

女性チームを専門とする農業支援プロジェクトに関しまして

財団法人 環太平洋文化教育交流財団は、フィジー諸島にて女性チームを専門とする農業支援プロジェクトが開始いたします。本プロジェクトは、2010年10月8日に開催された「フィジー諸島共和国40周年独立記念日を祝う会」においてメンバーと協議の上、決定されたものです。プロジェクトに関する資料は下記をご覧ください。

本件に関するご質問は info@prceef.org までお問い合わせください。

[PRCEEF PROPOSAL]

PROPOSAL

[Proposal developed by Fiji Embassy, Tokyo, at request of Chairman of PRCEEF Mr. Susumu Okada to be discussed with Federation members]

Introduction

1. This project proposal is intended to involve grass-root women's group in rural Fiji in commercial vegetable farming. These women's group would be largely village and rural settlement dwellers. This target group is to ensure that the economic benefits to be derived will be directly contributing to poverty alleviation in rural Fiji.
2. The Pacific Rim Cultural and Education Exchange Foundation [PRCEEF] of Japan, would be the partner organization to assist the women's group in sourcing the latest high quality, High yielding vegetable seed, farming technology and expertise, to produce high quality vegetables for export to Japan and for import substitution in the Fiji Tourism industry.

Development Objectives

3. The development objectives is to involve women, in particular rural women in Fiji in targeted commercial farming of vegetables for export and fore import substitution for the needs of the Fiji tourism industry. The vegetable to be grown will be of such quality to master the standards required for exports to markets like Japan.
4. Another important objective is the economic empowerment of rural women in Fiji, through land based commercial activity. Through small and medium enterprises [SMEs] operating these farms and the ready market

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access for the vegetable, provided through Japanese businesses organized by PRCEEF, rural income will be earned towards social development and also cover some costs of educating children.

5. Deepen people-people relations between Japan and Fiji, through close collaboration at the grass root level of society, thus building closer and fraternal relations between our two peoples.

The Proposal

6. The proposal is for a Japanese Company to be established in Fiji to buy the vegetables produced by the women group's farm and export some of it to Japan and sell the rest to Fiji Hotels. The kind of vegetable to be grown should be such as to those that will be high demand in the market.
7. PRCEEF primary task is to find a Japanese Company or form one that would undertake this critically important task. This company will buy all or most of the produce from the women's group farms.
8. The second important role for PRCEEF is to provide seeds and Japanese skills to operate a farm where the other women's group would learn the skills and the quality needed for farming to be exported to Japan.
9. The following vegetables have potential for exports to the Japanese market for up 4 months in a year during the off-seasons in Japan for these vegetables:
 - Hybrid Squash;
 - Hybrid Melon;

- Ginger
- Papaya

10. The following vegetable may be grown by these farms for import substitution for the vegetable currently imported into Fiji by the tourists hotels:

- Zena Cucumber;
- Lettuce;
- Pepper;
- Carrot;
- Tomatoes;
- Onions

Women's Group Farms as Contract Suppliers

11. The Japanese Company that will be set up to buy and export or resell these vegetables will enter into contracts with each of the women group farms for supply of quotas for agreed time period. The quotas will be required for each vegetable to be produced.

12. It will be important that Japanese skill, technology and knowledge be inputted into the production of these farms and commercial management techniques.

Role of PRCEEF Company

13. The role of the PRCEEF company to be formed is two fold.

- i) To provide a model farm operated by Japanese vegetable farm experts;
- ii) Be the purchaser of all [most] of the vegetables grown by the Women's group Farms;
- iii) Export vegetables to Japan

14. The Japanese must ensure that market in Japan is well developed and contracts secured.

Assistance from Fiji Government

15. Fiji Government will be able to provide some limited form of assistance towards the provision of agricultural lease and some basic farm management techniques.

16. Other assistance in terms of taxation and incentives that Fiji Government would given to company investing in Fiji are:

AGRICULTURAL INCENTIVES

200% DEDUCTION ON CAPITAL EXPENDITURE

- *The activity under this assistance will include listed items under Paragraph 32 of PART V of the Depreciation Schedule.*
- *Also includes the purchase of farm implements and plant & machinery used on the farm as well as cost of irrigation.*
- *The incentive will be available to all taxpayers not enjoying other concessions under the Income Tax Act. The concession will be available for 5 years effective from 1/1/06.*

COMMERCIAL AGRICULTURE AND AGRO-PROCESSING

New Businesses from 2009 onwards

- *The income of any new activity in commercial agricultural farming and agro-processing approved and established from 1 January 2010 to 31 December 2014 shall be exempt from tax for 10 consecutive fiscal years with a capital investment of \$2,000,000 or more.*

