDUSTRIES

Ministry for Primary Industries
Manatū Ahu Matua



Opportunities for commercial importation into New Zealand – common pathways

**GROWING AND PROTECTING
NEW ZEALAND**



FRESH PRODUCE

HORTICULTURE

PROCESSED PRODUCTS

FROZEN PATHWAY

HANDICRAFTS



Opportunities - FRESH PRODUCE

Fiji's strength



Opportunities – *Fiji's strength*

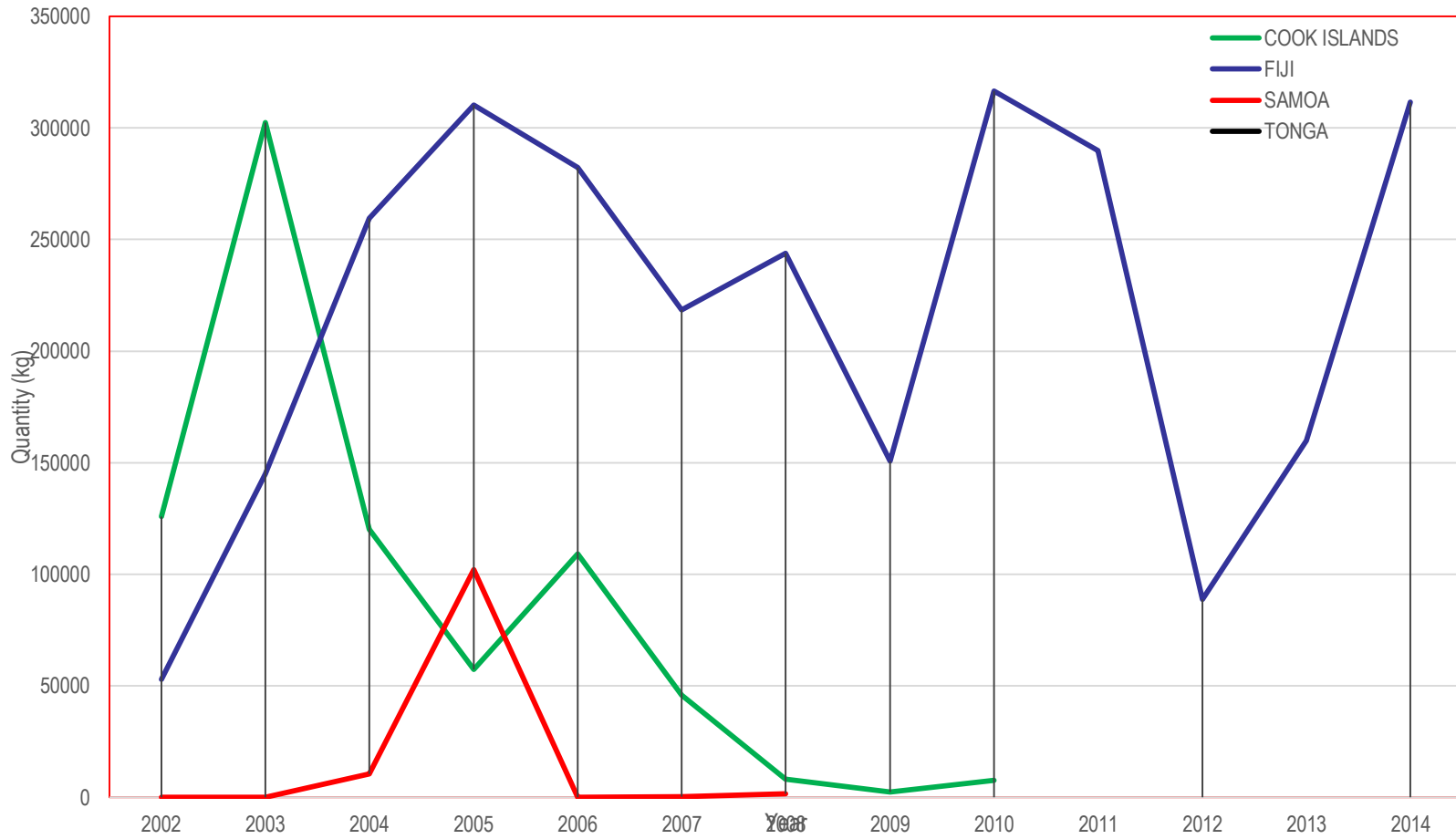
FRESH PRODUCE

- 49 fresh produce approved from Fiji;
- 8 not being traded;
- Duruka and okra are only approved from Fiji and not from any other country in the world;
- One IHS still being developed by NZMPI – Polynesian plum;
- 2 new requests received from Fiji – green papaya and watermelon (change in IHS process).

