

Economic Analysis Report on Four Markets: Suva, Nausori, Sigatoka, Labasa



Partners to Improve Markets (PIM)

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Introduction

This economic analysis report has been put together by FDC as part of the UNIFEM funded Partners Improving Marketplaces Project Phase Two. This report is based on information collated from four markets in Fiji: Suva Market, Nausori Market, Sigatoka Market and Labasa Market. Surveys were conducted at random of just over 250 market vendors with all locations combined; (please see Appendix 1 for the survey template). In conducting this survey and subsequent economic analysis, it has become evident that the four target marketplaces, as well as the many marketplaces spread across the entire Fiji Islands, are an important hub of social, cultural and economic activity which should be encouraged and fostered by all stakeholders, from market vendors and customers through to council market workers and local governments and town councils. This economic analysis provides solid evidence of the contribution of marketplaces to Fiji's local and national economies: through accessible employment for market vendors, the attendant employment roles supported by marketplaces, including: transportation industries, council workers, farmers, and law enforcement. Market vending provides positive income generation for many women, who then use their earnings towards food, shelter, health and education for their families, and to community obligations. This economic analysis provides a snapshot of the microeconomic and macroeconomic issues of the target marketplaces, and provides an examination of the economic activity which is occurring in, and being generated by, the marketplaces.

Survey Methodology

Target Markets

Based on the findings of Partners Improving Marketplaces (PIM) Phase One, which conducted a rapid market scan of many Fijian markets, four target markets were selected for analysis: Suva, Nausori, Sigatoka and Labasa Markets.

Suva Market

This market is the largest market in Suva and its surrounds, with approximately 2,400 vendors at full capacity on the weekend, original estimates in phase one were 1200 vendors. 100 surveys conducted and two focus group discussions held.

Nausori Market

Nausori holds approximately 1700 vendors at full capacity and is a medium to large sized market which is looking to relocate and build a new market facility in the next few years. Originally estimated numbers were 500 market vendors. 50 surveys conducted and one focus group discussion held.

Sigatoka Market

Sigatoka market holds approximately 1000 vendors at maximum capacity, and is a medium to large sized town council market. Originally these numbers had been placed at 400 market vendors. 50 surveys conducted and one focus group discussion held.

Labasa Market

This market holds approximately 1000 market vendors at capacity on the weekends, which was originally estimated to be around 600 vendors. 50 surveys conducted and one focus group discussion held.

The survey template was originally designed by PIM Phase One consultants FOCUS, and further amended by FDC for the Fiji context. Approximately one week prior to the survey taking, FDC and its field partners circulated information fliers regarding the Partners Improving Marketplaces project, and the aims of the survey. These fliers were in both English and Fijian. Staff were also on hand to explain the project, and speak to market vendors about the aims and objectives of the survey taking. Following a survey taking training session held by FDC staff, these surveys were conducted by FDC's Microfinance field partners: Fiji Council of Social Services Microfinance Unit (Suva, Nausori), Microfinance West Institution (Sigatoka), and Microfinance North Institution (Labasa).

Participants for the survey were randomly selected; the aim was to choose every tenth market vendor in a given survey taking area. The numbers selected were based on the original FOCUS report data; however we found that numbers were larger than initially estimated (especially on the weekends). Gender was not disaggregated as 87% of those interviewed in these surveys were female.

Important Note: Within the results, there were significant differences between the results of those that traded during the week and those that traded on the weekend. As a result, all statistics have been disaggregated to reflect the two groups - weekly traders and weekend traders. They have been defined below:

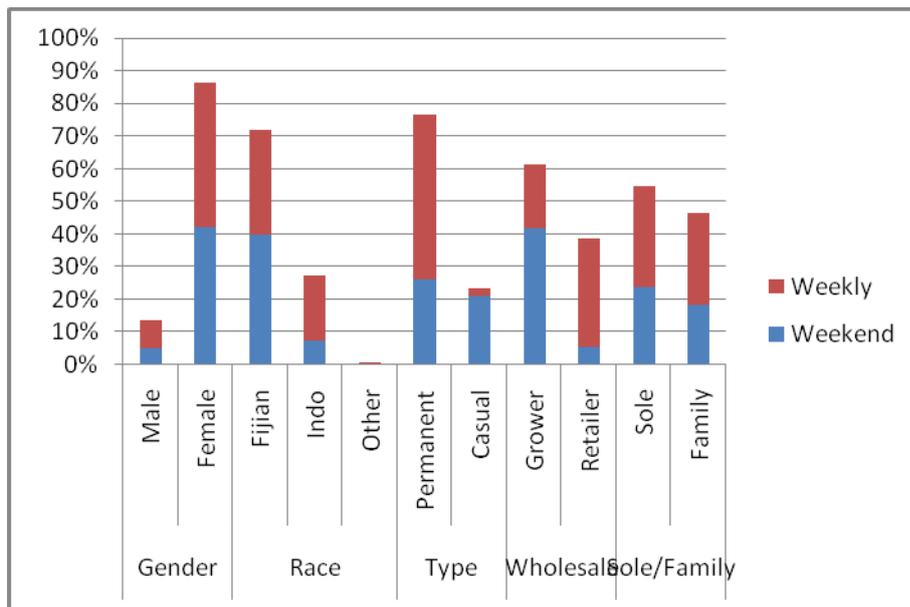
Weekly vendors: Those who spend four or more days trading at the market

Weekend vendors: Those who spend three or less days trading at the market

It is important to separate the two types of traders when providing recommendations, advice and when implementing change. The two groups significantly differ in most statistics – income, expenditure, travel time, percentage farmers, staff employed, etc. Additionally, they face different challenges – for instance, accommodation is important for many weekend vendors who travel long distances to sell their goods in the market, but not for weekly vendors who mostly reside close by. Where possible, this report has distinguished between the two groups to clearly show this.

1.0 Average Vendor Profile

Figure 1 – Profile for All Markets



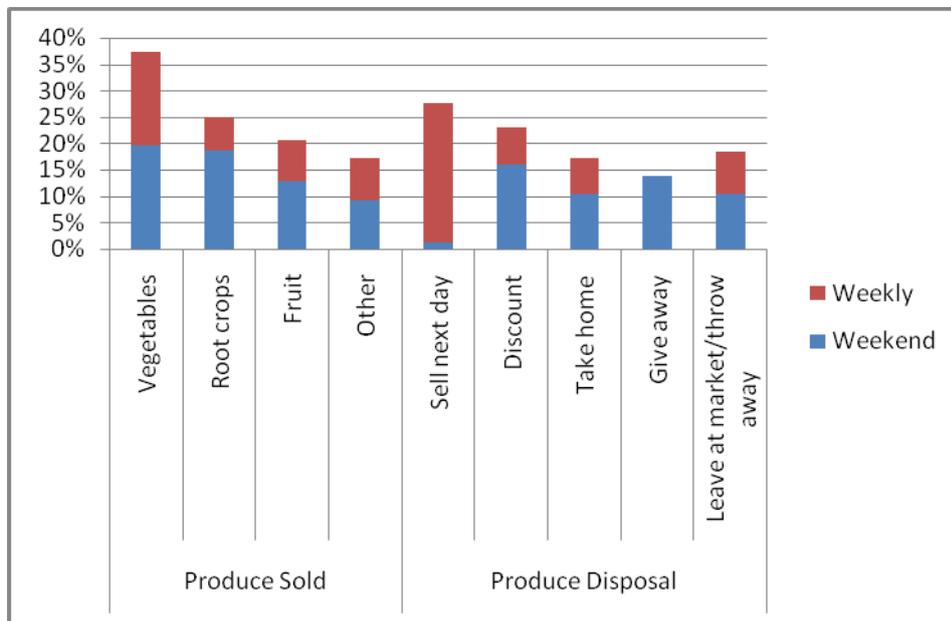
The average vendor profile, which includes demographic information pertaining to gender, race, type of trader, wholesalers and family trading proportions were consistent across all of the markets surveyed. The survey participants were selected at random, so the results can be extrapolated to give a profile of the vendor dynamics that are seen in Fijian Markets.

The majority of market vendors are female, with 87% of vendors surveyed were women. In terms of race, 72% of respondents were Fijian, followed by 27% Indo-Fijian. Those who are permanent stall holders and come in every week make up about 76% of market vendors. Casual vendors (those that sell goods ad hoc) account for approximately 22% of market vendors, and will almost only come in on a weekend basis. About 60% of market vendors grow their own produce, 71% of growing vendors only come in on the weekend. Weekend market vendors are also more likely to be growers rather than retailers, with weekly market vendors more likely to be retailers – i.e. buying from the wholesale market. This reflects the likelihood that weekend vendors come from rural areas where there is land to grow and harvest produce, but can only make it in for one to two days (due to travelling time) on the weekend to sell. Retailers are more likely to come from surrounding urban or peri-urban areas and are present at the market everyday to purchase from the wholesalers and then on-sell this produce to the public. The number of sole traders is quite high, at 55%, with the remaining respondents either receiving help from family or directly employing help for their market business.

Produce sold

In Fijian markets, most vendors sell vegetables, root crops and fruit. Other produce sold in the markets includes yaqona, seafood and cooked foods. Disposal methods of produce differs between weekly and weekend market vendors. Weekly vendors tend to keep their produce to sell the next day, whereas weekend vendors will tend to either discount the produce, take the produce home, give the produce away or simply leave it at the market/throw it away.

