

# MEDIA RELEASE

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## FSC visits growers to hear their concerns

Fiji's sugar industry is one of collaboration and partnership with key stakeholders.

Recently, FSC's Chief Operating Officer Navin Chandra held meetings with one of key stakeholders, the growers. Awareness sessions were staged by FSC in the farming settlements of Nadrala and Nawamaqi, in the interior of the Sigatoka Valley; and Lomawai, on the outskirts of Natadola.

What began in March this year, whereby FSC CEO Graham Clark and COO Navin Chandra toured sectors and met with growers, on what has been coined a 'back to basics' campaign for the organization.

FSC has embarked on a new direction and one of its key objectives is to enhance grower engagement.



**Above:** Navin Chandra addressing the growers at the Lomawai sector



In their visitations in March, CEO Clark and COO Chandra briefed growers on the new FSC direction. They also sought their views and held discussions, which contributed to the development of the new five year strategic plan for FSC.

**Left:** FSC grower awareness session at Nawamaqi, in the interior of the Sigatoka Valley

On this most recent visit, growers in Nadrala, Nawamaqi and Lomawai got to hear first-hand on the recent FSC developments and the organization's immediate to mid-term plans.

Growers were advised that that some items in the new FSC Strategic Plan have already been realized; like the changing of the Government Subsidy to assist grower costs of farming.

Navin Chandra says "Now we are going back to the growers to get their perspective and give them an avenue to assess how FSC is tracking and seek their insights on any other areas of additional focus".

One of the key objectives at these meetings was for growers to highlight additional issues they could still be facing particularly, barriers that hinder cane development.

In order to achieve our objective of 4 million tonnes of cane, FSC is rigorously encouraging cane development across all cane sectors.

"So we need to know what additional barriers growers are experiencing that deter their cane development", Chandra adds.

FSC was encouraged with the grower participation in the meetings.



*Left:* Chandra with growers at Nadrala FSC awareness session, also in the interior of the Sigatoka Valley

Furthermore, FSC recognizes that growers are key to future growth of the industry and the organisation will continue to engage this important stakeholder, and find solutions that in the long-term, are mutually beneficial to the sugar cane growing community and the organization.

**ENDS**

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