

# LINKING SMALL-HOLDERS TO THE PEARLS & MOP SHELL JEWELLERY & WOODEN HANDICRAFTS IN FIJI



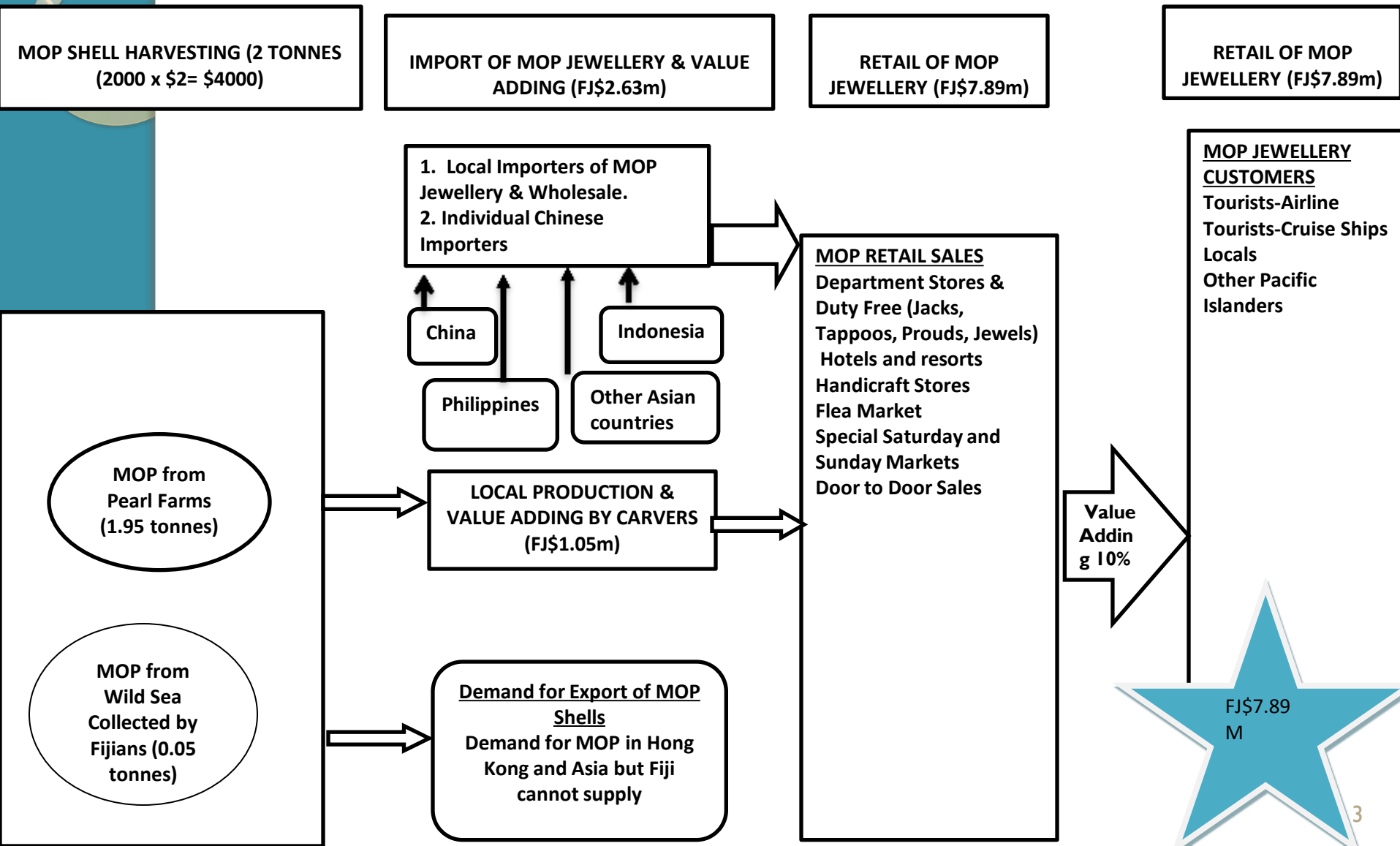
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# 1.0 Outline

1. Aims of the PARDI Pearl/MOP research.
2. Supply & Value Chain Map of the MOP shells in Fiji.
3. Research findings.
4. Opportunities for growth.
5. Challenges.
6. Recommendation.
7. Conclusion.



# Figure 1: Supply Chain & Value Chain Map of the MOP shells in Fiji



## 4.0 Research Findings

1. Pearl industry is worth approx. **\$12 (AUS \$6)** million
2. Fiji MOP jewellery & handicraft industry is worth around **F\$8 (AUS \$4)** million.
3. Tourists prefer **authentic Fiji produced pearls & MOP jewellery/wooden handicraft-not** made in China, Indonesia, Philippines.
4. Majority of white pearls & MOP jewellery is **imported from Asia** (China, Indonesia, Philippines).
5. lack pearls from Tahiti & Cook Islands
6. MOP shells in **wooden handicrafts** are made in Fiji- shells add value of 20% extra profit.

