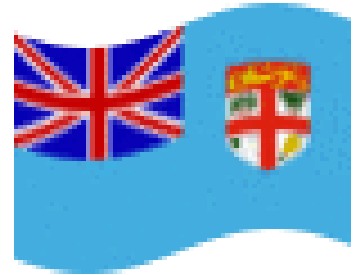


International Symposium on Superfruits

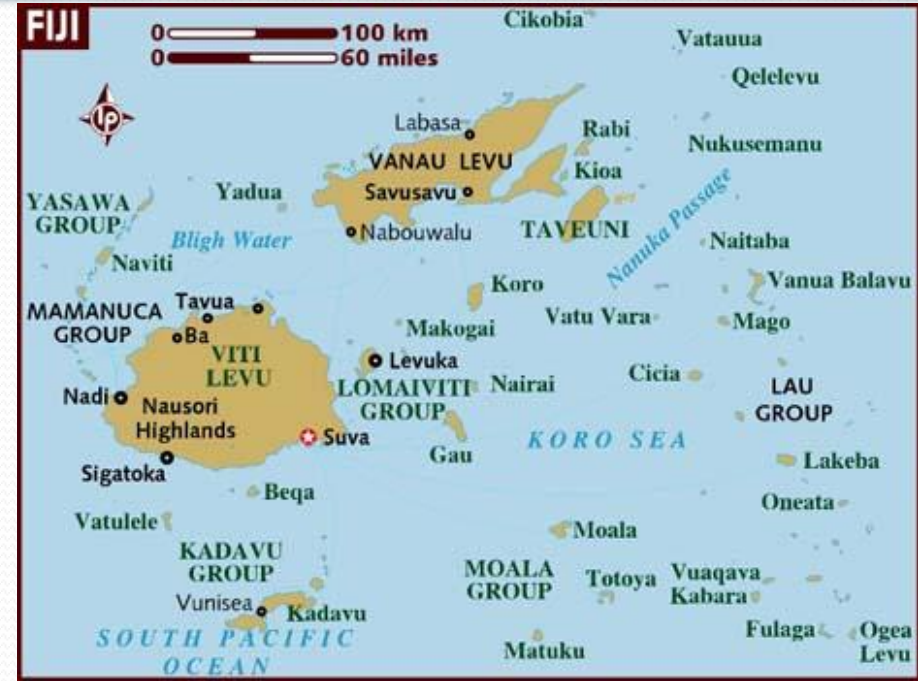
Myth or Truth?

Production and expansion of the Export market for Papaya in Asia and the Pacific



**Ho Chi Minh City, Vietnam
1-3 July, 2013**

Introduction to Fiji



Source: <http://www.lonelyplanet.com/maps/>

- Lies 18 degrees South and 175 degrees East. It lies between Samoa and Australia, and due north of New Zealand
- Small, relatively isolated country, yet it has been able to provide its population with a reasonable standard of living
- Total land area of approximately 18,274 km² made up of some 300 islands (110 uninhabited). The two largest islands (Viti Levu and Vanua Levu) together, comprise 88 percent of the total land area

Background to Agriculture Sector

- Approximately 10.9% of the land is suitable for arable agriculture
- Further 43% of the land can be used for tree cropping and grazing
- Climatic extremes in the form of hurricanes and floods, and more insidiously drought
- Climatic extremes have far-reaching impacts on land-use patterns. There have been around 136 cyclones recorded in the Fiji group over the last 120 years
- The worst drought of the century occurred in 1997/98
- Fiji's population is about 890, 057, with indigenous Fijians making up about 51%. Indo-Fijians (mainly the descendants of indentured laborers brought to work on the sugarcane plantations), account for some 44% of the population
- The population growth rate is less than 1% *per annum*
- Decline in the rural population has been greatest in the outer islands and sugarcane areas. Fiji is rapidly evolving from an agrarian to a semi-urban society, with almost half the population living in urban or peri-urban areas