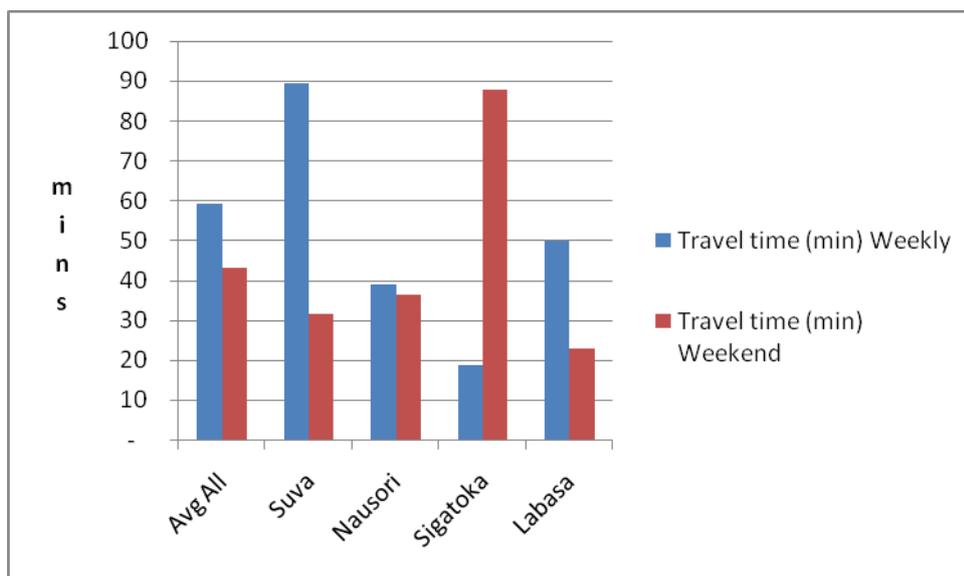
Figure 2 Profile: Suva



Travel times

Across the four markets, the average travel time for weekly vendors ranges from 20 minutes in Sigatoka to 90 minutes in Suva. Weekend vendors spend considerably longer getting to the market with average travel times ranging from 73 minutes in Labasa to two hours in Suva. The distance travelled by vendors to Suva is above the national average by 30 minutes for weekly vendors and 20 minutes for weekend vendors, indicating that vendors will expend greater effort and expense for a chance at the greater income seen in the Capital.

Figure 3 Time it takes to travel to the market



1.1 Average Individual Vendor Profile

	Weekend vendors	Weekly vendors
Weekly cash takings	\$ 147.06	\$ 314.17
Family/village expenditure	\$ 101.86	\$ 154.00
Transport costs	\$ 23.46	\$ 10.30
Tools of trade and materials (weekly)	\$ 6.92	\$ 21.66
Days at the market	1.69	5.85
Hours trading per day	10.12	9.94
Travel time	108.51	48.77
Weekly employee pay/vendor	\$ 3.47	\$ 25.47
% Grower	71%	29%
Stall costs	\$ 7.70	\$ 32.42
Wholesale costs	\$ 43.99	\$ 194.19

1.1.1 Average statistics for weekly market vendors

Weekly cash takings for market vendors classified as weekly are an average of FJD \$314.17 across all four markets. Of this amount, an average of \$154.00 is spent on family and village expenses, \$10.30 goes to transport costs per day (note: for some this could amount to over \$60 in a week), \$21.66 is apportioned to tools and other materials, and stall costs come in at \$32.42 per week. The amount paid to an employee/s (if the vendor had them) was an average of \$25.57 per week. The average number of days spent at the market is 5.85, which can be effectively be rounded up to 6 days, with the average number of hours worked per day is at 9.94, which once again be rounded up to 10 hours. The amount taken to travel to market on average is 48.77 minutes, indicating again that most weekly market vendors come from reasonably close by to sell at their markets every day. Overall, the amount spent on wholesaling came in at an average of \$194.19 per week, however upon verifying our findings during our focus group discussions, participants in Suva and Labasa indicated that this figure was more likely to be per day at the very least.

1.1.2 Average statistics for weekend market vendors

For weekend market vendors, across all four markets, the average weekly cash takings was significantly less than for weekly vendors, at \$147.06, but this is reasonable considering the number of days worked at the marketplace (on average one and a half days). From these weekly earnings, the outgoings are very high, and it cannot necessarily be assumed that there is some form of supplement to this income. Of this amount, \$101.86 is spent on the family or village expenditure, which is proportionally large considering their average weekly earnings. Average transport costs are higher, at \$23.46 per trip, which is over twice the amount spent by weekly market vendors, attributed to the further distance travelled to market. Tool and material costs are significantly lower, at \$6.92, as are stall costs at \$7.70.

Weekend market vendors with employees pay an average of \$3.47 per week, indicating that most do not employ assistance. The average hours worked is approximately the same as the weekly market vendors at 10.12 hours a day. Average travel time is significantly higher at 108.51 minutes, and some travel times were up around the 300-400 minute mark, indicating that distances travelled can be very far for weekend market vendors. As indicated previously, weekend market vendors are more likely to be growers and not retailers, hence the significantly lower average wholesale cost of \$43.99.

2.0 Fijian Market Microeconomics

By looking at the microeconomics of the Fijian market, it is possible to gain an idea of the daily activities a market vendor will go through to run her business. Below is an outline of the income and expenditure gathered from the survey. National averages are broken down into market specific results for Suva, Nausori, Sigatoka and Labasa.

2.1 Income

The income of market vendors is \$126 per week for weekend vendors and \$315 for weekly vendors. The highest average income for weekend vendors is seen in Suva, where vendors earn around \$179 per week and lowest in Labasa, with earnings about \$93 per week. When looking at weekly vendors, Suva and (surprisingly) Labasa have equally the highest earnings of \$371 per week. Nausori weekly vendors are by far the worst off earning \$126 a week, which is less than half the national average.

When looking at the equivalent hourly rate (number of hours at the market divided by income) several other trends emerge. Weekend vendors' hourly rate is about \$8.10, far greater than the week day hourly rate of \$5.60 per hour. This can indicate one or two things: a) That weekend vendors have a competitive advantage and generate a comparably larger number of sales over a shorter period of time, and/or b) That there are more sales and customers per vendor over the weekend. It is also important to highlight that Nausori has above average hourly pay for its weekly vendors, which indicates their extremely low weekly vendor income could be due to shorter trading hours, not necessarily poor business conditions. On the contrary, Suva hourly incomes are on par with average rates, indicating that the higher incomes seen in this municipality are attributed to longer hours.

Figure 4 Market vendor hourly rate (average)

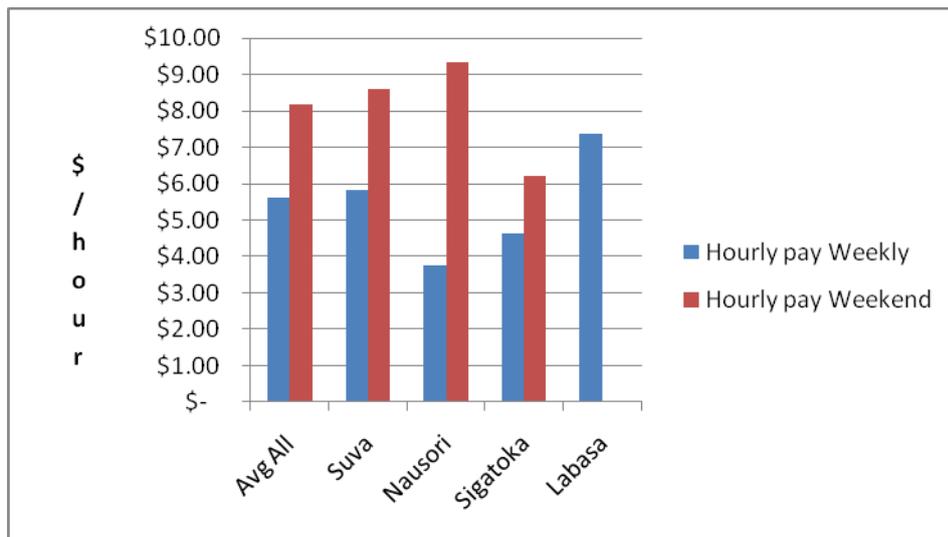
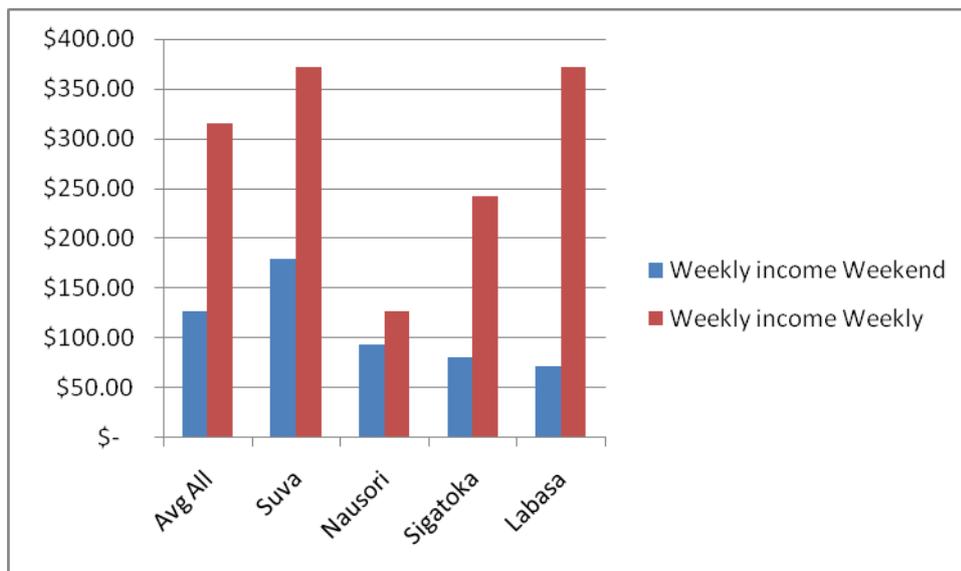


