

Group 5 Presentation

Strengths

1. Short term crops
2. Long term harvesting
3. Crops well adapted to Fiji's climatic conditions
4. Know how with the farmers
5. All crops grown throughout the country
6. Abundance of land
7. Established Exporters
8. Approved commodities for export with system approach in place

Challenges

1. High freight and logistic charges
2. Inconsistency in supply
3. High HTFA treatment fees
4. Inconsistency in farm gate price
5. Volume does not meet the market demand
6. BQA pathway compliance
7. Lack of priority in terms of resource allocation
8. Lack of research on some of the export commodities
9. High production cost
10. Lack of technology support/assistance to farmers
11. Export market price is based on supply and demand in the importing countries
12. Lack of market knowledge by the farmers and exporters
13. High BAFF fees and charges
14. Prevalence of Pest and diseases
15. Lack of BQA officers
16. Late receipt of interception reports from importing countries
17. Lack of coordination between the agencies responsible for export market

Opportunities

1. Commercial organized farming of some commodities (no wild) eg. Amaranthus, Mango, Breadfruit
2. BQA pathway review
3. Strengthening regulatory visibility in the fields to ensure adherence to BQA terms and conditions
4. Frozen produce market over fresh
5. Sea freight
6. Increase production volume and area
7. Market scoping study by the technical people
8. Feasibility study for HTFA in Central division/Gvt to subsidise transportation cost for Central farmers to utilize HTFA treatment facility in Nadi
9. Effective collaboration between all stakeholders
10. Formation of farmer organization/ Association
11. Production of organic export commodities
12. Placement of agriculture staff in Australia and New Zealand embassy