



MSG Green Trade Project in Fiji





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1.0 The MSG Green Trade Project in Fiji



Activities

National Workshop on 12-13 June 2023

Reports and research

NTM data collection

Assessment of organic certification in the ginger value chain in Fiji

Fiji Ginger Export Guide

Synergistic linkages report – Policy Recommendations

One national consultant and one specialist

Lagi Fisher

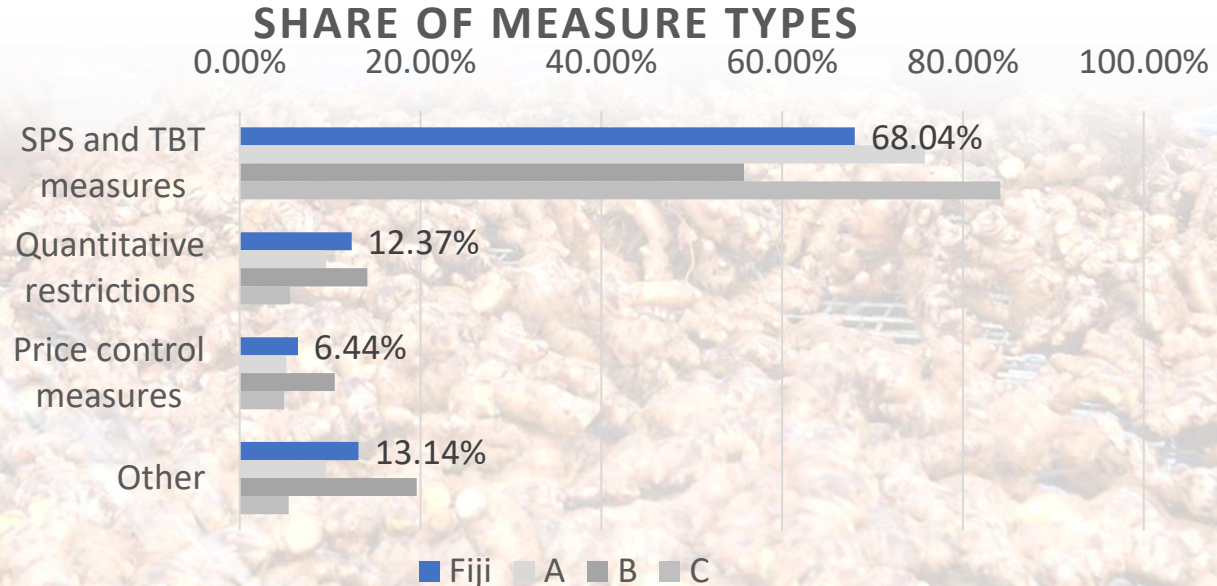
Rupal Verma



NTM Data Collection (up to 2021)



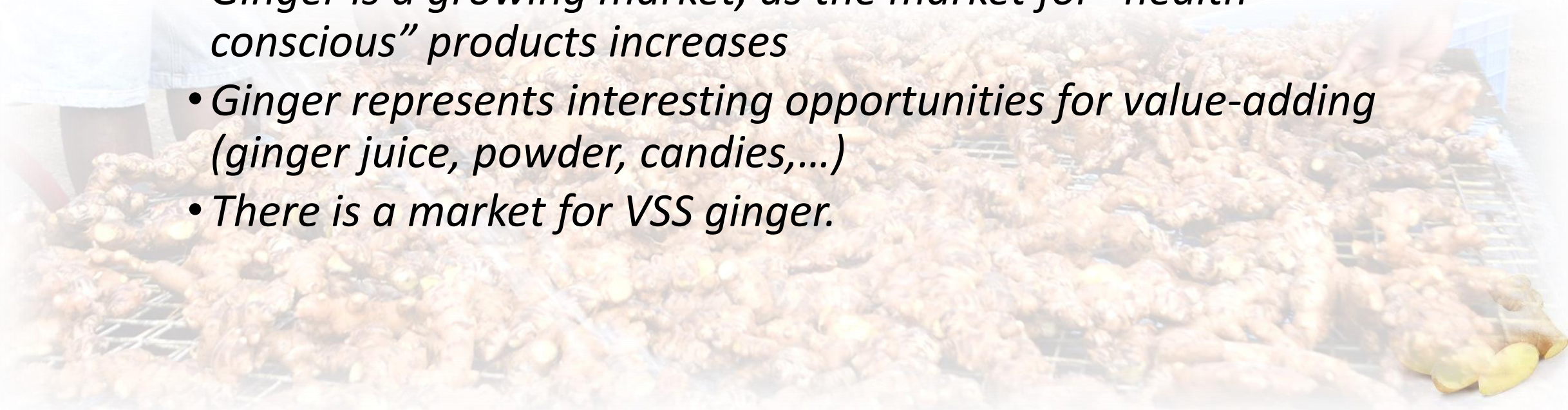
- First data collection; Data published in TRAINS
- 79 regulations introduced 388 NTMs (both principal and subsidiary legislation)