Existing Businesses in Vanua Levu

- *200% tax deduction of the amount of capital spent can be claimed by any existing legal entity in Vanua Levu that is engaged in commercial agricultural farming and agro-processing as approved by the Commissioner under Section 17(76). The incentive is only available to taxpayers:-*
 - *Who do not enjoy other incentives under the Income Tax Act;*
 - *The capital investment is more than \$250,000; and*
 - *For a period commencing 1 February 2000 and ending 1 March 2010.*

Bio – Fuel Production

- *10 year tax holiday is available to a taxpayer undertaking a new activity in processing agricultural commodities into bio-fuels as approved by the Commissioner from 1 January 2009 to 31 December 2014. To qualify, the taxpayer must have:-*
 - *Minimum level of investment of \$1,000,000; and*
 - *Employ 20 local employees or more for every income year.*
- *Duty free importation of plant, machinery and equipment for initial establishment of the factory.*
- *Duty free importation of chemical required for bio-fuel production.*

Income tax exemption to be applicable to selected sectors with maximum turnover threshold of \$300,000.

The sectors include:

- *Agriculture and Fishing (Sugarcane Farmers; Coconuts; Rice; Ginger; Yaqona; Fishing; Raising Livestock; Vegetable; dalo, cassava and other root crops production; farming and Bee keeping).*
- *Tourism (Sea Cruise and River tour Operators).*
- *Community and Social Services (Amusement, recreation services; traditional handicraft producers (not “middleman” or agents).*
- *Supportive projects to tourism industry (flora, fauna and other natural characteristics*

[Page 6 Fiji Government Incentives Brochure 2010]

Export Market Analysis

17. Based on the export market trends of food beverage of Australia to Fiji on the same vegetables proposed to be grown for import substitution and exports to Japan.

Trends and opportunities

The market

Australia supplies approximately 41 per cent of the total food and beverage market in Fiji, and shares a position of preferred supplier along with New Zealand.

In 2008, the total food and beverage import for Fiji was valued at \$FJD 364,505,864 [A\$208.6 million]. For the first eight months of 2009, the food and beverage imports have been reduced due to the devaluation of the Fiji dollar in mid-April which has affected the volume of imports.

With a domestic population of 870,000, Fiji imports the majority of its food and beverage requirements. There is a small and relatively concentrated food processing industry with retail and food service being the larger volume sub-sectors.

The grocery retail sector is the largest sub-sector, three times the size of the food service industry. The retail sector is relatively fragmented with four main players, the largest of which is Morris Hedstrom. Close to half of Fiji's population lives in the greater Suva area thus it is this geographic region that dominates retail sales. Suva also is a hub for the Pacific Islands with a number of regional institutions and corporate that service the Pacific islands based in Suva. As a result there is also a small but notable expatriate community.

Importation of food and beverage for the food service sector primarily targets the tourist trade. Fiji has over 700,000 tourists visit each year with the majority from Australia and New Zealand. The majority of the resorts catering for the tourist trade are found in the west of Fiji around the Nadi/Coral Coast area.

Key product categories that is imported in to Fiji for the tourism industry are:

- *Frozen meat*
- *Deli range*
- *Confectionery*
- *Spices*
- *Dairy*
- *Wine and beer*
- *Fresh produce*
- *Canned fruits*
- *Sauces and spreads*
- *Health bars*
- *Snack products*

Australia currently supplies approximately one-third of the fruit and vegetables exported to Fiji. Those that are most commonly imported include:

- *Fruit – apples, oranges, grapes, pears, watermelon, plums, dates, nectarines, peaches and nashi pears.*
- *Vegetables – tomatoes, carrots, garlic, onions, potatoes, peas, dried legumes, celery,*

capsicum, cauliflower, broccoli, cabbage, beetroot, lettuce, asparagus, turnips and parsley.

Australian remains Fiji's largest supplier of imported wines by a huge margin – approximately 70 per cent of the total market. The wine market is very competitive and wine importers are constantly being presented with new brands. Pricing seems to play a major role in deciding which brands to carry.

A number of newly imported beverages are appearing in supermarkets and convenience stores. Prices are quite competitive. A well priced product requiring a good distributor in the market can assist in promoting and growing the brand locally.

Opportunities

Whilst Fiji presents a broad range of supply opportunities, the best opportunities in Fiji's food and beverage industry for Australian exporters are:

- *Australian lamb and beef for the hospitality and food service sector*
- *Fresh fruit and vegetables*
- *Retail pack cheeses, yoghurt, bulk butter, bulk powdered milk*
- *Consolidated shipments of general foodstuffs for retail sector*
- *Introduction of new lines with well-planned marketing strategy*
- *Beverages – aerated beverages and natural waters, beer, wine, spirits and liquors, equipment*
- *Accessories including packaging and flavouring*

Competitive environment

Australian suppliers face competition in a couple of key product categories from local and New Zealand supplies. In particular, Australian suppliers will face stiff competition from domestic players in the soft drinks, bottled water, snack products, spread lines and some dairy products.

