

**Funding Source:**

Australian Agency for International Development (AusAID) -
31% NWC - 69%

Program:

Enterprise Challenge Fund for the
Pacific & South East Asia

Project Name:

Improving marketing services for the
Fiji fruit and vegetable export industry:
Expansion of quarantine treatment
facilities

Project Location:

Nadi, Fiji

Project Start Date:

October 2008

Project End Date:

September 2011

Total Grant Funding Approved:

A\$263,321

Nature's Way Cooperative (Fiji) Limited

THE PROJECT AND HOW IT WORKS

Natures Way Cooperative (NWC) is based in Fiji and has 120 shareholders who are growers and exporters, with the vast majority being small farmers. NWC was established in 1995 to undertake mandatory quarantine treatment on behalf of Fiji's fruit export industry. Through the services NWC provides, small farmers are able to access export markets.

'Improving marketing services for the Fiji fruit and vegetable industry', consists of two principal outcomes:

1. To double Fiji's quarantine treatment capacity for the export of fruit and vegetables. This entails increasing and expanding existing infrastructure, improving handling and treatment systems and obtaining organic produce certification for the facility.
2. To create a focused industry outreach program to facilitate an increase in the volume and quality of fruit and vegetable exports for Fiji. This will involve the establishment of a technical extension service and the purchase of additional equipment for local farmers.

Whilst NWC has already made significant progress on these two components the ECF grant will assist the project to achieve the desired outcomes.

BENEFITS OF THE PROJECT

The anticipated benefits of this project include:

- Increase in export value from F\$200,000 in 2007 to F\$3.5million in 2012.
- Increased direct employment from 420 in 2006 to 1,200 in 2011.
- Farmer incomes projected to increase by 7.4% between 2008 and 2012.
- Increased opportunities to develop local and international markets based on environmentally sustainable practices and the growing interest in organic produce.

THE RESULTS

The NWC recognises that for Fiji to be competitive in fruit exports, its produce must always be of premium quality. This project will enable small farmers to meet the export quality requirements of international markets. It will also increase the opportunity for small farmers to supply organic and non-chemically treated fruit and vegetables to overseas markets.



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