



## **Natures' Way Cooperative (Fiji) Limited**

P.O Box 9825, Nadi Airport Phone: (679)6724566 Fax 6724569

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### **Position Statement**

Natures'Way Cooperative (Fiji) Limited stands firmly by the report on "*A Review of the Natures' Way Cooperative (Fiji) Limited, Research and Extension Program and Proposals for the Future (2006 to 2016)*" is accurate and well balanced. The review looks specifically at the performance of Nature Way Cooperative Research and Extension Program (2006 to 2016) and provides an insight for management as to the future direction of our Research and Extension program.

NWC CEO invites all those interested, to read the full review that can be found on the newly launched website at [www.nwcfiji.com](http://www.nwcfiji.com). The review merely points out the constraints that the industry faced over two decades in terms of market access issues. Fiji's failure to obtain any new market access since 2003 is of great concern to our industry. The constraints and issues identified in the review as based on information and data collected over 20 years of experience according to NWC CEO. There were numerous consultations and coordination between NWCL and the partners on market access issues but the positive results were not realized. This has caused substantial loss of revenue to NWC, export earnings and the farmers and is a cause of considerable frustration for our industry

NWC had hired a consultant who was a quarantine treatment and market access specialist in 2007 to assist the Quarantine Department of MoA in preparing a market access application for our Fiji red papaya into the United States. Since then the industry has received little or no feedback from US Quarantine authorities.

In 2009, an investor from Kumo Farms in Molokai Hawaii, had formed a group comprising of 20 farmers under the name of Sabeto Organic Papaya Association (SOPA) to plant organic papaya as well as conventional papaya for the US market. He came to Fiji on the expectation that the US market would soon be available for Fiji papaya. This investor who is an exporter of papaya into the US market, and who had invested a lot of money on buying a tractor for the Sabeto group as



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well as supplying a container of farm inputs to the group in this venture. He had been coming back and forth from his farm in Hawaii to visit the group and had invested a lot of money to have a steady supply of quality papaya into the US market. However, because market access has not been forthcoming he has abandoned the project. Our farmers have now lost this outstanding opportunity to supply quality produce to the US market to fetch a premium price for organic Fiji "red" papaya.

According to CEO Nature's Way, the review was conducted by a consultant who had carried out extensive research and consultations. Data and information over a period of 20 years was reviewed. Our consultant was a former Chief Economist of MoA and is a leading agricultural economist in Pacific agriculture. He was also one of the founders of Nature's Way Cooperative (Fiji) Limited and a very renowned author on various issues pertaining to quarantine and market access matters. The NWC Board has endorsed the Review and has now begun the processing of implementing its finding so we can better serve our members. The CEO NWC again directs those interested in the review to our web site at [www.nwcfiji.com](http://www.nwcfiji.com)