

Fiji Organic Ginger Export Guide: Green exports to foster sustainable development



Objectives of the Organic Ginger Export Guide

1. Step-by-step guide on how to export ginger to the international market.
2. Estimating costs - Getting ready to export (registering as an exporter and getting organic certified)
3. Encompassing: - How to research you market
4. Exporting ginger (logistics) - Summary by key exporting destination.

Structure of Export Guide For Organic Ginger Exports

1. Where to search for potential Organic Ginger markets in the region and internationally.
2. The various steps necessary for accessing organic ginger markets.
3. The expected quality the market may demand of the products to be exported.
4. The various documents that will be required to have in order to export.
5. Access to finance and Grants
6. Preferential agreements in place.

Overview of Global Ginger Market

- **Top exporters of Ginger**

- China (\$649M) India (\$130M), Netherlands (\$127M), Peru (\$88.1M), and Nigeria (\$73.2M)

- **Top importers of Ginger**

- United States (\$160M), Netherlands (\$156M), Japan (\$98.9M), Germany (\$89.8M), and Pakistan (\$83.9M).

- According to the FAO, ginger is grown in over 80 countries around the equator.
- The current production is around 3 million tons per year.
- Over 80% is grown and consumed in just 5 countries: India (33%), China (18%), Nigeria (12%), Nepal (9.4%) and Indonesia (9.4%).
Production grows by about 4.2% per year .

