

Fiji Markets Profiles



Partners to Improve Markets (PIM)

2009

Uploaded by UN Women, July 2013.

Background

Fiji occupies an archipelago of about 322 islands but the two major islands, Viti Levu and Vanua Levu, accounting for 87% of the population. Around 75% of the population lives in Viti Levu, which is where the capital Suva is located as well as the tourist town of Nadi, which contains the country's international airport. The second largest city is Lautoka (the location of a large sugar mill and a seaport) also on Viti Levu. The main towns on Vanua Levu are Labasa and Savusavu.

Fiji is one of the more developed Pacific island economies, though much of the population still relies on subsistence rural production. Its most important industries are sugar and tourism. The sugar industry developed in colonial times, supported by indentured Indian labourers under five year contracts. On completion of their contracts these labourers were given access to their own farms to grow sugar as well as other crops. Indian bazaars often operated on open ground near to the mills, and these evolved into multi-cultural markets. The sugar industry is still largely dependent on the immigrant Indo Fijian population which is now well established as a component of most local communities.

Fiji's economic growth was particularly rapid in the 1960s and the 1970s, but has been disrupted in more recent times. This has coincided with a series of political coups, reflecting tensions over land tenure and power between the Indigenous Fijian and Indo-Fijian components of the population. Many of the sugar cane farm leases to Indo-Fijian families have lapsed, leading to a decline in export earnings as well as a substantial migration of Indo-Fijians into the squatter settlements of larger urban centres.

Within Fiji there are 12 urban local governments, but peri-urban areas are often governed by rural local authorities. Following the most recent coup d'etat, the national government suspended the operation of elected local councils in early 2009, so that local government is now managed by appointed administrators. Local government has had prime responsibility for managing markets, and revenue raised through market fees is a significant part of total local government income – as much as 50% in some localities. Most local government had established standing committees dealing specifically with markets, some chaired by women, but the status of these committees is now unclear.

The erosion of democratic systems of government at all levels has caused many previous donor countries to withhold aid from Fiji. This has implications for markets, as donor agencies elsewhere in Melanesia have been important investors in market infrastructure.

Markets in Fiji have historically tended to have a much better provision of infrastructure than those found elsewhere in Melanesia. Even small roadside markets tend to have access to main electricity, reticulated water supplies and septic or sewage waste systems. Market halls are relatively large, fully enclosed buildings with sealed floors. However the low ceiling height of some markets, for example, at Labasa, Nausori and Suva markets causes them to be dark and poorly ventilated. The tendency for many traders to enclose their personal space with makeshift shelving and suspend produce from overhead rafters further contributes to poor air movement. Many of the markets halls are old and have suffered from poor maintenance, and some (including the main market in Suva) have deteriorating asbestos roofing that needs to be replaced as a matter of health and safety.

Fiji markets generally have clearly designated areas for the sale of kava and vegetable produce as well as seafood. The seafood sections of Fijian markets have usually been purpose built and include tiled tables, ready access to water supplies and fly-screened

doors. Many markets also include manager's offices, restaurants, cooked food kiosks and kava bars in their design.

The market influence in Indo-Fijian culture on markets in Fiji cannot be underestimated. Fijian markets feature a diverse range of products imported from overseas, including fruits from Australia, New Zealand and the United States as well as spices from India and elsewhere in Asia. Artefacts, sweets and market goods from Indonesia (Bali) and the Philippines are also commonly on sale. Many Fijian markets accommodate traders operating wheeled kiosks, either within their boundaries, or on adjacent properties operated by Indo-Fijian operators, giving the markets a decidedly Asian character.

Fijian markets typically occupy sites within the centre of towns bordered by commercial developments. While this situation is inherently convenient for customers, it places considerable constraints on markets seeking to expand their activities.

Many Fijian markets are located in coastal areas or on low lying land making them liable to inundation during the cyclone season or subject to the threat of rising sea levels and coastal erosion. Markets in Ba and Nadi were particularly affected during severe flooding in January 2009 resulting in the considerable loss of vendor property; damage to infrastructure; and lost profits for traders. Seasonal flooding may also cause significant disruption to vendors attempting to transport their produce to market and limit the variety of produce available.

Fijian markets are usually located alongside bus stations, taxi ranks and car parks providing customers and traders with a range of transport options for accessing the market. However, in some instances, car parks have been surrendered for the use of traders where the market is unable to accommodate them indoors. This has resulted in a reduction of off-street car parking spaces and sometimes creates a safety hazard for vendors, traders and pedestrians.

Despite the central location of markets in Fiji they all lack distinctive signage and design quality that would showcase them as hubs of community activity. As elsewhere, this seems to be a lost opportunity.

Fijian markets tend to have a well established wholesaling system in place, so that many of the vendors can purchase the goods they sell from wholesalers, and are not themselves rural producers. Producer-sellers often travel into markets at weekends, or for several days at a time during the week staying overnight in urban areas until their goods are sold. These include indigenous Fijian, Indo-Fijian and Chinese Fijian women farmers. Within Suva, the YWCA used to provide cheap overnight accommodation for market women, but this service is no longer available.

Women form a majority of vendors but there are significant numbers of male traders dominating certain types of high price goods (eg kava, spices, dried pulses, imported fruit and vegetable, whales' teeth) and overseeing family based trading operations. Some men and women are involved in money lending as an ancillary activity to market trade. Men also appear to control much of the wholesaling, but not exclusively so. The proportion of male traders is slightly higher than that seen in other parts of Melanesia. Generally women vendors seat themselves with other women from the same community, sometimes selling the same type of produce.

Another distinctive feature of Fijian markets is that some vendors controls several stalls, employing helpers. Markets are so well established in Fiji that some stall holders hand down their businesses form one generations to the next.

Market vendors' associations are a distinctive feature of Fijian markets, though these are sometimes but not always dominated by women. Membership is concentrated among urban traders rather than producer-vendors. Some associations focus on the needs of particular groups of vendors, eg cooked foods. These associations have taken a role in negotiating with local authorities in he past over such this as market conditions, stall fees and rubbish removal.

Stakeholders

A well attended stakeholders' workshop was held in Suva to discuss the project findings. There was a large measure of support for a range of initiatives to improve market conditions for women vendors.

It was felt particularly important that thee economic significance of markets was highlighted to national governments, so that they give greater priority to market investment. It was thought that governments often treat markets as a nuisance, and they are quick to relocate them if there are competing demands for market sites. If the true value of markets in the local and national economy was realised, this would not be the case.

There was a broad support for preparing a handbook on “what makes a good market”, and the workshop participants indicated they would like an opportunity to participate in developing its content.

Other particular initiatives of interest were:

- reviewing market by-laws
- looking at waste recycling options
- developing low cost accommodation for market vendors
- beautification of markets.

UNIFEM Programme Director Elizabeth Cox advised that the Suva Market Manager had kindly made available a booth at the market, which could be used for public dissemination. There was interest in providing personnel or resources to this booth, so it could be operational for several days each week. Following the workshop arrangements were made for a similar information booth to be made available at Naursori Market.

Workshop participants were:

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References

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BAILEY BRIDGE MARKET

Bailey Bridge market is located on the western side of the Kinovu Road, Nasinu. The roadside market is situated adjacent to a timber yard on the southern bank of the Rewa River. A drainage channel at the immediate rear of the market drains northwards into the river.

The Bailey Bridge market originally commenced as a

small, informal market with vendors selling fruit and vegetables by the roadside. It was operating for many years before the Council took steps to establish market infrastructure, by which time the number of vendors had grown substantially. The site is popular with commuters traveling between Suva and Nasori and has proven to be a lucrative venue for vendors.





Management

The management and security of Bailey Bridge market is vested in Nasinu Town Council. The market generally operates from 6.00am until 7.00pm, six days a week. There is a variable fee for market stalls but no fee for the use of toilets. There is no security. Market operations are handled by the market attendant, who collects the daily stall fees, and is the liaison officer between vendors and the market master.

This is a small market that does not have too many

management problems. If vendors have any pressing issues, they inform the market attendant. The market attendant takes it up with the market master or refers it to the administration officer of the Council. On some occasions the vendors have contacted their area councillors for assistance, and they have reported that this way a lot more work was done in a short time span.

Physical Environment

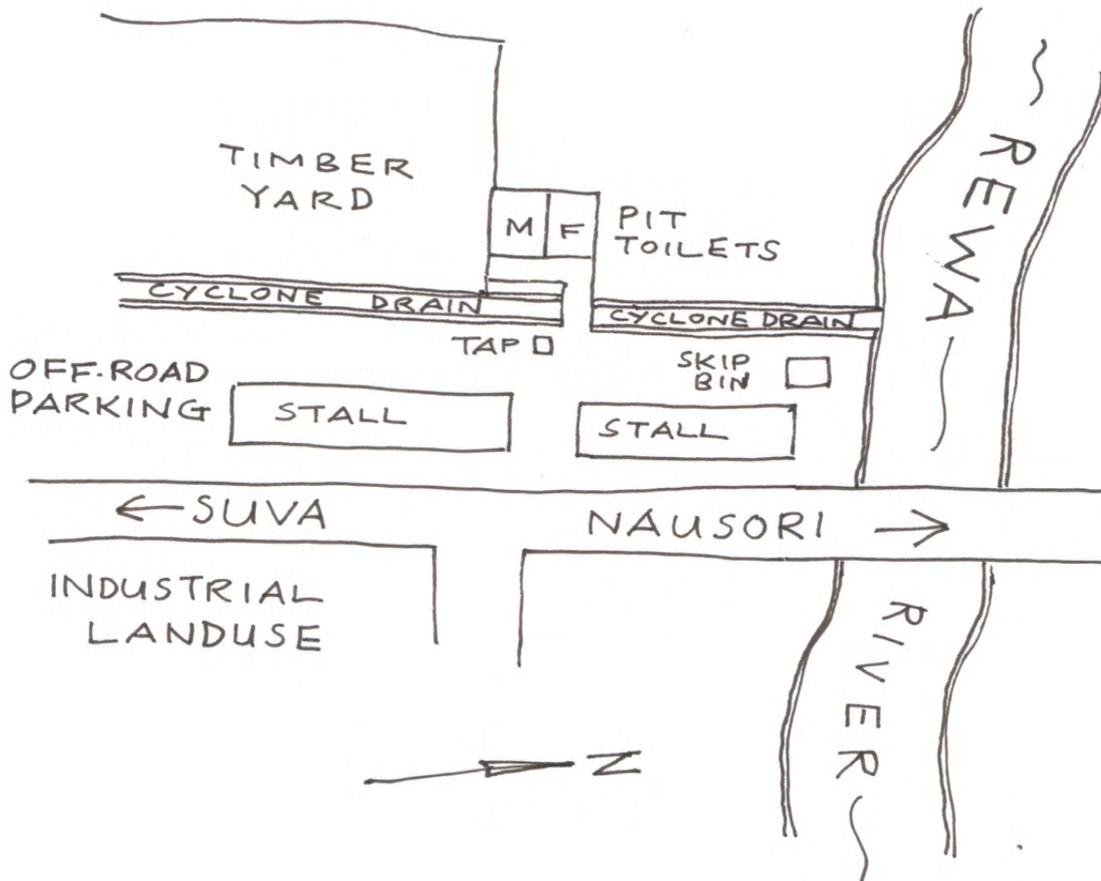
The Bailey Bridge market comprises two corrugated iron roofed shelters with concrete slab bases which were erected in 2000. The respective shelters are approximately 12 metres and 15 metres in length. Some vendors set up temporary stalls in the open on busy days.

A small timber footbridge across the drainage channel at the immediate rear of the market shelters provides access to toilets for use by vendors and customers. The toilet block, comprising two separate cubicles, is a pit toilet arrangement.

A tap is located near the footbridge. Excess water from the tap flows into the adjacent drainage channel. A commercial waste bin is positioned at the rear of the smaller of the two shelters for the collection of market waste by Nasinu Town Council.

The land surrounding

BAILEY BRIDGE MARKET







the market is primarily developed for industrial purposes.

Social Environment

Traders

The Bailey Bridge market traders include both men and women vendors. The vendors are mostly local residents who purchase their produce wholesale from Nausori and Suva markets. Wholesalers sometimes deliver produce direct to stalls at Bailey bridge.

Market vendors at the Bailey bridge feel very detached from the main Suva Municipal market. The Bailey Bridge market vendors do not belong to the Suva Market Vendors Association.

Customers

The market primarily caters for passing traffic between Suva and Nausori.

Crime and safety

There are no significant crime or safety issues associated with the Bailey Bridge market.

Use of space

The small size of Bailey Bridge market and limited number of vendors has not resulted in any stratification of produce. However, increasing growth of the market is likely to result in growing competition for limited table space.

Health and hygiene

The main health and hygiene issues affecting the Bailey Bridge market are the existing pit toilet facilities, used by the vendors and their customers. The toilets are positioned on the edge of an open cyclone drain, situated at the rear of the market, that empties into the adjacent Rewa River barely 25 metres from the market. The toilet waste that filters into the drain represents a heightened risk of cholera





and typhoid for vendors and customers alike. The cyclone drain is likely to provide breeding habitat for mosquitoes that are a potential source of dengue fever.

Cleaning of the market place is not carried out daily and as the market grows waste management may also become a greater problem.

Women vendors complain that they are often tired after a long day at the market having no time for exercise or a social life, and that this affected their health. There are no health facilities near the market and the vendors state

they would not seek medical assistance unless they were really sick.

Participation by Women and Men

Men and women are equally represented as fresh produce vendors at the Bailey Bridge market.

Economic Environment

Some women vendors at the Bailey Bridge market use taxis to transport produce from wholesalers at the Suva





Market to their stalls. The fare is approximately \$5 for each run

Some women vendors also contribute to the lives of other working women who do not have the time to clean and prepare produce for consumption. Vegetables such as duruka, pumpkin, jackfruit, beans, and okra are often sold cleaned, chopped and packaged ready for cooking. This additional labour cost is not ordinarily factored into the price of the produce although it is intensive work. The majority of produce sold at the Bailey Bridge market is acquired wholesale from Nausori or Suva markets.

Case study: female mixed vegetable vendor

This widowed vendor has been selling produce at Bailey Bridge market for three years. Previously she had worked for 7 years in a garment factory. She pays \$2.85 daily for each of two tables to display her produce for which she obtains a receipt from Nasinu Town Council. The table space is let to her by a third party. While the vendor expressed a desire to market by herself there were no extra tables available for allocation to potential vendors. The vendor buys wholesale from Sigatoka farmers at Suva market between 2.00 – 3.00am in the morning. It costs her \$10 to travel by taxi back to Bailey Bridge market with her produce. After deducting costs the vendor makes approximately \$12 per day (\$60 per week). Daily takings average between \$200-\$300 dollars.

The vendor considers that the market could be improved with the addition of more market tables, improved toilet facilities and electricity connection.

The vendor has four adult married children and lives within walking distance of the market. Profits from her produce sale enabled her to remit some money to her aged mother on Koro Island every 4-6 months.

Case study : Female vegetable vendor

This vendor has been selling vegetables in the area for the last 20 years and aims to continue in this career. She buys her vegetables and fruit from wholesalers at the Suva market, Sigatoka and Nausori. The produce she purchases is either delivered directly to her stall or personally collected by car or hired van, depending on the amount she buys. Her day begins at 3.00am and finishes at 8.00pm Fortunately her daughters are now grown up and manage the home front so she is able to relax after hours. In her younger years she struggled to meet household and education expenses for her daughters because her

husband was ill and could not hold a full time job. She employs another woman who she pays \$80.00 a week, and she is charged stall fees of \$8.40 for 3 tables. She is proud to say that she is now able to save some money for her retirement.

She is generally happy with her work environment but would like to see a few improvements, including

- better parking facilities as the road in front of her stall is very narrow.
- more frequent rubbish collection
- better storage facilities
- cleaner drains.
- more frequent grass cutting around the area.

Existing Programs and Initiatives

There are no immediate plans for the further development of the Bailey Bridge market, however vendors desired the provision of extended shelter and additional tables.

Challenges

- o Improving vehicular pedestrian safety
- o Minimising the risk of dengue fever, cholera and typhoid
- o Providing sanitary toilet facilities
- o Increasing the frequency of rubbish collection
- o Improving storage facilities for produce left overnight .
- o Increasing the frequency of grass cutting around the market area.

Opportunities

- o Planning for a new market that incorporates design considerations identified by this study.
- o Value adding to produce

Next Steps

- o Engagement with Nasinu Town Council on the design and construction of additional shelter and table space.

FIELDWORK CONDUCTED FEBRUARY 2009









FLAGSTAFF MARKET

Flagstaff market is located on the corner of Laucala Bay Road and Vesi Street, Suva.

Management

The management and security of Flagstaff market is vested in Suva City Council. Flagstaff market operates daily from 6.00am until 7.30pm. The vendors take responsibility for keeping the market site clean and tidy. Suva City Council collects the rubbish.

The Flagstaff market is leased from Council for \$30.65 per week. The female lessee employs at least 4 people, including a woman, to manage the market and they are paid hourly, earning upwards of \$90 per week.

Physical Environment

The site occupies a road reserve on the corner of Laucala Road and Vesi Street, Suva. The immediate area is developed for low to medium density residential purposes.

The market is setback from the roadside and positioned directly in front of a private residence. The driveway to the private residence is situated on the western side of the market.

The market infrastructure comprises a concrete slab approximately 8 metres wide by 3.5 metres deep beneath a corrugated iron roof supported by steel poles. The initial undercover market area has been increased with the addition of canvas awnings and tarpaulins. Council has recently constructed a free standing toilet on a concrete slab adjacent to the market, fronting Vesi Street. This toilet is locked and is available only for the use of market vendors. The site has a tap connected to the town water supply and is supplied with metered electricity, including fluorescent lighting.

The road reserve is unsealed and provides adequate off-street parking for vendors. A makeshift wooden stall for displaying produce is stands at the eastern end of the market.



The market sells a variety of fresh fruits and vegetables, largely purchased wholesale from Suva market.

Social Environment

Traders

Traders are from the local area, and are women (with some men providing assistance).

Customers

The main consumers at Flagstaff market are the surrounding local residents. The market is located adjacent to a bus stop and accords customers the convenience of not having to travel





into Suva or carry large quantities of produce on public transport. The market is located along the main road linking central Suva with the University of the South Pacific (USP).

Crime and safety

There no significant safety issues associated with Flagstaff market.

Use of space

Flagstaff market takes full advantage of the available roadside reserve.

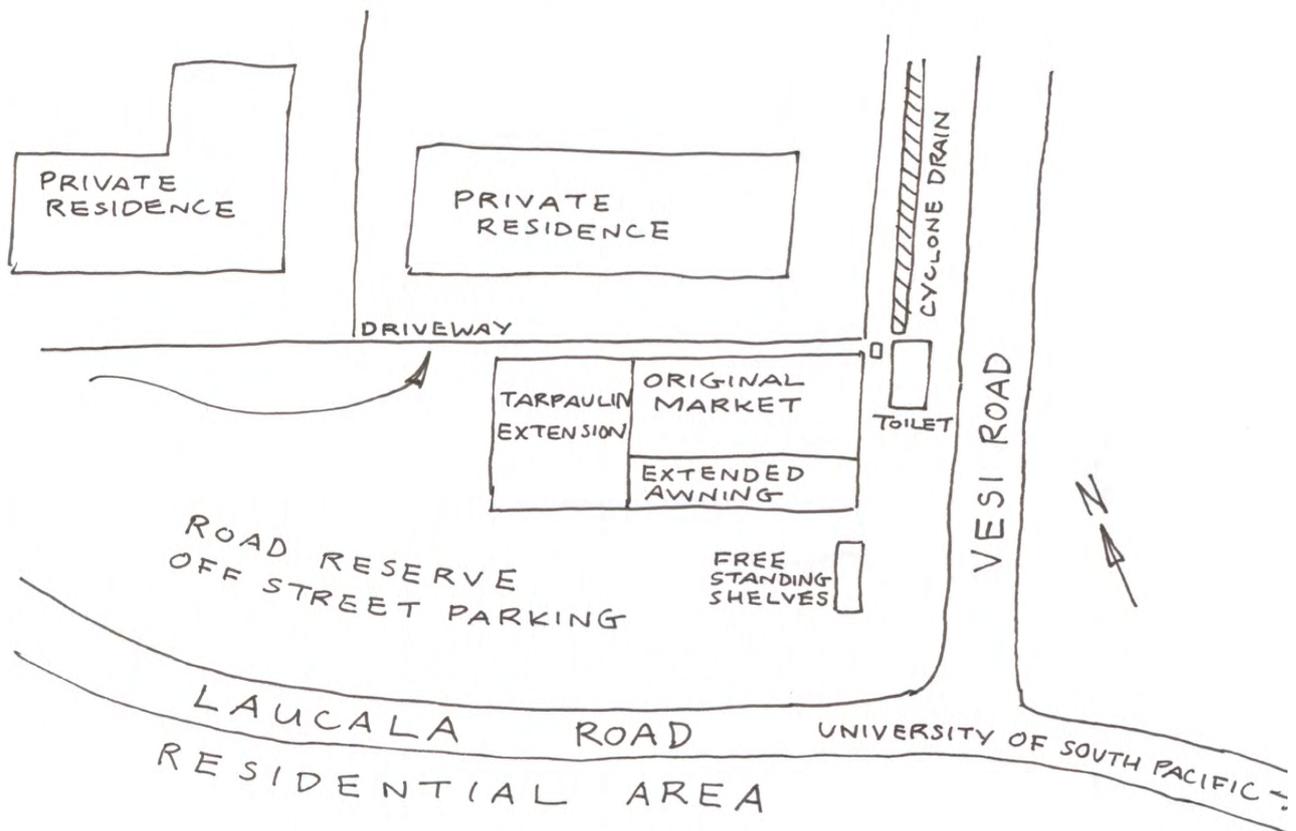
Health and hygiene

Careful management of Flagstaff market is required

to ensure health and safety of vendors, customers and neighbouring residents are not compromised.

