

Evaluating an alternative approach to sector development in Pacific island countries



Key details

Location

Fiji

Duration

Start Mar 2024

End Mar 2027

Budget

AUD 1,670,000

Commissioned organisation

[Southern Cross University](#)

Partners

Ministry of Agriculture, Fiji; Ministry of Fisheries, Fiji; Tilapia Fiji Association; The University of Adelaide; Talanoa Consulting; Fiji Beekeepers Association

Project leader

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ACIAR Research Program Manager

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Program

[Agribusiness](#)

Project code

AGB/2022/113

Research need

This project aims to strengthen smallholder agricultural sectors in Pacific Island countries through innovative agribusiness approaches to inclusive, market-driven value chain redesign, capacity-building, and sustainable partnerships between industry and government agencies.

The broader goal is to provide a framework that improves livelihoods by strengthening farmer organisations, and fostering active, enabling environments. The end of project outcomes are to have profitable beekeeping and tilapia businesses servicing viable and diverse consumer markets. These businesses will be supported by self-sufficient and inclusive industry associations that can support sustainable growth and development through collaborative partnerships that unite industry stakeholders for shared sector progress and change. Lessons from these outcomes will be helpful to support the growth of other sectors.

This project will draw on existing research, knowledge, skills and partnerships developed during ACIAR projects PARDI I (AGB/2008/044), PARDI II ([AGB/2014/057](#)) and [LS/2014/042](#), as well as on work conducted by other regional partners (PIFON, SPC et al.) to ensure the project focuses on delivering impactful and relevant research.

Project activities

- Conducting participatory stakeholder mapping research of industry relationships, knowledge sharing and partnerships.
- Analysing product development and commercial evaluation and demonstration chains.
- Evaluating collaborative programs with industry and emerging retail opportunities to understand economic viability and opportunities.
- Researching unique selling points aligned to emerging market opportunities and associated engagement channels.
- Developing industry baselines (farmers motivators, VC and product profitability analysis, consumer preferences and association members evaluations).
- Evaluating the effectiveness of training, workshops, and peer-peer mentoring programs to build Farmer Associations capacity.
- Coordinating and facilitating industry stakeholder meetings, participatory workshops, and Australia-Fiji industry stakeholder consultations.



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