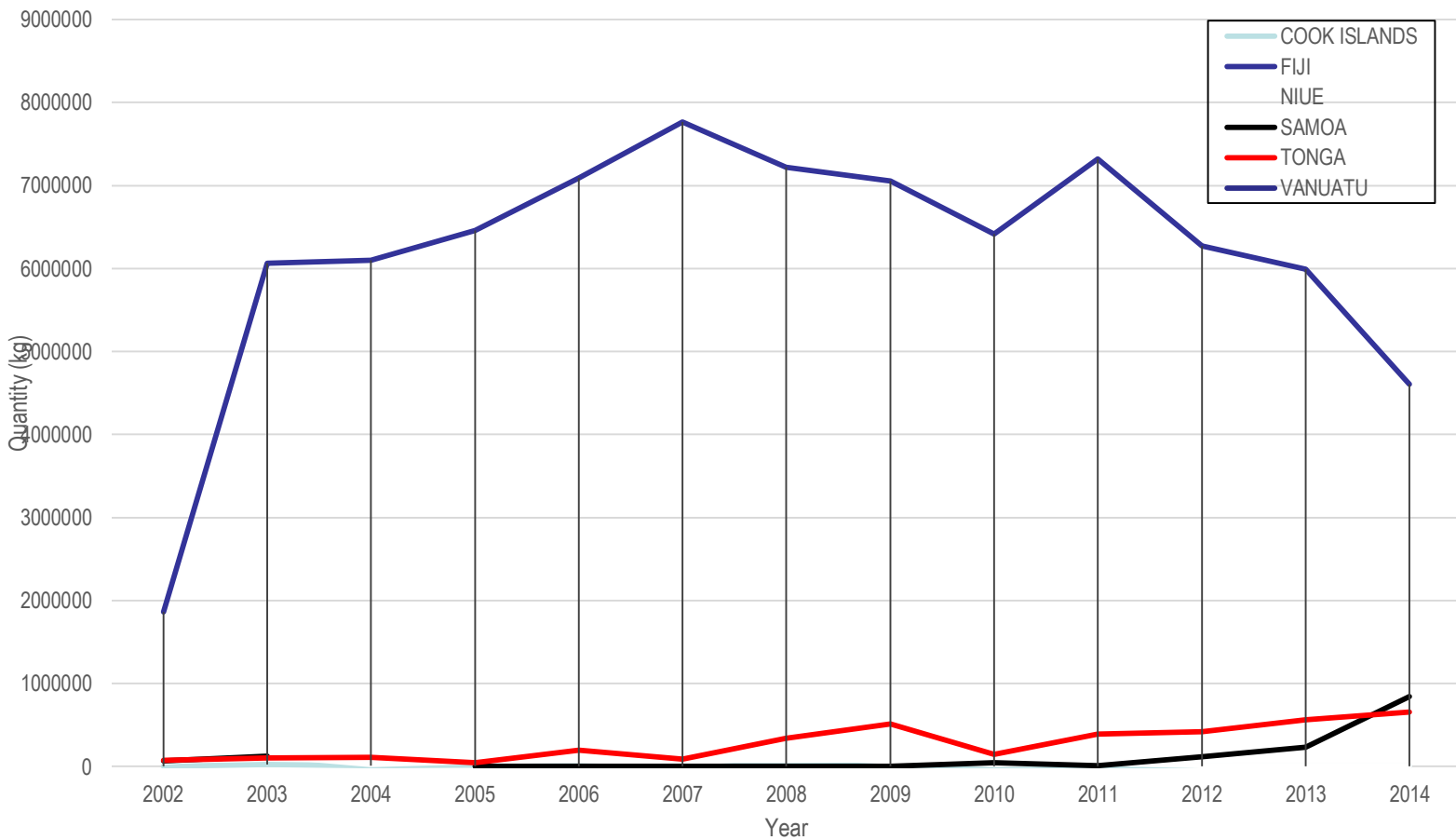
HORTICULTURE

- 4 species approved from Fiji;
 - Ginger lily (*Aplinia spp.*),
 - Tail flower (*Anthurium andraeanum*),
 - False bird of paradise (*Heliconia spp.*),
 - Ginge flower (*Zingiber spp.*)
- Not being traded for a long time.