New Zealand produce is widely found in Fiji, especially fruit and vegetables, dairy and meat. New Zealand wines are also increasing in popularity.

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Tariffs, regulations and customs

Tariffs range from 5 to 32 per cent. The high tariff of 32 per cent duty is in place to protect the local manufacturing industry. Some of the products that come under this category are butter, UHT milk, mineral water, jam, etc.

All imports attract Value Added Tax (VAT) of 12.5 per cent. Excise taxes of 15 per cent are levied on alcoholic beverages (and tobacco products).

Onions and garlic (including leguminous vegetables) don't have import duties. However, other import duties include:

- *Fruit – 5 to 10 per cent*
- *Vegetables – 5 to 32 per cent*
- *Potatoes, onions and garlic – none*
- *Split peas – 15 per cent (to protect the local split pea processor, Dawn Industries)*

Import duties are applicable for the following beverages:

- *Water – mineral, aerated and non-alcoholic beverages excluding fruit juices. The import duty is 32 per cent.*
- *Fruit juices – 15 per cent.*
- *Beer made from malt of alcoholic strength by volume of five per cent volume or less has an import duty of 32 per cent. If it exceeds five per cent volume, the import duty is \$2.84 per litre. If it is less than five per cent volume, then the import duty is \$2.10. Furthermore 15 per cent import excise duty is also applicable.*
- *Wine of fresh grapes including fortified wines and sparkling wine of alcoholic strength 1.15 per cent volume or less has an import duty of 32 per cent. If it exceeds 1.15 per cent volume, the import duty is \$4.44 per litre.*
- *Other wine – grapes must be fermentation prevented or arrested by the addition of alcohol. Two litres or less with alcoholic strength 1.15 per cent volume or less, has an import duty of 32 per cent. If it exceeds 1.15 per cent volume, the import duty is \$3.93 per litre.*
- *Vermouth and other wine of fresh grapes flavoured with plants or aromatic substances – the same duty as for 'other wine'.*
- *Other fermented beverages - cider, perry, mead, ginger beer and herb beer. Mixtures of fermented beverages and non-alcoholic beverages not elsewhere specified of an alcoholic strength 1.15 per cent volume or less, has an import duty of 32 per cent. If it exceeds 1.15 per cent, the import duty is \$2.72 per litre. If it exceeds six per cent, then the import duty is \$4.34/litre.*
- *Undenatured ethyl alcohol of alcoholic strength less than 80 per cent volume has an import duty of 32 per cent.*
- *Spirits, liquors and other spirituous beverages including cognac, brandy, whiskies, rum and tafia, gin and geneva, vodka of alcoholic strength of 80 per cent volume or less has an import duty of 32 per cent. If it is 57.12 per cent or less alcohol strength, the duty is \$43.56 per litre. If it exceeds 57.12 per cent volume it is \$78.03 per litre.*

Industry standards

Fiji's Ministry of Agriculture, Ministry Health and the Ministry of Trade and Commerce are currently working together to administer a Food Security Bill, which incorporates Codex Food Standard in Fiji. The bill also looks at regulations in place for labelling and packaging of food products.

Health and quarantine regulations are in place for most food products, especially meats and fresh produce.

The Ministry of Agriculture's Quarantine department is responsible for quarantine regulations. Frozen chicken and all chicken by-products are not allowed into the country, such as baby foods with chicken or eggs. Honey is also not allowed from Australia.

Fruit and vegetables are required to be grown and packed in an area not less than 80 kilometres from areas where species of fruit fly exists. Otherwise the product has to be subjected to dimethoate dip treatment. This also applies for citrus exports; otherwise fruits have to be subjected to cool storage for 14 days at 0°C prior to shipment.

All beverage products in Fiji require the use-by-date and details of contents on packaging, especially fruit juices.

For packaging and labelling requirements, please refer to:

- *National and Trade Measurement Decree*
- *National and Trade Measurement (Pre-Packed Articles) Packaging Regulation 1989*
- *Health Department regulations*

Confirmation on tariffs and product descriptions are available through:

*Fiji Customs Service
PO Box 175, Suva Fiji
Tel: +679 330 322
Fax: +679 330 2864*

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JICA : Grass Root Funding

18. There is some possibility of assistance for small scale funding through the Japanese Government Assistance Programme to Grass roots projects. This may be explore by PRCEEF.

Concluding Remarks

19. This being the first draft of the proposal will need to be discussed by PRCEEF members and their ideas used to improve the proposal.

