

# PHAMA

**Pacific Horticultural & Agricultural Market Access Program**

## **FIJI CROPS FORUM**

**Embracing the changing landscape of the Fiji crops sector**

*Losalini Leweniqila*



Australian Government

Department of Foreign Affairs and Trade



**URS**

**KALANG**

# 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



# KEY CHALLENGES & OPPORTUNITIES

## 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-?



# KEY CHALLENGES & OPPORTUNITIES



## 2. Maintaining existing trade

Review and regular audits of the fresh ginger pathway



Australian Government  
Department of Foreign Affairs and Trade



URS | KALANG

# KEY CHALLENGES & OPPORTUNITIES



## 3. Improving existing access protocols

HACCP accreditation of Yacona processing facilities



Australian Government  
Department of Foreign Affairs and Trade



URS | KALANG

# KEY CHALLENGES & OPPORTUNITIES



## 4. Responding to emergency breakdowns



# KEY CHALLENGES & OPPORTUNITIES



5. Bilateral technical quarantine talks are valuable



Australian Government  
Department of Foreign Affairs and Trade



URS | KALANG

VINAKA VAKALEVU



Australian Government  
Department of Foreign Affairs and Trade



**URS** | KALANG