

Improving livelihoods through floriculture out-growing scheme - the Koroipita village in Fiji

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Abstract

This study discusses the case of a South Pacific island village in Fiji, where several aid projects work with local conditions and cultures for the least advantaged. In the context of management, the South Pacific leadership style is more paternalistic. This study argues that an out-growing scheme with a paternalistic interaction style exists between flower growers and the wholesaler in the floriculture supply chain under study. This supply chain was harnessed for industry development as well as for income generation for the village growers. When viewing the contracting relationship between SSO and the Koroipita out-growers, there is a fair share of value added in the value chain. This case study shows that the out-grower scheme has led to a significant rise in living standards when several other means of improving livelihoods have failed. The findings of this study are based on interviews with floriculture supply chain stakeholders and grower/florist focus group discussions conducted between 2010 and 2011. The results of this study may be relevant to other Pacific Island nations with similar cultural backgrounds and aid donors that aim to improve livelihoods.