The market is steadily increasing in size with some precedents being set for the erection of structurally unsound buildings and other market infrastructure. The continued use of makeshift materials has the potential to create a significant eyesore in this locality. The position of the market immediately adjacent to residential premises creates a potential for vermin infestations, odour problems and noise and light disturbances.

Cleaning of the market place is not carried out daily and as the market grows waste management may become a greater problem.



FLAGSTAFF MARKET





Participation by Women and Men

This small market is leased by a woman and employs a woman to assist in management.

Economic Dynamics

The majority of produce sold at Flagstaff market is purchased wholesale from Suva market. Flagstaff market is the nearest fresh produce outlet for residents in Suva's eastern suburbs and USP. Although small, there is a high turnover of produce and the vendors are able to make a good living.

Most customers access Flagstaff market by bus or private car.

Existing Programs and Initiatives

There are no existing programs or initiatives proposed for Flagstaff market.

Challenges

- o Ensuring any expansion of Flagstaff market is undertaken in accordance with full and proper planning and building approvals.





Opportunities

This market provides a good illustration of the way in which a good location can produce good returns for traders, even when the market is very small.

Next Steps

- o Engagement with Suva City Council on future intentions for Flagstaff market.

FIELDWORK CONDUCTED FEBRUARY 2009





LABASA MARKET

The Labasa Market is located on the bank of the Labasa River, in Labasa town. It is the main produce market on the island of Vanua Levu.

Management

The management of Labasa market is the responsibility of Labasa Town Council.

The Council employs a Market Master, an Assistant Market Master (since 2006) and 3 attendants to collect fees and issue receipts. The market attendants collect

approximately \$1,000 per day in fees, giving a monthly total of \$19,000 - \$20,000. After water and electricity bills are paid the Council is left with a monthly profit of \$11,000. This does not appear to be reinvested in the market.

The incumbent Market Master at Labasa was appointed to the position in 1992. There is a Market Vendors' Union at the Labasa market comprising 6 executive members and approximately 100 ordinary members, who pay subscriptions to the union.

Due to budgetary constraints within the Council as a





whole, the Council has suspended security services at the market. However he considers security services are needed for crowd control, especially on Fridays and Saturdays when there are most vendors at the market. He also suggests that the market could be improved by rearranging the tables, providing clean water and lights and improving ventilation.

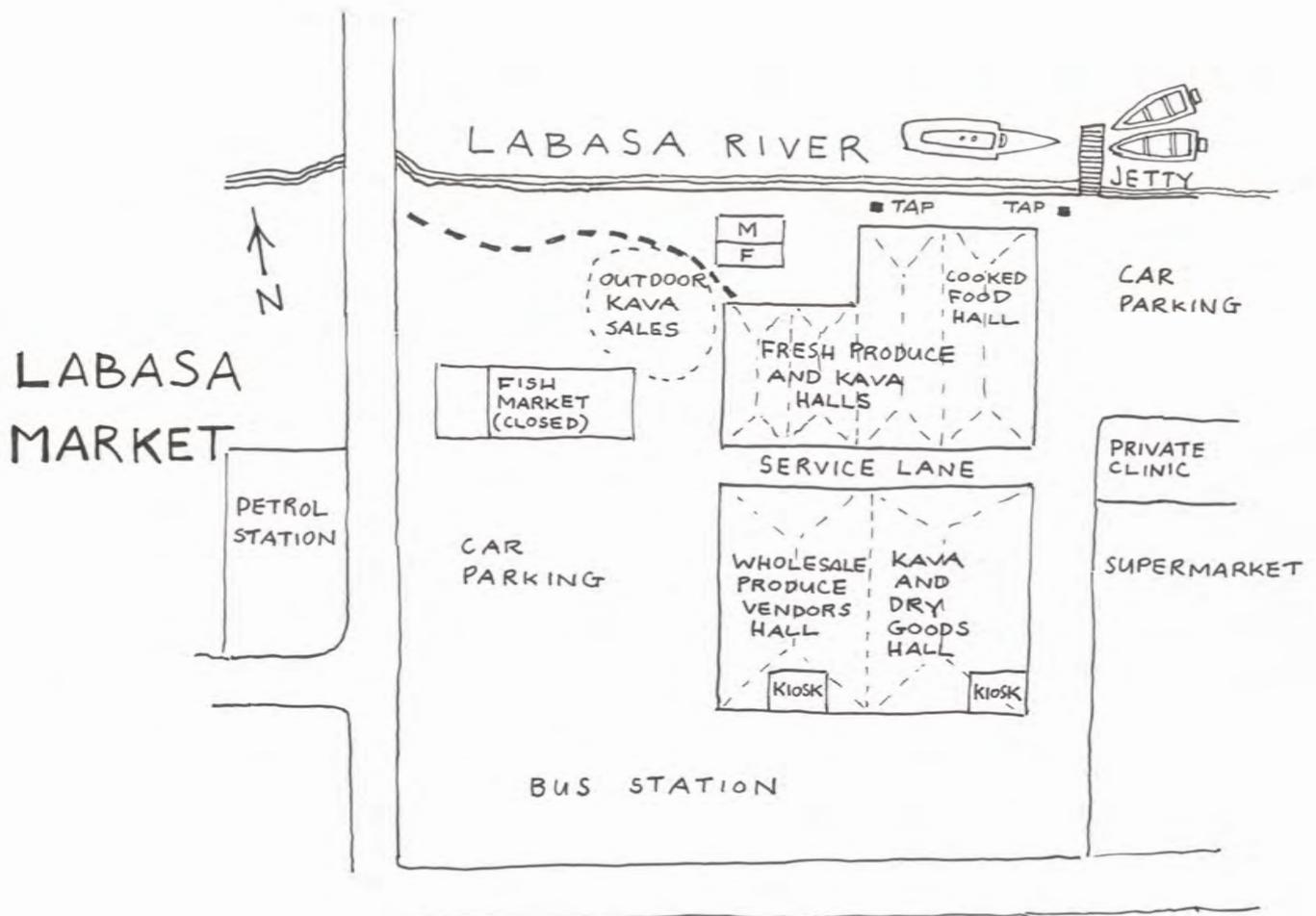
Labasa market opens from 7.30am to 5.00pm Monday to Friday and from 7.00am until 2.00pm on Saturdays. The market is closed on Sundays. The market includes 588 stalls, of which 300 stalls are allocated for the sale of fresh fruits and vegetables.

Market fees are \$1.00 per table per day for vegetable produce and \$7.31 per day for kava stalls. A reclaimed area near the market is currently being used as the site for a fish stall but no fees are charged. Fish are sold by weight.

Waste from the market is collected in an open truck and presently disposed of by Labasa Town Council at a rubbish dump across the river among the mangroves. There is a plan to establish a new landfill site though details are yet to be finalised.

A yellow stripe painted down the middle of the footpath surrounding the main market square delineates the area in which market produce may extend out from the market building. This initiative by Council is intended to maintain free pedestrian access around the market site and thus prevent people from having to walk along the service roads.

Labasa market, as with many other markets in Fiji, is characterised by numerous signs detailing market rules. At Labasa market this signage is often positioned above eye level making it difficult to see or read. The signage is also often expressed in very negative terms. A more





conciliatory approach may better educate people about appropriate behaviour in the market.

Physical Environment

Labasa market is located immediately north-west of the commercial centre of Labasa town and has frontage onto the Labasa River. The market comprises several buildings including a large produce hall (including several kiosks and a restaurant), a second, slightly smaller produce hall, a fish co-op and a free standing toilet block. A wooden jetty enables customers and vendors to access the market from the river.

A privately operated fish co-op adjacent to the market is currently closed.

The market is adjacent to the Labasa bus station. A paved area west of the market serves as customer parking and a taxi rank. Commercial development on the eastern side of

the market includes a clinic and supermarket.

Water is obtainable from at least three taps, one on the north side of the larger produce hall, near to the restaurant, and the other two on the north side of the smaller produce hall between the toilet block and jetty. Two of the taps are positioned over concrete tubs.

Although the produce halls are fitted with fluorescent lighting, the low roof structures make the market very dark. The larger produce hall is enclosed with wire mesh and not well ventilated. The floors of the market halls are concreted. The smaller market hall is open on three sides.

Social Environment

Traders

The traders at Labasa market include a mix of wholesalers





and retailers. The traders include local residents as well as producers from outlying rural areas and off-shore islands. Most of the vendors coming from the interior of Vanua Levu arrive on Thursday or Friday and stay in Labasa for several days. Some vendors choose to stay at the market while they are in town.

Most wholesale purchases of fruit and vegetables commence at 1.00am.

Customers

The majority of customers at Labasa market are local residents. However, due to the central location of Labasa, and its position as the commercial centre of Vanua Levu, a significant number of customers are also drawn from the surrounding rural districts and outlying villages.

Crime and Safety

Petty theft is not uncommon at Labasa market and the

incidence of pick pocketing is believed to be increasing. The market area is open and unfenced and presents no barrier to potential thieves. Vendors frequently sleep overnight at the market, sometimes for several days, particularly if they have traveled from remote areas. The Market Master receives many complaints from other vendors regarding both this situation and acts of stealing.

A police post is located near the market.

Use of space

The majority of tables in the larger produce hall and 25% of table space in the smaller hall are given over to the sale of kava. The larger produce hall also accommodates imported spices, sweets, wholesale produce and handcraft items, such as woven pandanus leaf mats, baskets and coconut brooms. In addition to kava, the smaller produce hall accommodates fresh vegetable produce and cooked foods.





Health and Hygiene

There are a number of health and hygiene issues of concern at Labasa Market. Toilet facilities are generally in a poor and unsanitary condition. There are, for example, no taps in the men's toilets and hand washing is conducted at outdoor taps at the rear of the market shelter, near to the jetty, where fresh food produce is also cleaned. The taps are also utilised as a laundry facility by vendors overnighing at the market.

The Provincial Environmental Health Officer (EHO) has previously closed the market for a half day on account of the unsanitary state of the market toilet. No on-going monitoring appears to have been conducted by the Market Master, Council or the EHO. The EHO advises that management of the market toilets is the responsibility of the Labasa Town Council and that he can only override the local authority when wider community health standards are compromised.

There have been recent outbreaks of typhoid recorded at Labasa market. Although these outbreaks have been traced by the Provincial Environmental Health Officer to Seaqaqa the market remains a potential incubator for the disease. Improved standards of hygiene need to be applied by all food handlers in the market to mitigate further outbreaks. The Seaqaqa Rural Authority has conducted workshops in hygienic food handling practices in rural villages in response to the typhoid outbreaks.

There is concern that untreated effluent from the toilets is being discharged directly into the Labasa River. Certainly, waste water from laundry activities and the washing of vegetable produce is flowing directly into the river.

The Labasa market is located on flood prone land and was inundated to a depth of over 30cm during recent cyclonic activity in January 2009. Subsequent to the floodwaters receding the market was cleaned and disinfected by Labasa Council staff, assisted by the vendors. Flooding of the market site would have also caused overloading of the sewage system.

Participation by Women and Men

Women account for around 70% of fresh produce vendors at Labasa market. Men dominate the kava sales and women dominate the cooked food section of the market.

Economic Dynamics

Labasa market is the largest fresh produce market in Vanua Levu. The economy of the Labasa district is largely driven by seasonal wealth obtained from sugar cane harvesting. The majority of fresh produce sold at Labasa market is locally grown on small farms or sugar plantations. Many local vendors and customers travel to Labasa market by bus or truck

A significant quantity of kava sold at the Labasa market is imported from Viti Levu.

Case study: female customer

This female customer shops daily at the market. She considers the price of fresh vegetable produce to be reasonable and enjoyed the variety of fruits and vegetables on offer. The customer feels that the market could be improved by more rigorous attention to cleaning, greater separation of fresh produce from kava, spices and handicrafts and improved lighting.





Case study: female vegetable seller

This woman vendor travels from her home to the market every day paying 50 cents by bus or a \$3.00 taxi fare. She buys beans wholesale from farmers for \$2.00 and on-sells them at the market for \$2.50. The vendor likes the variety of produce at the market but doesn't consider it appropriate to sell fresh meat or dressed chickens in the market. However, live chicken sales at the market are considered acceptable.

This vendor considers the toilets to be insanitary and feels that the market could be improved with the provision of potable drinking water. Other improvements suggested include additional table space, provision of seating, so as she was not required to bring her own chair, and re-opening the fish market.

Case study: female vegetable seller

This vendor is concerned that the market is unfenced and that she has, in the past, been harassed by drunkards. The vendor arrives at the market at 5.30am to buy fresh produce wholesale from farmers before commencing sales from her market stall at 6.00am. She usually stays at the market until 6.00pm.

The vendor pays a daily market fee of \$1.00. She has been a regular vendor at the market for 10 years and has an adult family. Profits from her sales are being banked to finance her resettlement in the event of her property lease expiring.

The women considers that older vendors who have not had the benefit of a formal education would like training in budgeting.





Case study: male kava seller

This vendor was selling kava at the time of interview but occasionally also sells taro, dalo and cassava at Labasa. He buys his kava wholesale for \$20 a kilogram at Savu Savu and anticipated reselling it for \$30-\$35 a kilogram in Labasa over a period of 3 to 4 days. During his time in Labasa he is accommodated by relatives.

He pays \$1.00 for a table and has joined with several other vendors from his village to offset the cost of travel by carrier into Labasa. He arrives at the market at 7.00am and generally stays until 4.30pm. Produce unsold at the end of the day is stored overnight at the market.

The vendor considers that the toilets are substandard and unhygienic. He also considers that market security would be improved if the site was securely fenced. His profits are

variously used to meet the cost of school fees, food and or banked as savings.

Case study: female coconut seller

This widowed vendor sells coconuts and coconut products including oil and brooms, eggs and watermelons. The coconuts are purchased wholesale for \$10 per 100 and then sold for \$12 per hundred, a 2 cent profit per coconut sale. Coconut brooms purchased wholesale for \$2 each were on-sold for \$2.50 each.

The vendor has been selling at Labasa market for 24 years. She usually arrives at the market at 7.00am and stays until 5pm. Her return fare by bus from home to the market costs her 70 cents.

This vendor considers that the market could be improved





with the addition of guttering to eliminate rain water running directly off the roof, and the allocation of more space for displaying market produce. Profits from her market sales are used to buy food and pay her daughter's school fees.

Case study: female cooked food vendor

This vendor is from Nakama village, approximately 5 miles from the market. She has a stall located in the open-sided market hall that houses a cooked food section dominated by women vendors.

As a general rule, no food is cooked at the market. The vendors cook the food in their own homes and bring it in daily to sell. Cooked food and beverages at this vendor's

stall include fish, chicken, pies, scones and tea. In the absence of formal seating arrangements customers sit and eat their food on mats spread out on the concrete floor. Although market tables are provided by the Labasa Town Council vendors must provide their own benches.

The vendor sells from Monday – Friday with her busiest days being Wednesday - Friday. She pays \$2.00 in return bus fares from her home to the market. If she has plenty food to transport she travels by taxi which costs \$8.00. Meals are sold for \$4.00 a serve and on a busy week she sells approximately 10 serves a day. She makes \$8.00 from her pie tray by selling each piece for 80c. On the day of interview she had brought in 6 pie trays and had





sold 5. She also sells cups of tea for 70c. On average she would make \$60.00 in sales each day. After deducting total expenses of \$38.00, including the cost of ingredients, she is left with a profit of \$22.00.

She has used her money in the past to pay for her children's education. However 3 are now working and living in Nadi leaving only one still attending school. Her husband works for the Public Works Department.

Case Study: Indo-Fijian cooked ivi sellers

This is a husband and wife team, working with the man's sister. They have a large sack of cooked ivi and carry out the husking of individual ivi and putting these into small brown paper bags which are sold for 50c per bag. This day they had sold over 200 bags of ivi. The man is ordinarily a kava vendor however he takes advantage of seasonal produce, such as ivi, to set up other stalls and brings in his sister and wife to assist with the sales.

Case Study: group of 7 female and 5 male vendors

These vendors have been selling at the market for between 5 – 25 years. They buy their produce, including cabbages, spinach, chillies and pumpkins, wholesale from Bulileka, Korotiri, Waiqele and Vunicuicui. Their days start around 5.00am. and end at 6:30pm.

They all say that they make little profit, however they make enough to support their families and had subsistence gardens at home to minimise expenses. They consider that if the government assisted farmers then they would be able to buy better quality produce for selling in the market. They also feel strongly that there are many problems at the market that needed to be urgently addressed by the Council.

The problems they identified include:

- inadequate security fencing
- long term overnight occupancy of the market by vendors
- insanitary toilet facilities





- unreliable water supplies in the toilets.
- ineffective traffic management, particularly in relation to bus and taxi stands
- inadequate provision for the selling of seafoods
- illegal cooking of food on the premises.
- odour nuisance from foods left overnight
- poor drainage inside the market
- inadequate waste collection facilities and disposal methods.
- no clear demarcation of produce types
- no proper channels for raising complaints.
- harassment of women vendors allegedly complaining too much, including threats to confiscate their stalls

engaging cleaners and educating the public on hygienic toilet practices. Labasa Town Council's Corporate Plan has plans for a new toilet facility and a fish market but Council is unable to make headway due to land problems with Mataqali.

In the long term a new toilet block should be incorporated into the design of the proposed new market. The siting of any new toilet block should also be subject to rigorous planning considerations to ensure an appropriate, accessible and flood free location is chosen.

It has been proposed that the smaller market hall and adjacent toilet block be fenced for security purposes this action is unlikely to occur in the short term.

Existing Programs and Initiatives

There is a proposal to relocate the Labasa market to a new 20ha site on the opposite bank of the Labasa River. However numerous issues remain unresolved. The new site, which is also intended to accommodate an upgraded bus station, is liable to flooding. The estimated cost of constructing a new market is \$3 million.

Existing land title applying to the proposed new site is likely to influence any decisions as to where a new market may be located.

Japanese Aid has earmarked \$65,000 for the construction of a new toilet facility at Labasa market. Rather than constructing a new facility, it is considered that this money could be better spent in the short term refurbishing the existing facility,

Challenges

- o Building an effective partnership between local and provincial government in the on-going development and management of market facilities
- o Refurbishing existing toilet facilities





- o Implementing effective governance in the marketplace
- o Resolving vehicular pedestrian conflict in the vicinity of the marketplace
- o Educating the Council about effective market governance
- o Minimising the incidence of typhoid and dysentery
- o Segregating fresh food from kava and spice produce
- o Identifying an environmentally sustainable landfill site
- o Reducing the amount of market waste being consigned to landfill

Opportunities

- o Planning for a new flood free market that incorporates design considerations identified by this study, including dual use as an emergency cyclone shelter
- o Redevelopment of the foreshore reserve adjacent to the market to include provision of outdoor eating areas, children's playground equipment, an upgraded jetty and expanded cooked food area
- o Involvement of the local sugar mill as a key sponsor for market upgrades
- o Provision of secure temporary overnight accommodation and shower facilities for use by market vendors from outlying areas





Next Steps

- o Engagement with Labasa Town Council on the planning and design of the proposed new market
- o Engagement with Labasa Town Council on the refurbishment of the existing toilet block, utilising money provided by **JICA** to undertake maintenance works, employ cleaners and promote hygienic toilet practices.

FIELDWORK CONDUCTED FEBRUARY 2009





LAUTOKA MARKET

Lautoka market is located immediately north of the central business district of Lautoka, Viti Levu, Fiji in an area bounded by Tukani Street in the north, Yasawa Street in the east, Naviti Street in the south and Vakabale Street in the west. The market dominates most of the site. The northern part of the site, fronting Tukani Street, is developed for the purposes of the Lautoka intra-island bus station.





Management

The management and security of Lautoka market is the responsibility of Lautoka City Council.