Figure 5: Market vendor weekly income



2.1.1 Income vulnerability

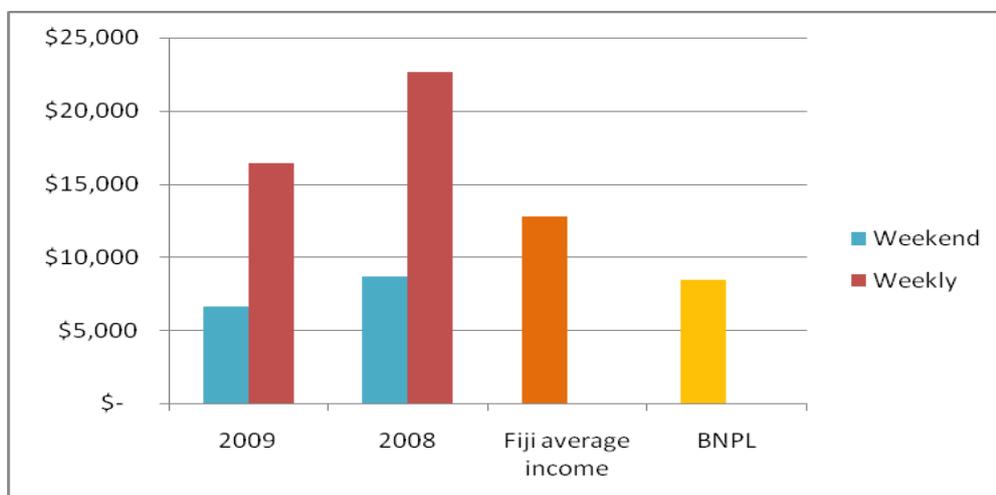
When comparing these rates to the national poverty index and average national incomes, it is possible to show that market vending can be a reasonable or poor income stream depending on the type of vendor, the market and externalities. The average Fijian annual income is \$12,773, or \$245 per week. Incomes in excess of this are earned by most weekly vendors in Suva, Sigatoka and Labasa, but not in Nausori. Weekend vendors are unlikely to earn the average annual income in any market.

To determine whether the weekend vending income is enough to keep a family out of poverty, the 2008 BNPL figures adjusted for inflation is used. The Fijian BNPL, which gauges the minimum income required to support 4 people is \$8,424 per year, or \$162 per week. The average income earned by weekend vendors is \$36 under this value. Suva is the only market whereby a weekend vendors are (on average) earning enough to keep a family out of poverty. In Nausori, Sigatoka and Labasa weekend vendors all earn less than \$100 per week, which indicates supplementary income is necessary to purchase essentials.

However, the incomes from market vending appear to strongly fluctuate depending on the macroeconomic climate and recent times have been extremely unfavourable. For instance, over the past year 2009-2010, income has fallen 20% across the board (depicted for Suva in Figure 6), and this fall has been of greater significance to weekly vendors. This fall can be attributed to several factors including: the 20% devaluation of the Fiji dollar, which was undertaken to improve the export sector but has seen a negative flow on effect of a decrease in domestic purchasing power; increased wholesaling prices; job losses and unemployment levels experienced within Fiji have also reduced household spending levels. Due to the unstable political situation, and the effects of the global financial crisis, there are lower levels of tourism which has led to tourism workers having less to spend in the markets.

The global financial crisis has also hit Fiji hard in the area of remittances, which reduces household spending on market items. Sugarcane, which is highly susceptible to climate variability, has seen production levels fall in recent times due to factors associated with climate change, including a recent cyclone. The European Union has also recently suspended subsidies to cane farmers worth around €115 million, due to Fiji’s domestic political situation. The reduction in sugarcane production has caused an influx of crops which are the same as those sold by the women market vendors (generally vegetable and fruits), this drives competition up, but also reduces women market vendor’s weekly takings. Many market vendors also attribute their fall in income to the satellite and smaller roadside markets which are spread out along the major traffic routes.

Figure 6: Comparison of weekend and weekly vendor income with Fiji Average Income and Poverty Line (\$FD) 2009 and 2008 Note BNPL figure is taken from HEIS Report 2008 and adjusted for inflation



2.2 Expenditure

Fijian market vendors' business expenditure includes spending on fees, materials, tools of trade and wholesale goods. Personal expenditure is predominantly on family and community contributions. Below are the definitions used in this survey:

Fees: Fees paid to the municipal council for the use of a market stall or space.

Materials: Any disposable item used to sell goods; including but not limited to plastic bags, newspaper wrappers, string, plastic wrappings, paper bags, etc.

Tools of trade: Non-disposable items used in the preparation and presentation of goods; including but not limited to buckets, tarpaulin, umbrellas, knives, plates, cups, scales. Values have been calculated on a weekly average (e.g. \$10 for an umbrella that lasts one year equates to \$0.2 per week).

Wholesale goods: Goods purchased in bulk (either at the market or elsewhere) to sell to customers in smaller quantities at the market stall.

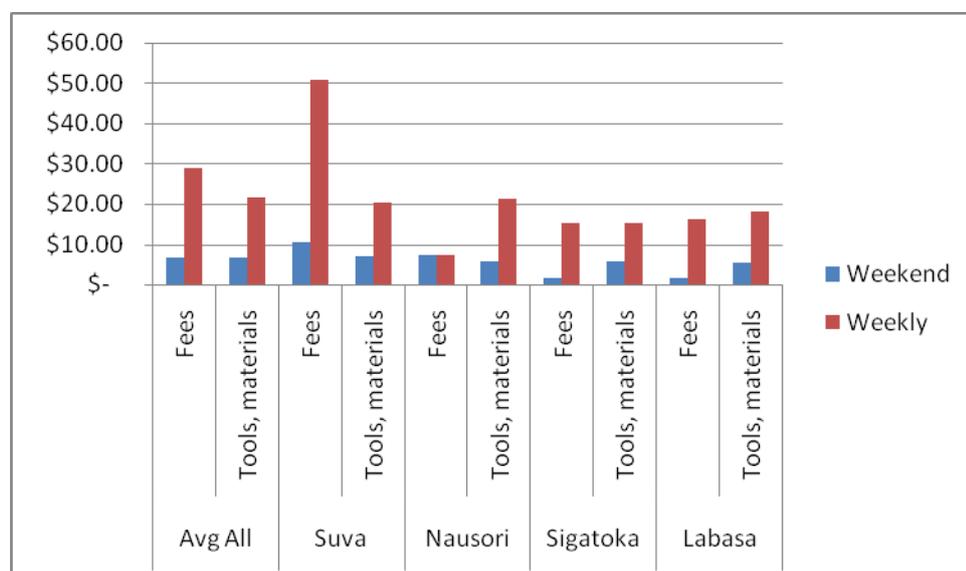
Family activities: Expenditure on family subsistence (food, shelter), health and education.

Community contributions: Expenditure on supporting community activities, e.g. church donations, village contributions, pocket money for relatives, etc.

2.2.1 Business Expenditure

Across the country, market vendors spend similar amounts on tools and materials – on average about \$6.50 for weekend vendors, and \$21.30 for weekly vendors. The greater expenditure by weekly vendors can be attributed to greater sales requiring more materials and more wear and tear on tools. It is important to note that Nausori weekly vendors spend the highest amount on tools and materials which is a reflection of the poor condition of the marketplace. For instance, only in this market do vendors have to purchase crates to elevate their goods from the flooded ground.

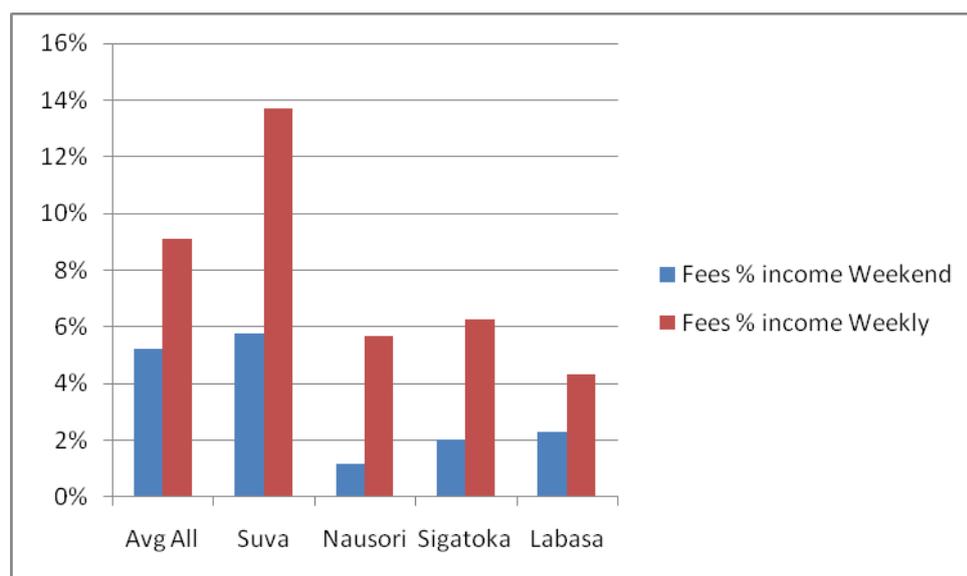
Figure 7: Expenditure on Fees and Tools and Materials



The average weekly expenditure on fees is \$29 for weekly vendors and about \$7 for weekend vendors across the four markets. These figures can be deceiving as Suva market skews the results disproportionately. Weekly market vendors in Suva are paying on average \$50 a week, and weekend vendors pay about \$10. This is considerably higher than the other markets where weekly fees range from \$13 in Nausori to \$20 in Labasa. Similarly, weekend fees are much lower in other markets, with vendors paying between \$1 in Sigatoka to \$7 in Nausori.

