From the Farm
to the Tourist’s Table
A STUDY OF FRESH PRODUCE DEMAND FROM FIJI'S HOTELS AND RESORTS
July 2018
**OPPORTUNITY**

- **Total fresh produce demand in:**
  - 48% Local
  - 52% Imported

- **Imports by produce type:**
  - Herbs 1%
  - Juice 4%
  - Fruits 9%
  - Vegetables 12%
  - Seafood 16%
  - Dairy 25%
  - Meat 33%

**CHALLENGES**

**Five key barriers to increasing production and sourcing of locally grown fresh produce:***
- Lack of networking between key decision-makers
- Inconsistent supply
- Seasonality of produce available locally
- Poor quality of products
- Lack of food safety standards

**Top reasons for hotels not purchasing local products:***

**FRUITS & VEGETABLES**
- 60% Seasonality of produce available
- 47% Inconsistent supply

**MEAT PRODUCTS**
- 70% Poor quality products
- 32% Lack of food safety standards

**DAIRY PRODUCTS**
- 53% Inconsistent supply
- 49% Poor quality products

**SEAFOOD**
- 58% Inconsistent supply
- 32% Poor quality products

**63% of all imported fresh produce by Fiji’s hotels**

- **BEEF** $7,090,630
- **CHEESE** $4,556,400
- **PRAWNS** $2,973,500
- **BACON** $2,617,350
- **TOMATO** $1,219,700
- **POTATO** $673,350
- **COLORED CAPSICUM** $564,450
- **ORANGES** $525,270
- **GREEN CAPSICUM** $365,450
- **BROCCOLI** $358,300
- **ROCK MELON** $350,500
- **HONEYDEW MELON** $339,350
- **LETTUCE** $336,000
- **CAULIFLOWER** $247,170
- **ZUCCHINI** $171,520
- **PURPLE CABBAGE** $75,900
- **GREEN CABBAGE** $48,150

Demand of Imported Produce in FJD