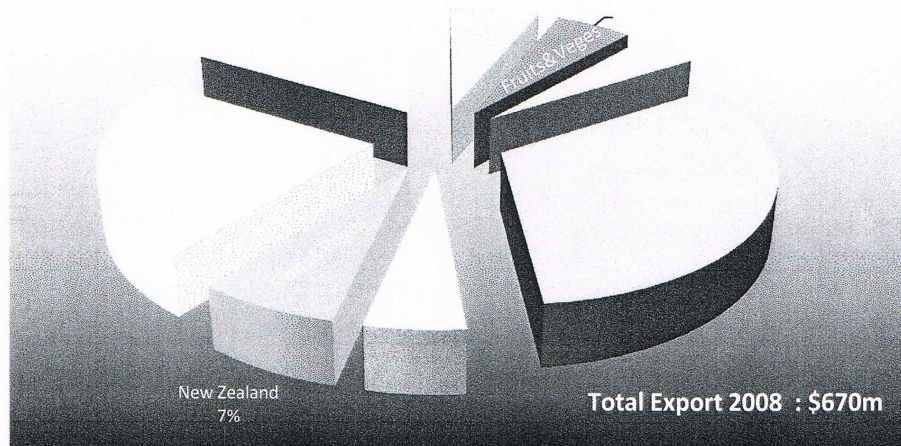
Fiji Embassy, Tokyo

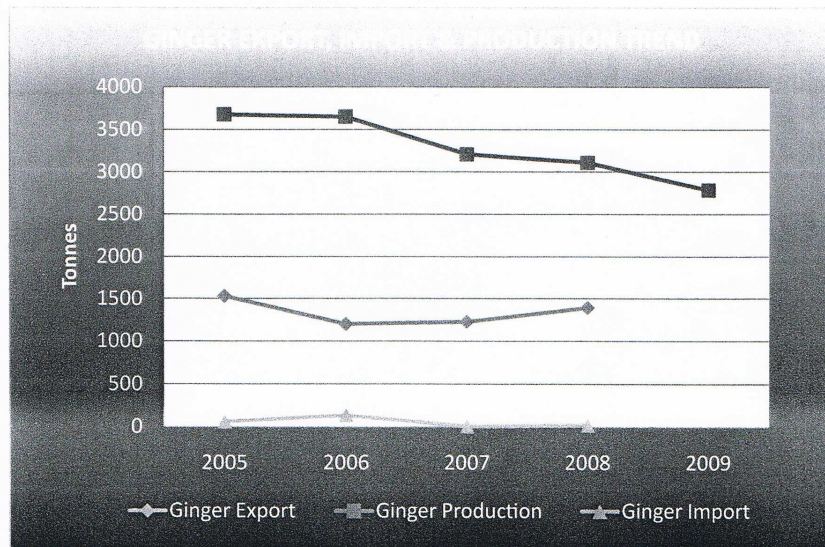
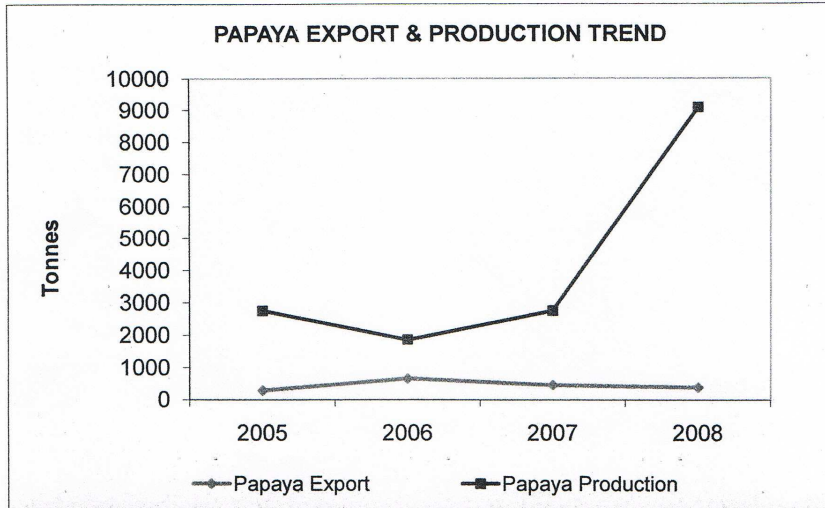
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AGRICULTURE EXPORTS - 2008

CATEGORY		
Animal or vegetable fats and oils	KG	5,943,848
	FJ\$	11,982,355
Live animals and animal products	KG	39,581,635
	FJ\$	138,612,478
Prepared foodstuffs		
Non-sugar	KG	385,759,647
	FJ\$	206,161,034
Sugar	KG	259,734,000
	FJ\$	248,184,774
Vegetable Products	KG	36,151,006
	FJ\$	65,001,099
Total Agricultural Exports - 2008	KG	727,170,137
	FJ\$	669,941,740
Total Agricultural Exports (Excluding Sugar)	KG	467,436,137
	FJ\$	421,756,966

MAJOR EXPORT DESTINATIONS - 2008





5 MAJOR EXPORT COMMODITIES