National Product Selection



- Product selected for the voluntary sustainability standards (VSS) assessment report and export guide:
 - **Ginger**
- *Why?*
 - *Ginger is a growing market, as the market for “health conscious” products increases*
 - *Ginger represents interesting opportunities for value-adding (ginger juice, powder, candies,...)*
 - *There is a market for VSS ginger.*



Findings of the Organic certification in the ginger value chain



- Fiji ginger sector is dynamic and there is good knowledge about certification.
- Key Barriers:
 - Time and Capacity to get certified
 - Cost of certification (high costs associated)

Policy Recommendations

1. Facilitate third-party organic certification through cost subsidies and in-country auditing.
2. Establish a national body to support organic certification.



Fiji Ginger Export Guide



- **Being finalized, it is currently being reviewed by the Ministry of Agriculture and Waterways.**
- It provides information about export procedure and requirements.
- Focuses on Australia, EU, Japan and USA



Synergistic Linkages - Policy



Final green trade recommendations based on NTMs and VSS, which also support the sustainable development

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Synergistic Linkages – Policy Recommendations



Final UNCTAD recommendations based on NTMs and VSS, which also support the sustainable development

1. Strengthen training and knowledge Sharing on NTMs and VSS
2. Improve data collection and strengthen availability of agriculture statistics for the private sectors
3. Review and update trade related legislations

Expected impact

- Help achieve Fiji 5-year and 20-year national development plan. Supports:
 - *2.5 Modernising the business regulatory environment*
 - *2.6 MSME Development*
 - *2.10 Expanding Rural Economy*
 - *2.12 Non-Sugar Agriculture*
 - *2.17 Enhancing International trade and foreign relations*



2.0 Overview of Ginger Industry in Fiji



- ❑ Total Number of Ginger Farmers in Fiji : **720**
- ❑ Total Government Investment (2023/24FY) : **\$0.6 million (FJD)**
- ❑ Ginger contribution to National GDP (2021) : **\$7.8 million (1.1% of Agriculture GDP)**
- ❑ Total Volume of Ginger Production in Fiji (2022) : **14,290 tonnes**
- ❑ Total Volume of Ginger (Fresh/Chilled) Export (2022) : **1,219 tonnes**
- ❑ Total Value of Ginger (Fresh/Chilled) Export (2022) : **\$6.9 million (FJD)**
- ❑ Number of Ginger (Fresh/Chilled) Export Destinations (2022) : **9 Countries**
- ❑ Total Volume of Ginger (Fresh/Chilled) Import (2022) : **\$0.1 million (FJD)**
- ❑ Farm Gate Price (2022) : **\$1.70 per kilogram**



Government Investment to Ginger Industry



\$3.0 million

was the total investment made by the Government to the Ginger Industry in Fiji in the past 5 years (2019/20 – 2023/24) to support and increase ginger production.



\$0.6 million

is the average annual budget allocation within the past 5 years (2019/20 – 2023/24)

Source: Budget Estimate Booklet, Ministry of Economy Website

\$29.5 million

was the contribution of Ginger to National GDP in the past 5 years (2017-2021) with an average growth rate of **16.8%** (p.a). Every year, Ginger contributes an average of \$5.9 million to GDP.

\$24.7 million

was injected into the economy through the domestic export of ginger in the form of fresh/chilled and value added in the last 5 years (2018 – 2022). The domestic export value of ginger has increased at an average growth rate of **38%** (p.a) .