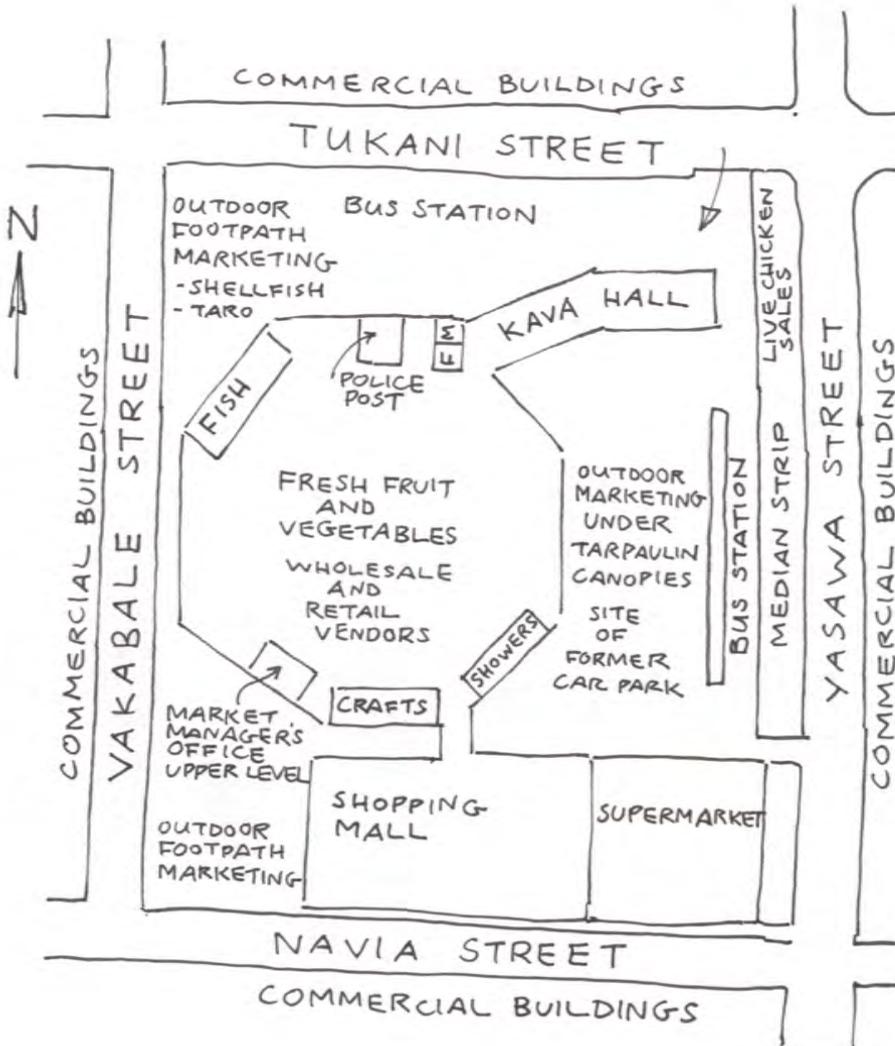
The market is open to the public from 7.00am – 5.30pm, Monday - Friday and from 5.00am - 4.00pm Saturday. The handicraft market opens from 5.30am – 4pm on Saturday. A siren sounds at 3.15 pm on Saturdays signalling closure between 3.30pm and 4.00pm.

The public toilets at the market are free and open from 6.00am – 6.00pm Monday to Saturday but closed on public holidays and Sunday. Showers are available for public use at \$1.50, however the cost is only 50 cents if

users provide their own towel and soap. The toilet facilities are kept clean and are in a fair condition. A 2m table space at Lautoka may cost up to \$10.00 depending on the type of goods being marketed.

Various on-the-spot' fines may be imposed by the Lautoka City Council, including \$500 for smoking in the market and \$40 for littering. Signage warns that the latter fine increases to \$100 if the matter goes to court, as a further deterrent.

Some vendors advertise other private business ventures on bill posters or signage in the vicinity of their stalls. In acceptance of traders conducting marketing activities outside the market halls in what was formerly a car park the Lautoka City Council has erected steel poles for vendors



LAUTOKA
MARKET





to attach tarpaulin covers, providing shade in an otherwise exposed outdoor market environment.

After the market has closed vendors routinely cover their produce and take personal responsibility for sweeping their own stall areas. The waste is then piled into cut down 44 gallon drums for collection by Council's cleaners. The cleaners who are equipped with rakes, shovels and brooms, but no uniforms or other protective clothing, also sweep and rake the car park areas and bus station adjacent to the market. Cleaning of the entire market area takes a team of 6 cleaners a minimum of 3 hours to complete. The market is also washed thoroughly once every twelve months.

Outdoor marketing generally ceases about 9.00pm after the last bus for the evening has pulled out of the bus station. Vendors who overnight at the market generally sleep outside the market halls, in either the bus shelters or in the former car park area where traders sell under tarpaulin

canopies. The market area is poorly sign posted.

Physical Environment

The Lautoka market comprises two principal buildings. The smaller of the two buildings is a linear market hall with concrete walls and a corrugated asbestos roof housing kava and dry good sales. This building is aligned with the bus station, and seats for waiting passengers are flush with the north facing walls of the building. Highset, louvered windows assist in the dispersal of hot air from the building. The ceiling of this building comprises a mesh of chicken wire intended as a barrier to prevent rats and other vermin from accessing produce.

The surface of the bus bay is in poor condition and contaminated with hydrocarbons. A large area of the site is unsealed or coated with loose gravel causing dust problems for vendors and customers. However the former car park area now used for selling is sealed with pavers and asphalt.



The western end of the kava market hall connects to an large open-planned octagonal building that houses the main fresh produce section of the market. This building has concrete walls and a high metal ceiling that incorporates louvered windows that cause the market to be well lit with natural light.

The perimeter of the fresh produce hall houses several other market buildings, including a fresh fish hall, fronting and also opening onto Vakabale Street; a handicraft hall; an ablution block, including shower





stalls and a manager's office which occupies an upper storey providing a bird's eye view of the market. A free standing public toilet block and a small police post fronting Tukani Street are also situated adjacent to the main produce hall

The market hall has a cement floor. Vendor tables are constructed of timber and are mostly enclosed to provide lockable storage underneath.

A supermarket/shopping mall housing numerous speciality stores is located on the southern side of the market. The shopping mall and market are linked by a covered walkway and small flight of stairs at the rear of the handicraft hall.

Social Environment

Traders

While vendors from all provinces converge on Lautoka market the majority are from the northern districts, including Ba and Raki Raki, as well as the Yasawa Islanders who dominate the sales of seaweeds.

Customers

The main customers at Lautoka market are the town residents, including staff from hotels and restaurants. Lautoka market is a major intra-island bus terminus and many passengers take the opportunity to buy wholesale quantities of fresh produce from Lautoka market to on-sell





at other centres, or food and kava for personal consumption while waiting for their transport connections.

Residents from the Yasawa Islands generally buy larger quantities of produce at the market due to the lesser frequency of their visits, the higher transport costs involved in accessing the market and for retail back in their home villages to offset their expenses on the mainland.

Crime and Safety

The market is generally considered a safe venue however occasional disturbances are caused by drunkards and pick pocketing is a growing problem. Women overnighting at the market sleep in a group and are accompanied by male relatives for added security.

Use of Space

The market does not include a poultry stall. Live chickens are currently being sold on a traffic island in the carpark on the eastern side of the market. Land previously used for the purposes of a car park on the eastern side of the

market now accommodates fresh fruit and vegetable vendors who trade beneath tarpaulins and umbrellas.

Health and Hygiene

Rats and other vermin are particular problems at Lautoka market. A ceiling of chicken wire has been installed above the kava and dry goods produce hall to prevent rats from accessing the market produce. This netting also serves as an effective barrier preventing birds, particularly domestic pigeons that roost in the rafters, from flying about the market area.

Buses that pull into the parking bays adjacent to the market building frequently leak oil and fuel onto the ground. This has contaminated the area with hydrocarbons. The situation is exacerbated by bus drivers who leave their vehicles' engines running, emitting excessive exhaust fumes that drift into the market creating an unhealthy environment for both vendors and customers. The bus drivers cause further nuisance through the excessive use of horns. Signage discouraging this behaviour is not enforced.



A trader was observed spraying her apple stall with mortein (insect killer). This was used as a cleaning agent with the table then being wiped over with a cloth. Undoubtedly the day's unsold produce will be placed on the mortein soaked table the next morning where it will absorb the insecticide while awaiting purchase by an unwary customer. Cleaning of the market place is not carried out daily and as the market grows waste management may become a greater problem.





Participation by Women and Men

Women are around 70% of the fresh produce vendors at Lautoka. Men dominate the kava sales and live poultry sales as well as the operation of Indo-Fijian sweet carts. All market cleaners are men

Economic Environment

The Lautoka market serves the north east sector of Fiji and is accessible to the Yasawa Islands communities. Although Lautoka is an emerging industrial centre the market is an important additional source of income for seasonal workers in the sugar industry.

Case study: female ivi vendor

This vendor buys ivi wholesale from Ba for \$50 a bag. Individual packaging of the fruit realises her an after-sales profit of \$39.00. This profit is reduced to \$30 after the costs of her bus fares travelling to and from the market

are deducted.

The vendor pays \$7.00 to travel to the market with her cargo and an annual Lautoka Market Vendor Association union fee of \$10.00. She also pays a daily table fee of \$2.00-\$3.00 depending upon the quantity and type of produce she is selling and the position of her market stall.

The vendor sells her produce alongside her relatives who craft and sell costume jewellery, including necklaces and bracelets for \$3.00-\$5.00 per item. These vendors feel resigned to marketing being their livelihood as there are limited job opportunities in Fiji even if people have the benefit of a tertiary education or specific skillsets.

The vendor does not consider that the cleaners contracted to sweep and remove rubbish from the market do a thorough job and infestations of cockroaches are a particular problem at the market.

Existing Programs and Initiatives

There are no current programs aimed at improving the design or operations of the Lautoka market.

Challenges

- o Improving vehicular-pedestrian safety
- o Replacing asbestos roofing materials
- o Controlling vermin
- o Minimising the release of hydrocarbons from buses
- o Improving roof ventilation and increasing the amount of natural light filtering into the market
- o Refurbishment of the fish market
- o Increasing the area of the market under permanent shelter





- o Provision of basic accommodation and facilities for vendors overnighiting at the market
- o Making provision for live chicken sales
- o Creating a sense of place by visually enhancing the entrance to the market
- o Delivery of community education programs in hygienic food handling practices and healthy lifestyles.
- o Installation of a large clock for the benefit of transit bus passengers
- o Upgrading of bus station including provision of lockable storage facilities.

Opportunities

- o Planning for a new market that incorporates design considerations identified by this study.
- o Implementing waste recycling strategies, including composting
- o Dual use of the market as a cyclone shelter
- o Utilising sugar trains as a cost effective means of transporting fresh vegetable produce to the market from outlying rural areas.

Next Steps

Engagement with the sugar industry could evaluate possible use of rail networks for transport of fresh produce from rural areas to Lautoka (and other) markets.

FIELDWORK CONDUCTED FEBRUARY 2009







NABOWALU MARKET

Nabowalu market is located at the western extremity of Nabowalu town on the south west coast of the island of Vanua Levu, Fiji.



Management

Nabowalu market opens from 7.00am to 4.00pm daily, excepting Sundays. However, little business is conducted after 1.00pm when passenger boats depart for Viti Levu.

The market manager collects approximately \$10 dollars in fees each weekday and between \$30 and \$40 on Saturdays. Table fees are \$1.00 per person and may be shared between vendors.

Cleaning of the market toilets is the responsibility of the market manager and is undertaken daily at 7.00am and 2.00pm. There are no fees payable for use of the toilet facilities. Rubbish collected from the market is dumped locally in nearby grassland or mangroves where it is left to compost.

A health committee, which includes a woman member, oversees the upkeep of the market





Physical Environment

Nabowalu market consists of a single, fully enclosed market hall and a free standing toilet block connected to the main building by two roofed concrete pathways. The site, which is level and adjacent the foreshore of Bligh Water approximates 1,000m² in area.

The market hall is constructed of timber and roofed with corrugated iron. The toilet block is of rendered concrete brick construction.

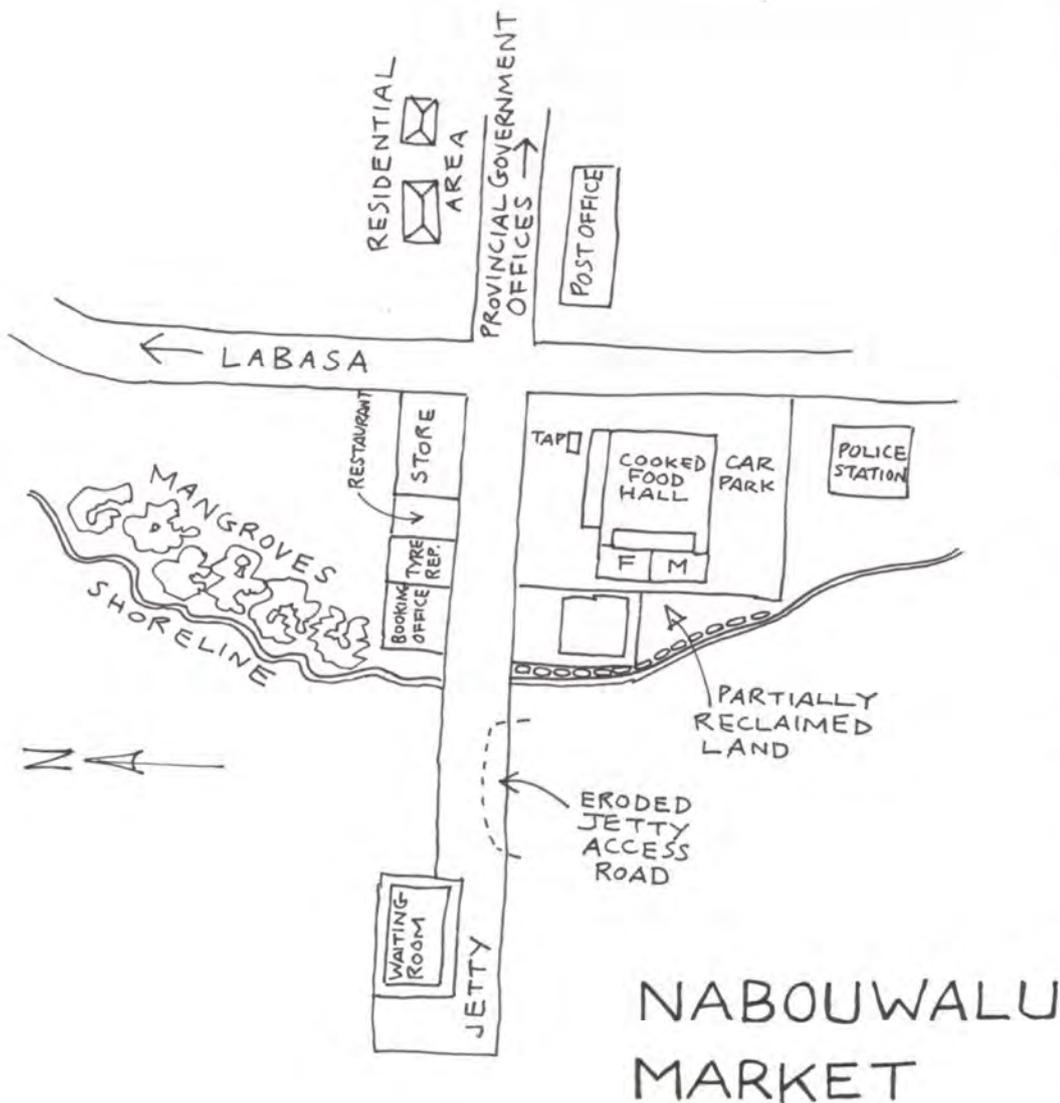
A small police post is located on an adjoining southern lot. Land to the rear of the market is occupied by a Department of Fisheries office. A post office, trade store with public telephone booths, tyre repair centre, restaurant and ship booking agency are all located opposite the market. Buses and trucks linking Nabowalu to outlying centres drop-off and collect passengers outside the market entrance.

The market is partially fenced with 2m high cyclone mesh, however the absence of gates allows unrestricted public access to the site.

The market is connected to a reticulated water supply with a concrete tub and taps positioned on the northern side of the market building. The market hall is primarily used for the sale of cooked foods. Some foods are prepared and cooked inside the market hall on small kerosene fuelled stoves housed inside wooden boxes.

The market site has ample land for off-street parking and significant room for potential future expansion.

The site is flood prone and the proximity to the sea shore makes the site vulnerable to inundation during king tides. The low lying nature of the site has necessitated the construction of toilet pedestals on elevated platforms to





overcome problems associated with the effective operation of a septic system affected by a high water table.

A breakwater wall links the market to the berthing point of passenger and cargo ships crossing from Viti Levu. Ships call at Nabowalu on Monday, Tuesday, Thursday, Friday and Saturday. These ships bring customers to the market as well as wholesale produce, including kava, from Viti Levu.

Social Environment

Traders

This market is small, with around 10-40 traders present at any one time. The majority of the market vendors are local women, many of who cook meals in their homes, including

cakes and biscuits, for on-selling at the market.

Customers

The main customers at Nabowalu market are local residents and passengers traveling to and from Viti Levu.

Crime and Safety

The Nabowalu market has recorded minor incidents of petty theft and vandalism. These generally occur after hours when the market is unattended. The addition of lockable gates to restrict after hours access to the market site is considered a suitable deterrent measure. Altogether, 30 police officers are stationed in Nabowalu and a small police post is situated on an adjoining lot. The presence of police lurching at the market place is an effective crime control measure.





Use of Space

The market hall is used for preparing and eating cooked foods. Fresh produce is generally sold outdoors from one of nine tables which attract a market fee of \$1.00. The grassed area on the north side of the market hall lends itself to the development of an al-fresco dining area. The large expanse of ground on the southern side of the market is utilised for off-street parking.

Health and Hygiene

The difficulties in maintaining an effective septic system on low lying coastal land for the market toilets presents a potential health hazard for market customers and vendors.

Participation by Women and Men

Women constitute around 95% of fresh produce and cooked food vendors at Nabowalu market. The market committee includes female market vendors among its members







Economic Environment

The majority of vendors at Nabowalu market make little profit due to the small demand for fresh produce. Many residents in the Nabowalu District are subsistence farmers who grow produce to meet their own food requirements.

Case study: male Nabowalu market master

This man has been the market master at Nabowalu for the past 3 years. He works from 7am until 4pm daily, except Sundays and is paid for 7 hours work each day. His job requires him to keep the market area clean, attend to any maintenance issues, and wash and clean the market tables.

He considers that the market could be improved by connecting electricity to the market hall which would enable installation of a freezer for preserving fish and other food produce, and water to be boiled more cost effectively and quickly than using kerosene stoves with their consequent fumes. The addition of lockable gates is

also seen as a necessary improvement to minimise the theft of produce left overnight at the market and reduce incidents of vandalism to the toilet facilities.

It is further considered that local residents are wasting market water resources and should be educated on how to minimise water usage.

The market master occasionally sells rou-rou and taro at the market to supplement his income. He either walks to the market or pays 60 cents to travel by bus.

Case study: female cooked food vendors

This woman vendor sells cooked food (bele, boiled fish and cassava) for which she charges \$4-\$5 per serve. She either travels to the market by bus, for 70c each way, or by truck, paying \$5 each way if she has a lot of produce to transport. The vendor also pays a daily stall fees of \$1.00. On a busy day she makes up to \$40.00 in sales. Her day begins at 5a.m. and she usually finishes selling





food by 4pm. She does her household chores when she gets home and then cooks for her family. She also has to prepare for the next day's sales and gets to finish all chores by 10pm. Her husband is unable to travel because he is sick but he helps out on the family farm, which is their main source of income.

Other women vendors in Nabouwalu market were selling tea, coffee, milo and pastries to office workers and travellers. Boats from all around Bua come to Nabouwalu generating customers for the cooked food vendors.

- o Creating outdoor eating areas for customers
- o Educating market vendors, and local residents, in water conservation and hygienic food handling practices.
- o Extension of shelf life of market produce (fish) following installation of a freezer.
- o Installation of a rainwater tanks to conserve reticulated water supplies

Existing Programs and Initiatives

Proposals to relocate the market and bus station to higher ground have been a discussion point for the Council for over 9 years. No definitive plans to relocate the market have been implemented.

Challenges

- o Improving market security by installing lockable gates
- o Identifying a demand for local fresh produce
- o Introducing new varieties of fruits and vegetables to the market
- o Mitigating localised flooding of the market site
- o Connection of electricity to the market hall
- o Provision of storage facilities
- o Providing secure overnight accommodation, particularly for women vendors, from outlying areas

Opportunities

- o Planning a new market that incorporates design considerations identified by this study.





Next steps

Further discussion with Council is appropriate to determine priorities and appropriate support.

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NADI MARKET

Nadi market is located on the eastern side of the Nadi central business district, Viti Levu, Fiji on a site bound by Main Street to the north, Market Road to the east, Vunalolo Road to the south and Korovulo Road to the west.



