



Funding Source:
Australian Agency for International Development (AusAID) - 45%
Reddy Farms -55%

Program:
Enterprise Challenge Fund for the Pacific and South East Asia

Project Name:
Production and Processing of Pekin Ducks

Project Location:
Lautoka, Fiji

Project Start Date:
1 October 2009

Project End Date:
30 September 2012

Total Grant Funds Approved:
A\$149,900

Reddy Farms

ABOUT THE COMPANY

Reddy Farms is a 100% locally owned Fijian company, breeding and supplying ducks for sale to restaurants, supermarkets and hotels. On a trial basis, Reddy Farms imported Pekin ducks from New Zealand to test the market demand. The results were promising but the high airfreight costs involved in importing ducklings meant that it was difficult to compete against imported processed duck meat. Reddy Farms sourced a Pekin duck hatching machine from Australia in 2008 but did not have the funds required to expand to the level required to satisfy local demand.

ABOUT THE PROJECT

With the support of ECF funding, Reddy Farms will increase hatching of Pekin day old ducklings to optimise its hatching efficiency. Reddy Farms will supply ducklings to farmers along with feed and technical support. Once the birds reach the optimum weight they will be purchased from the farmers at an agreed net price per kilo.

ECF funding will also support Reddy Farms to build a new slaughter house with a cold storage facility and a refrigerated truck for transport to buyers.

BENEFITS TO THE POOR

This project provides an important source of alternative income for struggling sugar cane farmers in Fiji. Up to

130 sugar cane farmers in the Drasa, Lovu and Lautoka areas are expected to benefit. Farmers are expected to earn an additional 35-40 per cent in their average annual income.

Other anticipated benefits of the project include:

- Employment opportunities in the new processing and distribution operation
- Duck offal from processing operations will be sold as feed to nearby small scale piggery farmers at a reduced price
- Duck manure will be made available as organic fertiliser for local farmers
- Possible replication of smaller scale grow out model by other livestock industries (dairy, chicken, piggery).

THE ROLE OF ECF FUNDING SUPPORT

Without an ECF grant, Reddy Farms would not have the required capital to establish the hatchery, slaughter house and related infrastructure. It would have taken the company at least five years to accumulate sufficient funds to implement the project.

Commercial finance for this project was not available as banks in Fiji do not readily finance agricultural ventures that utilise lease land.

For more information please visit our website www.enterprisechallengefund.org



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