Overview of Global Ginger Market

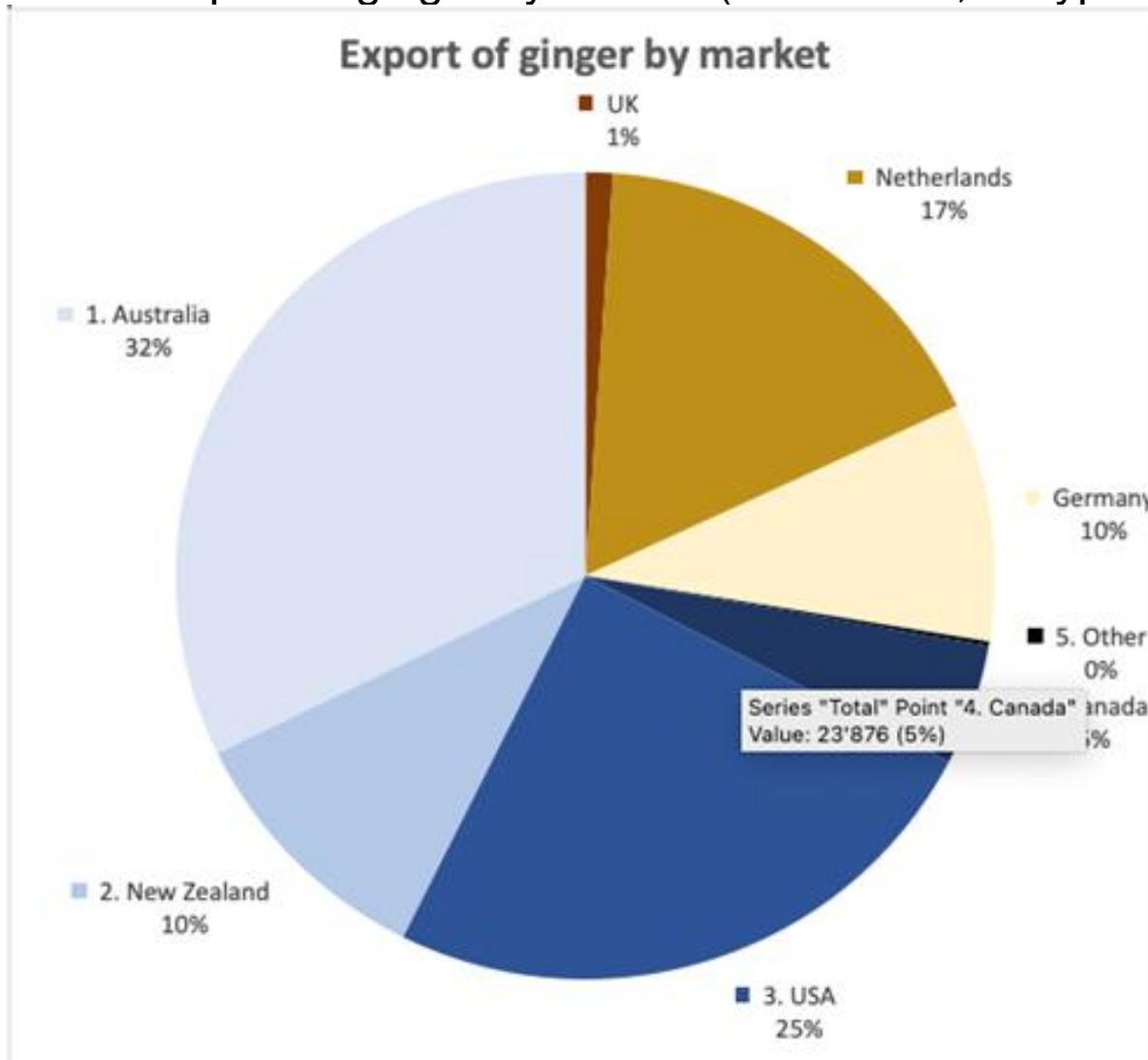


Overview of Fiji's Ginger Value Chain

- Total Production – approximately 13,800tons (2021)
- Approximately 800 registered farmers.
- Export Market

Overview of Fiji's Ginger Value Chain

Export of ginger by Market (2015-2019, all types)



Importance and Satisfaction

Importance to buy ginger from:	Importance %
1. Good taste	5%
2. Nice colour	10%
3. Low fibre contents	15%
4. Accurate shape and size	5%
5. Food safety compliant	10%
6. Long shelf life	5%
Quality	50%
7. Price	20%
8. Service	20%
9. Reputation	10%
Total	100%

Export Readiness Assessment

- Infrastructure and Logistics
- Quality Control and traceability
- Packaging and Labelling
- Compliance with Import Regulations
- Financial Resources

Infrastructure and logistics

- Production Capacity – land availability, cultivation techniques, and labour resources.
- Transportation & Shipping- proximity and accessibility of ports, airports, and logistics service providers for international shipments.
- Cold Chain Management - cold storage facilities, refrigerated transportation, and temperature monitoring systems.

Quality Control & Traceability

- Quality Assurance System - Establish Robust Control Measures to ensure organic ginger meets international quality standards.- Good Agricultural Practices & Good Manufacturing Practices (GMP)
- Traceability Systems – traceability systems to track the origin of ginger from farm to market. Implement coding or labelling mechanisms to provide traceability, ensuring compliance with import regulations.
- Testing and Certification- acquire the necessary certification such as organic certifications, food safety certifications, compliance with international standards

Packaging and Labelling

- Packaging – packaging materials and designs must provide adequate protection and preserve the quality of ginger during transportation. Consider eco friendly materials that align with sustainability
- Labelling Requirements: familiarisation with the labelling regulations and requirements of target markets. Must include origin, organic Certification, nutritional facts and allergen warning.
- Branding and Marketing- Packaging Designs & Branding Strategies that reflects premium quality and unique characteristics of Fiji's organic and sustainable farming practices.

Compliance With Import Regulation

- Regulatory Knowledge: Educate yourself with import regulations and requirements of target markets. Familiarise yourself with customs procedures, documentation. Labelling requirements and quarantine measures specific to each country.
- Sanitary & Phytosanitary Measures- Ensure compliance with SPS measures related to pest control, plant diseases & importing country's specific requirements.
- Legal & Trade Compliance- understand the legal and trade regulations governing international trade. Comply with IP rights, trade agreement, export controls and other legal obligation relevant to the export of organic ginger.

Financial Resources

- Working Capital: determine the financial capacity to manage export-related expenses such as production cost, packaging, logistics and marketing activities.
- Export Financing – Explore available export financing options such export loan, trade credit insurance, government support programs
- Cost Analysis: Conduct a thorough cost analysis to understand the pricing structure, including production costs.

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IF DON'T KNOW, DON'T START!!!

Thank you for Listening