Management

The management and security of Nadi market is the responsibility of Nadi Town Council. The market opening hours are as follows:

- 7am – 5pm Monday-Wednesday
- 7.00am – 5.30pm Thursday
- 7.00am – 6.00pm Friday
- 6.00am – 4.00pm Saturday

The market is washed once a month. Vendors are requested to remove all goods and chattels by 4.00pm on that day. Nadi Town Council does not assume responsibility for vendors' goods and chattels.

Scales used by kava vendors are tested annually.

A committee of Nadi market vendors meets every 2 months. The committee lobbies the Council to attend to maintenance issues, enforce rules etc. The committee comprises 7 vendors, including 2 women.

Physical Environment

The Nadi market comprises 3 produce halls and 20 semi-detached kiosks.



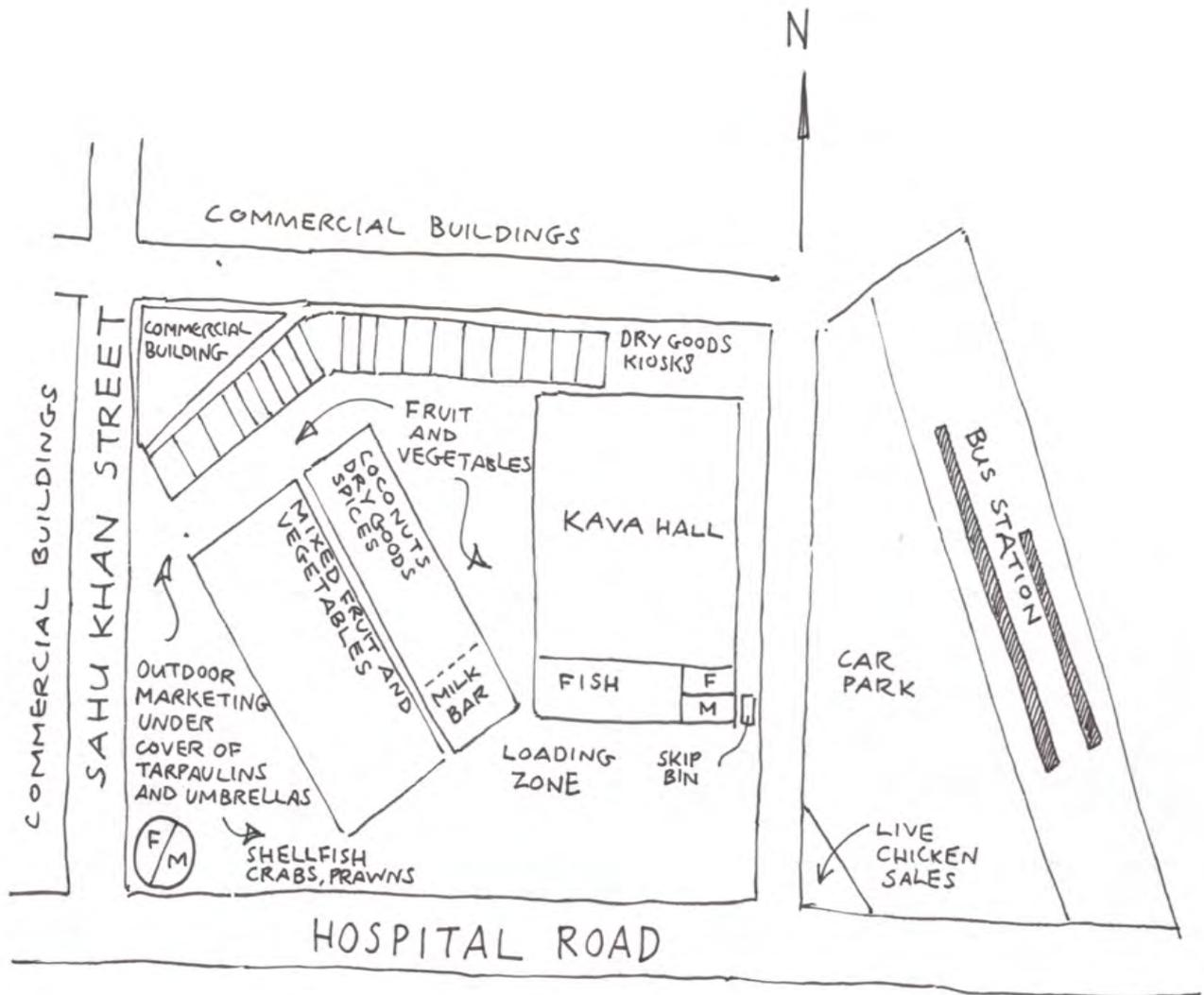


The largest and most recently built produce hall at Nadi market, known as the "Mudaliar Wing" accommodates 70 kava traders, and a purpose built fish market accommodating up to 10 traders at any one time. The fish market is equipped with fly screen doors and tiled display counters.

The Mudaliar Wing is situated at the eastern end of the market and includes a centrally positioned police post; and tiled wash basins at the end of every second row of stalls. The police post is only used during busy periods, such as

Christmas, as the main police station is located diagonally opposite the market. In the intervening period the police post is occupied by market security staff. Wall clocks and ceiling fans are a unique feature of the Mudaliar Wing and are welcomed additions by vendors and customers alike. The Mudaliar Wing has a high ceiling and is well ventilated. Natural light is filtered through the hall via use of transparent roofing materials.

A second market hall is positioned at a 15 degree angle on the west side of the Mudaliar Wing. This produce hall as



NADI MARKET





well as the void between the two buildings is dominated by fresh fruit and vegetable vendors. The southern end of this second market hall incorporates a small restaurant.

The remaining produce hall, located on the western side of the market, houses more fruit and vegetable vendors. Beyond this hall within the cyclone fenced confines of Nadi market, fronting Koroivulo Street, vendors trade under a canopy of tarpaulins and umbrellas. The market does not make provision for live poultry sales. Currently live chickens are being sold from a median strip adjacent to the eastern end of the market next to the market bus station.

The northern boundary of the market incorporates 20 semi-detached kiosks that stock a variety of dry goods, including spices, onions and garlic, store goods such as cooking oil, rice, salt, tinned fish and some craft items.

Public toilets are situated at both the south eastern and south western corners of the markets. The facilities have been vandalised and are in an insanitary condition.

Waste from the market is deposited into wheelie bins or placed in cut-down 44 gallon drums for collection. A skip bin is located on the south eastern corner of the market for containment of waste before disposal.

Social Environment

Traders

The majority of the market vendors are women from the Nadi area and villages along the west coast of Viti Levu. The majority of the fruit and vegetable vendors at the market have acquired their produce wholesale from farmers in the Sigatoka and Lautoka districts.





Customers

The main customers at Nadi market are local residents. Nadi is the main entry point for international travellers to Fiji and close to many resorts. Accordingly, numerous hotel and restaurants also buy at the market, along with self-catering tourists.

Crime and Safety

The Nadi market is largely crime free. Some minor disturbances are occasionally caused by drunkards.

Good natural lighting reaching into the centre of the market and wide aisles help to minimise crime. However, opportunistic pick-pocketing sometimes occurs, particularly during busier periods such as Christmas.

The market is frequented by craft market touts who target unwary travellers.

Use of Space

The Mudaliar Wing of Nadi market is dominated by kava traders.

Live poultry sales are held on a median strip in the south east corner of the carpark adjacent to the market. This area has no infrastructure and is not designed for the sale of live chickens.



Health and Hygiene

The toilets at Nadi market, which are freely accessible to the public, are in a highly insanitary condition. The engagement of full-time cleaners and a 'user pays' system may be a practical solution for ensuring that the community's health is not compromised by inadequate toilet facilities.



The Nadi market, like much of the town's commercial centre occupies flood prone land. While the costs of relocating the market make this an unfeasible option a flood preparedness and evacuation plan may assist vendors in minimising future damage to their stock.

Participation by Women and Men

Women constitute around 75% of fresh produce vendors at Nadi market. Many women are accompanied by their husbands or other male relatives at the market place.

Economic Environment

Nadi is the entry point for international travellers entering Fiji. Income from tourism is an important component of the Fijian economy. Nadi market caters significantly to this industry and any downturn in Fiji tourism will be reflected in the profits made by vendors at Nadi market.



Severe flooding in January 2009 has destroyed many local produce gardens and vendors are not expected to recover pre-flood productivity levels for a further three months. The flooding has resulted in acute shortages of some crops and greatly inflated the price of fresh fruits and vegetables.

Case study: female Indo-Fijian kiosk vendor

The January 2009 floods almost completely submerged this woman's store but she is not eligible for any compensation for the quantity of stock she has lost. This vendor buys eggs and onions wholesale and purchases rag mats which she on-sells for a small profit. She pays a daily fee of \$4.50 for the lease of her kiosk.

Case study female Indo-Fijian vendor

This vendor comes to the market on Saturdays to sell her own garden produce, including pumpkins, beans, and herbs. As she is not a regular market vendor she has to be content with being allocated a market stall in the open. She considers that the Council should provide more permanent shade for vendors and that the use of tarpaulins detracts from the appearance of the market.

This vendor also feels that seafoods such as crabs, prawns and shellfish should not be sold in the open as the products are highly perishable, attracted flies and created odour problems.





Although recent floods have caused considerable damage to this woman's garden she is confident that her previous level of horticultural productivity will be restored within 3 months. The vendor is concerned that recent rains have silted drains around the market and that these need to be cleaned before the next rains to avoid further flooding.

Case study: male Fijian kava vendor

This vendor buys his kava wholesale from the island of Vanua Levu, which has a reputation for producing a clean product with a strong flavour. He buys 50kg bags for \$2,000.00 each, purchasing his kava supplies fortnightly, and he makes \$5.00-\$10.00 profit per kilogram. The

vendor buys 25kg of used newspaper for \$10.00 to wrap up his kava sales.

This vendor had been selling kava at Nadi market for the past 3 years. Previously he worked for a private company but he makes more money selling kava. The vendor comes to the market at 8.00am and generally stays until 7.00pm – 8.00pm.

The vendor complains that the market drains are often blocked causing flooding of the market floor which damages produce and property stored on the ground.





Existing Programs and Initiatives

There are no existing programs or initiatives affecting Nadi market.

The commercial centre of Nadi town was severely damaged by floods in January 2009. Any future flood mitigation programs or planning initiatives for Nadi will have direct application for the market.

Challenges

- o Making provision for live poultry sales
- o Extending the area currently under shelter
- o Implementing a disaster preparedness program to mitigate future flood damage.
- o Implementing a 'user-pays' system to maintain sanitary toilet facilities

- o Developing waste minimisation strategies to lessen the quantity of market green waste being consigned to landfill
- o Enhancing the entrance to the market

Opportunities

Given Nadi's significance to the tourist industry, there may be possibilities for attracting corporate sponsorship for market improvements,

Next Steps

Engagement with Nadi Town Council is essential to discuss improvement options.

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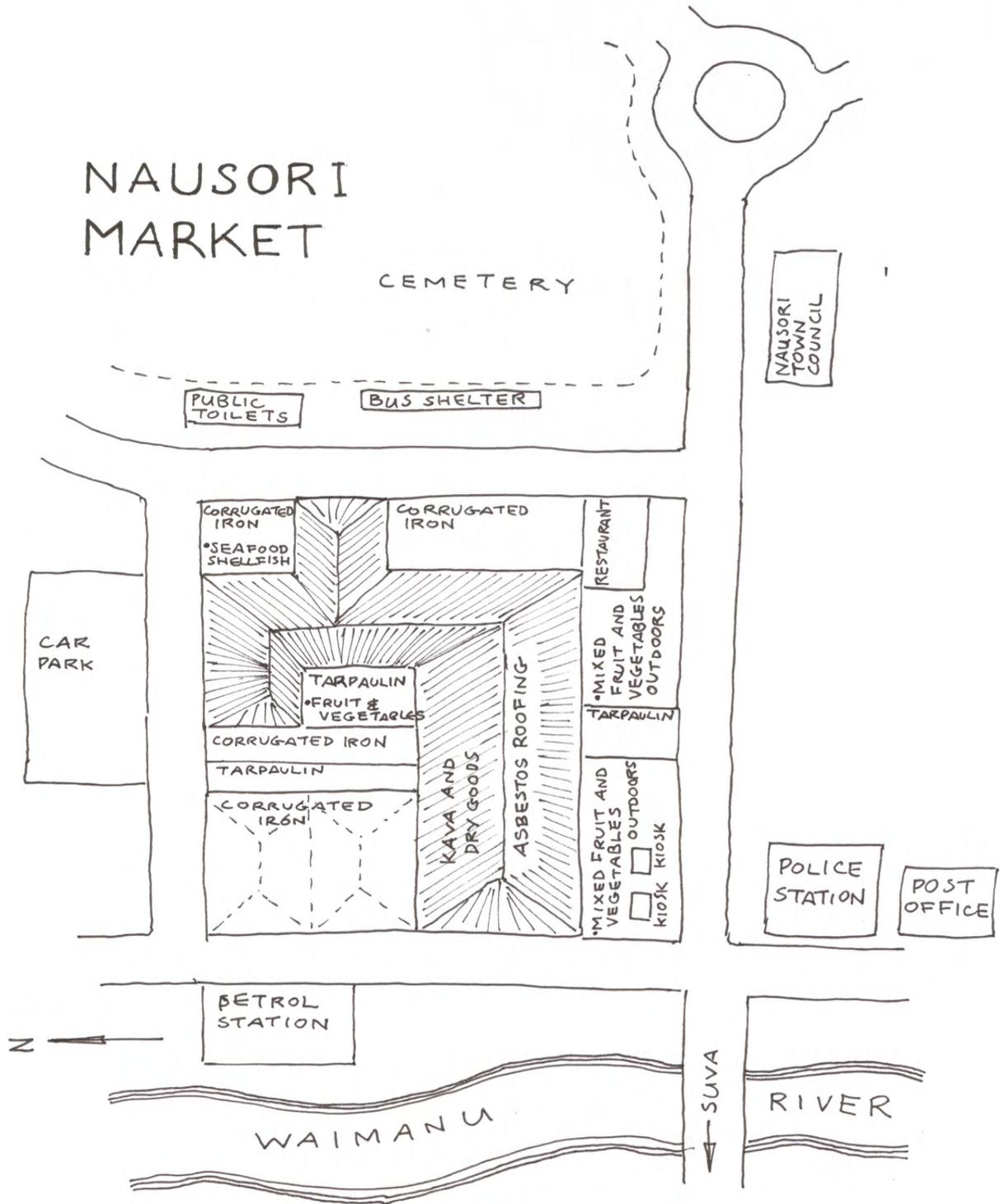
NAUSORI MARKET

The Nausori market is located on the east bank of the Rewa River and south of the main commercial centre at Nausori, Viti Levu, Fiji, 20km north of Suva and near to the city's airport. The market has frontage to Wainibokasi Road and is situated west of the town cemetery and diagonally opposite the Nausori Town Council, Nausori Police Station and the Post Office.





NAUSORI MARKET





Management

Nausori Town Council employs 16 full-time staff in the daily operations of the Nausori market. A number of casual employees are also engaged on a needs basis.

Stall fees at Nausori market are \$1.20 per table for vegetables, \$2.80 for seafoods and \$9.50 for dry goods, including kava, which are seen as high value goods. The fees are determined by Council resolution. The daily management of the market is the responsibility of the Market Master and his attendants who collect fees, ensure that rubbish is cleared and undertake general maintenance duties.

All other matters pertaining to the market are referred to the Nausori Town Council's Market Standing Committee. The Accountant, Nausori Town Council advises that the revenue they collected from the market is not enough to maintain the market and pay workers.

Physical Environment

The Nausori market was originally established in the mid 1940's. The layout and use of various construction materials reflects the growth of the market over the past 60 years.

The largest, and seemingly original, market hall comprises a raised corrugated asbestos roof over a steel and timber frame and concrete floor in the south-west sector of the market. Much of this building space is used for kava, spice and other dried food sales. A further corrugated asbestos roof shelter extends north-south across the market site east of, and adjoining, the main market hall. To the north of this building are two smaller parallel market halls roofed with corrugated iron.

Corrugated iron lean-tos extend the sheltered area of the market in the north-east and south-east corners of the market and along a central north-south pedestrian corridor.





The remaining exposed areas of the market have more recently been roofed with tarpaulins stretched between the existing wooden and steel uprights supporting the more permanent roofing materials and miscellaneous wooden poles.

The surrounding market walls are made of concrete block with chain wire mesh between concrete and steel pylons. The wire mesh is in poor condition and needs replacing.

The market is set at a depth of approximately 60cms below street level necessitating vendors and customers to access the market via steps on at least two sides of the market.

Due to the low roof pitch, large area under cover and recessed floor, the interior of the market is dark and poorly ventilated. Although the market has fluorescent lighting this does not significantly improve the light amenity.

The market is floor fully sealed however there are numerous trip hazards due to the uneven and cracked surfaces

and presence of open drainage channels. Wet areas of concrete may also create slippery surfaces for vendors and customers, especially in the north-east section where seafoods are sold.

The concrete walls and pylons of the market are coated with algae and mildew, especially where situated below damaged and rusted guttering or broken down pipes.

The central area of the market is dominated by fresh fruit and vegetable vendors, many of whom sit at makeshift tables or on the ground surrounded by bags of produce. The north-west corner of the market is the domain of coconut vendors and wholesale suppliers of stock feed and poultry pellets, paper bags, potted plants and trinkets. The north-east corner of the market is the main seafood (including shellfish and crabs) selling area. Much of the seafood area is under cover and stalls consist of tiled concrete tables for the display of fish. However sales of live fish, crabs and shellfish are conducted in the open. A small enclosed restaurant is located in the south-east corner of the market. The southern side of the market is open to

the elements and is occupied by vendors selling a variety of fruits and vegetables. A small, freestanding handicraft store and trinket shop is located in the south-west corner of the market. Public telephone booths are located on the outside of the handicraft store.

An extensive amount of marketing occurs outside the market area. Large quantities of fruits and vegetables, including taro, and cut-flowers are marketed inside the market car park and along the footpaths on the northern side of the market. Sales of poultry,





including ducks; eggs and vegetables also take place along the footpath outside the public toilet block and in front of the bus stop on the eastern side of the market, and adjacent to the cemetery. Most of this marketing is conducted outdoors with only umbrellas for shelter.

The toilet block is structurally sound but is presently in a highly insanitary condition .

Signage above the market entrances is mostly broken or vandalised, and elsewhere on the perimeter fencing appears ad-hoc and poorly positioned, creating a poor civic image for the market and Nausori town.



Social Environment

Traders

Most women selling at the Nausori market are from the local area. Although some grow their own fruit and vegetables most vendors buy their produce from wholesalers who come directly to the market, especially from Sigatoka, Tailavu and the nearby Rewa delta area. Wholesalers also come in from as far afield as Raki Raki. Trading begins as early as 3.00am.

The vendors of crabs and shellfish are self sufficient in that they personally gather their seafood for direct sale to customers.

Most vendors use buses or trucks to reach the market .Individual journeys may exceed 3hrs for some vendors and cost \$5.00 - \$10.00 depending on the amount of produce being transported to the market.

Customers

The main customers at Nausori market are residents of Nausori town. and surrounding villages. Many customers also travel out from Suva to shop at Nausori which has a wide variety of produce, including some products not readily available at the Suva market.

Crime and Safety

The market is generally considered to be a safe venue by vendors. The Nausori Police Station is located diagonally opposite the market.

Use of Space

The Nausori market site attracts more vendors than it is designed for and can safely accommodate. Accordingly a large number of vendors have established stalls on the footpaths and in the car parks surrounding the market contrary to Nausori Town Council's intentions. Even bus shelters opposite the market have been converted into market stalls.

Accordingly the market site is very congested and there is considerable vehicular-pedestrian conflict caused by vendor stalls blocking footpaths, parking bays, loading zones and entrances into the market.





Inside the market some vendors have demarcated their personal space by arranging their produce to create a physical barrier between themselves and other market vendors, or by erecting makeshift screens and shelving around their stalls.

Some produce such as bananas, pineapples and plastic bags is randomly suspended from the rafters, creating visual pollution and disrupting through ventilation.

Almost 30% of the undercover market area is used by kava vendors.

Health and Hygiene

The public toilet facilities at Nausori market are highly insanitary. The Market Master advises that he tries to maintain the facilities as best as he can but vendors also need to play their part. He is disappointed with the way vendors misuse the facilities and considers that an education campaign is necessary as many of the vendors do not know how to properly use pedestal toilets.

The market floor is poorly drained and water ponds in many places creating slip hazards for vendors. This is a particular problem in the area where seafood is sold.

Improper waste disposal practices have potential to attract flies and other vermin to the market. The habit of traders suspending bags and other items from the rafters and enclosing their stall spaces with temporary walls and shelving creates a significant fire hazard and has potential to block escape paths in the event of any emergencies inside the market.

The asbestos roofing has broken in several places representing a considerable health risk for vendors and customers and this should be replaced in its entirety.