By calculating the expenditure on fees as a percentage of income, it is possible to determine whether the price of vending in Suva can be justified in terms of extra income generated (relative to the other markets). However, it appears as though the extra fees are not enough to justify the extra income in both Suva and Nausori. For instance, Suva weekly vendors spend around 14% of their income on fees where the national average is around 9%. Similarly, Nausori vendors spend about 12% of their income on fees.

Figure 8 Expenditure on Fees as a percentage of income



Business cost breakdown and the issue of non-response: Profile Suva

To show the distribution of business expenditure, Suva Market has been analysed in depth. The trends of this market are comparative to the other three markets, although the numbers slightly vary. Please see Appendix 2 for statistics on the business cost breakdown for Nausori, Sigatoka and Labasa.

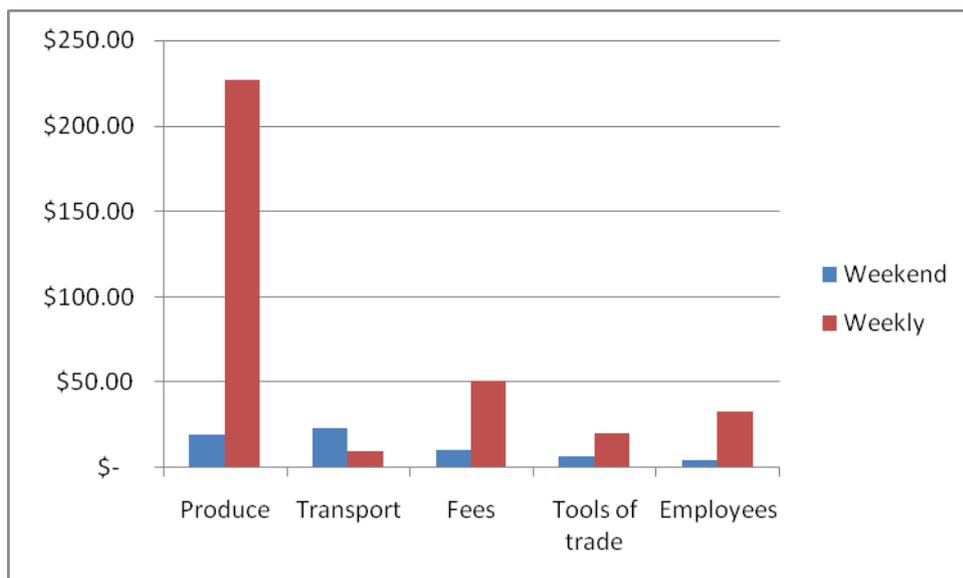
The amount spent on business costs at Suva market differed markedly between weekly and weekend market vendors, with weekly market vendors spending far in excess of that spent by weekend vendors. The amounts spent on produce for weekly market vendors in Suva came out at – \$226 per week, which is significantly higher than weekend market vendors, however curiously lower than the wholesale purchase amounts indicated. Unlike for other sample estimates, the wholesale produce cost estimates for both weekend and weekly

market vendors, particularly in the Suva market (about 60 percent), but also for the other markets is affected significantly by item non-response. Consequently, for example, the sample estimate of \$226 for week day vendors at Suva should be treated with some caution. High rates of non-response, introduces bias in the sample estimates of the mean and loss of statistical precision (wide confidence interval bands) for the sample estimates and for the extrapolation to the mean estimate for the population.

Some of the item non-response is eliminated, though it is still significant (more than 5 percent) through the procedure of aligning the sample survey answers to the questions concerning whether a respondent is a grower and whether she buys stock from wholesalers with her answers to the question about wholesale produce cost. If a market vendor answered that she is a grower and did not purchase stock, then she is allotted a \$0 wholesale cost in place of her blank wholesale cost response. This procedure eliminated a greater proportion of item non-response for the subsamples of weekend vendors than for week day vendors at the markets, due to the higher proportion of growers in the week end vendor samples. Statistical methods for dealing with item non response are not attempted due to resource constraints.

The transport amounts once again sees weekend vendors (\$23.43 per trip) spending more than weekly vendors (\$9.52 per trip). Predictably, weekly vendors spend more on market fees (\$50.94) than weekend vendors (\$10.39). The amount spent on tools of trade per week is \$20.45 for weekly vendors and \$6.99 for weekend vendors as weekly vendors are more likely to wear out their tools far more quickly than those who only come in for a couple of days. Finally, weekly market vendors spend more on employees, at \$33.11 per week as opposed to weekend market vendors at \$4.17 as weekend vendors are more likely growers who come to market to sell their own produce.

Figure 9: Suva – Costs are per week

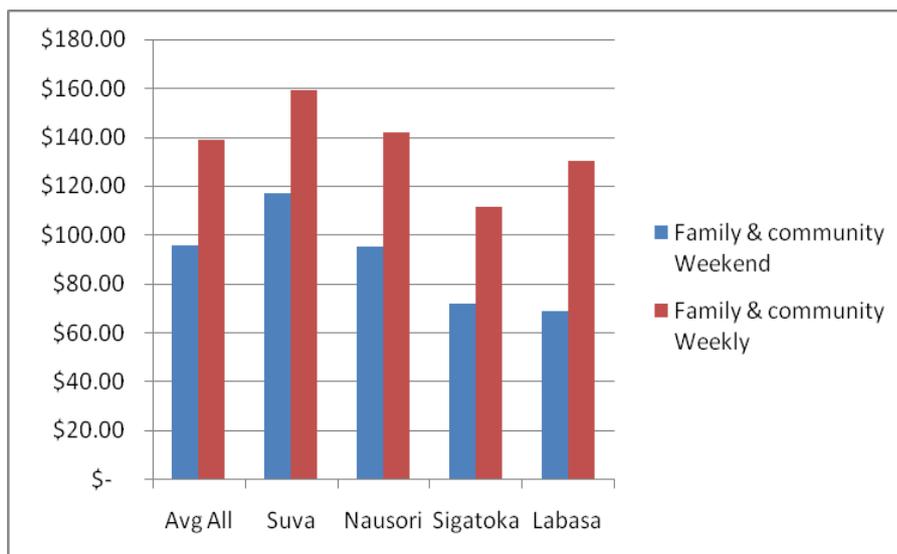


2.2.2 Expenditure on family wellbeing and community obligations

Market vendors contribute the majority of their income to family wellbeing and community obligations. Weekly vendors, on average, spend \$148 per week on their family and community; this value is just under half their average income and is relatively consistent across the four markets, +/- \$20. Weekend vendors spend a greater portion of their income (about 75%) on family wellbeing and community obligations due to their incomes sitting below the BNPL; they have limited income for discretionary items and savings.

Note: The weekly average expenditure on family and community for Nausori (\$153) is greater than the average weekly income of \$125. It may be the case that the market vending salary is supplemented by other income earning activity however it is more likely that Nausori weekly income was greatly underestimated. This is supported by the fact that the Nausori weekly income was less than the BNPL, which, when compared to the other markets is unlikely. It would be important to conduct further surveys to validate the income results for Nausori.

Figure 10: Comparison of Family and Community Expenditures of Market Vendors



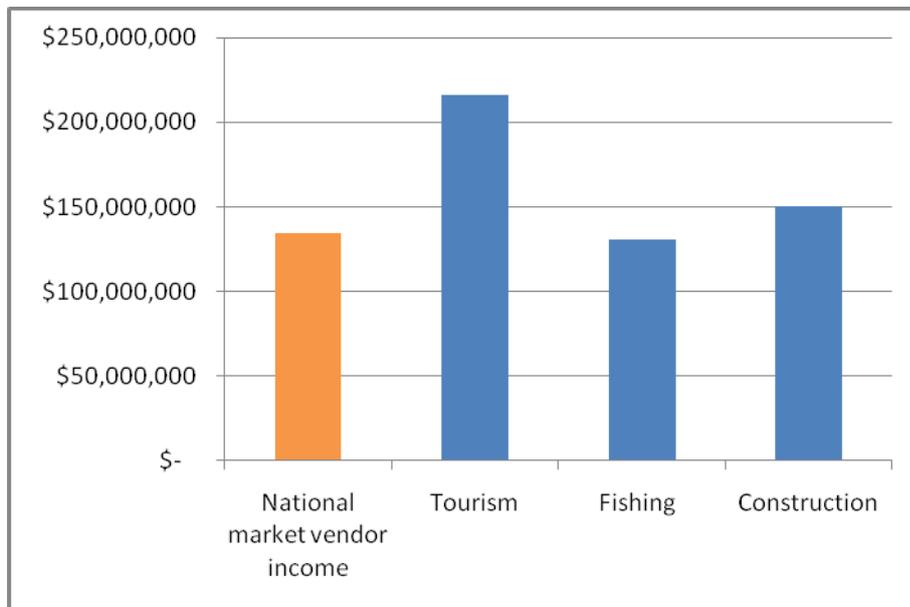
3.0 Macroeconomics

3.1 National Market Income

As the market is an informal economy, it is difficult to find concrete values of the income generated. However, it is possible to draw estimations using figures from this survey. To calculate the national market income, the proportion of market vendors in a district has been extrapolated to account for the entire country. In doing so it was found that approximately 1.6% of Fiji's population are market vendors. Using this and the average weekly market vending income of \$216, it was found that the National Market Vendor Income is \$134,784,000.