# Table I: Importers, Wholesaler, Retailers of MOP Jewellery

Suppliers	Importer, Wholesale/ Retail	MOP shell jewellery	Sold to	Imported from
<b>J. Fiji Ltd (Nadi &amp; Suva)</b>	Major Importer & Retailer (Nadi & Suva)	1. MOP shells jewellery 2. Freshwater pearls (white & black)-low-high grades.	1. Tourist and locals	China, Indonesia & Philippines
<b>R. Gift Shop (Suva)</b>	Minor importer, wholesaler & Retailer	1. MOP shells jewellery 2. Freshwater pearls (white & black)-low grade.	1. Handicraft shops 2. Flea market stores	China, Indonesia & Philippines
<b>H. Brothers Ltd (Suva)</b>	Major importer, wholesaler & retailer	1. MOP shells jewellery 2. Freshwater pearls (white & black)-low grade.	1. Handicraft shops 2. Flea market stores	China, Indonesia & Philippines
<b>K. Ltd (Nadi)</b>	Major importer, wholesaler & Retailer	1. MOP shells jewellery 2. Freshwater pearls (white & black)-low grade.	1. Handicraft shops 2. Flea market stores	China, Indonesia & Philippines
<b>A. Ltd (Nadi)</b>	Major importer, wholesaler & retailer	1. MOP shells jewellery 2. Freshwater pearls (white & black)-low grade.	1. Handicraft shops 2. Flea market stores	China, Indonesia & Philippines

## Table 2: Value of **Imported & Retail** MOP Shell Jewellery

No .	Item	Imported Value (F\$)	Retailed Value of imported items (F\$)
1	MOP white shell chains	\$350,000	\$3,500,000
2	MOP black shell chains	\$350,000	\$3,500,000
3	MOP shell necklaces	\$1,050,000	\$7,000,000
4	MOP shell bracelets	\$700,000	\$4,550,000
5	MOP shell earrings	\$175,000	\$2,800,000
	<b>Total</b>	<b>\$2,625,000</b>	<b>\$21,350,000</b>

# Table 3: Volume and Value of Local (Fiji) Made MOP Jewellery

No.	Item	Volume (individual pieces)	Average Retail price (F\$)	Retailed Value of Fiji- made items (F\$)
1	MOP white shell chains	No white MOP shells in Fiji.	\$10	\$0
2	MOP black shell chains	50,000	\$10	\$500,000
3	MOP shell string necklaces	10,000	\$20	\$200,000
4	MOP shell bracelets	10,000	\$13	\$130,000
5	MOP shell earrings	40,000	\$8	\$320,000
6.	MOP shell belts	15,600	\$20	\$312,000
7.	Whole small MOP shell	5,200	\$10	\$156,000
	<b>Total</b>	<b>160000</b>		<b>\$1,618,000</b>

## 5.0 Small- holders- Opportunities for Growth: Pearls/Spat collection

1. Although it be financially difficult for village people to operate pearl farm, but they can provide spat to existing farms. Eg Raviravi women group.
2. PARADI has started Spat collectors projects in 6 villages near pearl farms. Participation by village people.
3. Use MOP shells to make jewellery: increased income for shell producers, artisans and shell carvers



# 5.0 Small- holders- Opportunities for Growth: MOP

## 1. Introduce more local niche products

- 1) Eg *Magimagi* shell belts (F\$20-40), name tags, hotel key holders, car key holders, trophies and gifts (eg in Tahiti & Cook Islands).



## 2. Jewellery -based on Fijian culture.

- 1) Tourists-prefer to buy Fiji-made and not Asian made MOP products.
- 2) eg up-market MOP shell with a design of a 19<sup>th</sup> century Fijian chief is sold for F\$500 at five star eg., Sheraton and Radisson hotels.

# 5.0 Opportunity for Growth

3. More opportunity for value adding of MOP shells with other raw materials.
  - 1) Eg MOP shell carvers combine shell-craft activities with other kinds of shells, beef bones, Fijian *masi* (cloth and strings) & semi-precious stones .
  
4. Prospect for making blanks for shell buttons.
  - 1) One Chinese company is already doing this in Fiji



# 7.0 Recommendations

## I. Capacity building and training

1. Need for capacity building & training for local artisans if value-adding is to take place.
2. Artisans need to use unique Fijian designs of MOP jewellery eg few doing it now.
3. Need for opportunities for technical exchanges & commercial linkages.



# 8.0 Conclusion

1. The economic benefit of locally MOP shells has not been fully taken advantage of in Fiji.
2. The MOP industry will assist the livelihood of the Fijian women, men in the villages and urban areas by allowing them to earn a living.
3. It will also provide income for middle-men & retailers.
4. There will be 'spin-off' effort to Fiji's GDP and economy as a whole.





# Any Questions