Many concrete tables and benches are in poor condition. Tiled tables in the seafood section of the market are cracked, chipped and broken.

There is no clinic attached to the market Although vendors have ready access to the nearby Nausori medical centre it may take considerable time to obtain a medical consultation. Market authorities assist in emergency situations and fellow vendors generally

take charge of stalls in a seller's absence.

Participation by Women and Men

Women constitute around 80% of fresh produce vendors at Nausori market. Men dominate the kava sales.

Economic Environment

The market represents a major fresh food outlet for residents in the heavily populated Suva-Nausori corridor and its rural hinterland. It also sells a range of products not commonly found at other produce markets including sasa brooms, woven mats, livestock feed, vegetable seeds, potted plants, live fish, aquarium fish and ducks.

The Nausori market accommodates upwards of 500 vendors, including vendors selling on surrounding





footpaths, in adjacent carparks and along surrounding streets. The market has no room for expansion on its current site unless major redevelopment works are undertaken.

The Fiji Council of Social Services makes micro financing opportunities available to vendors at Nausori market and provides a banking service for the market vendors every Friday between 12.00pm and 1.00pm. This is a popular service among the vendors.

Case study: Indo-Fijian woman vendor

This woman market vendor sells passion fruit, chillies and tubua (bhaji). She grows her own food in her garden and lives close by to the market in Lakena.

Case study: Indo-Fijian woman vendor

This vendor inherited her mother's stall and has been selling produce at the market for many years. She buys her produce wholesale at 3.00am each morning. She said she feels safe as there are a lot of people around at that hour in the market and she is usually accompanied by her husband.

Case study: Vasiti Fijian Woman vendor

This vendor brings in produce from Tailevu village and also buys and resells, arriving at 5.00am to purchase from the wholesalers. She travels to the market by truck. Her fare is \$2.50 one way. If she has extra produce then the cost may rise to \$10.00.

Case Study: Indo-Fijian couple

These vendors live near the airport and grow their own food. They advise that they didn't get affected by the recent flooding as they grow their produce on a hill. They are selling duruka and pumpkin.

Case Study: tilapia farmers and sellers

This business is run by an Indo-Fijian family. The husband completed a course with the Ministry of Agriculture. They have four tilapia ponds in Nausori and have been raising tilapia for the past 4 months. They buy fingerlings from Ministry of Agriculture which take 2 months to raise before being ready for sale. The family sells at the market from Thursday to Saturday over which time they sell approximately 1,000 fish at \$6.00 per kg. With approximately 3 fish per kg they make \$2,000.00 The tilapia are held in an oxygenated fibreglass tank. The vendors also sell goldfish. The woman handles all the cash.



Case study: spice vendors

This spice stall is family owned and has been in existence since 1978. All members of the family contribute to the business. Their produce, both powdered and unprocessed, is bought at the market from wholesale suppliers from Nausori, Sigatoka and Lautoka. The stall opens from 8.00am – 6.00pm Monday to Saturday. Other goods sold include sasa brooms, dried





coconuts, onions, potatoes, garlic and religious (pooja) items.

The vendors own a vehicle that they use to get to the market and for transporting goods to and from the market. They have approximately 100 regular customers.

The weekly charge for stall fees is \$66.85 and transport cost is \$20.00. After paying these expenses they make a profit of \$100-\$150 a week. They could make a lot more money if more stalls were available.

The vendors have been trading at the market for almost 30 years and feel there is a lot of room for improvement in the market including repairs and maintenance of drains, roof and toilets. The vendors consider that selling produce outside the market after 5.00pm should be prohibited as this takes business away from vendors inside the market.

Additional concerns were poor ventilation in the markets and the lack of medical facilities. The vendor's wife was given a Tuesday off every month to attend to her duties as president of the Naitalasese Ramayan Mandali (religious organisation).

Case Study: fruit and vegetable vendors

This couple have been market vendors for 12 years. They travel from Logani village which is inland and it takes them an hour to reach the market. There is no electricity or water in the village. They use lanterns for light and wells and spring water to do their chores and wash their produce before bringing it to the market. Their day starts at 3.00 am. and finishes at 6.00 pm.

The man supplements their stall income by renting out 2 wheelbarrows at \$5.00 a day while the woman sells home cooked meals for \$2.00 - \$3.00 (depending on the size





of the fish) to other women vendors at the market.

Their stall is shaded with tarpaulin and is not enough to keep the rain out.

They buy their produce, including cassava, dalo and kumala from wholesalers. They also buy and sell bananas and other seasonal fruits.

They consider that life is very difficult as they live in an extended family, of 4 adults and 5 children. They have to send their children to school, give soli to the church (not compulsory) and cater for the rising prices of other commodities such as oil, sugar, soap etc



While they are at the market, their eldest daughter cares for her younger siblings. Their left over produce is stored at the market as security is provided by the Nausori Town Council. The vendors consider the Council could improve the market by providing secure overnight accommodation for women vendors from remote areas, stalls that are protected from the elements, clean toilets for vendors and separate toilet facilities for the public.

Case study: female fruit and vegetables sellers

These two women sell from adjacent stalls. One travels from Nakelo, Tailevu and sells kumala and vudi bananas. She is married with 3 children, 1 is married and 2 are still at school. She also has 3 grand children. The other woman lives on the Davuilevu housing estate at 9 Mile and sells bananas, coconuts and lemons. She too is married with one child attending school and another at home with her mum who baby-sits for her.

Both vendors pay stall fees of \$1.20 a day and find it difficult to make ends meet. They come to the market from Monday till Saturday. Unsold perishable produce is thrown out. Both women have help at home but find their days are long and tiring. They considered that Council

could improve the market environment by providing better ventilation, cleaner toilets, a clinic and a childcare centre.

Case study: female kai vendor

This vendor previously worked in a garment factory daily from 8.00am -5.00pm. She now works for half a day and is happy with her job. She says it is hard work but she is her own boss and has more time to do things for her family. She also makes enough money to live comfortably. She has a young family with two daughters aged 2 and 4 years old. Her husband is a farmer and also helps her dive for kai which takes her two hours to gather. She pays \$10.00 to transport 50kg (20-30 piles) kai to the market by truck and \$2.80 for her space, which is approximately 1.5metres square. She sells kai at \$3.00 a pile. If business is good she finishes her sales by midday with a profit of \$60-\$80.

Case study: male Fijian sasa broom and mango vendor

This vendor buys sasa brooms at \$3.00 each, wholesale mangoes at \$15 a bag and 1.5kg of kava for \$38.00 from the Nausori market for on-selling at the Bailey Bridge market. He expects to fetch \$5.00 each for the sasa brooms, as well as a \$20.00 profit from the mangoes by





selling each individual fruit for 20 cents, and a \$40.00 profit from reselling the kava. The vendor travels to the Nausori market as brooms were a rare commodity at the Suva market.

The vendor sells at various roadside markets, thus avoiding payment of additional market fees, at least three days a week and especially on Wednesdays and Saturdays, at Vere Road, Laucala Beach. The vendor pays \$10.00 to transport his produce by taxi to the roadside market at Laucala Beach as buses are often crowded and drivers did not like to transport cargo. The vendor enjoys being his own boss and working his own hours.

Profits from his market sales are used to support his family, including 5 school aged children who required uniforms, books, bus fares and school fees. The vendor considers that the Nausori market should provide additional shelter and give more support to vendors selling their own, home grown produce.

Case study: female Fijian fruit and vegetable vendor

This vendor sells a variety of home grown fruits and vegetables, including taro, cassava, pawpaw and

passionfruit. She pays \$3.00 for a truck to transport her produce to the market. She sells produce at the market at least twice a week and likes the fact that she can earn money at the market every day, whereas in other jobs she would only be paid once every fortnight.

The vendor pays \$1.00 for her outdoor market space. An undercover space with table and bench would cost her \$1.23. The vendor considers that the market could be improved by increasing the area under shelter, more frequent waste collection and provision of more benches and tables. The vendor leaves the market as soon as her produce was sold and usually swaps any unsold fruits. She considers that there is an advantage in selling by the roadside as vendors are not charged market fees.

Case study: female Fijian shellfish vendor

This vendor collects her own shellfish for sale at the market. She gathers her shellfish in the evening prior to coming to the market or early hours of the morning depending on prevailing tides and weather conditions. The vendor sells her shellfish according to size and by the bucketload. The vendor does not like having to sell in the open as the heat kills the shellfish, and she wants better conditions

for marketing, including easy access to water, proper benches and tables and a non-slip floor surface.

Case study: female Fijian fruit vendor

This vendor has only recently commenced selling fresh fruit and vegetable produce at the market. Previously she had been employed as a primary school teacher but a change in her faith had made this position untenable with the school authorities. However she is happy that she now earns more money selling fresh produce than she had previously earned as a teacher and has more time to pursue other interests. The vendor buys her fresh produce from her parents-in-law who have been selling their farm produce at the





market for over 25 years. The vendor likes the market as it is close to her home and her children can join her at the market after school. She also has established customers among her wide circle of friends and fellow church-goers.

The vendor considers that the market needs improved drainage and better ventilation as the roof is too low and the oppressive heat spoils the produce and makes life uncomfortable for the vendors.

The vendor makes additional income from embroidered handicrafts that she sells on commission to department stores. The vendor states that she is looking to expand the range of items she sells at the market to include some of her weaving projects. Her stated aim is to “turn rubbish into gold” through the reuse of waste materials to create jewellery and other useful products.

Existing Program and Initiatives

According to the Accountant at Nausori Town Council, there are plans to relocate the market and the bus stand to a new development site behind the R.B. Patel Supermarket. This proposal has been drafted in partnership with Longview (a local company) as part of a larger commercial enterprise. However due to Council’s financial constraints this proposal is unlikely to take effect in the short term.

There are two types of agreements for the market and the bus stand. The bus stand is a tenancy at will, while the market has an 80 year lease. If development plans go ahead as planned then both the bus stand and market must be developed together.

The Accountant believes that stall charges will have to be increased to meet the cost of any major changes to the existing market.

Challenges

- Replacing asbestos roofing materials
- Increasing awareness and application of market bylaws
- Enforcing rules regarding traffic

and parking around market area

- Addressing drainage problems, including repairs and maintenance to guttering
- Improving ventilation inside the market
- Maintaining sanitary toilet facilities at the market
- Providing a clinic at the market
- Upgrading of facilities in the seafood section
- Providing additional tables and market benches





Opportunities

- o Planning for a new market that incorporates design considerations identified by this study.
- o Enhancement of the market entrances

Next Steps

Further discussion with Nausori Town Council.

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NOKO NOKO ROAD FLOWER MARKET

The Noko Noko Road flower market is located on the eastern side of Noko Noko Road, approximately 10km north of central Suva.





Management

The management of the flower market is wholly the responsibility of the vendors. The vendors are not charged any fees by Council or relevant landowners. The market operates daily with Friday, Saturday and Sunday being the busiest trading days.

Physical Environment

The site occupies a road reserve and has no permanent facilities. Makeshift tables and a tarpaulin shelter are the property of the vendors. The road reserve backs onto cleared land that drops steeply to the reedy foreshore of the Rewa River.

Bunches of flowers, including torch lilies; ginger and orchids, are displayed in miscellaneous containers lined along the ground or on top of makeshift tables presenting a very eye-catching display for passing motorists. Water for the flower containers is drawn from the nearby river.

Social Environment

Traders

All the Noko Noko Road flower market vendors are women from the Nausori district. The number of vendors varies at any one time or day but seldom exceeds 6 women.

Customers

The Noko Noko Road flower market draws its customers from passing highway traffic traveling between Nausori and Suva. The flower market also sells to local hotels and is popular with people seeking flowers for festive occasions or decorating places of worship.

Crime and safety

The proximity of vendors to the edge of the road encourages buyers to walk on the road, increasing the risk of traffic accidents. In the event of a vehicle running off the road there is potential for a number of persons to be badly injured or killed. Customers traveling north have to cross a heavily trafficked road to access the market.

The need to collect water from the Rewa River introduces potential slip hazards. Mosquitoes may present a nuisance during the wet season.

Use of space

The flower market makes full use of available space on an otherwise unused section of road reserve. The lack of any permanent infrastructure would allow the market to be readily shifted to other locations at negligible cost.

Health and hygiene

The main health and hygiene issues affecting the Noko Noko Road flower market are the lack of an on-site water supply and lack of toilet facilities, especially for use by the vendors. Vendors bring their own water and food supplies to the site and use the reedy foreshores of the Rewa River as a toilet facility.





Participation by Women and Men

All vendors at the flower market are local Fijian women.

Economic Environment

The women vendors grow the flowers in their own gardens and have male relatives drive them to, and collect them from, the market site with their produce. A limited quantity of fruit is also sold at the market.

The women vendors stated that they prefer selling their flowers at the Noko Noko Road site rather than at the Nausori market as there is less competition from other cut flower vendors.

The roadside positioning of the market stalls make the flowers highly visible to passing traffic. Bunches of flowers, for example 5 stems of torch lilies, are priced from \$5.00.

Existing Program and Initiatives

There are no programs or initiatives affecting the current Noko Noko Road flower market.

Challenges

- Improving vehicular pedestrian safety
- Improving shelter for the market vendors
- Maintaining the supply of flowers to meet demand

Opportunities

- Training in flower arranging
- Developing a partnership with Nausori Market as a potential source of garden compost.
- Selling wholesale to florists
- Arranging displays for places of worship, weddings, funerals, hotels, festivals etc.

Next steps

Explore options for collaboration with flower sellers with Nausori Market,

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Use of Space

The market hall is used for preparing and eating cooked foods. Fresh produce is generally sold outdoors from one of nine tables which attract a market fee of \$1.00. The grassed area on the north side of the market hall lends itself to the development of an al-fresco dining area. The large expanse of ground on the southern side of the market is utilised for off-street parking.

Health and Hygiene

The difficulties in maintaining an effective septic system on low lying coastal land for the market toilets presents a potential health hazard for market customers and vendors.

Participation by Women and Men

Women constitute around 95% of fresh produce and cooked food vendors at Nabowalu market. The market committee includes female market vendors among its members





RATU DOVI ROADSIDE MARKET

The Ratu Dovi roadside market is located on the western side of Ratu Dovi Road, Nasinu, Viti Levu, Fiji.



Management

The management and security of the Ratu Dovi roadside market is the responsibility of the vendors.

Physical Environment

The Ratu Dovi roadside market site occupies a paved footpath adjacent to a suburban bus-stop used by people travelling between Suva and Nausori.





The market is undeveloped and there is no permanent infrastructure. Market vendors sit on the ground, or makeshift chairs, with their produce typically set out on rice bags spread on the ground before them. Many vendors shelter from the sun beneath umbrellas and tarpaulins stretched between hastily erected wooden poles and stakes.

Although the site is slightly elevated and reasonably well drained the surrounding ground surface becomes quickly muddied after rain.

Social Environment

Traders

The majority of the market vendors are local residents from the surrounding settlements. There are upwards of 10 traders selling at the Ratu Dovi roadside market during weekdays.

Customers

The market caters for passing highway traffic travelling between Suva and Nausori, especially passengers boarding and alighting from buses.





Crime and Safety

There are considerable safety issues associated with the Ratu Dovi roadside market. The market is located at a bus lay-by on a major road. The kerbside location of the market creates considerable hazards for vendors, customers and passing traffic. In the event of a large vehicle running off the road there is potential for people to be badly injured or killed.

Traffic stopping at the market may block traffic lanes causing other motorists to overtake increasing the likelihood

of major traffic accidents. The market's kerbside location forces pedestrians and customers to walk on the road, increasing the risk of traffic accidents.

Use of Space

The small size of the Ratu Dovi Road roadside market and limited number of vendors has not resulted in any stratification of produce. Vendors have fully occupied the available paved footpath area in the vicinity of the bus lay-by.





Health and Hygiene

The main health and hygiene issues affecting the Ratu Dovi roadside market are the lack of an on-site water supply and toilet facilities, especially for use by the vendors. The market backs onto an open cyclone drain increasing the exposure of vendors and customers to water borne diseases.

Waste is currently being dumped on site creating odour nuisance and attracting vermin. Improper on-site waste disposal may cause blockages in local drains

Participation by Women and Men

Men and women trade in equal numbers at the Ratu Dovi roadside market.

Economic Dynamics

The majority of fresh produce being sold at the market is purchased from wholesale suppliers at Nausori or Suva markets. The siting of the market adjacent to the bus lay-by guarantees the vendors passing customers. As the market is not sanctioned by the Council, the vendors avoid paying fees and further minimise their costs by not having to travel to more distant markets at Nausori or Suva to sell their produce.

Existing Programs and Initiatives

There are no programs or initiatives to further develop the Ratu Dovi roadside market. However its unauthorised status means that the Council could close it down at any time.



Challenges

- Improving vehicular pedestrian safety
- Relocating the vendors to a formally approved market site
- Establishing guidelines for the location, design and management of roadside markets.

OPPORTUNITIES

- Planning for a new market that incorporates design considerations identified by this study.

Next Steps

Discuss with the Council about its future strategy for roadside markets.

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SIGATOKA MARKET

Sigatoka market is located immediately north of the Bus Station fronting Market Road, off Sigatoka Valley Road on the west bank of the Sigatoka River, in the centre of Sigatoka's central business district (CBD), Viti Levu, Fiji.



Management

The management and security of Sigatoka Market is the responsibility of Sigatoka Town Council. The operation of this market at the Council level is being supervised and administered by women. The vendors association has regular meetings with Council to address and amicably resolve issues affecting the vendors, as evident by the general cleanliness of the market and toilets.

When problems arise, women vendors take their grievances to the Market Master. Any problems at the market that cannot be resolved by the Market Master are referred to the Operations Assistant, Sigatoka Town Council (a woman), who then contacts the appropriate persons to resolve the matter. Complaints and problems vary. There are concerns about the distribution of stalls, unclean toilets, violence, stealing, abusive language, cat calling and overnighting which are dealt with by the Market Master. Policy related issues are referred to the Council and dealt with in their monthly meetings.





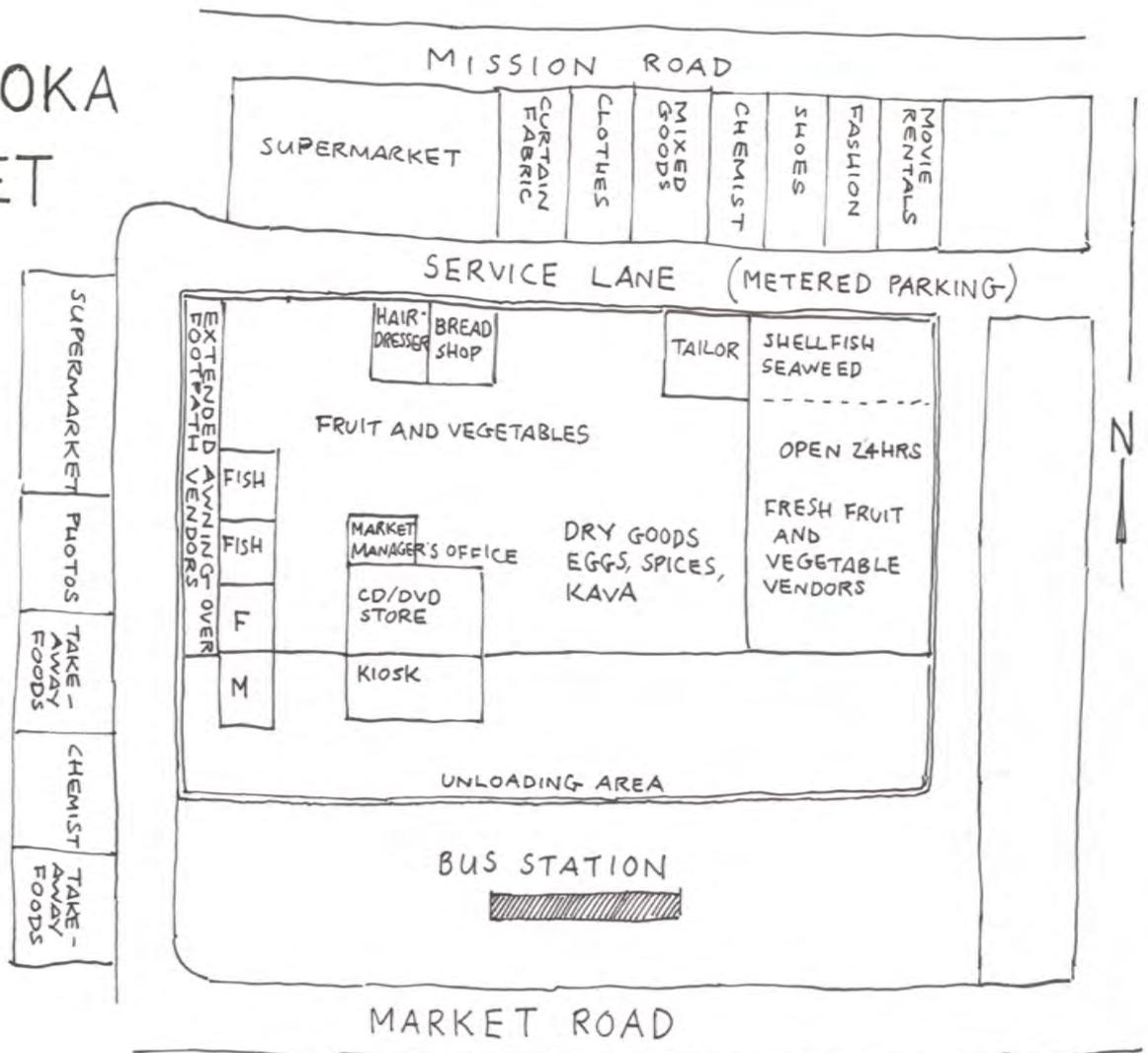
One complaint that has had a reasonable outcome concerned the uncleanliness of the market toilets. Although the town council had contracted out the cleaning of the toilets this was only done in the morning and evening resulting in the toilets being left in an unsanitary condition during the day. Subsequent to this matter being referred to the Operations Assistant the Council employed a full-time cleaner for both the male and female toilets. The cleaner is there throughout the day and maintains a reasonably clean facility. However, there is still a strong stench of urine permeating the toilets and adjacent vendors' stalls. It is evident that more appropriate cleaning products need to be used and the men's urinal, in particular, should be flushed and cleaned more regularly. The toilets are inspected by Council's Health Inspector twice a week.