PAWPAW PRODUCTION IN FIJI

- Papaya for export mainly grown on the Western side of the main island of Viti Levu
- Export varieties Sunrise Solo and Waimanalo Solo Sunrise – seeds introduced from University of Hawaii
- “Fiji Red” Papaya
- January & March 2012 flooding destroyed most of the papaya farms – rehabilitation
- Fiji Papaya project (FPP) works with 11 registered farmers to produce ‘Fiji Red Papaya seeds (15 acres)
- Natures Way Cooperatives provides seedlings, inputs, and advice in return for access to 10% of the best trees in a papaya block for FPP to carry out its selection, bagging & fruit selection
- MOA provides auditing and certification to the seed producers
- Seedlings also raised at the Research Station and distributed to farmers
- Small holder farms (1-2 acres), farmer groups (13)
- Production badly affected by floods in early 2012



Nature's Way Cooperative Fiji Papaya Project

"Fiji Papaya Project", applied research project aimed at improving the competitiveness of the papaya industry for its members

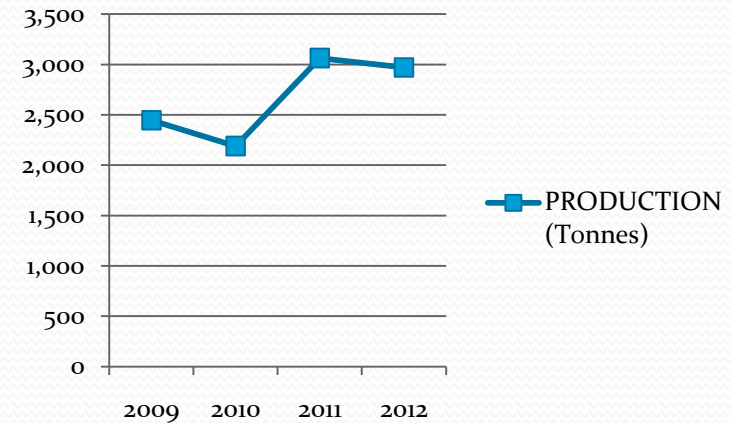


Photo credits: Fiji Papaya Project

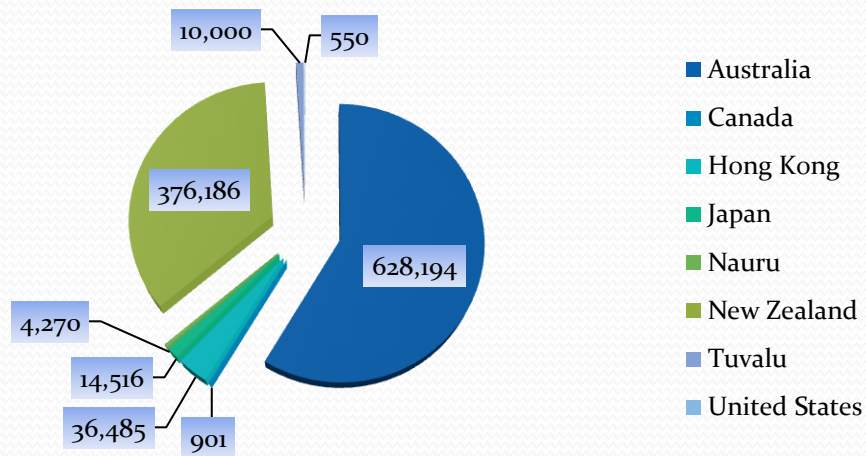
- Private sector-led project funded by ACIAR in co-operation with the MOA, Nature's Way Cooperatives and SPC
- 3rd International Papaya Symposium: *"The Economics of Organic Papaya Production in Fiji and Optimizing Sea Freight Fiji Papaya"*
- Seed production
- Fruit quality assessments to quantify quality issues
- Post harvest issues

PAWPAW PRODUCTION (TONNES)

YEAR	PRODUCTION (Tonnes)
2009	2,446
2010	2,190
2011	3,064.75
2012	2,970.80



Papaya Export (2011) Volume (kg)



