

Tree Crops

Group 3

COCONUTS

Strengths & Opportunities

- Traditional crop of Fiji
- Value addition – VCO, coir, coconut water, candy, etc
- Strong government support
- Recent MOU with Philippines government
- Diverse growing areas/ Supports maritime area
- Organic markets
- Coconut water / VCO trend

COCONUTS

Weaknesses / Threats

- Ageing farmers
- Ageing trees
- Labour
- Value chain efficiencies – incl. transport / shipping
- Pests – rhinoceros beetle
- Lack of extension services/monitoring
- Limited coordination
- Old infrastructure
- Natural disasters

COCONUTS

Strategies

- Taskforce – farmers, milling, marketing/product development
- Maritime subsidy/ support
- Tree planting scheme (incentive)
- Farmer cooperatives/associations (incl. FCLC)
- World Coconut Day – incentive
- PPP (public-private-producer) partnerships

BREADFRUIT

Strengths

- Can grow anywhere
- Organic
- Can be stored (traditional way)
- Many varieties – different uses
- Easy propagation

BREADFRUIT

Opportunities

- Commercial growing
- Value added products – flour, chips, beer, frozen, etc
- Promote to landowners as a way to utilise currently unproductive land
- Technology /machinery from Carribean -> Pacific

BREADFRUIT

Weaknesses and **Strategies**

- Production mostly seasonal – **Value add for off-season use**
- High perishable (fresh) – **Value add / Processing**
- Susceptible to natural disasters – **Crop insurance**
- Lack of market intelligence (what does NZ want?) – **Market intelligence / research**
- Complexity of BQA process – **Training / assistance, manuals**

COCOA

Strengths

- Can be community-based
- Abundant existing plantations – need revitalisation
- Easily certified organic
- High quality
- Scope to grow the market
- EU / ITC target commodity (training)

COCOA

Opportunities

- Organic – Tailevu
- Single-origin trend
- Value adding – not just chocolate
- Modern technology to enhance production / handling
- Niche markets

COCOA

Weaknesses and **Strategies**

- Postharvest processing (fermentation/ drying) – lack of experience/skills – **Training**
- Current payment 2 months after harvest – **Contracts / % payments; Regular year-round payments**
- Scattered production areas – **Centralised collection hubs**
- Black pod disease – **Technical training/expertise**
- **Incentives for cultivation**

VINAKA