The Council also employs 2 sweepers to maintain the area outside the market building, and ensures that rubbish is collected as and when the need arises. Rubbish is cleared daily at 6.00am, 10.00am and 3.00pm.

The Council is concerned about the poor conditions endured by women vendors who have to sleep overnight at the market. Although the Council provided security, there are no proper sleeping facilities or showers for the women.

A whole range of wholesale farmers come to Sigatoka market between 6.00am - 6.30pm generating much activity and frenzied sales.

SIGATOKA MARKET





Due to the recent floods, there has been a relaxation of stall fees on a user pay basis. The current stall charges stand at:

- \$1.00 vegetable stall
- \$2.30 grocery stall
- \$2.55 handicraft stall
- \$2.30 kava stall
- \$2.80 sweet cart (special space)
- \$3.40 freelance vendors

Sigatoka market incurs a monthly electricity bill of \$700.

Physical Environment

The market occupies an entire block and has a floor area of approximately 4,000m². The market place includes two

main fresh produce halls. The easternmost hall is the more recent construction and is open 24 hours. This building has low concrete block perimeter walls surmounted by tubular steel railing fences to a height of 2 metres. The hall has a 10 metre high metal roof facilitating good ventilation throughout the market. It includes a number of high set concrete vendor tables and a separate seafood sales area with tiled concrete platforms. Vendors are required to provide their own chairs or benches.

The adjacent fresh produce hall is a large open plan building that incorporates several privately operated stores under its roof, including a hot bread shop, hairdressers and tailor. These businesses are located on the north side of the market and accessed from the street. A managers' office, video store and kiosk are accommodated on the opposite side of the building.





A public toilet adjacent to two privately operated fresh fish stalls is located in the south-west sector of the market. A significant area of the larger market hall (50%) is used for the sale of kava and dried goods, eggs and jewellery.

The roof of the market has been twice extended over the footpath on the western side of the market to provide shelter for vendors selling along the roadside. Vendors in this locality display their produce on makeshift wooden tables. There are an additional 2 taps against the external northern wall next to the hairdresser's shop for vendors' use.

The market is lit with fluorescent lighting and is relatively light and well ventilated. The market has a pleasant and welcoming atmosphere which may reflect the vendors' and Council's recognition of the importance of tourism to the local economy. The market is adjacent to an intra-island bus station ensuring a steady flow of customers and, on its northern boundary, opposite a supermarket, chemist and several clothing stores.

Kerbside parking surrounding the market is metered.

Social Environment

Traders

There are 400 stalls in the Sigatoka Market and around 60% of the vendors are women. who are increasingly diversifying their produce to include kava, grocery items and handicrafts in addition to fruit and vegetables. The majority of the market vendors (around 80%) are women from Sigatoka town and nearby villages. The fertile soils of the Sigatoka River catchments support many horticultural industries. Many farmers in this locality sell their produce wholesale directly to retailers at Sigatoka or at the Suva and Nausori markets

Consumers

The main customers at Sigatoka market are town residents. Sigatoka is the major settlement on Fiji's 'Coral Coast' and hosts many tourists. Accordingly, many resorts, hotels and restaurants also source their fresh fruit, vegetables and seafoods from the market.

Crime and Safety

Crime is not a major concern at the Sigatoka market although incidents of pick-pocketing and petty theft have occurred in the past. The main market hall is locked after hours and this helps to keep crime to a minimum. The local police make regular foot patrols through the market which act as a deterrent to potential criminal activities.

Vendors from the same village typically sell at adjoining stalls providing each other with an extra sense of security.

The market is surrounded by a ring road. Customers and vendors need to exercise caution in





that the floor area is poorly drained. The latter problem is compounded by blocked drains within the market and on the street. The wet floor area in the seafood section of the market presents slip hazards for vendors and customers.

Although the market toilets are relatively clean, a detectable odour of urine permeates the stalls in the vicinity of the toilets.

Participation by Women and Men

Women constitute around 60% of fresh produce vendors. Men dominate the kava sales but all seafood sellers at this market are women.

Economic Dynamics

Income at the market has dropped due to recent flood damage to crops and farm land. It is anticipated that farms will require at least 3 months to recover from the floods before being able to again supply produce to the market.

Case Study: Woman Market Vendor

This woman has been a vendor for almost 10 years. She has raised a family of 3 daughters and a son who is attending a vocational school in Nadi.

Her day begins at 6.00am and finishes at 6.00pm. She buys her produce from farmers from the Sigatoka valley and says it will be 3 months before she can get a full supply of vegetables. She owns 2 stalls and currently makes a profit of approximately \$40.00 - \$50.00 a week, but more when there is a greater supply of vegetables.

accessing the market to avoid being hit by vehicles. Due to vendors occupying the footpath on the western side of the market pedestrians are forced to walk along the road. The ring road is quite congested as it provides access to delivery vehicles servicing both the market and adjacent commercial buildings.

Use of Space

As with many markets in Fiji, the Sigatoka market attracts more vendors than it was originally designed to accommodate. The market roof has been extended over the footpath to provide kerbside vendors with shade.

Health and Hygiene

There are no major health and hygiene issues affecting Sigatoka market, however several vendors complain that the 24hour section of the market is exposed to rain and

Improvements that she would like to see around the market include

- the maintenance of wooden outdoor stalls
- the provision of additional taps for cleaning and drinking water.
- cleaner toilet facilities

The vendor is generally happy with her surroundings and holds the view that vendors have to behave responsibly to make things work.





Case study: female Fijian fruit juice vendor

This vendor pays \$1.00 per day in market fees to operate a fruit juice stall inside the northern entrance of the market. Small glasses of freshly made juice sell for 30 cents and larger glasses for 50 cents. The vendor walks from her home in Sigatoka town to the market every day. She buys lemons for juicing at the market and purchases sugar from the adjacent supermarket. She also makes ice at home. The vendor works at the market from 8.00am until 5.00pm.

She also sells fruit and vegetables, including dalo, bananas, pawpaw and avocados, from three other tables further inside the market. From where she sits at her juice stall she can see her other fruit and vegetable stalls and will leave the juice stall to the care of customers as necessary. The vendor has been operating stalls at Sigatoka market for 9 years but has previously sold farm produce at Suva market when she lived in that city.

The vendor likes the convenience of Sigatoka market as it is within walking distance of her home and close to other

shops and commercial services. She considers the stall fees at Sigatoka to be inexpensive compared with those at Suva market and appreciates being able to place orders with farmers who deliver wholesale supplies direct to her at the market.

The profit margins are good. A box of pawpaws bought wholesale for \$25 retail for a total of \$45 realising a \$20 profit. Wholesale bags of bananas bought for \$15 retail for \$50 realising a profit of \$35. The vendor purchased her glass fronted juice tank from an Indo-Fijian man for \$80. When she first acquired her juice tank the vendor had no competition, however another two women are now selling juice at opposite entrances into the market. The vendor considers that a stronger table would be a good improvement for her juice stall.

Case study: female Indo-Fijian mixed produce vendors

These two female vendors operate adjacent stalls. Their primary concern is maintaining their table space as each has families to provide for and the market stalls are their





livelihood. Both vendors attend the market daily from 7.00am until 5.00pm Monday-Friday and 7.00am until 3.00pm Saturday.

The vendors ordinarily buy a variety of fruit and vegetable produce wholesale from local farmers but due to recent floods having destroyed crops they have limited fresh produce for sale. They are currently selling bags of carrots which they had bought wholesale for \$40-\$50 and they anticipated an after sale profit of \$15-\$20.

The vendors each pay a \$2.00 table fee and a one-way fare of \$2.00 from their home to the market. Additional costs include plastic bags for packaging the carrots and

lunch, when it was not brought from home. The vendors consider that the Sigatoka Town Council should show some compassion by reducing table fees until such time as farms recovered from the flood as vendors had little to sell.

The vendors comment that no-one had previously shown interest in their market activities and that no health workers, or other extension officers, had discussed women's health issues, or other matters, at the market. The women are interested in participating in educational workshops and consider other vendors at the Sigatoka market would also like the opportunity to learn new business skills. Although the women are members of the market vendors'





association they do not feel that the association is overly concerned with women's issues and complain that it does not actively assist vendors or push Sigatoka Town Council to make improvements to the market.

The vendors consider the market to be a safe and trouble free venue. They would like more storage space. They currently pay \$2.00 each for the overnight storage of produce. The women demonstrate value adding of produce by selling home-made sasa brooms, bottled coconut oil, rag mats, tamarind balls, pot plants, dry mango chutney and ghee. The women also have on sale trays of eggs bought wholesale direct from the farmer for \$7.00 per tray and retailing for \$9.00 per tray, as well as shopping bags fashioned from recycled rice bags.

Case study: male customer

This customer did not purposely come to the market to buy produce but stated that he was on his lunch break and simply came to the market as he enjoyed its vibrant atmosphere.

Case study: female Indo-Fijian rag mat vendor

This vendor makes rag mats for sale at the market. The mats sell from \$1.00 –\$2.00 depending on size. Material for the mats is sourced in Suva where bales of rags sell for between \$8.00-\$10.00. The mats take less than an hour to make and realise a 100% profit on materials. This vendor has been selling at the market for 1 year and had previously sold the mats from home. She pays \$1.50 bus fare to reach the market from her home and is sometimes charged extra for her cargo.

The vendor likes coming to the market as it provides her with an opportunity to meet new people and to help others. Previously she has been house-bound but the market provides her with a good and supportive social network. She supplements her rag mat sales with small quantities of wholesale vegetables and coconuts.

Case study: female Fijian cooked corn seller

This vendor sells cooked corn at a small table outside the market entrance opposite the bus station. She pays a \$1.00 stall fee and comes to the market everyday.

The vendor buys corn wholesale for \$50 per bag and pays a further \$15 in fares to transport her produce to

market. She spends up to \$5.00 each day buying food and tea for herself at the market. The recent floods have greatly affected her ability to obtain produce due to crop damage and rising prices. Reliable transport is her biggest concern as she lives far from town. Her market stall attracts a lot of customers as it is opposite the bus station and there is a lot of passing pedestrian activity. Unsold stock is taken back to the village for home consumption or tossed out as the product cannot be stored.

Case study: female Fijian taro seller

This vendor, along with her aged mother, sells taro at the market twice weekly on Fridays and Saturdays, from 8.00am until 5.00pm. The taro is supplemented with small quantities of other crops, including cassava, leafy greens and chillies.





The vendor pays \$2.50 bus fare to reach the market and \$1.00 to transport her produce. Her stall fee is \$1.00 per day for which she is issued with a receipt. The vendor provides her own chair. Unsold produce is taken home.

The vendor sits with a group of other women from her home village but each travels independently to the market. Profits from the sale of taro are used to pay school fees and other household expenses.

Case study: female Fijian shellfish seller

This vendor comes from Naurala village and sells shellfish which she hand harvests from mudflats along the lower reaches of the Sigatoka River. The area where the vendor harvests her shellfish is a one hour walk from her village. The shellfish are either collected on the morning of market trading or the night before, depending on the timing of

prevailing low tides. The vendor has been selling shellfish at Sigatoka market for 10 years.

The vendor usually leaves home for the market at 6.30am arriving at the market at 8.00am and stays until her produce has sold. The shellfish section of Sigatoka market is located in a part of the market that is open 24hours a day. The vendor complains that the floor of the shellfish sales area of the market is slippery and the vendors are exposed to rain on account of the open-walled design of the building. The vendor also considers there are no proper seats forcing vendors to sit either on a wet concrete floor or along edge of the tiled produce tables. The vendor supplies her own chair for seating. She pays a \$1.00 stall fee. A fee of \$1.00 is also charged for overnight storage.

The sale of shellfish is considered a profitable enterprise.





However recent floods have made it difficult to harvest the shellfish and also transport them to market due to damaged roads and bridges. The floods also destroyed the vendor's village gardens forcing her and the villagers to use their meagre savings to buy canned and other packaged store food items.

The vendor uses the profits from the sale of her shellfish to pay school fees and make donations towards village and church projects.

Women from six separate villages actively participate in the sale of shellfish at Sigatoka market.

Existing Programs and Initiatives

The Council has long term plans to relocate the bus station, which may also include the market, but cannot proceed until land tenure issues are resolved. According to the Market Master, discussions between Council and relevant stakeholders to improve the market and bus station have





been positive. However any new market site would likely be 500m – 1km from the CBD, which may not be good for trade.

Challenges

- o Improving vehicular pedestrian safety
- o Providing secure storage for vendors' produce
- o Improving local drainage
- o Upgrading seafood sales area
- o Promoting the market as a local tourist destination
- o Installation of a cool-room

Opportunities

- o Planning for a new market that incorporates design considerations identified by this study.
- o Showcasing local produce to tourists

Next Steps

Further engagement with the Council and the vendors' association.

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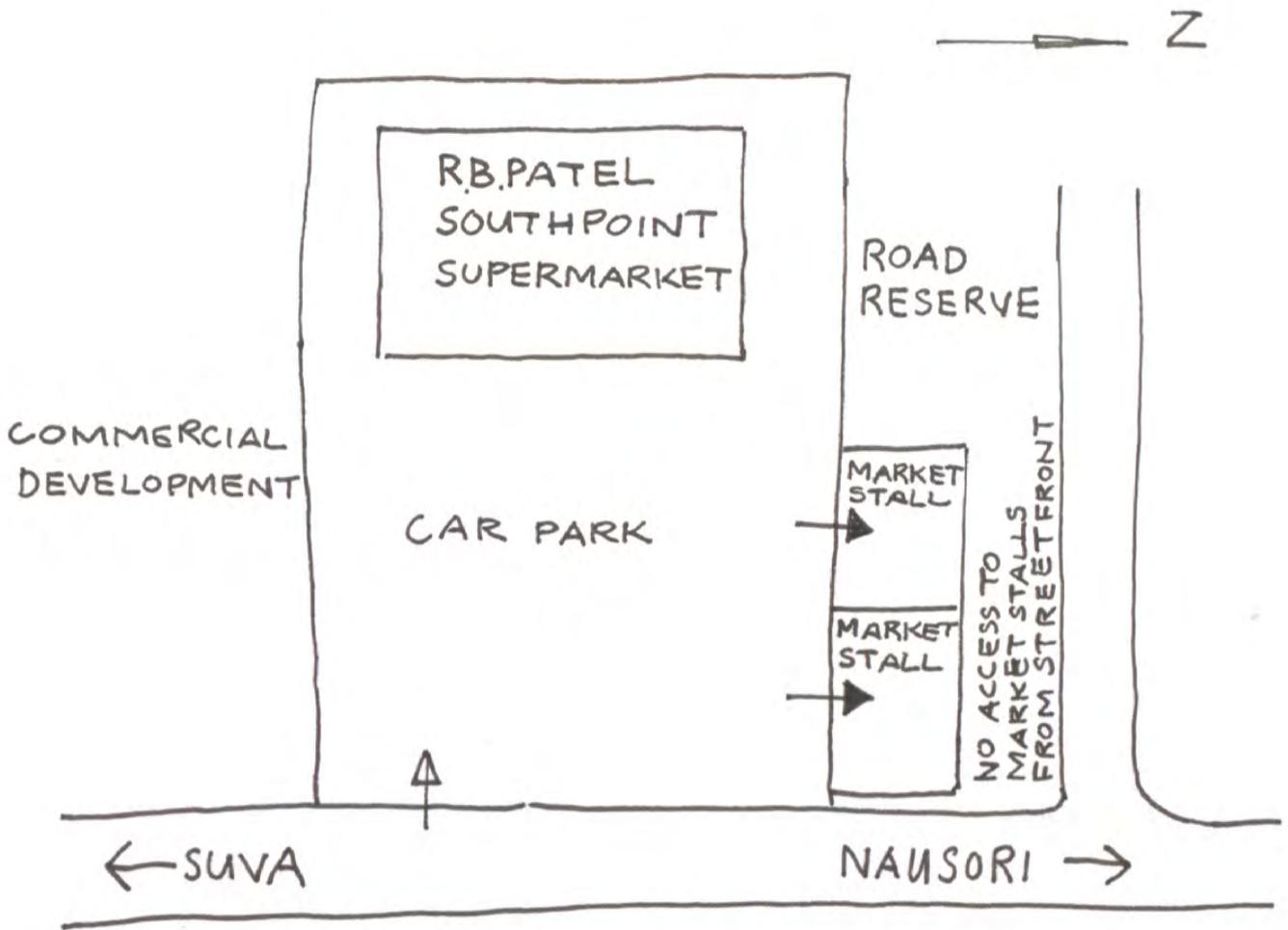




SOUTHPOINT MARKET

Southpoint market is located on the south-west intersection of Ratu Dovi Road and Nakasi Street, adjacent to the R.B Patel Supermarket carpark, Nakasi, 8km north of Suva.





R.B. PATEL SOUTHPOINT MARKET





Management

The management and security of Southpoint market is the responsibility of the vendors. Suva City Council has stipulated that the vendors may only sell from the car park frontage of their market stalls and not directly onto Nakasi Street.

Physical Environment

Southpoint market occupies a road reserve. Access to the market stalls is gained directly from parking bays in front of the R.B Patel Southpoint Supermarket building fronting Ratu Dovi Road. The market comprises two adjacent makeshift market shelters that have been erected by the individual vendors.

The market stalls are low-set open-fronted, timber clad buildings roofed with corrugated iron and tarpaulins. Makeshift wooden tables covered with strips of vinyl are used for displaying produce. There are no additional facilities at the market.

Social Environment

Traders

The two principal market vendors are local Fijian women residents.

Customers

The main customers at Southpoint market are local residents and customers of R.B Patel Southpoint supermarket.

Crime and Safety

There are considerable safety issues associated with the Southpoint market which occupies a narrow section of road reserve at the intersection of two main roads creating considerable hazards for vendors, customers and passing traffic. In the event of vehicles running off the road there is potential for several persons to be badly injured or killed. Traffic tempted to stop at the market may block traffic lanes causing motorists to risk overtaking other vehicles on a narrow road. The proximity of the market to the edge of the road also encourages customers and the public to walk on the road, increasing the likelihood of traffic accidents.

In recognition of these hazards the Council has restricted market vendors to only selling from the carpark frontage of their stalls. Customers accessing the market must exercise caution to avoid conflicts with vehicles using the carpark.

Use of Space

The Southpoint market is a unique use of space. The market, which occupies public land, fronts onto private property from which it draws its customers in an arrangement that is beneficial to both parties.

Health and Hygiene

Cleaning of the market place is not carried out daily and as the market grows waste management may become a greater problem. The market buildings are makeshift structures and are not likely to be compliant with Council building codes.





Participation by Women and Men

Women are the principal fresh produce vendors at the Southpoint market.

Economic Dynamics

The Southpoint market benefits from being located adjacent to the R.B Patel Southpoint supermarket as there is ample off-street parking and a regular flow of customers attracted to the site. Many of the customers stopping at the market also shop at R.B Patel Southpoint supermarket for grocery items in what is clearly a mutually beneficial relationship between the two enterprises.

Most of the Southpoint market produce is bought wholesale from either the Suva or Nausori markets. One of the vendors saves her green waste which is collected by a regular customer for pig feed. This action saves the vendor the cost of having to dispose of the waste herself and guarantees on-going custom from her client.

Existing Programs and Initiatives

There are no current programs or initiatives applying to the Southpoint market.

Challenges

- Improving vehicular pedestrian safety
- Formulating guidelines for the location, design and management of roadside stalls

Opportunities

Planning for a new market that incorporates design considerations identified by this study.

