

# FIJI

## ONGOING PROGRAMMES

### Fit For Market (FFM, FFM SPS, FFM+)



### ACP Business-friendly



### FO4ACP



### ACP-EU Development Minerals



### ACP Quality Infrastructure



### FO-RI



### Business ACP



### DIRECCT



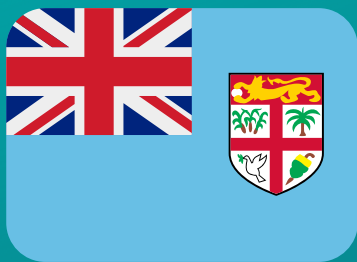
### Digital Finance for Resilience (DFS4RES)



## DESCRIPTION OF INTERVENTIONS

**Fit For Market (FFM)** programmes support companies in the horticultural sector and their environment to ensure their international access to horticultural and national markets while complying with sanitary and phytosanitary regulations and market requirements, individually or collectively. Support includes food safety, environmental management, social compliance and business management. The main types of support are related to the implementation of a management system (on social themes, environment, quality) meeting the requirements of international certification standards required by customers (GLOBALG.A.P., HACCP, Rainforest Alliance, SMETA, etc.). Set up in the continuity of FFM past programmes, the new **FFM Plus (FFM+)** programme support is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal.

In the Pacific region, the programme carried out a European market study for horticultural products of ACP origin. The Study provides an opportunity to identify trends, market opportunities and consequently analyse certain competitiveness factors of the ACP horticultural sectors. It specifically allows the identification of the most promising segments of these markets for Pacific products. In Fiji, **FFM** supported **ZONAH UNITED**, a Fijian horticultural company producing fresh and processed vegetables and spices, to carry out a diagnosis of the sanitary quality management system based on the HACCP standard and to develop an action plan. In 2022, **FFM SPS** programme organised its first training-of-trainers on "Training and communication techniques" for the Pacific.



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Ten 10 experts from Fiji and Papua New Guinea took part in training-of-trainers. The training focused on mastering teaching methods and digital tools and specific skills needed for distance learning.

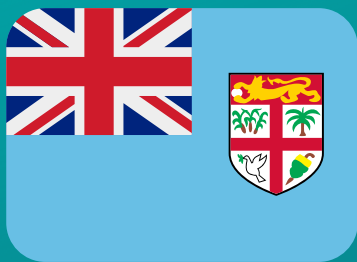
**ACP Business-friendly** is designed to achieve two key outcomes:

- Adopting and implementing business-friendly, inclusive and responsible national policies and legal frameworks;
- Strengthening productive, processing, promoting and marketing capabilities and value chains.

In the Pacific, the programme is working at micro level intervention on Coconut and Kava value chains and relies on a strong partnership between **SPC (Pacific Community)** and ITC to adapt and rollout the **Alliances for Action approach**. Both commonly grown crops, provide a strong livelihood and economic base to the countries in the region. The programme aims to strengthen value chain governance and investment in the Pacific region through the development of the Regional Kava Development Strategy. The strategy focuses on developing the Kava sector, increasing investment and private sector participation, and promoting sustainable farming practices and market-led approaches. The programme supported consultations with stakeholders, with over 200 participants from seven Kava producing countries, and initiated two calls for interest for Kava producers and MSMEs to apply and benefit from the programme. The programme also collaborated with the **Basque Culinary Centre** to explore new products that can be developed from Kava root, with a report highlighting its potential for use in food and beverage products. This activity supports the main exporters of kava in in the region, primarily Vanuatu and Fiji.

In 2022, the Regional Engagement Window was activated in the Pacific states to support investment policy promotion. The project aims to facilitate greater investment and competitiveness in the Pacific region by strengthening the legal, institutional, and professional foundations for investment and in turn to contribute to the overall objective of economic transformation of Pacific economies.

The project is envisaged around three components: **i)** Reforming investment laws and regulations; **ii)** Strengthening investment promotion institutions; **iii)** Training and facilitating peer to peer exchange among trade and investment promotion organization (TIPO) staff.



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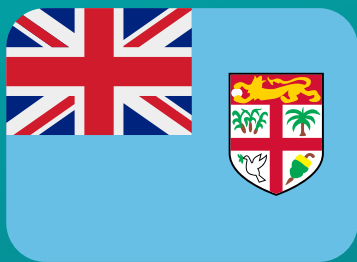
The **ACP Quality Infrastructure (QI)** programme supports ACP policy makers, institutions and private sector actors to (i) enhance the regional Quality and Regulatory infrastructure governance; (ii) strengthen the availability of the value chain-specific QI services; (iii) promote quality culture and practices. The programme complements and builds on the ongoing achievements of the ACP Business-Friendly programme reinforcing the UNIDO's programme action (Meso-level component).

The programme will work with the **Pacific Island Forum Secretariat (PIFS)** to support the implementation of the activities of the Pacific Quality Infrastructure Initiative.