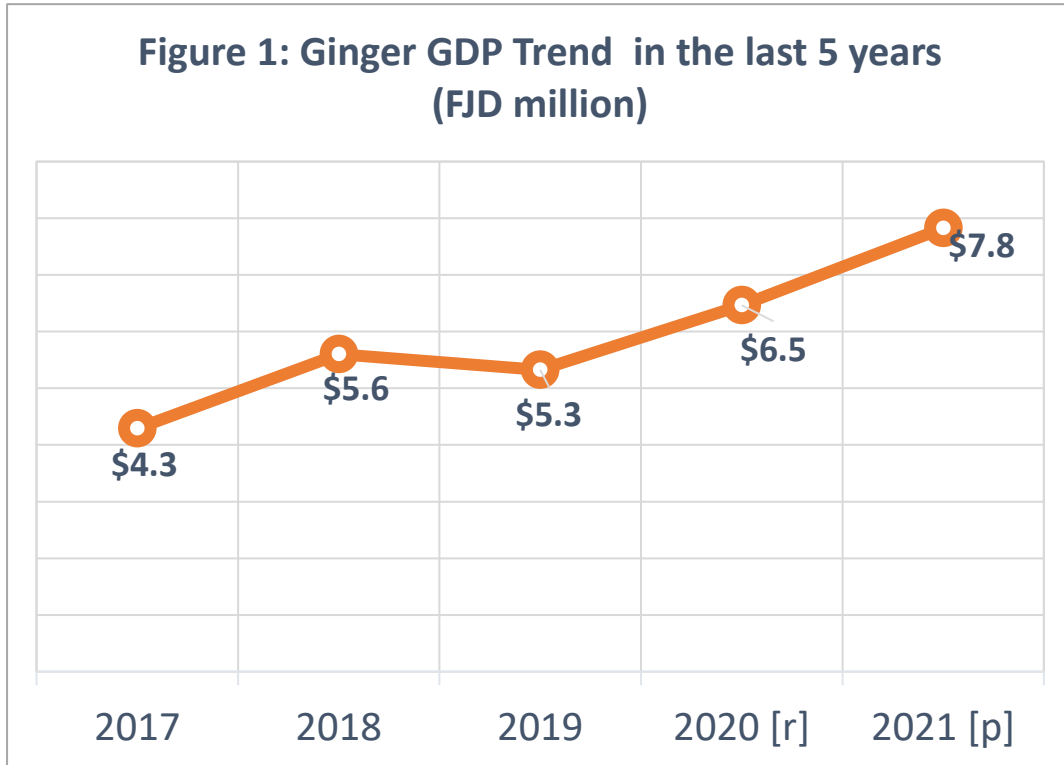
14,290.1 tonnes

The total volume of ginger produced in 2022 which was an increase of **3%** as compared to 2021

3.0 Ginger Economic Performance Status



a) Ginger Contribution to National GDP



Source: FBOS

b) Ginger Export Trend (inclusive of crystallized ginger)



Source: FBOS

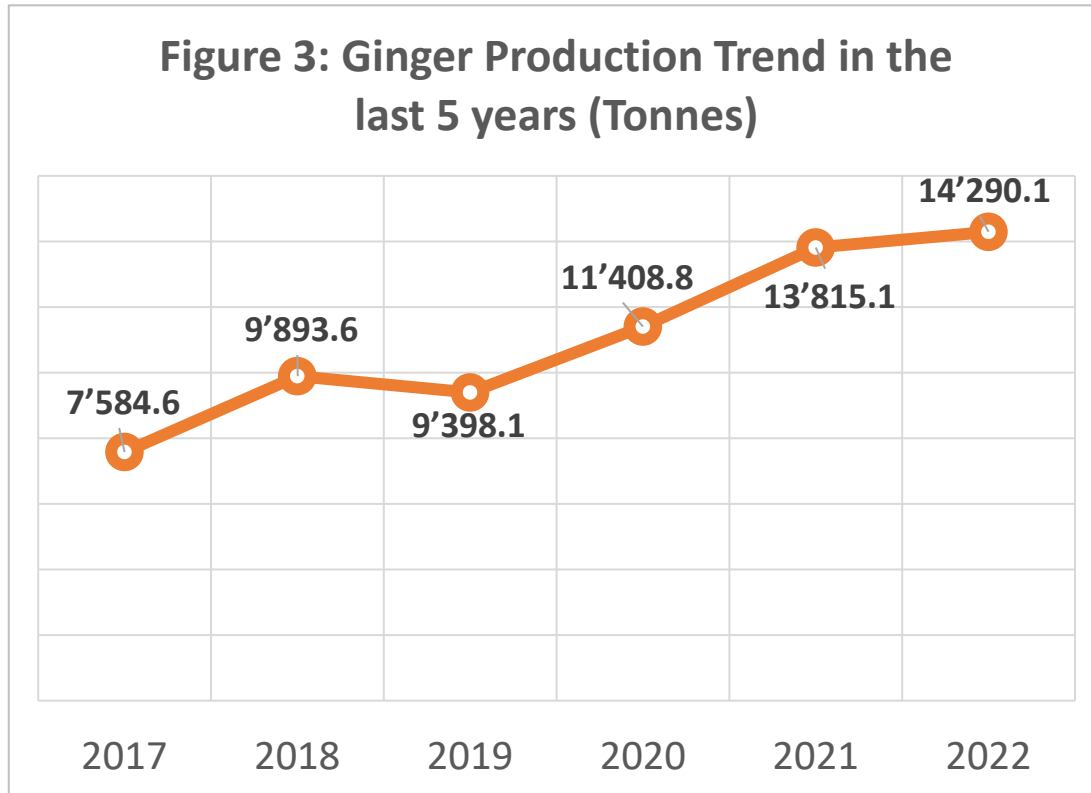


Both reflects positive performance and contribution of Ginger Industry into the National Economy over the years