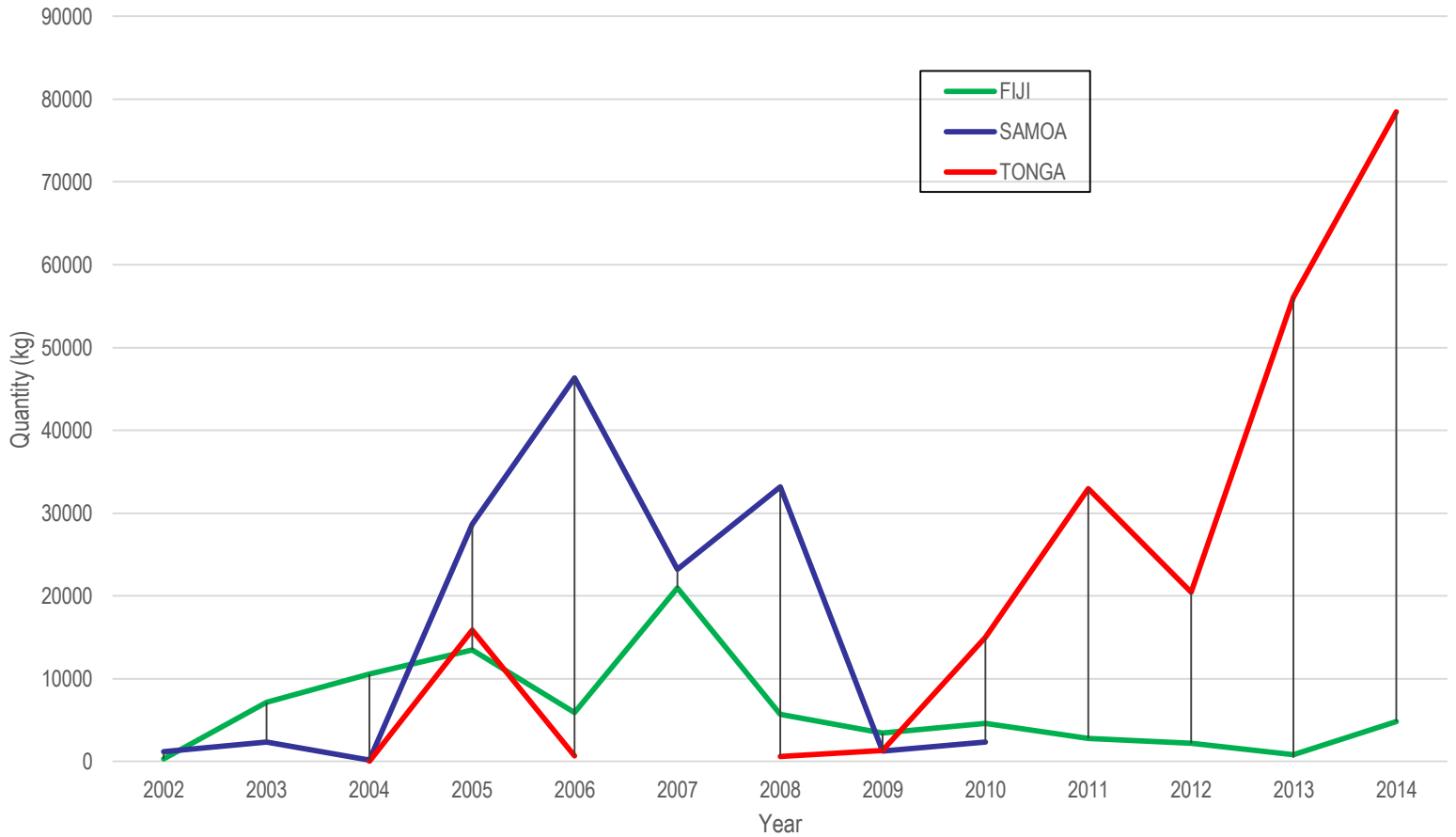
PAPAYA