PAPAYA EXPORT

- Export fresh papaya (*Carica Papaya*) fruit to NZ & Australia, Japan, Hong Kong, Netherlands (2011), Canada, Namibia (2011), Nauru & Tuvalu
- Record 1300 tonnes papaya exported in 2011
- Papaya is a fruit fly host
- Bilateral Quarantine Agreement between Fiji, Australia and New Zealand
- High Temperature Forced Air (HTFA) quarantine treatment facility at Fiji's international airport operated by Natures Way Cooperatives:** *Gateway for export markets for horticultural products*
 - Papaya to Australia, Japan and New Zealand
 - Export dramatically decreased in 2012 -2013 due to floods in 2012



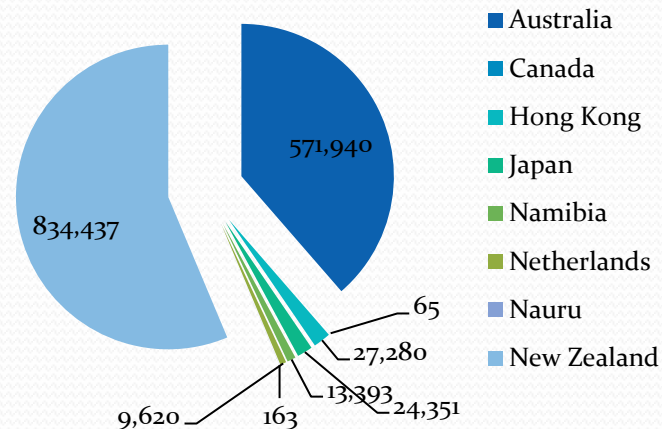
Pawpaw Export Pathway to New Zealand

- 1 Components of the system
 - On farm production
 - Filed Control Measures
- 2 Exporter/packhouse
 - Licensing
 - Packhouse/Fiji Quarantine inspection
- 3 High temperature Forced Air (HTFA) Treatment Chamber
- 4 Phyto-sanitary Certificate
- 5 Fiji DOA Audit
- 6 Contingency Plan – Within Fiji
- 7 Inspection on arrival in New Zealand
 - Bio-security/Quarantine Directive
 - Testing for regulated pests
 - Actions taken on interception/detection of organisms/contaminants
 - Bio-security Clearances
 - Feedback on non-compliance

2010 Papaya Export

Countries	Export (\$)
Australia	571,940
Canada	65
Hong Kong	27,280
Japan	24,351
Namibia	13,393
Netherlands	9,620
Nauru	163
New Zealand	834,437
Total	1,481,249

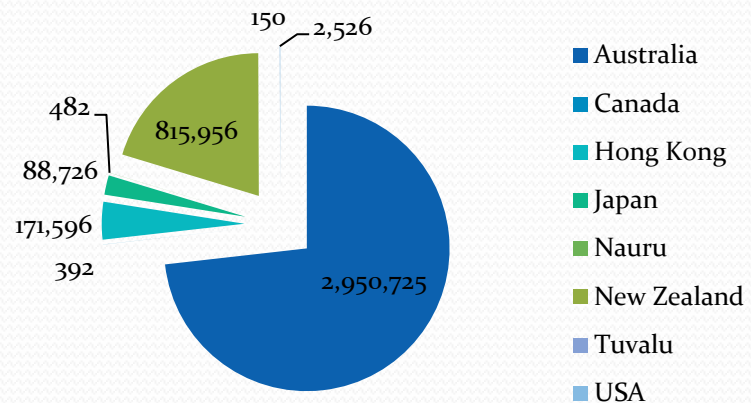
2010 Papaya Export Earning (\$)