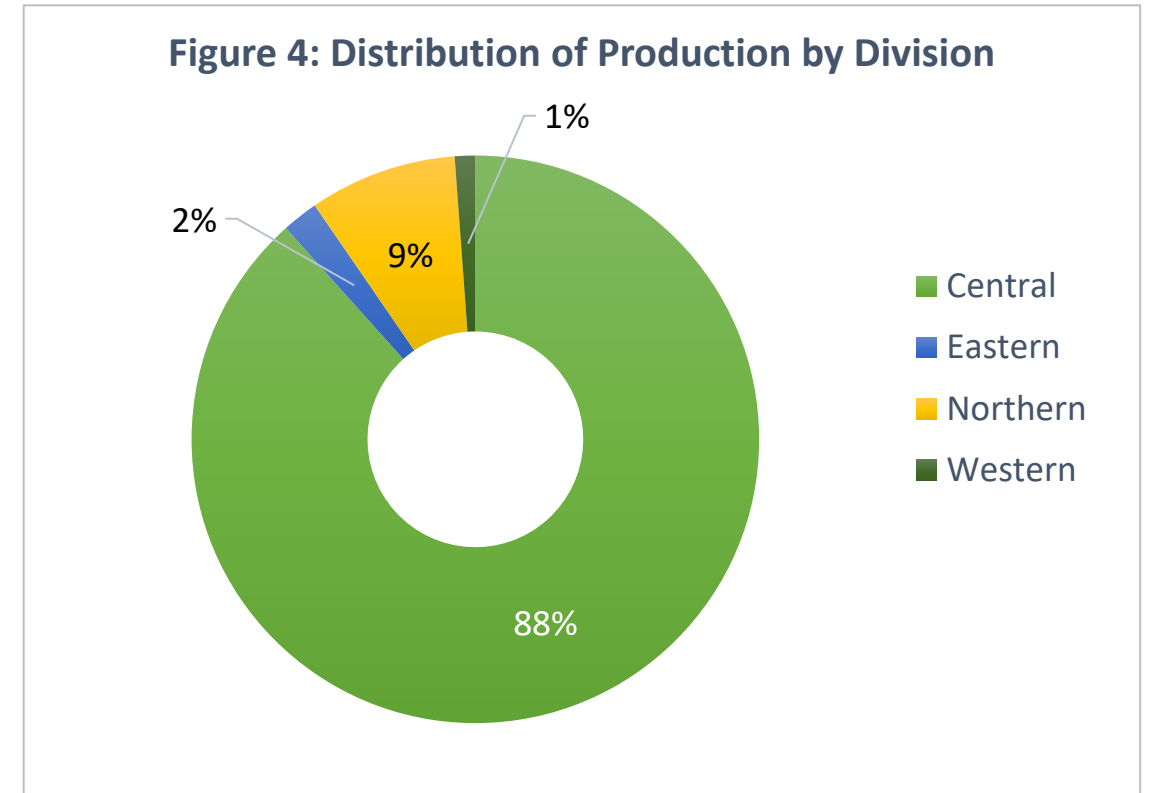
Ginger Economic Performance Status



c) Ginger Domestic Production



Source: Crop Extension Quarterly Report



Ginger Production is dominated by Central Division (88%). Domestic Production is increasing at a growth rate of 14%

Ginger Exporters



- Frespac Ginger(Fiji) Pte Ltd
- Sai Yee Foods Industries Ltd
- Kaiming Agro Processing Ltd





Ginger Industry Plan



4.0 Ginger Farming Development Plan



Objectives

- To increase ginger production through better seed quality
- To increase export mainly to Australia, NZ, US and UK markets
- Increase contribution to GDP
- To increase ginger cultivation area to 500ha for the next 3 years

Target Area

- Central Division –Tailevu, Rewa, Naitasiri, Serua, Namosi
- Eastern Division-Lomaiviti [Ovalau], Kadavu
- Western Division-Ra, Ba, Nadroga/Navosa

Scope of Assistance

- Land Clearing and Preparation
- Planting Materials (**Ginger Seeds materials**)
- Procurement of Agro-Inputs
- Provision of Treatment Equipment
- Labor Cost of Machine Operators
- Capacity Building and Awareness



5.0 Challenges

- Lack of quality planting material
- Climatic conditions
- Soil-borne pathogens and nematodes
- Insect and pest infestation
- Lack of expertise
- Competitive export conditions and prices
- Access to land
- Access to Finance

Way Forward

- Improving information flow to farmers
- Improving capital investment
- Infrastructure and skill upgrading to reduce the incidence of pest and diseases
- Enhancing the industry's environmental sustainability
- Improving market access





THANK YOU!



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AGRIHELP@GOVNET.GOV.FJ



WWW.AGRICULTURE.GOV.FJ