

FIJI'S POLICIES AND FOCUS TOWARDS ENHANCING THE TROPICAL FRUITS INDUSTRY

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ABSTRACT

Fruit production in Fiji represents less than 10% of the overall horticultural output, despite favorable climate and increasing market opportunities. In part, this situation can be attributed to a prevalence of low-intensity and semi-commercial fruit production systems, poor postharvest handling practices and limited value chain development. Improving domestic fruit production and consumption in Fiji is a critical contributor to improving the nutritional status of the general population. Fiji currently has one of the highest incidences of non-communicable diseases in the world. Fiji also imports FD\$17.8 million fresh fruit (USD 8.21 million) (includes; grapes, oranges, apples, pears and kiwi fruit) and an addition of FD\$3.8 million (USD 1.75 million) in processed products annually. Some of these imported fruits can be substituted with locally grown tropical fruits such as; guava, mango, avocado, oranges, mandarins and other indigenous fruits. The Fijian Government has sought to stimulate increased domestic fruit production and consumption with various levels of success. This paper will review the Fiji Government's past and present policies aimed at promoting the fruit industry and associated health outcomes, highlighting key learnings and current thinking.

Keywords: policy, fruits, industry, local, orchards