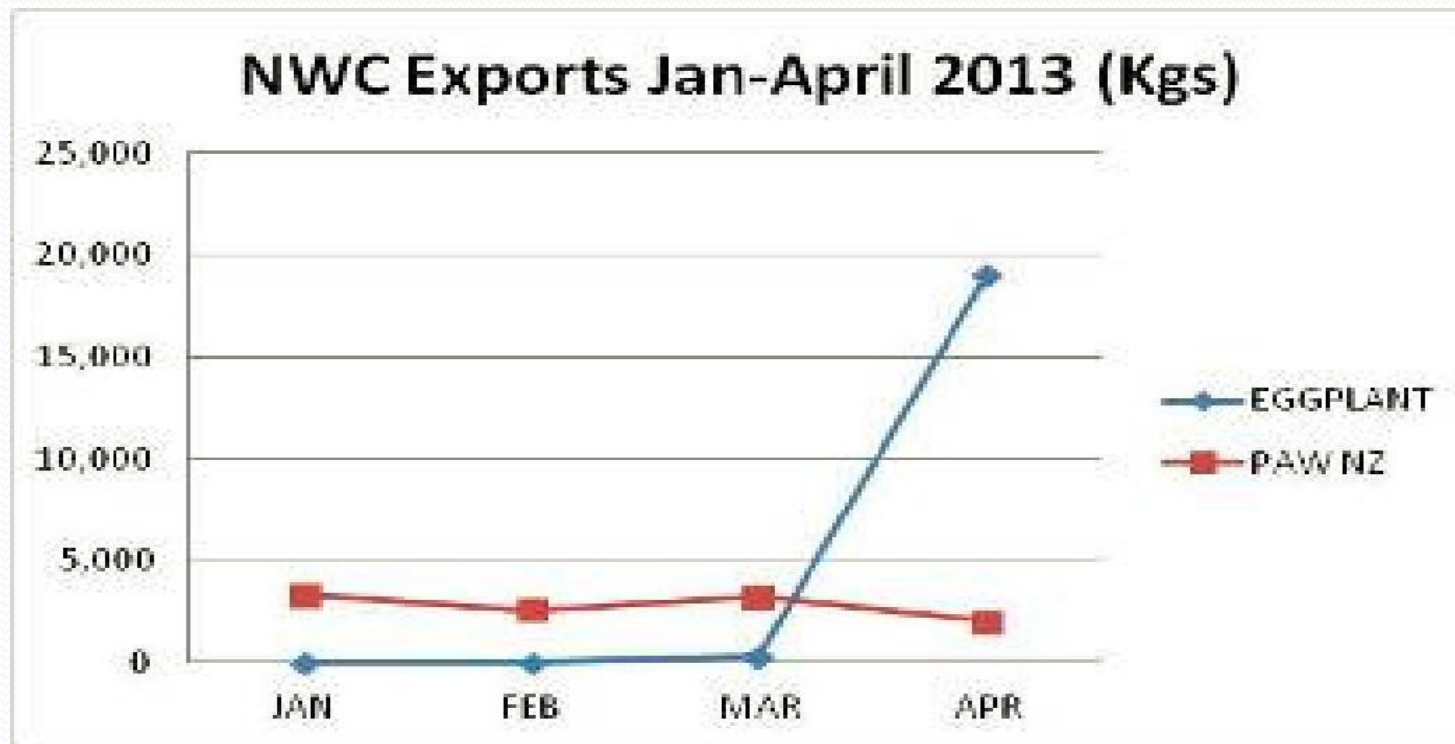
2011 Papaya Export Earnings

Countries	Export Earning (\$)
Australia	2,950,725
Canada	392
Hong Kong	171,596
Japan	88,726
Nauru	482
New Zealand	815,956
Tuvalu	150
USA	2,526
Total	4,030,553

2011 Papaya Export Earnings (\$)



- Papaya industry badly affected by the early 2012 floods and cyclone
- Incursion of Disease thought to be Crown Rot
- Rehabilitation program put in place;
 - Seed production
 - Extend area of production



Challenges

- Natural disasters – floods, cyclones
- Seeds and planting material
- Post-harvest losses
- Reduction in available freight capacity in airlines particularly to Australia
- Land issues
- Pests and Diseases
- Market access issues

A photograph of a sunset over the ocean. The sun is a bright white-yellow circle on the horizon, surrounded by a large, glowing orange and red cloud. The sky is a deep orange-red, and the water is dark with a reflection of the sun and clouds. The text "THANK YOU & VINAKA VAKA LEVU" is written in bold, yellow, sans-serif capital letters across the middle of the image.

THANK YOU & VINAKA VAKA LEVU