Next Steps

This case study has many parallels in Fiji and other Melanesian countries. A general policy approach to roadside markets may be required, encouraging a collaborative process to planning for expansion or relocation. This needs to balance the economic interests of women traders, the convenience of customers, and public safety issues.

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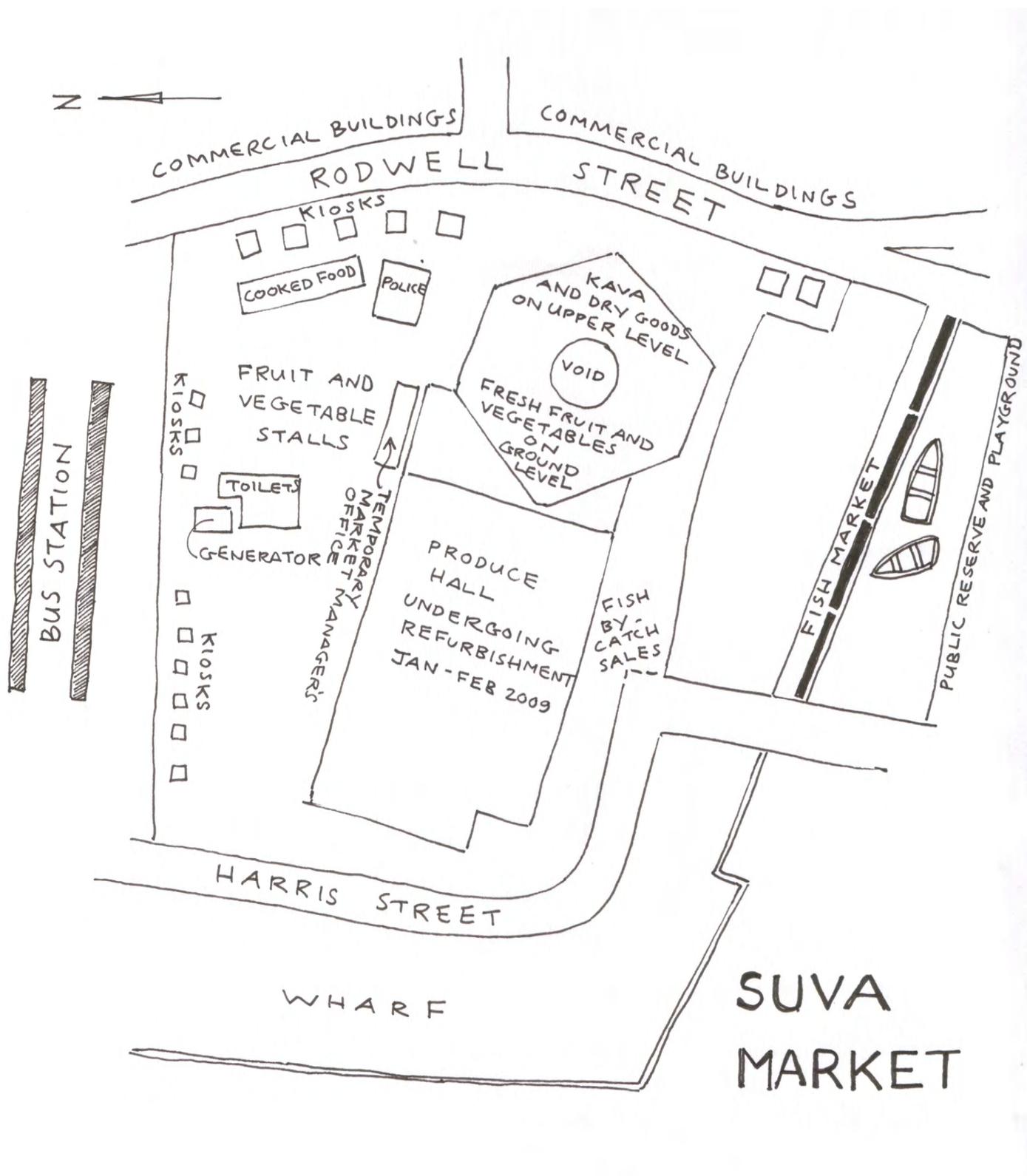


SUVA MARKET

The Suva Fresh Produce Market has frontage onto Rodwell Road, Suva, Viti levu, Fiji and is bound by Harris Road to the west and Usher Street to the south. The market is located to the immediate north of the Suva CBD on the north bank of Nubukalou Creek. The market is adjacent to the bus station and Kings Wharf.

The Suva Fish Market is nearby, located between Usher Street and Nubukalou Creek.





SUVA MARKET





Management

The management of Suva Fresh Produce Market is the responsibility of Suva City Council. The incumbent market master has been employed by the Suva City Council for 30 years. Suva City Council also employs 2 supervisors and 8 attendants. The market is closed on Sunday for a general clean-up of the entire market complex. The council employs 23 cleaners for the entire day (8hrs) to clean the stalls, both inside and outside, the first floor (dry goods area), car park, taxi stand, the MPI site and the market mall area. No women are employed at the market as the market master consider cultural constraints make it difficult for women to be assertive and demand stall fees, etc.



The Suva City Council earns over a million dollars each year from market fees. The market is the second highest revenue earner for Council after city rates. The Director of Administration and Operations oversees the final market accounts report. The reports are compiled by the market master (operations) and the finance department (fees collection) to determine how the market has performed throughout each month. These reports are presented to the Standing Market Committee of Council which determines what future developments should take place.

Policies and regulations regarding the governance of markets are formulated by the Standing Market Committee of the Council. Market rules are prominently displayed at the market however the market master considers there is a need for civic education among the vendors as many of them do not understand the Market Bylaws.

The market master is in total control of the market and addresses problems on a day to day basis. Vendors' concerns are relayed to Council through the vendors' association in their quarterly meetings. However if there are urgent issues to be addressed the Director

of Administration and Operations and the Town Clerk convene a meeting to resolve the issue.

The Suva Fresh Produce Market has 1,200 stalls. At the time of survey only 500 were in use due to the translocation of vendors while the market's asbestos roof is being replaced.

Market fees are generally collected after 3.00pm allowing the vendors time to have made some sales. Fees are determined by Council resolution and vary according to type of produce sold and selling location within the market:-

Dry goods.	- \$3. 95
Fish	- \$3.60
Fresh Produce	- \$2.80(inside the market)
	- \$3.30(outside the market)
Cooked food	- \$2-80

The busiest days at the market are Thursday, Friday and Saturday.

Cleaning of the market and rubbish removal is routinely carried out during the day. Market waste is dumped into skid bins which are not cleared until they are filled. This





situation causes odour nuisance for vendors operating nearby and attracts vermin. Ideally the bins need to be cleared more often. The cost of skip bins is \$8,000/month.

Charges for waste disposal at Naboro landfill are \$25 per tonne. Council pays \$5,000/month in dump fees to dispose of the market waste. Council's Health Department is currently trialling a composting project using green waste collected from the market.

Council's Health Department is in charge of maintaining public toilets at the market. The public toilets cost 40c to use and are routinely cleaned throughout the day between 6.00am. – 4.00pm. Toilets are clean when the market is open for business but become insanitary after outside market hours.

Many wheelbarrow operators appear to be under-aged and do not have any form of ID as required by law. The market master agrees that there is a need for the proper identification and licensing of wheelbarrow operators but this has yet to be done. Wheelbarrows are confiscated from under-aged operators and only returned to the owner after payment of a \$10.00 fine in an attempt to discourage them. There is a noticeable increase in the number of children operating wheelbarrows in the market during the school holidays.

Physical Environment

The Suva municipal market was built in the 1950s and it occupies a double storey building. The stalls are mostly occupied by regular stall holders who rent the stalls for the whole year.





The upper level of the market building houses kava, spice, onion and garlic sellers and vendors' toilets, though these are freely accessible to the public. The toilets are in poor condition and require refurbishment. The upper level is accessed by a concrete ramp that is smooth and slippery. An open central core allows natural light to filter to the ground level.

The lower level of the market building is dominated by fresh fruit and vegetable sellers. Most of the produce has been bought wholesale from farmers in the Sigatoka, Suva and Nausori districts. Some fruits on sale, such as grapes, apples and oranges have been imported from overseas.

Due to the current replacement of asbestos roofing other market halls are temporarily closed and vendors are trading outdoors under temporary shelters of corrugated iron and tarpaulins between the main market and bus station on the north side of the market.

The main market areas are fenced with chain wire but the overflow areas are unfenced.

A police station is located in a two storey weatherboard heritage building on the northside of the building, fronting

Rodwell Street. The Rodwell Street frontage of the market includes several cooked food kiosks and smaller freestanding kiosks selling cold drinks and sweets. Numerous shoe and bag repair stalls cluster about these kiosks which are often operated by friends or relatives of the shoe repairers. The City Council has erected a railing fence along the length of Rodwell Street to facilitate the free movement of pedestrians. Marketing inside the fenced area is prohibited.

However, numerous vendors have set up stalls on the footpath in front of the market in the hope of drawing customers from among the passing pedestrian traffic. The City Council charges them a fee which is higher than what a vendor pays inside the market as this is considered a more lucrative area for vendors to position themselves.

There are no clear rules about empty spaces and there are occasions when there are some empty tables inside the market and people still choose to sell their produce outside.

Several Indo-Fijian sweet sellers operate stalls along the northern side of the market adjacent to the bus terminus. These vendors are operating from temporary stores built by Council as replacement structures for earlier kiosks burned during the 2002 military coup.



A temporary Market Managers Office is situated on the northside of the market. Wheelbarrow operators congregate outside this building which is next to the main entrance into the market and against which two skip bins for receiving market waste are presently situated. Vendors selling fisheries by-catch are established along the footpath at the rear of the market in Harris Road.

The Suva fish market comprises a shelter





above a tiled concrete table that extends the length of Usher Street backing onto Nubukalou Creek. There is a small concrete jetty and moorings in the creek that enable fishermen to approach the market from the sea. The table is in fair condition but with many of the tiles cracked or broken. There are water taps at both ends of the street but the facilities are very basic and vendor seating is makeshift. Current water supplies are inadequate for the number of traders who must carry the fish in buckets to their stalls. The market does not have a cool room and vendors bring their own ice to the market.

Waste from the fish market is washed off the tables and drains into the creek. Usher Street is littered with rusted freezers, makeshift tables and torn tarpaulins.

Despite the poor amenity of the market and its environs there is considerable opportunity to turn this area into a vibrant outdoor seafood market and restaurant precinct. This would necessitate a complete refurbishment of the market and the closure of Usher Street to through traffic.

Social Environment

Traders

Most women vendors at the Suva Market buy their produce wholesale. Wholesalers either sell their produce at the market or sell to vendors direct from the farm. Most producers are located in the Sigatoka, Nausori, Sawani (Chinese farmers) and Naitasiri districts. Wholesalers





usually arrive at the market between 2.00am – 5.00am. The trading between wholesalers and vendors takes place in the market car park, or the adjacent Ministeries of Primary Industries site, near the bus station. Up to 15 wholesale trucks park in the designated areas on busy trading days.

Women who travel from the rural areas with produce from their farms incur transport costs ranging from \$5 to \$10 daily depending on the quantity of produce, the size of the truck they need and the distance traveled.



Other women vendors around the Suva/Nausori corridor spend \$3 -\$5 depending on the mode of transport they use, ie. bus or taxi. For some women it takes as much as 3 - 4 hours to get to the market as they have to travel from remote villages before catching a truck to the market.

Many women vendors at Suva market are the sole owners of their business which is also often their main source of income. Their incomes (\$60 -\$100 on busy days) after expenses are just enough to pay childrens' school fees, basic food items, bus fares and groceries. The women vendors state that they would greatly appreciate time to learn other crafts and meet with people who could teach them new skills.

Many vendors prefer to sell outside even though stall fees are higher.

Customers

The main customers at the Suva Fresh Produce market are the residents of Suva. The customers also include numerous restaurants and hotels that serve meals to their clients. The inner city location of the market enables employees within the CBD to purchase their grocery items during lunch breaks or immediately after hours before heading home on public transport.

Crime and Safety

Women vendors who overnight at the market sleep in groups as there is safety in numbers. The women usually have a man with them to chase away any drunkards.

The situation at the market may become heated on Fridays and Saturdays when vendors argue over more lucrative stall spaces. Although there is a police post at the market it is under resourced and cannot be relied upon so the Council uses its own security team to solve any disturbances or disputes.

Use of Space

The current utilisation of space at the Suva market is largely dictated by the renovations in progress to replace asbestos roofing. The Rodwell Street frontage of the market is cluttered with kiosks, street vendors and seating. A redesign and repositioning of the street furniture in this locality could greatly enhance the amenity of the market and improve pedestrian traffic flow.

Most vendors are currently positioned in locations where they can most readily interact with their potential customers.





Health and Hygiene

Medical emergencies at the market are handled by Council as there are no clinics or health centres nearby.

Although the Health Department has recently conducted free health clinics for men and women at the market this appears to have been a one-off event. Vendors would like the Ministry of Health to extend this service as the majority of them cannot afford to pay for private medical checks. When questioned what she did when she got sick, one vendor replied “we don’t get sick”. She laughed and then explained that they did not have any extra money to go for a medical check up and when they had a flu or aches and pains they made do with a panadol or herbal medicine. She also said that they were strong and resistant to viruses and sickness because of their healthy lifestyles.

Vendors who overnight at the market resort to sleeping on scraps of cardboard and plastic. These conditions are not conducive to maintaining good health.

The City Council has taken the initiative to replace the asbestos roof of the old market produce hall. Although some vendors have been inconvenienced by the refurbishment works the long term benefits to their health are a priority.

However it is no clear how well the current traders are being protected from dust arising from the work being done to the roofs, which presents a hazard for themselves and their customers.

The gutting of fish, lack of cold storage facilities, unhygienic food handling practices and poor waste disposal practices at the seafood market have the potential to cause serious health problems for vendors and customers. The presence of rats, flies and odour problems are particular concerns in this part of the market.

The main market building is poorly ventilated and poorly lit. These conditions do not promote the health of vendors.

Participation by Women and Men

The majority of vendors are women (65%) with representatives from all provinces, though most Indo-Fijian vendors come from the Suva/Nausori corridor. Kava sales are dominated by men.

Many women vendors state that they feel embarrassed and intimidated about raising their concerns with the market managers because they perceived that they were talking to men who were insensitive to women’s problems. Many women do not feel empowered enough to raise their issues for fear of being victimised. Some women appear to have had threats made about loss of their stalls if they complain too much. Women vendors stated that they are not consulted about any changes that takes place in the market.

Several women vendors expressed





regret over not having completed their schooling or pursued further training, often due to financial constraints. Family commitments however meant that there were other important roles that they now needed to fulfill.

Economic Dynamics

The Suva market plays a vital role in providing fresh fruits and vegetables; and seafood to people residing in the greater Suva area. The market is major source of income for women from throughout Fiji, helping to support their families with education, household and medical bills, food, clothing and entertainment expenses.

Case study: Fijian woman vendor

This woman vendor has inherited the market stall from her mother. She says it is good as she is her own boss

and can bring in a good income but it is hard work and there are a lot of things she needs to budget for. She buys her produce wholesale at the market, including tubua, eggplant, cassava, dalo leaves and chillies at 1.00am and is helped by her husband in carrying the produce from the car park into the market. This saves them money as it would otherwise cost \$2 per wheelbarrow load to transport the produce.

On average this vendor makes \$500 profit per week but may spend over \$60.00 per week on taxi fares travelling between her home at Samabula and the market. The vendor has recently employed another woman to assist her with selling the produce. The vendor has three children, the eldest of who attends kindergarten costing \$50.00 per week, and she is supporting other extended family members.





Although the vendor is aware of health services having been offered at the market she has not attended any clinics as there was no-one to look after her stall. The vendor complains that the vendor toilet is in insanitary condition and states that if she wanted to use a clean toilet then she had to pay 40 cents to use the public toilet.

The vendor advises that you have to be careful when buying quantities of produce so that you don't have wastage, especially as many leafy crops could not be properly stored at the market.

Case Study : Fijian female fish vendor

This vendor has been in the business since the 1980s and has had an active role in initiating improvements to the fish market. She works from 6.00am – 6.00pm Monday to Saturday .She buys up to 30 strings of fish a day for between \$450-\$500 from fishermen she has known for many years. She also buys ice to keep her fish fresh and

pays \$21.95 in stall fees. She banks her savings once a week.

This vendor supports her family with the help of her husband, who is abroad and sends her money for rent and expenses. The vendor has 7 children, all of who have attended high school. The vendor enjoys good relationships with her fellow fish vendors and they look after each others' stalls when anyone of them need to attend to other matters.

This vendor considers that there ought to be more security for customers as a lot of pick pocketing and theft occurs during peak shopping times.

Her main issues of concern are the unhygienic condition of toilets and lack of running water, as they need to clean the fish for their customers.





Case Study : Fijian female fruit and vegetable vendor

This woman is originally from Lau Vanuavatu and came to Suva with her nuclear family to earn more money. She has been a market vendor for 2 years. She owns a farm with her husband and they plant chillies, banana, bele, rourou and dalo. She comes to Suva market on Thursday, Friday and Saturday as these are the best days for business. Her husband works on the farm and accompanies her in the market on Saturday which is the busiest day.

Her expenses total \$60.90 including truck hire from Baulevu (\$40.00), stall fees (\$8.40), return bus fares from Balulevu (\$10.00) and plastic bags (\$2.50). She makes a weekly profit of \$100 after paying all expenses. She brings her own lunch and buys tea from the canteen. This vendor wants more stalls because this is the only way she feels her family can make more money.

Case study: two female Indo-Fijian vegetable vendors

These women vendors share adjacent vegetable stalls. Their day begins at 4.00am buying wholesale vegetables, including carrots, pawpaw, chillies, bhaji and jackfruit, from Sigatoka and Nadi district farmers.

One woman reaches home around 6.30pm and is blessed, she says, with a daughter-in-law that manages the home front thus enabling her to relax and watch television. The

other woman has to cope with housework and cooking and does not rest until 10.00pm. Both vendors admit that it is a hectic routine, however they will continue doing what they are doing because they are their "own boss "and would rather be vendors than work for someone. Their profits are \$80-\$100 a week. The vendors consider that the market could be improved with the addition of more stall tables and waste bins; and cleaner toilets for vendor use only.

Case study: Chinese couple selling vegetables

These vendors' buy most of their produce, including cabbage, carrots, spring onion, celery and capsicums, wholesale from farms in Sawani. The vendors also sell eggs, noodles and various sauces. The stall is well stocked and higher than neighbouring stalls. The vendors have a raised platform inside the stall enabling them to view customers from a vantage point.

The vendors have operated their stall for 5 years and live in Toorak, close to the market. There are 3 school children in the vendor family. The market stall is the family's main source of income and all members took turns to be at the stall. The male vendor comes to the market at 3.00am. To set up the stall and is later joined by his wife around 8.00 am. The children help after school hours.

Case study: female Fijian seaweed seller

This vendor travels from Namuiamada Village in Ra province to sell seaweed at Suva market. Suva market is a favoured market as there are plenty of customers, produce sells quickly and there is plenty of space. The market has the added advantage of having security staff. She doesn't sell at Vaileka market as there are fewer customers and the price is lower because people in this area collect their own seaweed.



Any seaweed not sold after 3 days is disposed off as it is a perishable item. The vendor states seaweed in the Raki





Raki area is becoming harder to find as the resource is being overexploited, especially by harvesters who collect seaweed for home consumption and pull it up by the roots.

Some men wholesale seaweed for women to retail. Seaweed is sold wholesale for \$45 per bag and \$2.00 per plate realising a profit of \$55.

The seaweed selling area often floods after rain due to poor and blocked drainage. Rain also comes into the market. There are no proper seats and women sometimes argue over the blocks as the first in best dressed principal applies. A block costs \$2.75 if selling seaweed only or \$3.75 if selling seaweed and lemons.

Money is paid to the market manager. One way fare from

Raki Raki to Suva is \$9.00. A further \$2.00 is charged per bag of seaweed.

The vendor has been selling at the market for 3 years, and she sells from 6.00am to 7.00pm. She stays in Suva 3 or 4 nights with relatives and pays 65 cents bus fare from house to market. Seaweed is harvested from March until December off Voli Voli beach in Ra Province. All seaweed sellers are from Ra or the Yasawa Islands. This vendor sits separately from women vendors from Yasawa. Yasawa vendors mostly sell wholesale for quick turn-around as their island is remote from Suva.

The vendor's husband is employed as a hotel security guard, so he received a regular wage. The vendor's profit is spent on food, clothes and village functions. She would like to sew as an alternative income generating business.





Only the women collect seaweed. They pay \$4.00 each way from Namuiamada to reach Voli Voli beach, with 20 women from the village travelling by truck to collect seaweed together.

Case study: male fish vendor

This vendor is a banana farmer whose village is located 15km off the main road inland from Sigatoka. He ferries his bananas by bamboo raft down to the main road from where he then journeys by truck, with his cargo, into Suva market, arriving at 2.00am.