This figure is extremely significant and equates to 2.78% of Fiji’s GDP (\$4,871m) (Fiji Reserve Bank, 2009). It is comparable to both the formal Fishing and Construction industries that are highly regarded in Fiji. Also important is that between 50-75% of income generated in the marketplace is directly supporting families and communities and spent on essentials.

Figure 11: Comparison of National Market Vendor Income with Income from key Industries (\$FJD)

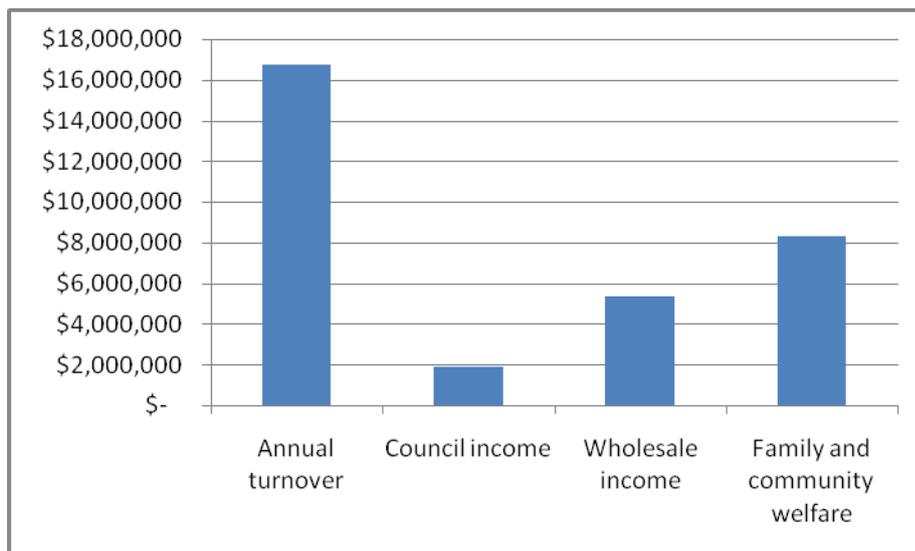


Market vending national income = \$134 784 000 [assume 1.6% of population are vendors and on average earn \$216 per week]. (Source: Fiji Reserve Bank)

3.2 Collaborative statistics

Averages from the survey were extrapolated to give values for the annual turnover, council income, wholesale income and family and community welfare generated by each respective market. These figures indicate the scale of activity that occurs in the marketplace and accordingly why there should be greater emphasis on promoting investment by encouraging sensible regulations and council fees setting. Due to the fluctuating number of vendors in the markets on any given week, these figures are only estimations. Second, as discussed in section 2.2.1, there is low statistical precision (reliability) attached to the extrapolated estimates of population wholesale income for each of the markets. This is due to the presence of significant item non response in the samples.

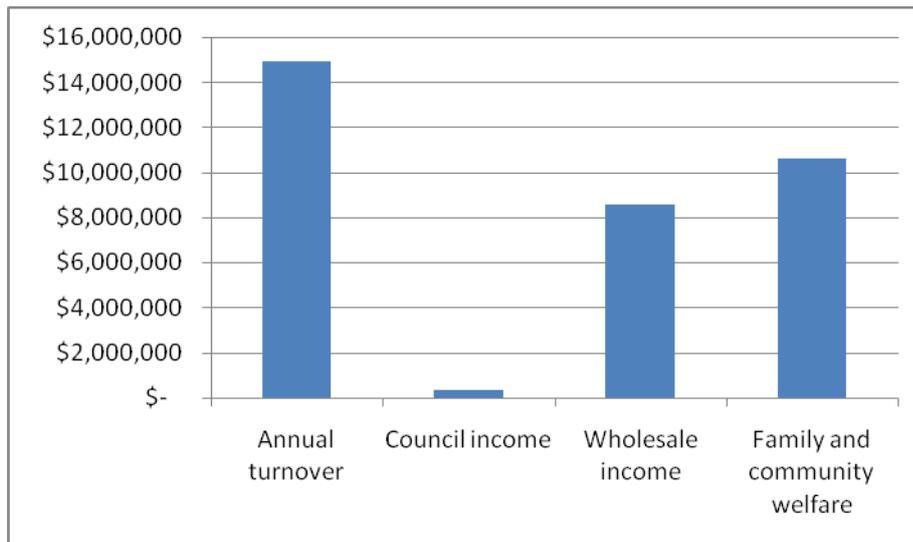
Figure 12: Suva Market



Suva market is a valuable asset to Suva Council and its surrounding area. The statistics below are calculated for a maximum vendor population of 1200 (note: this is conservative, vendor populations are more likely to be around 2000).

- The annual turnover generated by Suva market for market vendors is approximately \$16.7 million.
- Estimated fee expenditure by market vendors is slightly less than \$2.0 million for 2009. However, this is significantly higher than the reported Council revenue from fees and charges imposed on Suva market activities of \$1.2 million in the 2008 Suva Council Annual Report.
- Annual wholesale income figures lie at approximately \$5.3 million; however this figure is extremely conservative. During focus group discussions, market vendors verified the wholesale values generated during the survey to be far too low.
- The amount of money earned at the market and spent on family and community welfare is approximately \$8.3 million per annum.

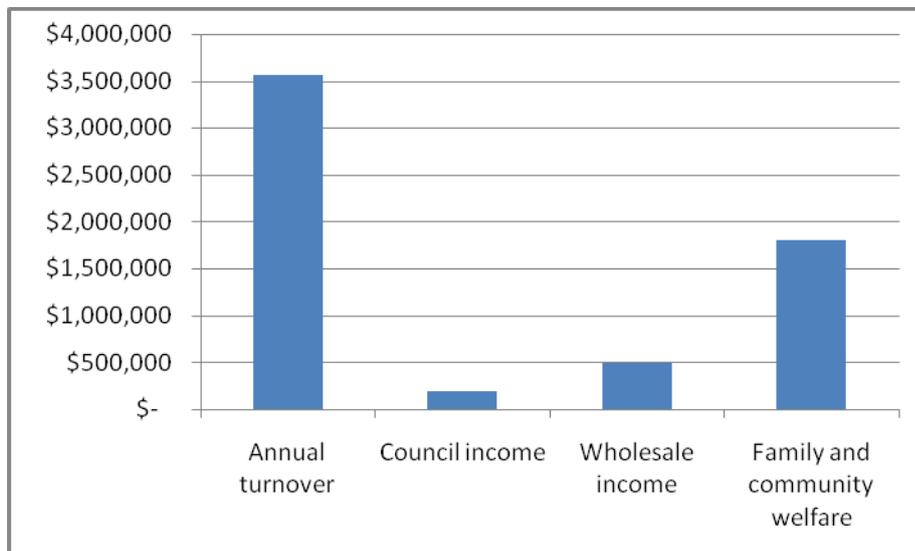
Figure 13 Nausori Market



Nausori market has a relatively low council income, but the surrounding area draws great benefits from its operation. The statistics below are calculated for a total vendor capacity of 1750, this number differs from the originally estimated FOCUS numbers used in the other market calculations to more accurately reflect Nausori Council’s reported market derived income.

- The annual turnover generated by Nausori market for market vendors is approximately \$15 million.
- Nausori Council income from the markets during 2009 was FJD \$340,000.00
- According to Nausori Town Council, the total operating expenditure for the Market in the last financial year was FJD \$106,600.00.
- Wholesale income figures lie at approximately \$8.6 million, however this figure is conservative.
- The amount of money earned at the market and spent on family and community welfare is approximately \$10.6 million.

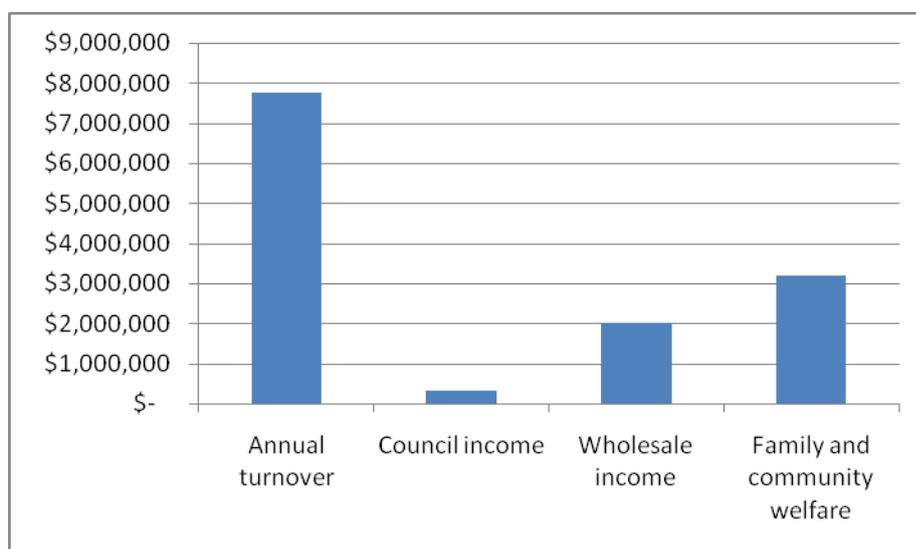
Figure 14 Sigatoka Market



Sigatoka market draws significant economic activity. The statistics below are calculated for a total vendor capacity of 400, as per the original estimation of numbers in the first phase:

- The annual turnover generated by Sigatoka market for market vendors is approximately \$3.5 million.
- Council income from the market vendors was \$213,056-49 for the year 2009
- According to Sigatoka City Council, the total expenditure for the Sigatoka Market in 2009 was \$52,909.72.
- Wholesale income figures lie at approximately \$0.5 million; however this figure is extremely conservative.
- The amount of money earned at the market and spent on family and community welfare is approximately \$1.8 million.

