



Pacific Horticultural & Agricultural Market Access Plus Program

Supported by Australia and New Zealand

COUNTRY OVERVIEW

FIJI



The Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Program supported by Australia and New Zealand aims to contribute to improved economic growth and rural livelihoods, and contribute to economic recovery from the global COVID-19 pandemic.



Our target is to benefit **200,000 Pacific households** in the Pacific economies of Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu, as well as small island state signatories of the Pacific Agreement on Closer Economic Relations Plus (PACER Plus).

PHAMA PLUS' END-OF-PROGRAM OUTCOMES ARE:



Producers and exporters use **maintained and new export market access** for Pacific export products.



Women and men exporters, processors and producers **adopt quality and productivity enhancing innovations** for their export products.



Women and men staff of Pacific **biosecurity authorities** perform their **market access facilitation** functions better.



To address gender inequalities and support the **empowerment of women, youths and people living with disabilities** in agriculture, PHAMA Plus works with its partners to strengthen gender equality, disability and social inclusion (GEDSI) along the agricultural value chain.

WHAT WE DO: EFFECTIVE MARKET ACCESS SUPPORT

PHAMA Plus works with businesses and the public sector to maintain and improve trade of agricultural products by assisting them to meet export market requirements. PHAMA Plus also assists with market research and market development activities in terms of new export products. To maximise impact, the program works with key actors in the market system to generate benefit among farming households.

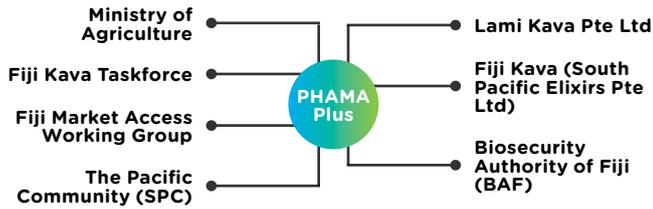
The PHAMA Program was established in Fiji in 2011 to support government and industry to utilise export opportunities for fresh agricultural products; identify and develop new export opportunities for fresh and processed products; and strengthen contingency planning and surveillance for pests and diseases of plants and animals. The Program was instrumental in opening new export markets, and maintaining and improving current export marketing pathways.

PHAMA Plus continues to work in Fiji on biosecurity and market access constraints, quality assurance and certification systems and through targeted support to agribusinesses that drives benefit to farming households.



PARTNERS

Some of the organisations that PHAMA Plus works with include:



KEY SUCCESSES IN FIJI

- Helped producers, exporters and government to establish quality systems through the development of a national kava standard and a Fiji Kava Quality Manual, ensuring the quality of kava exports
- Conducted a value chain and gender analysis of the kava sector, to promote understanding of the roles of all participants in the value chain and enhance their contribution.
- Contributing to the development of regional Codex standards for kava which enables trade under internationally recognised standards for food safety.
- Trialling innovative approaches to increase kava production including tissue culture and small-scale nurseries
- Supported the reopening of Fiji's eggplant pathway to New Zealand which had been closed following pest interceptions on treated product
- Assisted the Fijian Government to obtain market access for fresh ginger to Australia. Exports of ginger have subsequently commenced
- Helped reopen Fiji's papaya export pathway to Australia, following voluntary closure by Fiji due to an exotic disease outbreak of quarantine concern.

CURRENT PRIORITIES



ROOT CROPS

PHAMA Plus works with root crop exporters, growers and government in Fiji to:

- Improve access to new inputs, services or technologies
- Reduce cost structures and increase efficiencies across the supply chain
- Improve quality management systems
- Explore new markets



KAVA

PHAMA Plus works with kava exporters, growers and government agencies in Fiji to:

- Improve distribution of planting materials
- Provide information on production and pest/disease management
- Support expansion of export markets
- Provide guidance for legislation and regulations
- Support compliance efforts to safeguard and maintain exports.

CASE STUDY: LAMI KAVA'S NEW WASH FACILITY A BOOST FOR KAVA QUALITY

Maintaining the quality and freshness of kava is one of the biggest challenges faced by kava processors and exporters; Lami Kava Pte Ltd is no exception. Due to the different post harvesting practices followed by farmers and kava producers at the farm gate, the quality of dry kava arriving at Lami Kava is highly variable.

PHAMA Plus supported Lami Kava with the establishment of a modern green kava wash bay and processing facility. This is part of the company's solution to introduce a new processing method that ensures that Lami Kava controls and minimises the risks that are highlighted above. To ensure full control of all post harvesting practices from the farm gate to the factory, Lami Kava has now ventured into green kava processing. This allows all proper quality assurance processes to be strictly followed and the freshness and quality of kava maintained throughout the production process.

Once the quality of processed powder is established, Lami Kava now has the confidence to take processing a step further by introducing new value-added products. Now with the wash bay, Lami Kava has increased the volume of green kava procured from farmers and has increased its supply base to 700 farmers benefiting more than 450 with additional income by December 2021.



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