PHAMA

Pacific Horticultural & Agricultural Market Access Program

FIJI CROPS FORUM

Embracing the changing landscape of the Fiji crops sector

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Pacific Horticultural & Market Access Program (PHAMA)

- Designed to help Fiji gain and maintain access to export markets.
- Practical assistance addressing technical/ regulatory market access issues.
- Focus on primary sector exports.
- Targeted approach. Top priorities.
- Industry/government partnership.
- Started July 2011, will run through to June 2017.
- AUD \$14.5m for 5 PHAMA countries







1. New market access agreements – complex & long

Good Bad Examples

Fresh papaya to Australia 1996-2002

Fresh ginger to Australia 2003-2013

Fresh papaya to USA 2011-?

Fresh 'wi' to New Zealand 2012-?

Fresh chilli to Australia 2012-?











2. Maintaining existing trade Review and regular audits of the fresh ginger pathway









3. Improving existing access protocols

HACCP accreditation of Yaqona processing facilities







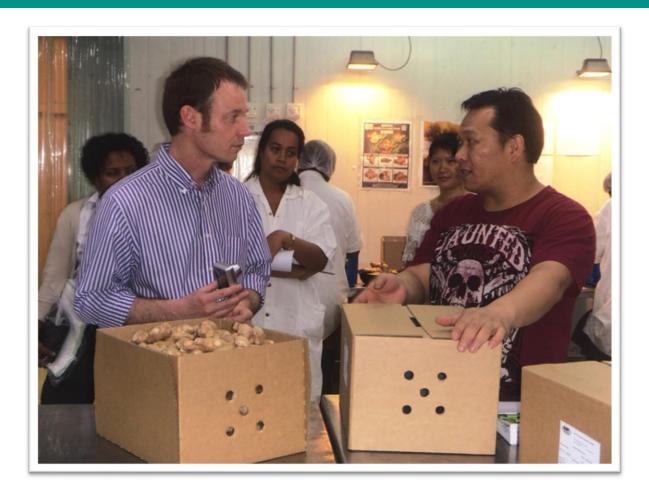


4. Responding to emergency breakdowns









5. Bilateral technical quarantine talks are valuable







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