Figure 15: Labasa Market



Labasa market serves the northern island Vanua Levu. The statistics below are calculated for a total vendor capacity of 600.

- The annual turnover generated by Labasa market for market vendors is approximately \$7.76 million.
- Council income from market vendors was just under FDJ \$300,000.
- Wholesale income figures lie at approximately \$2.0 million (this figure is conservative, but more accurate than other markets)
- The amount of money earned at the market and spent on family and community welfare is approximately \$3.2 million.

4.0 Ancillary roles to market vending

Market vendors create many interconnected jobs and informal incomes. Although this was not calculated specifically in the survey, it was identified that market vendors support a number of ancillary roles. To begin, market vendor council staff is wholly reliant on the market place for their income and profession. Similarly, wheelbarrow boys are reliant on the market for income, as are vendors reliant on wheelbarrow boys to provide essential services to their business. Finally, market vendors provide direct income and jobs for council, farmers, police and transport operators such as taxis, buses, carriers and boats.

This indicates that marketplaces in Fiji are a hub of economic activity, responsible for the livelihoods and wellbeing of many people, and should be recognised as such by town councils and local government authorities.

Figure 16: Ancillary roles to market vendors



Basic Gender Budgeting for Fijian City/Town Councils

Based on this economic analysis and findings from our focus group discussions, some suggestions for incorporating a gender perspective to budgeting in the respective Fijian city and town councils have been made.

Gender sensitive budgeting does not require a separate budget for women, but involves focusing upon the strategic needs of women. These needs can range from including women in decision making (for example, seeking the viewpoints of women market vendors for improvements to markets), budgeting for training to be specifically available to women to improve skills, and ensuring that women have equal access to resources and benefits that the budget in question is dealing with. The overall aim of taking this approach is to take the position of women in society from powerlessness to empowered and equal to the position of men.

Practical needs of women are not farfetched, most are simple and basic human needs such as access to food, water, and an earning ability to provide money for their families and help their communities. Council policies and budgets should be examined to see if there are any

current laws or acts which inhibit women from reaching their full potential, or if laws can be changed to help women in any way.

A budget which is gender responsive examines each budget line item for how it would impact women/girls compared with how it would impact men/boys. Questions that should be asked include:

- Does this budget item negatively impact women/girls in any way?
- Does the budget item have any impact on *improving* gender equality?
- Do budget allocations respond to and reflect the reality of situations faced by women in Fiji, and more specifically, the marketplace?

Some examples of gender responsive expenditures in a budget include: women specific council activities, reproductive health education, paid maternity leave, childcare facilities, provision of public baby changing rooms, and special education programs for girls.

Councils must also analyse where their revenue is coming from (for example, market vendor fees – remembering that most of them are women) and whether those taxes/fees are being used to enhance their situation, and improve levels of equality – or is it hindering it?

A good way to ensure a gender sensitive approach is taken when drafting your budget is to ensure that the process of decision making includes women as well as men, and that the consultation process takes in to account the views of both. Taking a gender responsive perspective in budgeting should aim to close the gaps between women and men.

Conclusion and Recommendations

Conclusions to be drawn from the survey and economic analysis contain a common theme: marketplaces are the lifeblood of Fijian towns. Through Partners Improving Marketplaces Economic survey, it has been demonstrated that market vending income generated by marketplaces in Fiji is on par with industries such as fishing and construction. Although earnings have taken a hit in the past year, market vending still remains a source of accessible income for many people in Fiji, especially women, and undoubtedly contributes towards keeping thousands of people above the poverty line, who would otherwise be below it. Marketplaces provide a social safety net, not only in terms of reliable and accessible income for vendors, but also by providing the population with fresh and nutritious local produce, contributing to the health and wellbeing of Fijians. Encouraging the cultivation and sale of local produce also assists in fortifying the food security of Fiji.

Drawing from the findings of the economic survey, the following are recommendations for consideration:

- Further investment in improvements to market conditions, such as that of infrastructure, will reap many benefits for both market vending staff and customers alike. Councils who invest in infrastructure improvements will contribute towards making the marketplace a safer and more enjoyable place to work for vendors, and

not an occupational health and safety hazard for councils. It will also provide further incentive for customers and clients of the markets to frequent the premises more often and for longer, as it could become an enjoyable social meeting place.

- Improvements to infrastructure, as indicated by market vendors, can include but is not limited to:
 - Extending shelter for market vendors who must sit outside due to overcrowding,
 - Increasing the sanitary cleanliness of toilet and washing facilities, for vendors and customers
 - Storage facilities for vendor produce
 - Secure rooms for women who wish to sleep overnight
 - A central market booth, for provision of information on health, financial management, gender related issues, cooking demonstrations, etc.
 - Drainage improvements
 - Access to enough fresh water taps
 - Sufficient onsite parking for vendors and customers

Please see FDC's Partners Improving Marketplaces Focus Group Discussion Report, for further suggestions on market improvements and upgrades, based on participatory discussions with women market vendors.

- In determining the required investment and improvements to any marketplace, we recommend employing a participatory process which involves the input of market vendors (especially women), market staff, and market customers, in to the design and ideas phase of the process.

Reference List:

Action for Development (ACFODE) Gender Budget Training Manual. April 2005.

Quinn, S. Gender Budgeting: Practical Implementation Handbook. Directorate General of Human Rights and Legal Affairs. Council of Europe. April 2009

Fiji Bureau of Statistics, 2009

Fiji Reserve Bank, 2009

Appendices

1. Economic Survey, English and Fijian versions.
2. Nausori, Sigatoka and Labasa expenditure statistics.

Appendices

Appendix 1: English Version of Economic Survey

QUESTIONNAIRE FOR MARKET TRADERS AT _____ MARKET

Gender: Male/ Female	Type of Trader: Permanent / Casual	Race: Fijian / Indo / Chinese / Other
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Question	Answers																				
<p>1. Name and contact details:</p> <p>What are your trading days (in case we need to check anything with you) :</p> <p>What sort of goods do you sell:</p>	<p>Name:</p> <p>Phone:</p> <p>Mon / Tues / Wed / Thurs / Fri / Sat / Sun</p> <table border="0"> <tr> <td>Vegetables</td> <td><input type="checkbox"/></td> <td>Mats</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Root crops</td> <td><input type="checkbox"/></td> <td>Handicraft</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Fruit</td> <td><input type="checkbox"/></td> <td>Cooked Food</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Fish</td> <td><input type="checkbox"/></td> <td>Yagona</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Seafood</td> <td><input type="checkbox"/></td> <td>Other (specify)</td> <td></td> </tr> </table>	Vegetables	<input type="checkbox"/>	Mats	<input type="checkbox"/>	Root crops	<input type="checkbox"/>	Handicraft	<input type="checkbox"/>	Fruit	<input type="checkbox"/>	Cooked Food	<input type="checkbox"/>	Fish	<input type="checkbox"/>	Yagona	<input type="checkbox"/>	Seafood	<input type="checkbox"/>	Other (specify)	
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Fish	<input type="checkbox"/>	Yagona	<input type="checkbox"/>																		
Seafood	<input type="checkbox"/>	Other (specify)																			
<p>2. Where do you usually live?</p> <p>How long does it take to get to the market from home?</p> <p>How do you travel to the market?</p> <p>How much does it cost you and your goods to get to and from the market (<i>excluding relatives, friends, etc</i>)?</p>	<p>Residential address</p> <p>Total travelling time:</p> <p>Modes of transport:(walk, taxi, bus, boat, carrier, other)</p> <p>Costs of transport (passenger and goods) to the market: \$..... From the market: \$.....</p>																				
<p>3. How many days are you at the market on average in a typical week or month?</p>	<p>No. days: (week/month)</p>																				
<p>4. How many hours do you trade on average per day?</p> <p>What determines how much you bring into the market?</p>	<p>No. hours per typical day:</p> <p>Please circle: Market rules/ how much you produce/ how much you think you can sell/ transport/ other.....</p>																				
<p>5. Do you go to any other markets, and if so how regularly and for how long?</p>	<p>Other market:.....</p> <p>No. days:..... (week/month)</p>																				
<p>Do you grow your own produce?</p>	<p>Yes go to question 6 No go to question 7 If both yes, answer both question 6 and 7.</p>																				
<p>6. Do you mainly grow the produce yourselves?</p> <p>Do you ever sell to middlemen?</p>	<p>Yes/No</p> <p>Yes/No</p>																				

What is your income from sales to the middlemen?	\$.....day/week/month
7. Did you buy the goods that you selling in the market today? In total what did you pay for the goods?	Yes/No \$.....day/week/month
8. What do you expect will be today's total sales takings? Is this typical – if not what are your usual takings?	\$..... Saturday: \$ Weekday: \$
9. Do you have unsold stock at the end of the week? How much are the unsold goods worth (in total)?	Yes/No Value of goods unsold: \$.....
10. What do you do with these left over goods?
11. What value of produce you bring into the market is lost through theft or deterioration, or other wastage?	Theft \$...../week. Deterioration: \$...../week. Other wastage: \$...../week.
12. What do you pay in market fees, in total (price per stall, per quantity of goods etc)? How many stalls or spaces do you rent?	\$..... per(day/week/month/year per stall)(stalls/spaces)
13. What are your tools of trade (e.g. tarpaulin, umbrella, stall furniture not supplied by the market, containers, cooking utensils, eskies) If you had to buy these all over again, how much would these cost (or how much would you sell them for)? How often do you have to replace these items?cost \$..... replaced how oftencost \$..... replaced how oftencost \$..... replaced how oftencost \$..... replaced how often
14. What materials do you need to buy regularly to enable you to trade (eg wrapping materials, cleaning products, cooking oil, ice)? How much do you spend on these items?.....per day/week/monthcost \$..... bought how oftencost \$..... bought how oftencost \$..... bought how oftencost \$..... bought how often
15. How much cash do you usually take home from working in the market? What do you spend this money on?	\$..... day/week/month/year/.....(other) - Purchasing goods (stock) to sell in future \$..... day/week/month/year - Purchase food \$..... day/week/month/year - Purchasing household goods

