

Group Work

Activity 1: Identify strengths and opportunities

Strengths		Opportunities
Land – lot of quality land is available		
Rank	Constraints	Strategies

Activity 2: Identify Constraints (Rank) and Strategies

Activity 3: Feedback Template

Constraints	Strategies	Who Leads	Timeline

Strengths	Weakness	Opportunities	Constraints
Land – lot of quality land is available	But underutilized	Domestic Market - \$44m of demand (44,000-50,000 tonnes), Fiji can become self-sufficient, also could supply to Pacific	Cost – high cost of production, unprofitable, not enough high quality and high yield varieties, cheap imported rice (govt cannot impose duty because production is low in farmer at the moment), low quality rice varieties
		Infrastructure is in existence, in Dreketi, Navua, Naserewaqa	Lack of proper access to roads, reservoirs, drainage, mixing of varieties during storage
		Land available suitable for rice farming	Lease – 30 years not lengthy enough, slow and bureaucratic administration process, difficult to secure land
		Government Support (Subsidy – fertilizer, farm mechanization, seeds, chemicals, weedicides, etc)	
		Labor – enough labor in the market	Unskilled labor, lack of incentives on rice farming, aging population, not enough promotion of farming as a business,
		Mechanization of Rice Farming	Not enough mechanizations to reduce the cost of production,
		Value Addition - diversification into other rice products	

		Weather - suitable weather conditions, sufficient rain and sunshine	