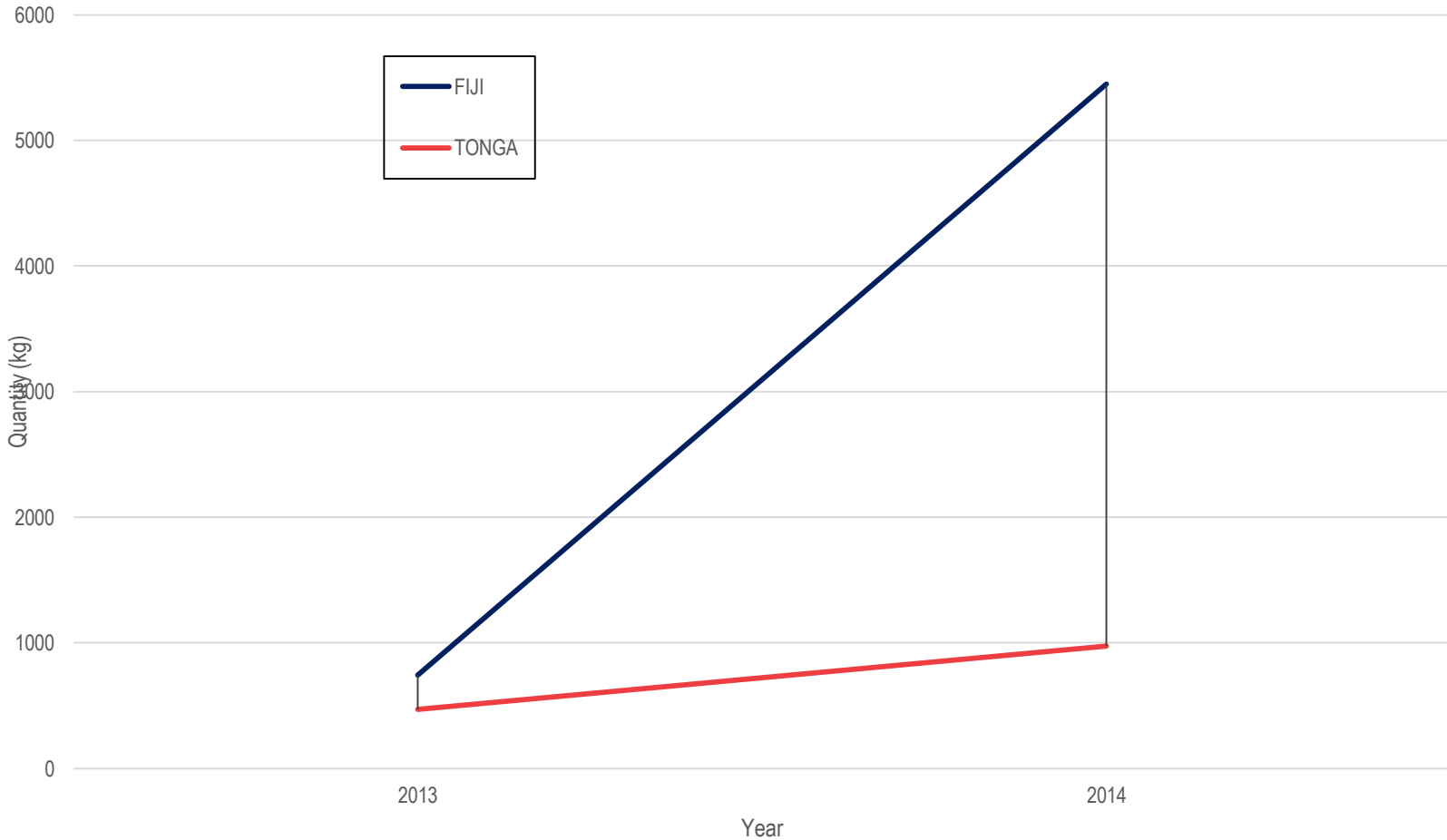
TARO



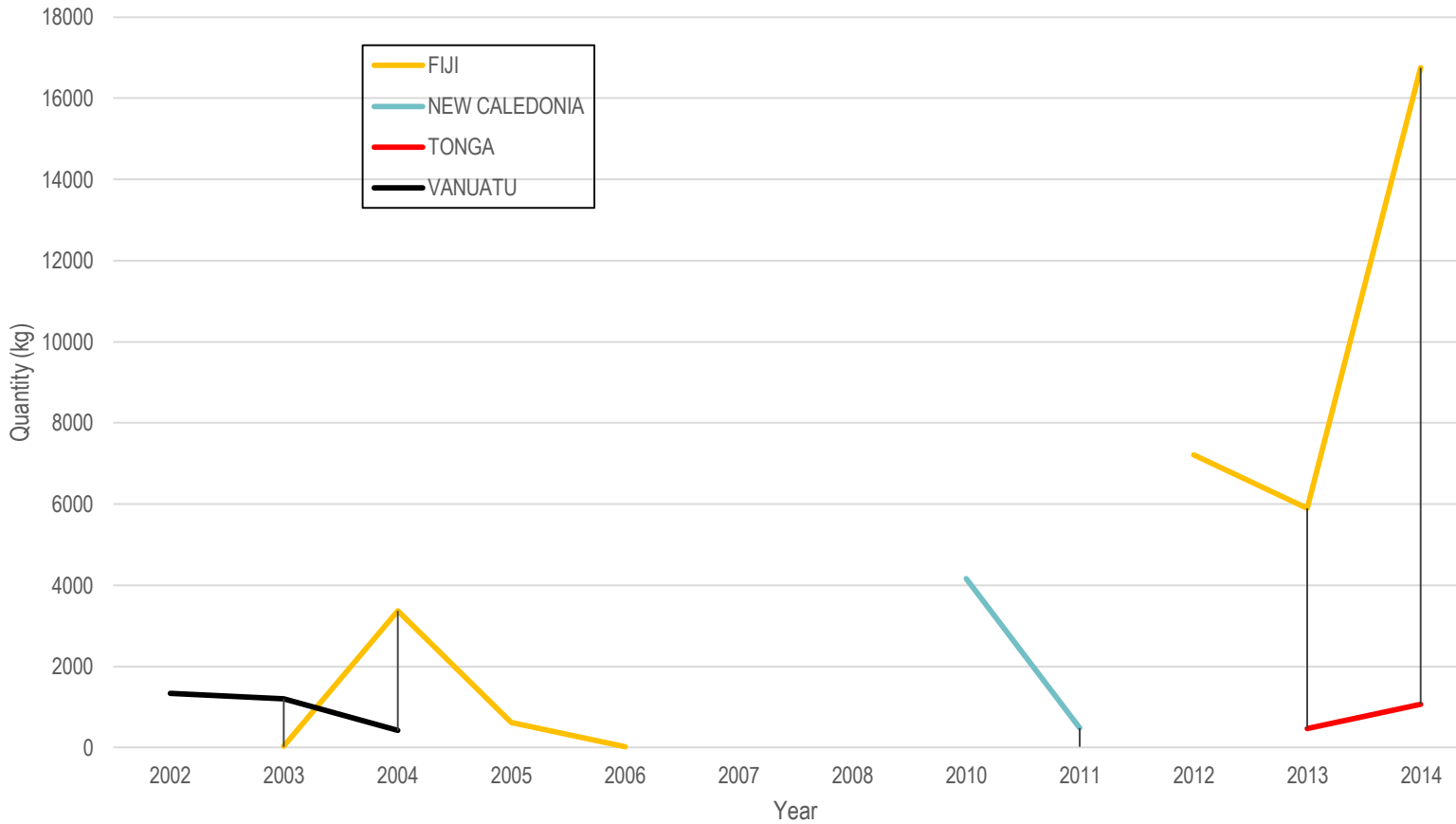
BREADFRUIT



ISLAND CABBAGE (IHS issued in 2012)



