



Current Status of the Coconut Industry in the Republic of Fiji: Lessons for the Caribbean Countries

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FIJI ON THE WORLD MAP & BACKGROUND



Land Mass (more than 332 Islands of which only 110 inhabited)

18,000 Sq. km

EFZ

1.3 Million Sq. km

Population

837,271

Area Under Coconuts

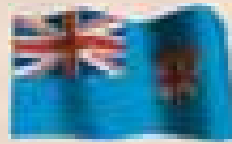
65,000 ha

Farming Community & Rural Dweller

100,000

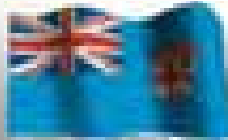
Depend on Coconuts

Contribute 0.6% of Export Earnings



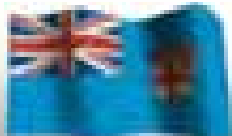
HISTORICAL PRESPECTIVE

- **Post Colonial Era to 1930s – Coconut Production mainly involved Estate Plantations Owned by Europeans & Part Europeans**
- **Declines in Copra Yields led to Government Response of Subsidized Coconut Planting Campaign**
- **Involved Native Owned Lands of Village Smallholders Under the Land Ordinances Act (1961)**



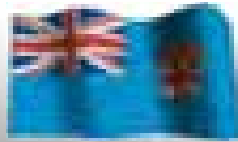
HISTORICAL PRESPECTIVE

- **Smallholder Copra Production Doubled due to Subsidy Program while Estates Stagnated**
- **Lord Silsoe Report – Recommended Regulated Pricing Formula for Copra while Depending on World Market Prices**
- **On Going Fluctuations of Rotterdam Price led to Government Establishing Stabilization Fund to Stabilize Copra Price at \$500/ton**



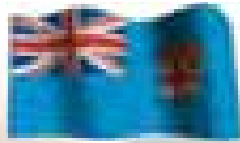
CURRENT INDUSTRY SITUATION

- **Approximately 60,000ha of Coconut Lands**
- **6.8 million bearing trees of which 70% are senile (more than 100yrs old), 6% are 50years old (4,000ha Fiji Tall and Malayan Dwarf, 4,000ha), 10% hybrids (6,000ha) and 16% mix of less than 30years old**
- **Yields – Senile Palms: 25-30nuts/tree/yr**
- **50 years or less : 30 – 40nuts/tree/yr**



CURRENT INDUSTRY SITUATION

- **Copra Yields range from 0.4 – 1t/ha depending on age of palms, variety and soil fertility**
- **Total estimated Whole Nut production is 165million nuts/yr with 35% used for household consumption, 35% for Copra Production, and 30% Unharvested and Germinated in plantations**



CONSTRAINTS

- **Over Dependence of Industry on Copra for Coconut Oil Production & Slow Rate of Diversifying into other Coconut Products and Bi – Products**
- **“Mono–Cropping Approach” Slow Adoption of Coconut as part of Farming Systems**
- **High Cost of Production and Freight of Copra**
- **Slow Rate of Re-Planting**

SENILE COCONUT STANDS





CONSTRAINTS

- **Poor Quality Standards due to Poor Shipping Services and Handling**
- **Lack of Training & Motivation at Production Level**
- **Lack of Capacity to Identify Right Variety for Right Markets**
- **Poor Infrastructure, Research & Financial Resources**



LESSONS LEARNT BY FIJI COCONUT INDUSTRY

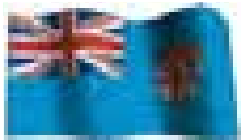
- Importance of Diversification at both Secondary & Primary Levels of the Coconut Industry in order to stay competitive
- Need to build-up Capacity in specific areas earmarked for Industry expansion (R&D / HRD / Market Intelligence / New Product Development)
- Provision of Resources to Support Coconut Industry (Financial, Infrastructure)



COCONUT-BASED FARMING SYSTEMS IN THE REPUBLIC OF FIJI



PRODUCT DIVERSIFICATION



Whole nut



Husked nuts



Coconut water



Shell



Husk



VCO



Cooking the curd



As drink



Charcoal



Handicraft



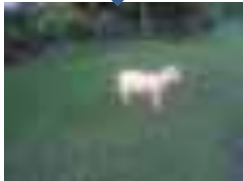
Meal



Cooking oil



Soap

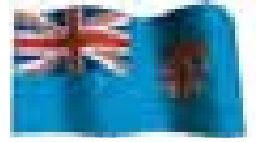


Livestock feed

COCONUT SEEDLINGS FOR REPLANTING



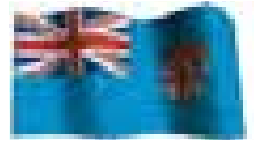
SOME SUCCESS STORIES



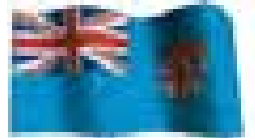
- **PURE FIJI**
- **PUNJAS FIJI LTD – OCEAN SOAPS**
- **FOOD PROCESSORS**
- **EXPORTER – GARY TARTE**



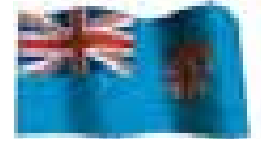
Fiji-Made Coconut Products



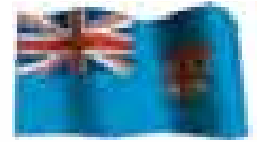
Fiji-Made Coconut Products



Fiji Coconut Development is a winner



Acknowledgments



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- Ms. Natasha Beerjit