**ACP-EU Development Minerals Programme phase II** The second phase of the **ACP-EU Development Minerals Programme** helps Artisanal and Small-Scale Mining Enterprises (ASMEs) engaged in Development Minerals value chains to improve livelihoods, generate higher employment and incomes. In particular, the programme aims to increase economic opportunities for women participating in ASMEs throughout the Development Minerals value chains. In the Pacific region the programme is working on the development of the River Extraction monitoring tool utilizing radar and satellite technology, and facilitated under the Pacific Community's regional platform called Digital Earth Pacific.

In Fiji, the programme supported an independent analysis of river gravel and sand extraction operations, which covered their environmental impacts, as well as measures to address informal and illegal operations. The analysis provided insights into current gaps of regulations and monitoring practices and provided recommendations, informing the revision of the Guideline on River Gravel and Sand Extraction. The programme issued two grants for a total of EUR 20 000 to two artisanal groups of salt makers and clay pottery makers with a total of 598 beneficiaries (**ASMEs** and **NGO Fiji Arts Council**). In addition, the programme provided small grants to **Fiji Arts Council** targeted at traditional salt makers and clay potters, who are mostly artisanal craftswomen in five traditional village settings. Overall, 68% (31 out of 45 licensed crafts people) of the targeted group members for these small grants are women. Development Minerals partnered with the **University of Queensland's Sustainable Minerals Institute**, **UNESCO**, the **Secretariat of the Pacific Community**, the **Fiji Ministry of Lands and Mineral Resources**, and **Fiji National University** to initiate the "Stone for Development Work-Integrated Learning Programme".

**FO4ACP** The overall objective of the **Farmers' Organizations for ACP** programme is to increase income and to improve livelihood, food and nutrition security and safety of organised smallholder and family farmers in ACP countries.



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In Fiji, FO4ACP supported several priority value chains of the country:

- Papaya: provision of **Nature's Way Cooperative** technical support to papaya producers on agro-techniques to improve seeds production and marketing.
- Poultry: The **Tutu Rural Training Centre** put in place three model poultry farms to train smallholders in sustainable soil-regenerative agricultural techniques.
- Livestock: The **Fiji Livestock Council** worked on access to finance and the development of bankable business plans with sixteen farmers' organisations.
- Horticulture: The **South Sea Orchids floriculture group** in Fiji trained 300 people, and extended their membership significantly over the course of 2021.

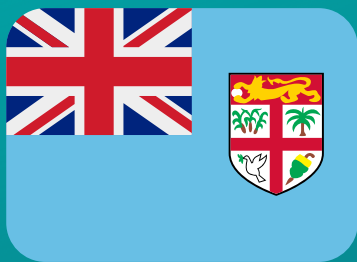
FO4ACP also supported **Bula Agro** to set up the Tel-a-Woman programme for women to ensure food security and nutrition in particular for those who had their income affected by the pandemic. Fifteen trainers of trainers and a total of four hundred (400) women were trained through a coaching programme focused on backyard gardening, nutritious plants, seed conservation and transformation.

**Farmers Organisations Leading Research & Innovation (FO-RI) on agro-ecology for sustainable food systems (FO-RI)** implemented by the AgriCord Alliance seeks to foster a transition towards resilient, productive and sustainable agro-ecological food systems through farmer-led innovation and research. As part of the FO-RI portfolio, AgriCord has activated the project "Farmer Innovation for Sustainable Breadfruit Value Chains in the Pacific", including in Fiji. The project is led by **PIFON** and involves multiple **Farmers Organisations across Pacific region**.

**DFS4RES Digital Finance for Resilience in the ACP countries** aims at deploying digital finance solutions at the scale and speed necessary to deepen financial inclusion, and accelerate economic recovery from COVID-19, in order to make economies and societies more resilient to external shocks.

In Fiji, the programme supported the **Reserve Bank of Fiji** regulators in the design and monitoring of regulations diagnostics of the central bank's data systems. The findings inform the design of prototypes to automate data collection from financial service providers and improve the storage, analysis and use of data.





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**DIRECCT (Digital Response Connecting Citizens)** is implemented jointly by Agence française de développement (AFD) and the Belgian development agency, Enabel.

In the Pacific region, the programme is implementing the project “Supporting the Pacific Close the Digital Divides in Response to COVID-19 (SPCDDR-COVID-19)”. The project aims to advance digital health system transformation within Pacific island countries and territories for the immediate future and the post-COVID-19 era. It was developed in consultation with grantees and key partners, taking into account existing initiatives and identified gaps, with the intention of leaving no one behind. The programme works together with the **Community of Pacific States**.

## MORE INFORMATION

- **Read the Monitoring Report 2021:**  
<https://businessacp.com/wp-content/uploads/2019/12/Annual-Report- online-version.pdf>
- **Visit the "Programmes' Highlights" page on the Business ACP website:**  
<https://businessacp.com/en/94071-2/>