



**Pacific Horticultural
& Agricultural Market
Access Plus Program**

Supported by Australia & New Zealand

PHAMA PLUS IN

FIJI

The Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Program supported by Australia and New Zealand contributes to inclusive economic growth and improved livelihoods for Pacific people, with an emphasis on gender equity and inclusion and environment and climate resilience.

Our aim is to benefit households in the Pacific economies Cook Islands, Fiji, Kiribati, Papua New Guinea, Niue, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu, while also developing and growing export opportunities for Pacific primary exports to Australia, New Zealand and other countries.

PHAMA Plus program outcomes are to:



Support improved exporter performance



Support innovation in value chains



Support market access and strengthen biosecurity systems



PHAMA Plus aims to contribute positively to environmental sustainability, climate and social resilience within the value chains in which we work



PHAMA Plus works with its partners to strengthen gender equality, disability and social inclusion along the agricultural value chain

What we do

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

PHAMA Plus works closely with development partners and national agencies to deliver support in Fiji. Some key partners are:

- Ministry of Agriculture
- Fiji Kava Taskforce
- Fiji Market Access Working Group
- The Pacific Community (SPC)
- Lami Kava Pte Ltd
- Fiji Kava (South Pacific Elixirs Pte Ltd)
- Biosecurity Authority of Fiji (BAF)
- Marama Niu
- Road King Farms
- Foodwell



Focus sectors



Fresh Produce



Plant extracts



Kava



Biosecurity, Quality & Standards

CONTACT US

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