	<p style="text-align: right;">\$..... day/week/month/year</p> <ul style="list-style-type: none"> - Education (School fees, busfare, uniforms etc.) \$..... day/week/month/year - Savings \$..... day/week/month/year <li style="padding-left: 20px;">- Health/Medicine \$..... day/week/month/year <li style="padding-left: 20px;">- Church \$..... day/week/month/year <li style="padding-left: 20px;">- Provide kerekere for relatives \$..... day/week/month/year <li style="padding-left: 20px;">- For Village Soli \$..... day/week/month/year <li style="padding-left: 20px;">- Other(what) \$..... day/week/month/year 																											
<p>16. What were your approximate earnings a year ago?</p> <p>How does this compare to today? (<i>note: this year's earnings should be the same as in Q15 – use this as a check</i>)</p>	<p>Last year: \$..... per day/week/month</p> <p>This year: \$..... per day/week/month</p>																											
<p>17. Are you a sole operator or is it a family operation?</p> <p>Who helps with your operations? Do you pay them?</p> <p>E.g.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Employee</th> <th style="width: 33%;">Jobs</th> <th style="width: 33%;">Pay</th> </tr> </thead> <tbody> <tr> <td>Husband</td> <td>Farming</td> <td>N/A</td> </tr> <tr> <td>Other</td> <td>Stall helper</td> <td>\$20/day</td> </tr> </tbody> </table>	Employee	Jobs	Pay	Husband	Farming	N/A	Other	Stall helper	\$20/day	<p>Sole / Family</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Employee type</th> <th style="width: 33%;">Jobs</th> <th style="width: 33%;">Pay</th> </tr> </thead> <tbody> <tr> <td>Relative/Other</td> <td></td> <td>\$..... /hour/day/week</td> </tr> </tbody> </table>	Employee type	Jobs	Pay	Relative/Other		\$..... /hour/day/week												
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Relative/Other		\$..... /hour/day/week																										
Relative/Other		\$..... /hour/day/week																										
18. Are you aware of how much it costs the council to dispose of rubbish?	Yes <input type="checkbox"/> No <input type="checkbox"/>																											
19. Would you like some training to learn how to package your goods in a way that creates less rubbish?	Yes <input type="checkbox"/> No <input type="checkbox"/>																											
<p>20. Finally, would you be interested in being part of a group that can advise on making improvements to the way the market operates?</p> <p>Who will best represent the interests of your trader type?</p>	<p>Yes/no</p> <p>.....</p>																											

Additional space for answers (list question number):

Fijian Version of Economic Survey

QUESTIONNAIRE FOR MARKET TRADERS AT XXXX MARKET

Gender: Turaga/Marama Type of Trader: Permanent / Casual Race: Fijian/Indo/Chinese/Other

<i>Questions Taro</i>	<i>Answers Isau ni Taro</i>																						
<p>1. Ko sa solia li na veivakadonui meu vola na yacamu kei na gaunisala ni veitaratara kei iko:</p> <p>Siga cava ko ni dau volivolitaki kina?</p> <p>Na i voli cava soti ko dauvolitaka?</p>	<p>Name:.....</p> <p>Contact:.....</p> <p>Trading Day(s) Mon /Tues /Wed /Thurs/ Fri /Sat / Sun</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Vegetables</td><td style="width: 50%;"><input type="text"/></td></tr> <tr><td>Root crops</td><td><input type="text"/></td></tr> <tr><td>Fruit</td><td><input type="text"/></td></tr> <tr><td>Fish</td><td><input type="text"/></td></tr> <tr><td>Seafood</td><td><input type="text"/></td></tr> </table> </td> <td style="width: 50%;"> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Mats</td><td style="width: 50%;"><input type="text"/></td></tr> <tr><td>Handicraft</td><td><input type="text"/></td></tr> <tr><td>Cooked Food</td><td><input type="text"/></td></tr> <tr><td>Yaqona</td><td><input type="text"/></td></tr> <tr><td>Other (Specify).....</td><td><input type="text"/></td></tr> </table> </td> </tr> </table>	<table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Vegetables</td><td style="width: 50%;"><input type="text"/></td></tr> <tr><td>Root crops</td><td><input type="text"/></td></tr> <tr><td>Fruit</td><td><input type="text"/></td></tr> <tr><td>Fish</td><td><input type="text"/></td></tr> <tr><td>Seafood</td><td><input type="text"/></td></tr> </table>	Vegetables	<input type="text"/>	Root crops	<input type="text"/>	Fruit	<input type="text"/>	Fish	<input type="text"/>	Seafood	<input type="text"/>	<table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Mats</td><td style="width: 50%;"><input type="text"/></td></tr> <tr><td>Handicraft</td><td><input type="text"/></td></tr> <tr><td>Cooked Food</td><td><input type="text"/></td></tr> <tr><td>Yaqona</td><td><input type="text"/></td></tr> <tr><td>Other (Specify).....</td><td><input type="text"/></td></tr> </table>	Mats	<input type="text"/>	Handicraft	<input type="text"/>	Cooked Food	<input type="text"/>	Yaqona	<input type="text"/>	Other (Specify).....	<input type="text"/>
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Other (Specify).....	<input type="text"/>																						
<p>2. Na nomu itikotiko?</p> <p>Bau vakacava na kena yawa mai na vanua ni volivolitaki? (Gauna e tauri iko mo yaco mai kina ki na makete, ko taubale mai se ko vodo basi se motoka)</p> <p>Kevaka ko vodo basi mai se motoka, e vica na kena isau se nomu ivodovodo?</p>	<p>Residential Address.....</p> <p><i>Tikotiko</i></p> <p>Total travelling time.</p> <p><i>Gauna taucoko ilakolako mai</i></p> <p>Mode of transport – walk, taxi, bus, boat, carrier, other <i>Gaunisala ni veitosoyaki?</i> (please circle)</p> <p>Cost of transport to market (passenger & goods) \$.....</p> <p><i>Ivodovodo pasidia kei nai voli me kau mai ki a makete</i></p> <p>Return trip \$.....</p> <p><i>Kei na ivodovodo lesu tale</i></p>																						
<p>3. Gauna cava soti ko dau lako mai kina ki na makete, vakacaca madaga e loma ni dua na macawa?</p>	<p>No. of days (week or month) circle</p> <p><i>Siga ena macawa se vula</i></p>																						
<p>4. Vakacaca madaga, dau vakacava na dede ni nomu tiko ena makete ena dua na gauna ni lako mai?</p> <p>Na cava e vakavuna na levu ni ivoli ko volitaka e na makete?</p>	<p>No. of hours per typical day.hrs</p> <p><i>Aua ena dua na siga.</i></p> <p>Digitaka e dua: na Lawa ni makete/ levu ni nomu I tei/ levu ni ka o kila e rawa ni voli/ transport/vodovodo/ other.....</p>																						
<p>5. So tale na vanua ni volivolitaki se makete ko dau lako kina? lo se sega? lo, levu na gauna se so ga na gauna? Gauna cava soti?</p>	<p>Other market?</p> <p><i>Dua tale na makete</i></p> <p>No. of daysdays/month circle</p> <p>Vica na siga ena dua na macawa</p> <p>.....months per year tomarket</p> <p><i>vula ena dua na yabaki kina makete e</i></p>																						
<p>Ko tea li na nomu ivoli?</p>	<p>Ke saumi io, lade kina taro naba 6</p> <p>Ke saumi sega lade kina taro naba 7</p>																						

	Kei io ruarua sauma ruarua na taro 6 kei na 7
6. Ko tea vakataki iko na nomu i voli ? Ko dau volitaka li vei ira e ra dauvolivolitaki ?(middlemen) Dau vica ko rawata mai nai ivoli vei ira na dauvolivolitaki ?	Yes/No (Please circle) <i>Io / Sega</i> Yes/No <i>Io/Sega</i> \$.....day/week/month
7. • Ko ni volia mai na nomu i voli? • Na cava na levu nika ko sauma ena nomu ivoli??	Yes/No Please circle <i>Io / Sega</i> \$.....day/week/month
8. Vica na levu ni ilavo ko namaka mo na rawata mai na nomu volivolitaki ni kua? E dina oqo? Kevaka e sega, e vica ko dau rawata tiko Ena siga vakarauwai? Ena loma ni macawa?	\$..... Saturday \$ Weekday \$.....
9. E dau vo beka na nomu ivoli ena dua na macawa ni volivolitaki? E vica na kena isau vakailavo?	Yes/No <i>Io/Sega</i> Value of goods unsold (weekly) \$..... <i>Nai levu ni ivoli e vo (kena is au vaka i lavo)</i>

