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Critical for survival- Focus on diversified revenue streams

MONIKA SINGH | 28 October, 2020, 7:30 pm



Farms in Fiji offer a good variety of agritourism experiences based on the types of produce available on these farms, but agribusinesses may not always have access to product development support. Picture: ROB RICKMAN/PARDI/SUPPLIED

With the impact of COVID-19 affecting many economic sectors, diversified revenue streams are slowly becoming critical to businesses for survival.

PARDI is a project supported by the Australian Centre for International Agricultural Research (ACIAR), the Australian government's specialist agricultural research for development agency.

It is of the view that agritourism experiences including farm tours, farm stays and farm to table experiences, is an opportunity for farmers to diversify and grow their revenue base.

A media release from the organisation states that testing these experiences with the domestic market is a great way to understand more about what visitors find interesting and refine the experience.

According to the release farms in Fiji offer a good variety of agritourism experiences based on the types of produce available on these farms, but agribusinesses may not always have access to product development support.

To assist farmers realise the potential opportunities in the area mentioned, PARDI has organised the AgriTourism Experiences Talanoa 2 which would enable a collective collaboration and talanoa of experienced operators, government ministries and agencies and tourism stakeholders to support and build a sound foundation for these niche experiences.

The talanoa held over the next few days (Wednesday 28 / Thursday 29) in Nadi brings together tourism industry experts and the public sector to discuss current market trends, challenges and opportunities of agritourism experiences in Fiji.

The event is expected to have 50 participants, mainly operators of agritourism ventures, industry stakeholders, academics, who will share their knowledge of how to succeed in the market, including learning how best to position and to be ready for when global travel resumes.

The AgriTourism Experiences Talanoa is being co-ordinated by the Pacific Agribusiness Research in Development Initiative Phase 2 (PARDI 2) and the Pacific Island Farmers Organisation Network.