

Group 5

Challenges and Strategies

No	Challenge	Strategies	Responsible Agency	Time frame
1	High freight and logistic charges	<ul style="list-style-type: none"> -Shipping selected produce via sea freight as opposed to air freight using cooler containers - Shared shipping container by exporters but individual exporters commodity being shrink wrapped 	Fresh Produce Exporters Association	
2	Inconsistency in supply and volume does not meet the market demand	<ul style="list-style-type: none"> -Market research with volume and price trends which is reflected in : -Phase planting - Contract between farmers and exporters with stated volume and farm gate price 	MoA (EP&S, Research) Farmers, MoA (Extension), Exporters Exporters, farmers	
3	High HTFA treatment fees	-Govt assist in paying certain percentage of charges	MIT, Nature's Way	
4	Inconsistency in farm gate price	-Market research to study the price trend and give the price range for formulation of contract between exporters and farmers	MoA (EP&S, Research)	
5	BQA pathway non-compliance	<ul style="list-style-type: none"> -Review current pathway -Increase the number of BQA officers and to make these permanent positions in the ministry -Pest information awareness -Regular pest surveillance and publication -Public awareness on pest of concern in the importing countries - Training of trainers-farmers, exporters 	BAFF, MoA (Extension, Research) MoA (Extension, HR) MoA (Research), BAFF MoA (Research, Extension) BAFF, MoA (Research, Extension) MoA (Research, Extension), BAFF	
6	Lack of priority in terms of resource allocation	<ul style="list-style-type: none"> -Establish/review the crop prioritization process -Review the commodity reporting format -Allocate resources as per priority listing 	MoA (EP&S) MoA (EP&S, Extension) MoA (HR)	

7	Lack of research on some of the export commodities	<ul style="list-style-type: none"> -Establish market research to identify and prioritize market requirements for fresh and value added products from importing countries -Conduct research to develop products -Conduct research on pest management on the export commodities (organic/inorganic) -Identify suitable varieties with better characteristics -Post harvest (shelf life, sanitation, etc) -Provision of planting materials -Test more commodities for non- fruit fly host status - HTFA test for new fruit fly host commodities 	MoA (Research)	
8	High production cost	<ul style="list-style-type: none"> -Provide technology assistance -IPM and pest identification and management training 	MoA (Extension, Research)	
9	Lack of market knowledge by the farmers and exporters	-Placement of technical staff in Fijian embassy in Aust NZ and other potential export destinations for market identification and trend study	Foreign Affairs, MoA	
10	High BAFF fees and charges	-Review of Fees and charges	BAFF	
11	Late receipt of interception reports from importing countries	-MOU between BAFF and MoA	MoA (EP&S), BAFF	
12	Lack of coordination between the agencies responsible for export market	<ul style="list-style-type: none"> -Fresh Product exporters and importers forum- Trade Symposium -Setting up of importers forum in the importing countries -Review and form the National Trade Facilitation Committee, Agro Export Task Force (with secretariat and support staffs) and Standards Committee 	<p>MoA (EP&S), Fiji NZ business council Foreign Affairs</p> <p>MIT, MoA (EP&S), BAFF, Exporters</p>	
13	Glut during main season	<ul style="list-style-type: none"> -Product process-Frozen - Phase planting/planting programs 	<p>MoA (Research), Exporters</p> <p>MoA (Extension)</p>	
14	Lack of identification of new market outlets for new commodities-New opportunities	-Market research & Scoping Studies	MOA, BAFF, MAWG, Exporters	