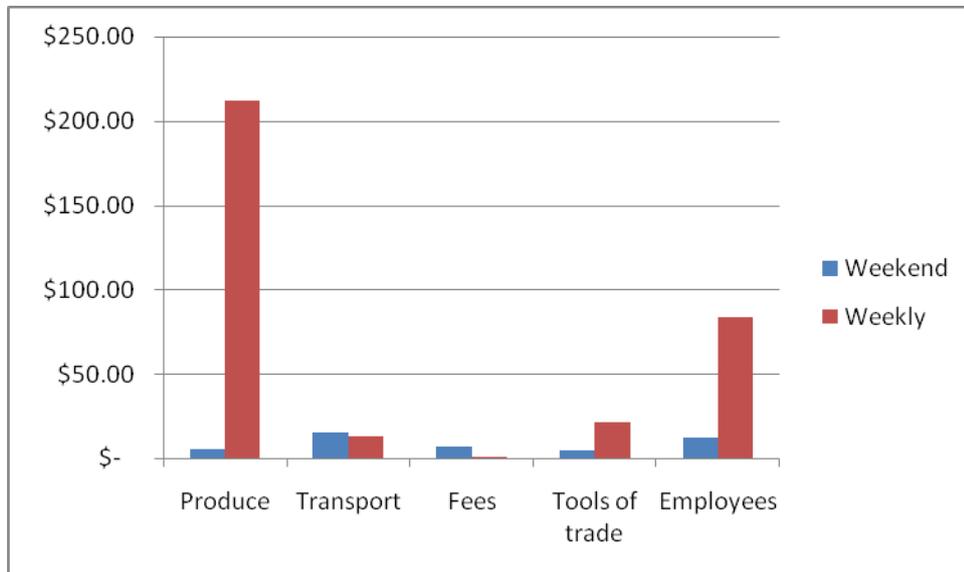
10. Na cava soti ko qai dau vakayacora vei ira kece sara na nomu ivoli ka ra dau vo tu oqori?																				
11. Ena levu taucoko ni ivoli ko dau kauta mai kina makete, e vica mada e ra dau mai vakayali ena butako se ena kena sa ca ga na ivoli?	Theft \$ /week <i>e butakoci</i> Deterioration <i>ena vakacacani</i> \$..... /week Other wastage, specify..... ..\$..... /week <i>Ena leqa tale eso (leqa cava)</i>																				
12. E vica ko dau sauma tiko ena isau ni nomu volivolitaki ena makete? Isau ni dua na teveli / se saumi vaka iyaya ka volitaki? E vica na teveli se rumu ni volivolitaki ko dau vakayagataka?	\$.....per(day/week/month/year per stall) (siga/macawa/vula/yabaki e dua na stall) No of stalls/spaces (rumu ni volivolitaki)																				
13. Na iyaya cava soti ko dau vakayagataka e na gauna ni volivolitaki? (ivi, teveli kei na dabedabe ka sega ni vakarautaka na makete, iyaya ni vakasaqa se itawatawa ni wai cevata) se kevaka ko volia kece na iyaya oqori, ena vica na kena isau? Veisauvakavica ? Kevaka ko vakayagata tiko na iyaya taucoko oqori ena bisinisi, ena gauna cava soti e dodonu mo dau vakaisosomi taka kina?	<table border="1"> <thead> <tr> <th></th> <th>Items <i>iYaya</i></th> <th>Cost \$ kena isau</th> <th>Replaced how often</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2</td> <td></td> <td></td> <td></td> </tr> <tr> <td>3</td> <td></td> <td></td> <td></td> </tr> <tr> <td>4</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Items <i>iYaya</i>	Cost \$ kena isau	Replaced how often	1				2				3				4			
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4																					
14. Na iyaya cava soti ko na volia me na dau vakayagataki vakawasoma ena volivolitaki, mevaka na iolo ni ivoli se taga, iyaya se wainimate ni sasamaki, waiwai ni vakasaqa, wai cevata? E vica na isau vakailavo ko dau vakayagataka kina? Ena veisiga/veimacawa/veivula?	<table border="1"> <thead> <tr> <th></th> <th>Items <i>iYaya</i></th> <th>Cost \$ kena isau</th> <th>Replaced how often</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Items <i>iYaya</i>	Cost \$ kena isau	Replaced how often																
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<p>15. E vica na i lavo o rawata main a nomu i volivoli taki e na makete? Ko dau laki vakayagataka vakacava na ilavo ko rawata mai na volivolitaki ena makete,?</p> <p>NB. should add up to 100% E dodonu me kena levu taucoko e 100%</p>	<p>\$.....days/week/month/year/.....(other)</p> <p>Purchasing goods(stocks) to sell in futureday/week/month/yr isau ni nomu ivoli me volitaki</p> <p>Purchasing foodday/week/month/yr Isau ni veika me vakayagataki e vale</p> <p>- purchase household goods.day/week/month/yr I sau ni kakana e vale</p> <p>-Educationday/week/month/yr (school fees, bus fares, uniforms,etc)</p> <p>Veika me baleta na vuli</p> <p>-Savingsday/week/month/yr - Kena me laki maroroi</p> <p>Health/Medicineday/week/month/yr - isau me tara cake kina na vale</p> <p>-Churchday/week/month/yr - Soli ki valenilotu</p> <p>-Provide kerekere for relativesday/week/month/yr - Ilavo ka soli vei ira na wekamu</p> <p>-For village soliday/week/month/yr - Ilavo ka soli kina koro</p> <p>Otherday/week/month/yr - Veika tale e so % vakayagataki ena cava .</p>														
<p>16. Ni vakatauvatani kei na nomu rawa ilavo ena yabaki sa oti, ko nanuma li ni levu na nomu rawa ilavo ena yabaki oqo se lailai? E rau veisivi ena vica?</p>	<p>Last year: \$..... per day /week/month This year: \$..... per day /week/month Tautauvata se% levu se lailai</p>														
<p>17. Ko qarava duadua tikoga se dou qarava kece tiko vakavuvale na nomu volivolitaki se bisinisi,? O cei soti e ra vakaitavi? Cava soti na nodra itavi?</p>	<p>Sole / Family please circle <u>Qaravi duadua / matavuvale</u></p> <table border="1"> <thead> <tr> <th>Employee type</th> <th>Jobs</th> <th>Pay</th> </tr> </thead> <tbody> <tr> <td>Relative/Other</td> <td></td> <td>\$.....hr/day/week</td> </tr> <tr> <td>Relative/Other</td> <td></td> <td>\$.....hr/day/week</td> </tr> <tr> <td>Relative/Other</td> <td></td> <td>\$.....hr/day/week</td> </tr> </tbody> </table>			Employee type	Jobs	Pay	Relative/Other		\$.....hr/day/week	Relative/Other		\$.....hr/day/week	Relative/Other		\$.....hr/day/week
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Relative/Other		\$.....hr/day/week													
Relative/Other		\$.....hr/day/week													
<p>18. O bau kila na levu ni lavo e vakayagatakatiko na Coucil e na kumuni kei na kena yau na benu e na makete?</p>	<p>Yes <i>lo</i> <input type="checkbox"/> No <i>Sega</i> <input type="checkbox"/></p>														
<p>19. O bau vinakata mo bau vuli e na taqomaki ni nomu i yaya kei na kena i olo me rawa ni lai lai kina na benu e na makete?</p>	<p>Yes <i>lo</i> <input type="checkbox"/> No <i>Sega</i> <input type="checkbox"/></p>														
<p>20. Kena itinitini, ko na taleitaka li mo lewena e dua na isoqosoqo ka vunautaka na kena vakavinakataki se vakatoroicaketaki ni vanua ni volivolitaki ena makete?</p> <p>E dua ko nanuma ni rawa ni matataki kemuni na dau volivolitaki vaka oqo?</p>	<p>Yes/no lo / Sega</p> <p>.....(alternative name) (yaca ko kilai kina se ko via kacivi kina)</p>														

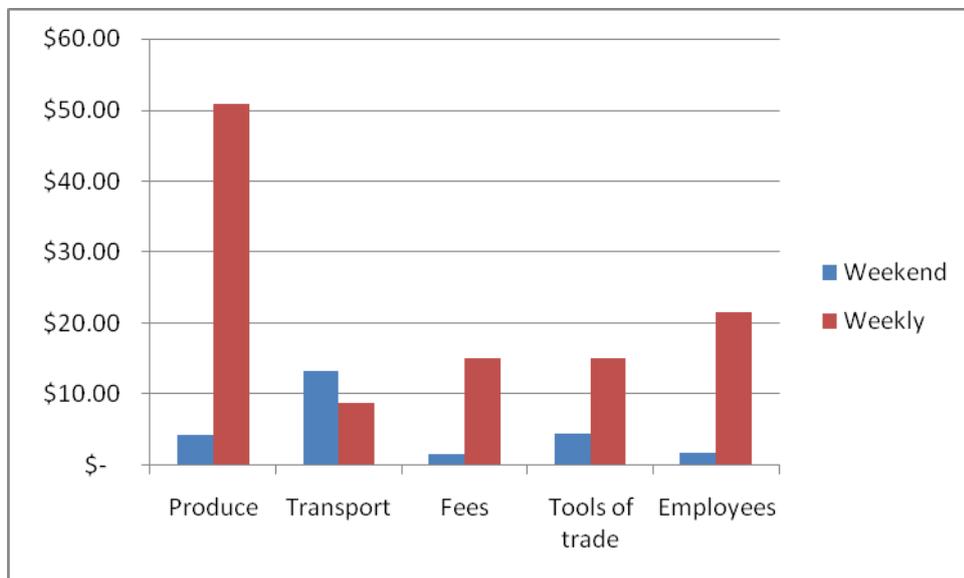
Additional space for answers (list question number):

Appendix 2: Business Costs Breakdown for Nausori, Sigatoka and Labasa.

Nausori



Sigatoka



Labasa

