

Discussions on SWOT

Group 7 Beverages and Spices (Ginger and Yaqona)

1. Kava

Strengths

- 13 Noble Varieties

Comments by Mr. Sant Kumar

a.) Ginger brings about 11m to Fiji

b.) Kava brings about 5m

Qn: How much are we putting in these industries?

How much are we producing? What is the gap in production? We have to breach the gap.

Comments by Dr. Rob – Kava has greatest potential, for example is a stress relief. We should produce a lot of kava.

Group 4 - Assorted Vegetables

Tomatoes

- Seeds, Production, Post harvest care, middleman, transport, processing, municipal market, supermarket and hotels.

Value Chain for Tomatoes

- Is not only a straight line

Seedlings

- Open pollinated Melrose and hybrid
- Constraints
- Shortage of seeds, availability of seeds, affordability, access to seeds,

Production

Constraints

- Availability of land, infrastructure
- Climate change
- Technical know how
- Off season
- Pests and diseases
- Access to finance
- Machinery and agro inputs

Solutions

- Protective shelters
- Small scale irrigation
- Water harvesting
- Community based training

Transport

- Constraints
- Lack of Transport
- Proper transport
- Storage bins, crates (proper and small crates)
- High cost of freight

Middleman

- Inconsistent and adhoc
- While they are necessary there should be arrangements promoted for direct marketing for farmers

Processing

- Know how to do processing
- Technology
- Finance/capital
- Environmental cost
-

Markets

- Hotels, municipal markets, supermarkets
- Constraints: specific markets needs, quality and consistency, requirements to be met, farmers
- Solutions – Market research

Comments

Mr. Taito: like to know more about off season tomatoes? Can it only be grown only in Fiji or the other parts of Fiji? Is cherry tomatoes off-season.

Ans: Dr. Rob

We cant get this tomatoe in wet season because flowers are washed away but we can grow. How, using plastic sheds. But you have to know the technology. It's also costly.

Comment by Mr. Yang (TTM)

Cherry tomatoes can mostly grow in summer using open pollination. He distributed the cherry tomatoes grown in Sigatoka.

Mr. Shalen

Next year we will release the seeds to all farmers.

Taito –

This issues of hybrid. It seems it doesn't withstand the climate condition. Traditional variety tomatoes are much better.

Sant

Can tomatoes be substituted with anything? No. Because it is a good source of vitamin. We should grow throughout the year.

Isoa

There is a lot of potential also for value addition.

Kushal

Farmers should sell themselves instead of relying on middleman. They can work with FCLC.

Group 6 – Cereal (Rice)

Strenghts

- Availability of Land
- No competition locally
- High demand of rice locally – consumption
- Govt policies on local rice
- Marketing – pricing is higher than
- Govt and private sector support

Weakness

Opportunities

- Utilization oif unused land for rice cultivation
- Labor – enough farmers
- Opportunities to utilize existing infrastructure in few places (Dreketi, Lakena, Navua)
- Value Addition
- Organic rice production in Fiji
- Opprtunities to utilise
- Integrated farming as future prosphecyts for rice farmers in Fiji
- Support on international agencies

Constraints

Difficulty in securing land
Slow administration process
High cost of production locally

Lack of mechanization on rice
Lack of incentives for rice farmers
Few varieties of rice available
Lack of proper

Comments: None

Group 1: Root Crops/Tubers (Dalo,

Dalo

Strengths

- Secure market
- Infrastructure accessibility
- All year round crop
- Farmers capabilities in growing the crop
- Germplasm – 120 varieties
- Access

Opportunities

- New markets but to be well researched and guaranteed price
- Production of starch
- Value addition
- Develop proper farming systems
- Research – dalo with livestock (chickens)
- Nursery setups
- Improve post-harvest procedures
- Breeding
- New areas of production

Constraints

- Planting material
- Declining soil fertility
- High cost of production
- Fly-in night buyers
- Taro beetle infestation
- Market competition from other taro

Cassava

Strengths

- Many varieties (27)
- Widely consumed
- Value addition – punjas
- Export frozen
- Market availability
- Widely planted
- High starch
- Gluten free

Opportunities

- Value add
- Storage
- Post-harvest handling

Yams

Kumala
Strengths

Comments

Mr. Savenaca

- Market intelligence for dalo – is it an opportunity or challenge?
- Also constraints in the yams are disease.

Peter –

- can be both. But there should be a proper research on the market and price. Research is lagging.

Kili

- Accessibility is it for farmers or buyers?

Taito

Curious to know on Tongan yams, cant we grow in Fiji. One of the exporter did ask. It's the right size, taste.

Peter

It can be. But it is more covered by Quarantine in Tonga.

Eroni

Tongans prefer Fiji yams.