Once at the market this vendor loads his bananas into his own wheelbarrow, which he stores at the market. He then takes the bananas to the nearby wharf where he swaps them with fishermen on Tawainese and other Asian fishing boats for fish by-catch. He then returns to the market with a barrow-load of fish for selling at the market.

After he has sold his fish he returns to the village by truck and on foot, having abandoned his bamboo raft in the morning, as he is unable to paddle it against downstream flows. If he has other business to attend to in Suva he sells his fish to fellow vendors enabling him to return home early to tend to his garden.

Profits from his fish sales are used to meet his children's school fees and to purchase other household items. He makes some additional money by hiring out the use of his wheelbarrow to fellow vendors.

Case study: male Indo-Fijian shoe repair tradesman

This vendor is one of many shoe repairers who operate from kerbside kiosks along the Rodwell Road frontage of Suva market. He pays a weekly fee of \$3.60 to operate his business at the market, and this money is receipted. The vendor commences work at 7.30am and stays at the market until 5.30pm when the kiosk he operates in front of closes as this is where he stored his materials.

The vendor comments that he is aware of one female Fijian woman who repairs shoes and bags but as he has not seen her lately he assumes she is on holidays. Otherwise the shoe repair industry is dominated by Indo-Fijian men. Asked why this may be the case the vendor states that women are too shy to call out for customers.

The vendor claims he makes \$350-\$500 per week but has to deduct materials which are expensive. The vendor has been working as a shoe repairer for 10 years and learnt

the trade from his father who had previously operated his business at a stall across the road. The vendor does not consider it a good business, especially in rainy weather when there are few customers about. The vendor would prefer to operate from inside a weatherproof stall. He has previously worked in shoe sales and been paid a wage. Now, he commented, it was like being on a contract. If he could change his career he would like to be a salesman.

Case study: male Indo-Fijian fruit vendor

This vendor works in a family business that he has inherited from his father. He is assisted at the market by his wife and 2 adult sons plus 5 other employees. The vendor buys his fruit from wholesalers who import their supplies from Australia, New Zealand and United States. He obtains his supplies from Australia and New Zealand every fortnight and from the USA every three weeks.

The vendor has worked at the Suva market for 33 years. His produce is stored at a cool room he owns 3 km from the market. His customers include individuals and several restaurants. Unsold food is returned to the cool room.

Case study: wheelbarrow boy

This boy was a year 12 student who was earning pocket money during his school holidays. He has been providing a wheelbarrow service for customers at the market every school holiday since he was 11 years old. He made about \$30 a day, charging each customer \$2.00 for his services, some of who were generous with their tips ranging from \$5.00-\$10.00. He pays \$6.00 for the hire of his wheelbarrow and \$4.00 for bus fares from his home at Korovou. He considers it is an easy job and meets the cost of his school fees. He is hoping to enrol in an engineering course at USP next year.

Case study: male court officer and wife

This couple was interviewed at their home. They commented that transport was the major problem in getting produce from their home island of Totoya, Southern Lau (population 900) to markets in Suva. If they had a boat they could plant plenty of pawpaw, cassava and bananas. However, with no boat there was no point planting any more crops than were needed for subsistence. It cost \$100 to travel one way from their island to Suva.

The main produce on their island is coconut, kava, cassava and taro. There is no high school on the island, A radiophone service was introduced in 2003. If they send children to Suva for schooling they get homesick and





therefore they must send a relative to care for them. The islander's salary is low and the cost of living in Suva is high so there is no money left for disposable income.

Although people can subsist on the island, the quest for a formal education drives them to the mainland. In Suva they must pay for kava but on the island it is free. They have a generator on the island that provides power from 6pm until 10pm. This is inadequate to power a refrigerator, television or washing machine. Fish has to be smoked to be preserved.

A Japanese company has installed a solar panel on the island but it requires servicing every 6-7 months and there is no equipment to service the panel on the island. The islanders obtain their freshwater supplies from springs. There are 4 villages on the island and 4 primary schools. To earn additional income to sustain the family in Suva the interviewee's wife weaves marriage mats from pandanus leaves. A plain mat of similar dimensions sells for \$80. Buyers come to the house. Middlemen were only offering \$250 for marriage mats and stood to profit \$150.00-\$200.00 per mat. A roll of pandanus leaves cost \$15 per roll at the market and it took 4 rolls to make one mat. A mat selling for \$80 realised a profit of \$20 but this did not take into account labour costs.

The interviewee earns \$120.00 per week as a court clerk. He spends \$7.00 per week on bus fares travelling to and from work and \$3.50 per week on noodles for dinner. He previously worked as a driver for Burns Phillip and

serviced life rafts. His would most like to work as a driver. The couple have 5 children to support and bride price for their daughter would necessitate the purchase of a pig at \$500.00-\$700.00.

Money lenders require a licence from Suva City Council which costs \$48.00 per year. Money lenders typically charge 20% interest on their loans. Money is routinely loaned for weddings, funerals, and birthdays, the latter being for a show of status. Many people forfeited on their repayments with many money lenders appearing at the court at 6.30am to lodge claims against the borrowers. Claims may take up to 2 months to be resolved through the courts at cost to both parties.

The interviewee likes the idea of a special area in the market being set aside for dowry items. He and his wife always buy their vegetables at the market as the supermarket prices are too high and the produce is not fresh. The Suva market is considered a safe venue as people only come to buy specific food items. However it is considered that





the Suva market is too small for the number of vendors it attracted.

The interviewees are squatters on land owned by the Suvavou people. A traditional offering of a whales tooth, 1kg of kava and some kerosene was used in the land transaction. The settlers pay an annual fee of \$10.00 to the traditional landowners. There are no rates. The interviewees receive a quarterly water bill of \$400.00 and a monthly electricity bill of \$40.00-\$70.00.

Existing Programs and Initiatives

The Suva market is currently undergoing major refurbishment with the replacement of asbestos roofing. Additional maintenance works are planned after the roofing has been replaced.

A recent cost benefit analysis of a proposal to relocate the market to a new site outside the CBD recommended that the market be retained at its current location. However it appears that the relocation option may still be pursued.

Challenges

- o Encouraging women in the market to speak out on issues that matter to them.
- o Encouraging women in the market to organise themselves to discuss and share ideas
- o Gender sensitising male dominated markets to better understand the needs of women.
- o Strengthening womens' representation on the market vendors' association
- o Engaging with women vendors on any proposed changes in the governance, operation and design of the market

- o Maintaining clean toilet facilities for vendors and the public
- o Implementing safe and hygienic food handling and food storage practices

Opportunities

- o Provision of basic and secure accommodation for women vendors needing to overnight at the market
- o Provision of secure storage space for vendors produce
- o Provision of a clinic at the market with regular health screenings for vendors
- o Delivery of training in hygienic food handling and food processing practices
- o Establishment of a permanent composting facility capable of accepting and processing green waste from the market
- o Introduction of waste reduction, reuse and recycling programs in the market





- o Creation of a vibrant seafood market and outdoor restaurant on the canal-side

Next Steps

Further discussions on a collaborative process for making market improvements once the decision about locating the market has been determined.

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SUVA HANDICRAFT MARKET

The Suva Handicraft Market is located in Stinson Parade, Suva, opposite the waterfront.

Management

The management and security of the Handicraft Market is the responsibility of Suva City Council.

There are no market rules or regulations on display at the market which generally operates from 7.00am until 4.00pm, Monday to Saturday. The market is closed on Sundays.

Suva Municipal Council charges a fee for the use of the individual vendor stalls.

Physical Environment

The Handicraft Market occupies a building that was formerly developed for the purposes of undercover car parking. Public toilets are located at the southern end. All individual craft stalls, as well as the market building, are independently locked afterhours. There is limited off street parking used by customers, including taxis and tourist buses at the front of the market building.

The market accommodates approximately 30 individual vendor stalls which display and sell a wide range of locally produced and imported handicrafts, including carved masks, kava bowls, tapa cloth, jewellery, shellcraft, woven pandanus leaf mats and basketware.

Although opposite the waterfront, the handicraft market is not on a main road. The handicraft market is poorly signposted and removed from the commercial centre of Suva. The market is also distant from cruise ship terminals, significantly reducing the potential number of customers.

Social environment

Traders

The market includes a mix of traders, including wholesalers of locally produced artefacts and items from overseas, especially from Bali and the Philippines, as well as individual retailers who weave, sew or produce other craft items inside their respective stalls.

Customers

Among the biggest purchasers of the handicraft items are Hawaiian wholesalers who buy bulk items for on-selling in handicraft markets and other centres in Honolulu and elsewhere in Hawaii. Other customers include the larger department stores in Suva, and hotels, which retail the items with a significant mark up.

There is limited custom from tourists who are more likely to purchase handicraft items from the department stores, hotels or airport. Although numerous cruise ships call into Suva the usual practice is for tour organisers to arrange for waiting buses to collect passengers and drive them to their own souvenir shops rather than visit the Handicraft Market.

Crime and Safety

The market's detachment from the commercial centre of Suva introduces personal security risks for vendors and customers alike. This situation is exacerbated by the area being frequented by sex workers and the relatively isolated foreshore environment.

The compact nature of the stalls and the quantity of stored timber and natural fibre materials present a potentially localised fire hazard.

Use of Space

The small size of individual market stalls, equating with one or two car parking spaces, results in traders fully utilising their space allocations for the display and storage of handicrafts. Individual stalls present themselves as being fully stocked though this may not always allow individual handicraft items to be displayed to the best advantage. Individual vendors often sit outside their stalls, inviting potential customers to enter.

Health and Hygiene

The market area is frequented by sex workers in the late afternoon and afterhours introducing potential security risks for female vendors and customers. This risk is heightened by men loitering outside the market afterhours in the vicinity of the public toilets.





Participation by Women and Men

Individual men and women lease stalls at the handicraft market and only around 20% of stallholders are women. Most women vendors are selling basketware, mats, shellcraft, clothing and jewellery while most male vendors are selling wooden artefacts. Women also sew and weave handicraft items at the market.

Men often loiter outside the market building and women sex workers frequent the vicinity of the market afterhours.

Economic Dynamics

The majority of items sold at the Handicraft Market are bought wholesale from outlying villages in Fiji. Many of the wooden products; notably kava bowls, carvings, model boats and tapa cloth are obtained from villages in the Lau Islands. These items are usually acquired in a 'raw state' to be 'finished' in Suva; either through staining, polishing or varnishing of the timber or further detailed carving. Indigenous Fijians typically use a variety of native timbers, naturally stained in swamp waters, for producing carved items whereas Indo-Fijians more often use softer timbers such as mahogany, stained with commercial varnishes, when producing similar artefacts.

Many craft stores are retailing shellcraft and jewellery imported from Bali or the Philippines.

There is considerable opportunity to price bargain at the handicraft market.

Notwithstanding a strong adherence to traditional cultural values among the Indian-Fijian population there are no stalls at the craft market specialising in the sale of traditional Indian handicrafts. This may be due to the Indo-Fijian population not being descended from artisan castes, there being no demand for Indian handicrafts among tourists visiting Fiji, a lack of (or high cost of) the necessary materials to produce traditional Indian handicrafts or Indian handicrafts being sold independently in Indo-Fijian stores in the main commercial centres.

Case study: male indigenous Fijian handicraft vendor

This vendor earns \$60 per week but this may be increased with a bonus in the event of good sales. The vendor supports his wife and young daughter on this salary. A second child

is expected in August. The vendor also remits money to his parents and pays for his siblings' school fees. The vendor earns some additional money by 'finishing' raw handicrafts through further carving and polishing of masks.

The vendor considers that his sales were steady but there is considerable competition from other stallholders. He considers that the market is poorly signposted and that potential customers from cruise ships are lost to tour organisers who collect passengers from the terminal and drive them to their favoured handicraft stores.

Existing Programs or Initiatives

There are no immediate plans for the redevelopment or relocation of the handicraft market, despite its poor location.

Challenges

- o Improving the profile of the handicraft market
- o Relocating the handicraft market to a more prominent site.
- o Mini mi sing potentially security risks for customers and vendors.

Opportunities

- o Including provision for a new handicraft market in designs for upgraded cruise ship terminals
- o Fusion of traditional Fijian and Indian handicraft items for local markets

Next steps

Discussion about possible relocation with Suva City Council planners.

FIELDWORK CONDUCTED FEBRUARY 2009





VAILEKA MARKET (RAKI RAKI)

Vaileka market is located on the western bank of the Nakauvadra River at the eastern end of the Vaileka commercial centre.





Management

The management and security of Vaileka market is the responsibility of Ra Rural Local Authority.

The market is open from 7.00 am until 5.00pm Monday to Friday and from 6.30am until 5.00pm on Saturday.

Stall fees commence from \$1.00 per day, increasing according to the space required and type of produce on offer. Stall fees for kava are \$4.40 a day.

The market is a smoke free zone.

A twenty cent fee is charged to use the market toilets. This includes provision of paper and use of hand towel and soap however this fee is not enforced.

The market accommodates up to 125 vendors on busy days.

Description

The Vaileka market occupies a 5,000m² site on the eastern boundary of Raki Raki township. The market is bound by Nakauvadra River to the east and a bus and taxi station on the west. Land to the north of the market is used as parking space for articulated vehicles and land to the south is used for parking cars.

The market precinct, around which the commercial centre of Raki Raki is largely situated, also includes a courthouse, police station, post office and community hall.

The market hall consists of a low set building approximately





20m by 30m. The market hall may be entered from either the north, south or west facing sides. The north-eastern and eastern sectors of the market include several partitioned rooms approximately 3m x 3m that include the market manager's office and several kava shops. The northern sector of the market is dominated by kava and tobacco sellers. The remaining area of the market is mainly used for the display and sale of wholesale fresh fruits and vegetables.

A separate concrete walled toilet block is located at the rear of the building in the north east corner of the site. The toilets are clean but in poor condition.

Social Environment

Traders

The majority of the market vendors are women from rural villages in Ra Province. Most women wholesale vendors are Indo-Fijian. Most men selling at the market are Indo-Fijian. The retailers selling outside the market building are mostly Fijian men and women. Some of the retailers like selling outdoors as they are close to the bus station and are more visible to potential customers.

Some traders advertise local businesses on signs fixed to their kiosks and outdoor stalls.





Customers

The main customers at Vaileka market are residents of Raki Raki and surrounding districts. There are several resorts and restaurants in the locality that also purchase fresh produce from the market.

Crime and Safety

There are no significant crime issues associated with Vaileka market. However, the market and surrounding area is very poorly lit by night .

Use of Space

There is ample land currently available at the market site to accommodate the expansion of market facilities. The existing market hall is mostly occupied by vendors who have purchased wholesale fruits and vegetables, kava and bulky commercial items such poultry feed. The majority of vendors selling outdoors are subsistence farmers selling home grown products.

The Ra Rural Local Authority has approved the erection of numerous freestanding kiosks about the market site. There are no guidelines governing the siting of these buildings.

Health and Hygiene

The market site is low lying and adjacent to a small creek. Localised flooding represents a health hazard for vendors and customers, especially if septic systems are overloaded.

The bus parking bay and car park adjacent to the market are unsealed causing dust nuisance for vendors and customers, particularly during the dry season. In the wet season the area around the market quickly becomes very

muddy. Vendors must walk through the mud to access the market.

Land on the northern side of the market is used as a parking bay for heavy vehicles and equipment. Driving the vehicles across an unsealed surface has left deep ruts that have filled with rainwater and formed potential mosquito breeding habitat.

Safe and hygienic food handling practices are not adhered to at the market.

Cleaning of the market place is not carried thoroughly and as the market grows waste management may become a greater problem.

The erection of makeshift kiosks around the perimeter of the market detracts from the visual amenity of the site. As with many markets, there does not appear to be any regulatory control over the siting, design or construction of these kiosks.





\$1,200.00. The vendor states that the market charges a 20 toea toilet fee which helps to keep the facilities clean.

His bus fare to the market is \$5.00, including freight costs for his cargo. The return fare is \$3.50.

The vendor has a small kiosk at the market which he has only recently acquired from the previous owner. The kiosk is a rustic weatherboard building measuring 2 metres by 3 metres. The kiosk includes a bed so that the vendor can choose

to sleep at the market if he wants to nap during the day or feels too tired to travel home. He intends to sell kava and handicrafts from this building.

Case Study: male tobacco vendor

This vendor purchases his tobacco supplies wholesale from Sigatoka. A \$50kg bag of tobacco would fetch him a \$200 profit. A 6 inch twist of tobacco sells for 65 cents. He has been trading at the market for 20 years but has only been selling tobacco for the past 4 years.

The vendor buys plastic bags wholesale direct from a plastics factory in Suva. The bags cost \$1.00 per twenty bags and are sold in 1,000 bag bundles. The retailing of the bags at Vaileka market nets the vendor a 40% profit. His kava is bought wholesale from Maileva and costs \$22 per kg with roots attached. With the roots removed his kava sells for \$11.00 per kg. Powdered kava cost \$15.00 per kg. Stall fees for this vendor cost \$2.25 per day.

The vendor considers that stall fees should be increased to enable vendors to get health assistance. He also considers that the market could be improved with the addition of more shelter.

Participation by Women and Men

Women constitute round 75% of fresh produce vendors at Vaileka market

Economic Environment

The market provides a supplementary source of income for families in the Ra Province whose only other income is obtained from seasonal work in the sugar industry.

Many of the vendors at the Vaileka market are selling produce that has been grown on their own farms.

Case Study: male Fijian vegetable vendor

The vendor pays fees totalling \$30 per month to trade from a permanent stall in the centre of the marketplace. The vendor makes his own stall table from recycled timbers. He sells a range of fruits and vegetables from his own garden including chillies, lemon, pawpaw, coconut and cassava, everyday at the market. The variety of fruits and vegetables for sale vary from season to season.

The vendor has three school age children and uses his profits from market sales to pay their school fees that total





Case Study: Indo-Fijian female vegetable vendor

This vendor sells wholesale vegetables, including chillies, pumpkins and imported herbs. The chillies are being sold by weight and the pumpkins according to size. The vendor is accompanied by her aged mother-in-law at the market.

The vendor considers the market to be poorly ventilated, and there are no fans or other cooling systems. The vendor is also concerned that the building is not weatherproof and that stock such as poultry pellets risk being ruined by rain entering the building. The vendor states that there has been no maintenance carried out at the market for the past 15 years.

The vendor says that when farmers come to the market no one listens to their grievances. She also complains about the muddy environs of the market.

The vendor claims her profit margin is low but she needs to sell at the market as there is no money in sugar production and it is only seasonal work. Profits from her sales go towards paying her child's school fees and household items. The vendor pays \$44.05 for two tables which is receipted by the market manager.

The vendor considers that the condition of the toilets has improved since the introduction of a 20 cent fee. Prior to a fee being levied on users the toilets were said to be in an insanitary condition.

The vendor pays \$1.50 in return bus fares to travel to and from the market though sometimes she chooses to walk home, which takes her 2-3hours.

Since the cyclone in late January there have been no peas,





beans or eggplants for sale at the market.

Previous research findings (Mike Heekin, research report found at fiji.union.edu/field_notes/mike0.doc)

An Indo-Fijian woman and family members had 4 tables. They sold chutney, cabbage, carrots, onions, garlic, spinach, split peas for soup, and many spices such as masala, two types of curry, and ground coriander. Some prices were masala in \$1-2 bags, full plastic bag of spinach for \$0.80, curry in \$1-2 bags, dahl in big bags for \$1.45, and coriander in large \$3 bags. The vendor explained that both Fijians and Indians buy from her and that Fijians will make Indian food as well as Fijian food. She buys in bulk and then resells at the market.



An Indo-Fijian man sold pineapples and watermelons. He sells both inside and outside. He buys his pineapples by the dozen in Ba and other towns and then takes them to Vaileka to sell in the market. He sometimes let customers that he knows take some produce and pay him back later.

A Fijian “grog” shop was located in one of the small rooms in the back of the market. run by a man and his wife. People will shop in the market and then come in to his shop and buy grog and sit and chat. The kava that they use comes from the interior of the Ra province, where the quality of soil and fertilizer makes the kava stronger as well as the age of the plant. Kava plants can live to be 20 years old are generally harvested from 4 - 10 years old. They call kava Fijian whiskey.

One of the men in the Grog shop was a sugar cane farmer who grows it and then has to pay for transport to the mill where the sugar company will pay him by the kilo of sugar

cane. He has his sugar cane for a cash crop and then grows other crops for his own sustenance.

Existing Programs and Initiatives

A proposal to formally extend the area of shelter at the market is presently being considered by the Ra Rural Local Authority.

Challenges

- o Improving pedestrian safety
- o Implementing hygienic food handling practices
- o Providing extra shelter for market vendors
- o Maintaining sanitary toilet facilities

Opportunities

- o Delivery of training in safe and hygienic food handling practices
- o Development of guidelines for the siting, design and construction of market kiosks





Next Steps

Engagement with Ra Rural Local Council
Contacts

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- o Eparama Nume, PO Box 698, Raki Raki, Ra Ph: 8665434

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