PINEAPPLE



Opportunities – *Fiji's strength*

PROCESSED PRODUCTS

- IHS development process quicker than fresh produce.

HANDICRAFTS

- Growing market,
- New amendments for mats (passenger pathway)

FROZEN PATHWAY

- Not restricted to any commodity as long as the freezing requirements are satisfied and provided with the correct documented evidence.
- Can compliment fresh produce pathway– *chillies, soursop, breadfruit, wi, bitter gourd etc.*

ESTABLISHED FACTS FOR FIJI

- Fresh produce (fruits and vegetables) – peak opportunity is during NZ's winter,
 - *Visit by BAF to NZ in 2006.*
- 2 commodities that's only approved from Fiji,
- Growing Pacific population yet Pacific countries are not meeting the demand in NZ,
- Market for Fiji produce has been evolving (export strategies, policies, plans etc).
- Competitive edge – talked about much but needs to be established & known!
 - **Fiji will need to know its competitors and maintain competitive edge!**

Constraints/Challenges

- Do you really know (size, behaviour etc) the market for Fiji produce in NZ?

RECOMMENDATION

- Market study through the Fiji High Commission (long term)

- At NZ border – issues are across the supply chain management platform

RECOMMENDATION

- Wholistic approach (all players involved) to support whole supply chains management
- Synergies need to be identified and factored into the best approach

Constraints/Challenges

- Market intelligence (evolving market)
 - *haphazardly coordinated.*

RECOMMENDATION

- system to be put in place to capture changes in the market,
- Operational machinery of relevant agencies to be user-friendly to embracing the changes in a timely manner.

Constraints/Challenges

- Trade response machinery needs be improved (supply chain issues)

RECOMMENDATION

- system need to be put in place to effectively and timely manage market access issues (approved protocols)

Constraints/Challenges

- Concerns on management of fresh produce exports from Fiji regarding compliance

RECOMMENDATION

- Encourage effective coordination between the relevant agencies.

Constraints/Challenges

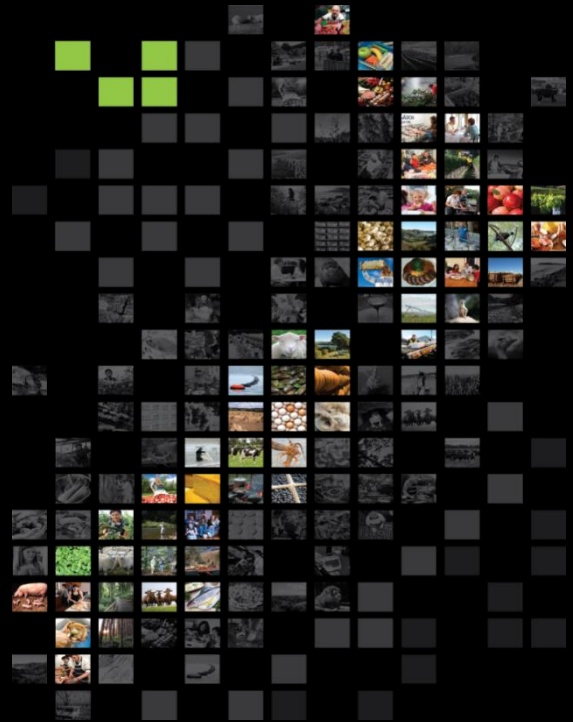
- New market access – prioritisation approach.

RECOMMENDATION

- country prioritisation need to be aligned with trading partners prioritisation guidelines,
- PHAMA MAWG guidelines,
- Encourage more bilateral technical engagement.

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Vinaka



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