Naca NZ

Whats happening in market is good price for cassava. In Fiji, there was good price locally, but less was exported. MoA needs to take note on what is happening in the market.

Market intelligence should be factored in the plan.

For dalo, there is not enough production to supply around the year. Strategy should be put in place to promote production in peak demand (April, December)

Group 3 – Fruit Crops (Pawpaw, Mango, Banana, Pineapple)

Strengths

- Easily managed – weed control/harvesting
- Good crop for aging farmers as well

Comment from Satya –

- There is no one to replace me; we need young people to come in. Young who are being trained at agriculture school don't have to come to MoA looking for jobs. They need to go

to farm. We have plans but farmers are going to implement. Lots of land available. We can produce organic

- Good adaptability – Tropical .
- Agro – inputs are available .
- Available processing facilities – Agrana. But lack of supply to fulfil the capacity of processing.
- Self sufficient. Oversupply of pawpaw, pineapple and mangoes are seasonal. But not seriousness of producing banana.
- Better taste/flavor -in Sigatoka.
- Good for health -
- Knowledgeable and experienced farmers – could provide expertise to the young people.

Opportunities

- Opportunity for organic farming. We have some natural areas for the organic farming. We have to maintain the soil quality.
- High value product. Its has good market.
- Tourist market.
- Value addition – processing/puree/dried fruits. – but shortage of supply
- Export – fresh/processed
- Employment generation – rural/young/women
- Develop/Establish commercial orchards

Constraints

- Good flat land not available for mechanization and commercial farming.
- Unpredictable weather
- Seasonal crops – pineapple, mango .
- Poor quality, quantity and inconsistency in supply – packing is not good.
- Low and fluctuating market price – middle/transport
- Price of agro inputs are high. Fertiliser could be supplied to the farmers similar to the FSC and subtract from proceeds.
- No/Less market awareness
- Low extension officers: farmer ratio.
- Lack of specialized extension officers
- Lack of timely support services (timeliness) – soil testing/advice
- Lack of knowledge of young and incoming farmers
- Poor market linkage

Comments:

Sant Kumar.

Fiji has good Quarantine facility and established market in Aus and NZ. Organic farming is a big opportunity for USA market.

Tubuna:

Lack of planting materials. With Agrana what they have done is to mobilize the communities is to supply to the factories. Other NGOs could also be engaged to engage the community and link them to the market.

Mr. Shalen.

Opportunities – we should commercialize the tissue culture to modernize and solve the shortage of planting materials.

Peter –

Farmers should organize their groups and fix the problem for transport.

Satya

Farmers did not have any choice after the Sugar collapsed in the Sigatoka area. Farmers in Coral coast areas

Groups 5 - Export Vegetable Commodities (32 crops)

Strengths

- Short-term crops
- Long term crops
- Crops well adapted to Fiji's

Opportunities

- Establish more orchards
- Amaranthus
- Review the pathways – **more people could be interested**
- Send frozen exports – **to reduce freight costs**
- Increase production volume and area – **eggplants can be planted in Central area**
- Market scoping study
- Feasibility study for HTFA in central division

Challenges

- Freight, logistics charges
- Inconsistency in supply
- HTFA high charges
- Price received by farmers is inconsistent
- Not enough volume
- BQA pathway compliance
- Lack of priority in-terms of resources
- Lack of resources on some of the identified commodities – **only 6 BQA officers**
- High input cost
- Lack of technology assistance to the farmers
- Price fluctuation
- Lack of market knowledge
- High BAF charges
- Pest and Diseases
- Interception reports – **quarterly reports , sometimes only BAF have these reports**

Comments

Kushal – regarding the short-term leases. Medium to long-term leases should be allowed for the win-win situation.

Mr. Shalen

In Sigatoka this is practiced for lease – Vakavanua system.

Kili

Market should come and explain the farmers what they need.

Mr. Tevita

Looking at 1-2 year lease will affect the consistency of supply. There should be longer term lease to encourage youths to do farming and this should be made legal so that owners don't take the land anytime they want.

Group 1 – Root Crops/Tubers

Coconuts

Strengths & Opportunities

- Lack of extension services/monitoring – on the assistance given to the farmers, seedlings given for planting

Strategies

- Taskforce – farmers, milling, marketing/product development
- Market subsidy/support
- Tree planting scheme (incentives) – farmers could be given some monetary incentives to assist the farmers to continue planting.

Breadfruit

Strength

Comments

Rakesh –

There is a problem of the African Tulips. And mosquitoes which damage the trees.

Apaitia

We can re-embark the tree, glyphosate to destroy the trees.

Saidi

- Policies on put penalty on farmers if they are harboring the weed seeds.

Sant Kumar

- Breadfruit can also be promoted for food security.