



# Fiji

A PACIFIC AGRIFOOD OPPORTUNITY  
READY TO SCALE

HAND-IN-HAND INVESTMENT FORUM  
ROME, OCTOBER 2026



# What makes Fiji unique?

**555K ha**

Cropland

**USD 6.0B**

GDP

**18.7%**

GDP Agriculture share

**30–35%**

Rural household cash income

**FARMERS ARE AT THE HEART OF FIJI'S AGRIFOOD ECONOMY.** THEY GROW COCONUT, COCOA, PINEAPPLE AND BREADFRUIT, CROPS THAT SUPPORT RURAL LIVELIHOODS AND HAVE GROWING POTENTIAL IN DOMESTIC, TOURISM AND EXPORT MARKETS.

*Demand is growing for virgin coconut oil and specialty chocolate to premium pineapple and breadfruit.*

*Yet, many farmers face **aging crops, limited access to quality planting material and weak links to processing and markets**, preventing them from fully benefiting from this growing demand.*



# What are the challenges these farmers face?

FOUR GAPS ARE  
LIMITING PRODUCTIVITY,  
VALUE ADDITION AND  
ACCESS TO HIGHER-  
VALUE MARKETS

## 01 Aging crops and limited planting material

Aging coconut trees, recovering cocoa farms and shortages of quality seedlings and planting material constrain productivity and the ability to expand reliable supply

## 02 Limited processing and post-harvest capacity

Gaps in fermentation, drying, grading, sorting, aggregation and local processing mean that much of Fiji's agricultural production is still sold raw or with limited value addition

## 03 Fragmented and inconsistent supply

Irregular production, limited organized orchard development and weak farmer-buyer coordination make it difficult to ensure the consistent volumes and quality required by processors and export markets

## 04 Limited access to higher-value markets

High logistics costs, weak branding and quality assurance, and difficulties meeting export requirements prevent farmers from fully capturing opportunities in tourism, diaspora and premium markets

# What could change?

FOUR STRATEGIC INVESTMENTS FOR **USD 65.5 MILLION** TO INCREASE PRODUCTIVITY, ADD VALUE AND EXPAND MARKET ACCESS

## 01 Coconut

Rejuvenate 6,157 ha of aging coconut plantations, establish 10 nurseries producing 210,000 saplings annually, and invest in virgin coconut oil, tender coconut and coconut-water processing.

**USD 18.2M** Investment  
**USD 20.7M** NPV  
**19.7%** IRR

## 02 Cocoa

Rehabilitate and upgrade 600 cocoa farms, establish 10 nurseries, develop 50 community-based fermentation enterprises and invest in five processing units, training and quality assurance.

**USD 15.5M** Investment  
**USD 10.4M** NPV  
**19.1%** IRR

## 03 Pineapple

Upgrade 250 smallholder farms reaching 4,000 farmers to export varieties, establish five nurseries and five packhouses, and strengthen certification and market outreach.

**USD 29.6M** Investment  
**USD 24.4M** NPV  
**30.5%** IRR

## 04 Breadfruit

Develop 20 organized breadfruit orchards involving 200 farmers, establish five aggregation and export units, and support farmers in meeting packaging, maturity and phytosanitary requirements.

**USD 2.2M** Investment  
**USD 3.2M** NPV  
**29.9%** IRR

# What is the government doing to enable investments?

STRATEGIC MARKET ACCESS, GOVERNMENT SUPPORT AND GROWING DEMAND CREATE AN OPPORTUNITY TO SCALE

## The Investment Act 2021

Simplifies regulation and reduces red tape, with a standardized investor process through Investment Fiji

## Access to Regional & Global Markets

Fiji benefits from key regional and international trade agreements, including MSGTA, PICTA and the EU Interim EPA

## Connection to 300 Islands

Provides access to regional markets, while Fiji's aviation links support high-value diaspora exports

## The Non-Sugar Agriculture Policy

Identifies priority crops for expansion and supports the development of Fiji's non-sugar agrifood economy

## Growing Tourism Demand

Creates a strong domestic market for fresh, branded and higher-value local products

