

## Support for the National Adaptation Strategy for Sugar

After a sharp decline in the profitability of the country's sugar industry, the Government of Fiji launched the National Adaptation Strategy (NAS) for Sugar in 2006. Sugar production is the backbone of Fiji's agricultural sector. It is a major provider of foreign exchange & jobs in rural areas. The EU projects support the 3 pillars of the NAS:

1. Strengthening the competitiveness of the sugar sector
2. Promoting economic diversification
3. Designing and implementing mitigation measures addressing the social consequences



ITC's projects are implemented in collaboration with the producers and enterprises of Fiji's agri-food sector, national agencies and services that support them. ITC works closely with the Ministry of Agriculture, Ministry of Sugar, Ministry of Health, Ministry of Finance, Ministry of Trade & Industry, Bio-Security Authority, Fiji National University, the Sugar Research Institute of Fiji (SRIF), the Fiji Cane Producers Association (FCPA), Nature's Way Cooperative, Research and Finance institutions, Telecommunications operators among others.

ITC's project office is situated in Lautoka and is co-located with the office of the Fiji Crop and Livestock Council (FCLC).

### For more information, contact:

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## Improvement of Key Services to Agriculture and Livestock in Fiji

ITC is helping agri-food enterprises and their clusters of farmers in Fiji's sugar belt to access new markets for food products in retail, tourism and catering and to increase the value of exports of agri-food and livestock products to the Pacific region. Sales to these markets will encourage farmers to stay on the land by complementing incomes earned from sugar cane.

Two projects have been funded by the European Union (EU) Accompanying Measures for Sugar Protocol Countries (AMSP) Programme to support developing the supply and marketing of Fijian crop and livestock products to win new business: Improvement of Key Services to Agriculture (2012-2016) and Improvement of Key Services to Livestock and Livestock Products (2013-2016). Enterprises and farmers assisted by the projects should see higher year-round incomes as a result of more efficient market-led farming techniques, better organisation of supply, access to support services, market information and finance.

Through the projects ITC helped establish and reinforce the Fiji Crop and Livestock Council (FCLC) Secretariat. FCLC represents farmers and agri-food processing enterprises, advocates farmers' issues to policy-makers, provides farmers with market information, syndicates advisory services and coordinates technical assistance projects in agriculture.



The Secretariat of the Pacific Community (SPC) is implementing a complementary project under the EU's AMSP Programme to strengthen research stations, improve nurseries, farming efficiency and compliance with good agricultural practices and increase the availability of seed varieties for the produce that customers want to buy.

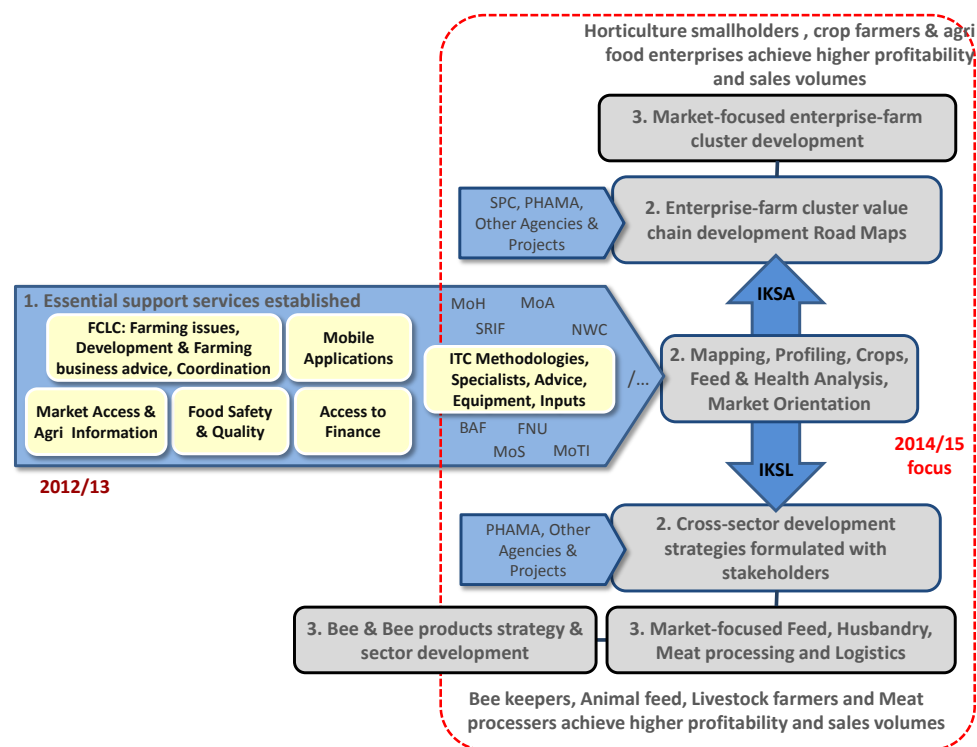
## Reducing Poverty in Fiji's Sugar Belt

ITC's projects contribute to a reduction in rural poverty in the sugar belt by:

- Establishing and reinforcing necessary support services in the sugar belt to advise farmers, food processors, exporters and policy-makers;
- Helping farmers and enterprises make better informed decisions;
- Demonstrating how value can be added and by building linkages to new markets and technical resource partners; and
- Increasing incomes through the use of untapped resources or more efficient farming and working practices.

## ITC's Market-led Development Approach

ITC's two projects concentrate on market-led value chain development, from consumer to supplier, in conjunction with Fijian exporters and buyers in destination markets. The focus of activities is on achieving an efficient and healthy food industry through better local specialisation, quality and sustainability.



## Project Activities – ITC:

- **Strengthening Sector Organizations and Institutions:** Supporting the development of the Fiji Crop and Livestock Council (FCLC) secretariat and sub-sector associations to enable them to effectively advocate for, and provide services to, their members.
- **Increasing Access to Market Analysis and Trade Information:** Building the capacity of FCLC and other Fijian partners to deliver trade and market information through rural telecentres, online resources and mobile phone-based solutions.
- **Introducing Mobile Phone applications:** Introducing new SMS-based applications to collect and disseminate agri information: “mAlerts” & mPolling, for farmer support: “AgriTips”, market information: “mPrices”, “mCollect”, “Fiji Makete”, registering new FCLC members: “mRegistration”.
- **Improving Food Safety and Quality:** Establishing Food Safety Counsellors to provide advice on meeting food safety and quality requirements, such as Fiji food Act & HACCP, and work with enterprises to implement upgrading plans.
- **Facilitating Access to Finance:** Developing a Farm Management Manual to improve farm income/expenditure forecasting and the drafting of realistic financing proposals for banks. Establishing Financial Management Counsellors to assist farmers and enterprises to be more businesslike.
- **Enhancing Value Chains:** Helping agri-food enterprises and their clusters of producers, livestock and animal feed farmers, dairy and meat processors to realise market opportunities and implement development road maps to increase agri-food business and poor community farm incomes.



Produced under funding from the European Union. The views expressed herein do not necessarily reflect the official opinion of the European Union