



# PROGRESSIVE TOURISM THROUGH SUSTAINABLE PARTNERSHIP

Session 4: CREATING LOCAL LINKAGES – ORGANISED BY THE MIT&T  
FIJIAN TOURISM TALANOA EVENT FRIDAY, 17<sup>TH</sup> NOVEMBER 2017.



Fiji-where happiness finds you...

*Presented by Uraia Waibuta Deputy Secretary Agriculture, FIJI.*

# UNDERSTANDING AGRITOURISM

- ▶ Agritourism, as it is defined most broadly, involves any agriculturally-based operation or activity that brings visitors to a farm or ranch.
- ▶ Agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a B&B on a farm[1].
- ▶ In the Fijian Context – **Improving** the Traditional System of Agriculture through the whole value chain to feed a **different group of people** .

TO ACHIEVE THIS WILL REQUIRE A TOTAL NEW DIMENTION





- ▶ Background of the Sectors in Fiji
- ▶ Understanding the Value Chain
- ▶ Policies
- ▶ linkages between the sectors
- ▶ Efforts by the two Sectors
- ▶ Opportunities
- ▶ Proposed Way forward

**HOW CAN WE FEED WHEN WE DON'T  
HAVE ENOUGH?**

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# BACKGROUND OF THE SECTORS IN FIJI

- ▶ Both sectors are significantly important
- ▶ Rely on agriculture as a major source of Food, Income and Employment
- ▶ Continuous Economic Growth –GDP Non Sugar
- ▶ Employs two thirds of the labour force
- ▶ Influenced by the Small Holder Producers despite the many challenges

# WHAT IS REQUIRED AT THE END OF THE VALUE CHAIN

- ▶ High Quality Food
- ▶ Sourcing raw materials from local producers
- ▶ A new market
- ▶ Product Development
- ▶ Attractive and Distinctive
- ▶ Marketing
- ▶ The Role of Chefs

*That should determine the different types of produce and its production techniques.*





# POLICIES AS THE KEY DRIVERS

- ▶ Policies still remains fragmented
- ▶ Trade Policy Framework progressing
- ▶ MOA has its own 2020 Policy Agenda and other related Policy
- ▶ The need to get Stakeholders together to allow development of a specific Agritourism Policy.

**WHO SHOULD BE THE DRIVER?**

# LINKAGES BETWEEN THE TOURISM AND AGRICULTURE SECTOR

- ▶ While the Fijian **government's effort** through the Ministry of Agriculture is focused towards meeting the demands from the markets through strengthening the community based farming groups by forming them into organized clusters, the Ministry of Industry and Trade is working on the Policy Framework that can promote this linkages.
- ▶ Development of the **Policy Frame work** is certainly crafted to avoid any cross cutting issues between Ministries but supplementing each other.
- ▶ The Policy is envisaged to be **Private sector driven** that can allow for investment opportunities. This has also been well captured in the National Strategic Plan document and the Ministry of Agriculture Strategic Development Plan and Annual Cooperate Plan.

# EFFORTS BY THE AGRICULTURE SECTOR

- ▶ Agriculture Incentives in place at the production end of FOOD supply
- ▶ Modernization the Agriculture Sector
- ▶ Organized Production Systems – Clusters
- ▶ Packing Shed at isolated locations
- ▶ Incorporated in the Annual Cooperate Plan as an Activity
- ▶ Production of desired seed and planting materials
- ▶ Negotiations with Hoteliers on market outlets for clusters (PGA)
- ▶ Continued collaborating with the Private Sectors.



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# OPPORTUNITIES

- ▶ New Income Opportunities
  - ▶ Poverty Reduction with rural communities
  - ▶ Reduce Rural to Urban Drift
  - ▶ Making Agriculture more attractive
  - ▶ Actors along the value chain can realize growth
  - ▶ Product Development and Diversification
  - ▶ Strengthen local production
  - ▶ Close collaboration through a workable framework – Policy
  - ▶ Growth in SME'S
- 



- ▶ 1. Increase investment to improve infrastructures:
- ▶ 2. Ministry of Agriculture policies improvement
- ▶ 3. Improve access to information and capacity building:
- ▶ 4. Strengthening Research and Development (R&D) institutions:
- ▶ 5. Improve on farm post-harvest practices:

**FACTORS INFLUENCING THE STRENGTH AND TYPE OF LINKAGE BETWEEN TOURISM AND AGRICULTURE.**

# THE WAYFORWARD

- ▶ Coordination at all levels
  - ▶ Value Addition and Product Diversification
  - ▶ Organic Agriculture
  - ▶ Market Access
  - ▶ High Value Niche market (Competitive Edge)
  - ▶ Sustainable Land Use
  - ▶ Public Private Partnership (PPP)
  - ▶ Too small to be competing but should be complementing each other
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**VINAKA VAKALEVU**