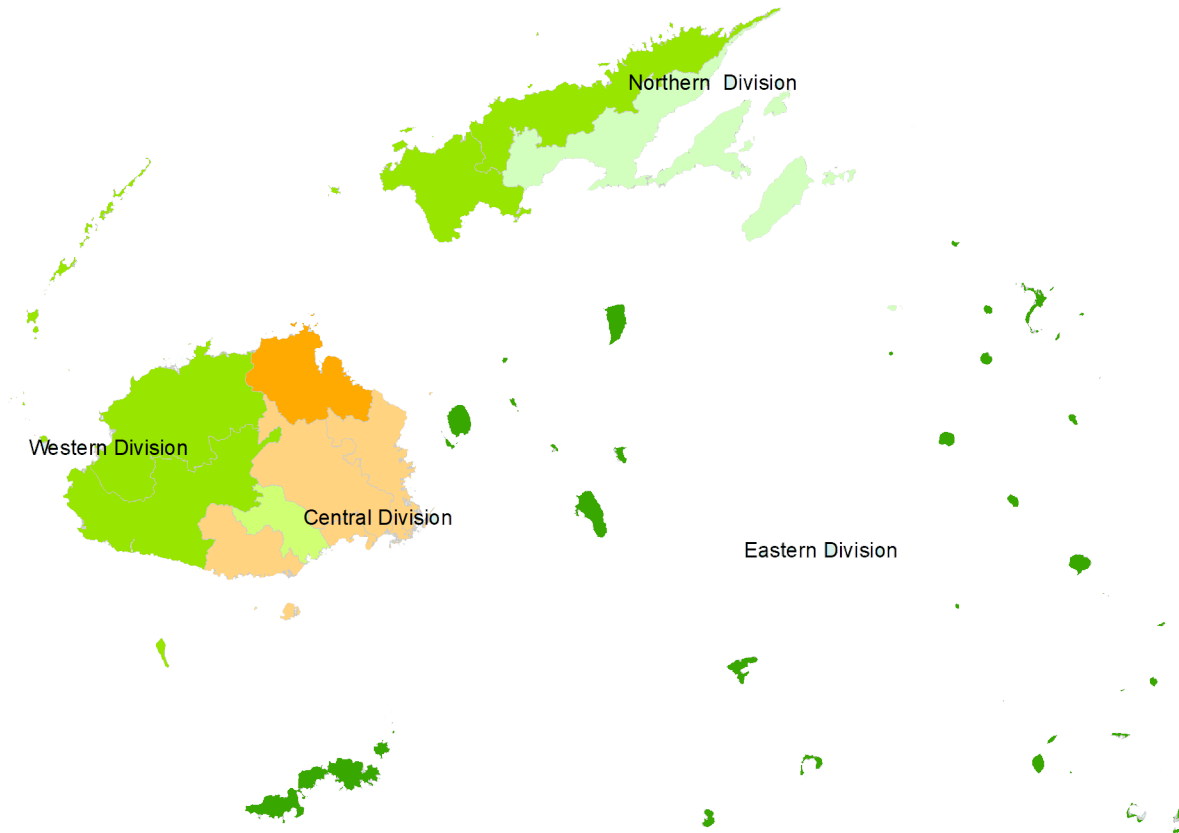
## USD 200M in World Bank/ADB

Funding for resilient infrastructure

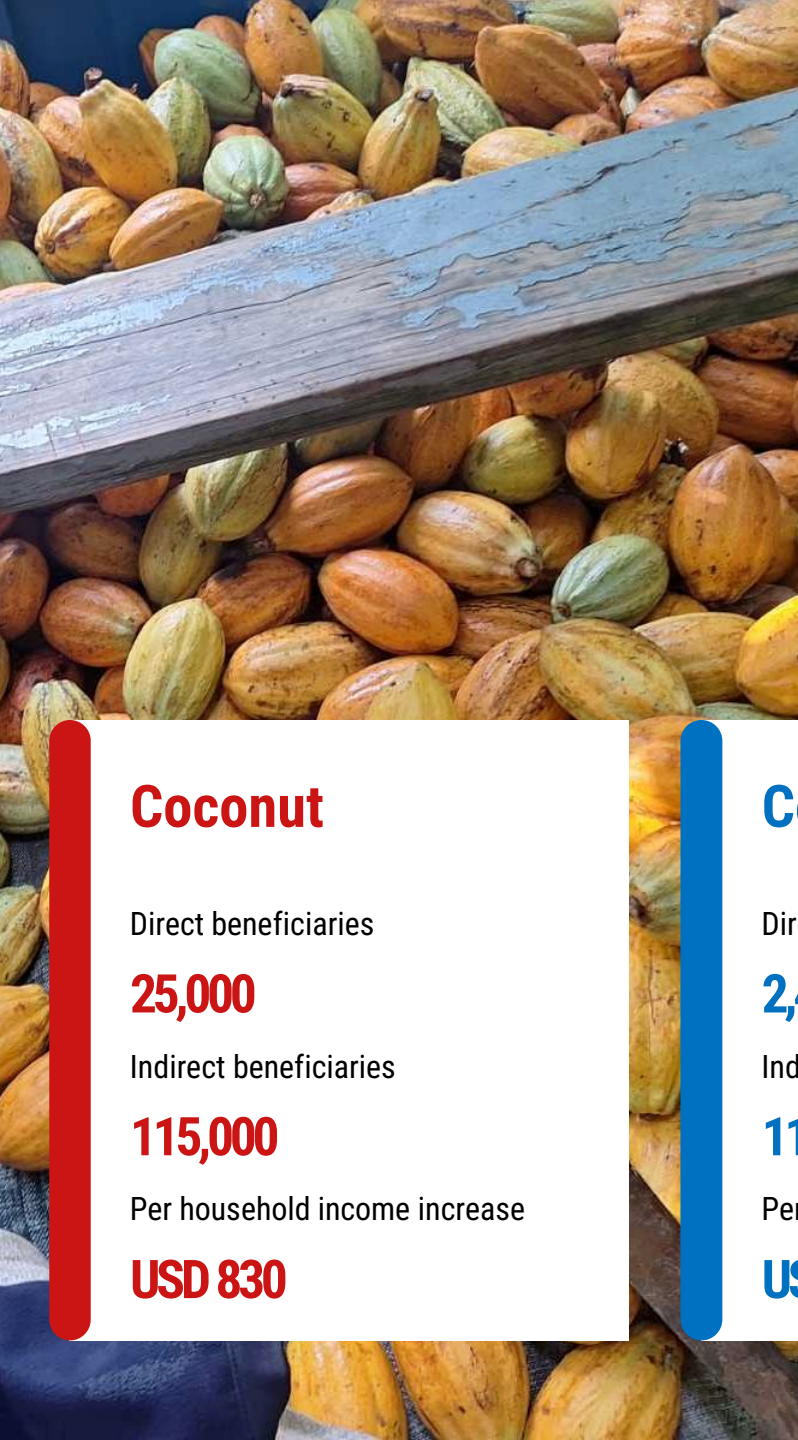
# How do we know where to target these investments?

FAO'S GEOSPATIAL PLATFORM HELPS IDENTIFY AREAS WHERE AGRICULTURAL POTENTIAL IS GREATEST.

INVESTMENTS ARE TARGETED TO ADDRESS THE SPECIFIC CHALLENGES OF EACH TERRITORY, MAXIMIZING IMPACT.



- Critical with moderate agricultural opportunities
- Medium priority with moderate agricultural opportunities
- Low priority
- High priority
- Medium priority with high agricultural opportunities
- Low priority with high agricultural opportunities
- High performance



# What impact can these investments deliver?

BUILDING MORE PRODUCTIVE, RESILIENT AND HIGHER-VALUE AGRIFOOD CHAINS

## Coconut

Direct beneficiaries

**25,000**

Indirect beneficiaries

**115,000**

Per household income increase

**USD 830**

## Cocoa

Direct beneficiaries

**2,400**

Indirect beneficiaries

**11,040**

Per household income increase

**USD 4,330**

## Pineapple

Direct beneficiaries

**4,000**

Indirect beneficiaries

**18,400**

Per household income increase

**USD 6,110**

## Breadfruit

Direct beneficiaries

**200**

Indirect beneficiaries

**920**

Per household income increase

**USD 16,185**

# How can you be part of this story?

## THREE SIMPLE STEPS

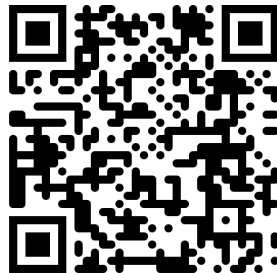
### 01 Explore the Investment Note

Download the **full investment note** or **investor deck** from the country page:



Access the most relevant document to you for more details on the country's investment cases.

### 02 Request a bilateral meeting



Schedule a one-on-one session with the country's delegation to discuss opportunities.



### 03 Join as an investor/partner



Engage with us as a DFI, MDB, or private investor to structure, derisk, and deploy capital.