

# Nishi Trading



## 01 RESEARCH OBJECTIVE

To enhance the breadfruit industry by promoting sustainable cultivation practices, optimizing processing methods, and aligning products with market demand.

## 02 CONTEXT

The breadfruit industry is vital for livelihoods, food security, and economic growth. To address industry challenges, research focuses on a demonstration plot showcasing best cultivation practices and interviews with processors and exporters to optimize practices and product-market alignment.

### Action Research Activities

[1] Establishing a breadfruit agroforestry demonstration plot to develop a model that aids sustainable practices and maximizes yields while researching spacing, intercropping, tree management, and variety hardiness.

[2] Researching insights into breadfruit processing and export through interviewing processors and exporters to understand their current practices, product range, methods, and challenges.

## 03 TARGET

**Breadfruit Farmers:** Directly benefiting breadfruit cultivators, the research activities provide valuable insights into optimal cultivation practices within agroforestry systems. This empowers farmers with knowledge on spacing, intercropping methods, tree management, and environmental requirements. By implementing these findings, breadfruit farmers can enhance their yields, adopt sustainable practices, and contribute to the industry's growth.

Pacific Breadfruit Project, Pacific Islands is part of the global FO-RI programme. The main expected aim for the Farmer Innovation for Sustainable Breadfruit Value Chains Project (Pacific Breadfruit Project) in the Pacific is to:

[1] Reverse the traditional model of agricultural research and knowledge transfer by putting farmers/processors and farmer/processor innovation at the center of further development of sustainable breadfruit agroecology and market systems.

[2] Develop practical solutions to expanding agroecological (AE) production of breadfruit.

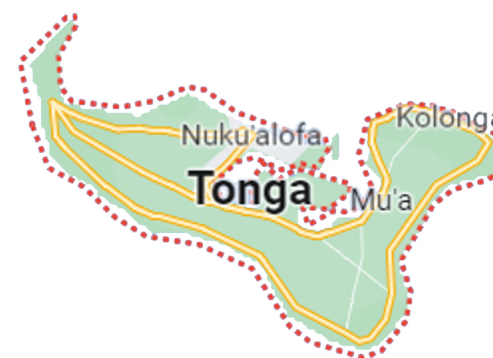
[3] Develop practical solutions to product development/processing and market linkages driving new opportunities for small farmers who produce AE breadfruit.

In the Pacific 5 farmer organisations lead action research initiatives in 5 countries – Te Tango Enea (Cook Islands), Nishi Trading Ltd (Tonga) Tutu Rural Training Centre (Fiji) PNG Women in Agriculture (Papua New Guinea), Kastom Gaden Association (Solomon Islands).



## TECHNICAL & FINANCIAL PARTNERS

Implemented with AgriCord Alliance, with the financial support of the European Union and the Organisation of African, Caribbean and Pacific States.



## PROJECT IMPLEMENTATION AREA

Tongatapu, Kingdom of Tonga

## IMPLEMENTING FARMER ORGANISATION

Nishi Trading Tonga is a family-owned company that has been operating for over 40 years. The company began as a commercial farm for exports, but has since diversified to include imports, complementary services, and value-added products. Nishi Trading is committed to quality and food safety and works with local farmers to ensure that they get fair prices for their produce. The company exports its products to international markets, including New Zealand, Japan, Korea, Samoa, American Samoa, and China. Nishi Trading is a leader in the Tongan agricultural sector and plays an important role in the country's economy. The company is committed to sustainability and is working to develop new ways to improve the productivity of Tongan farms. Nishi Trading is also committed to giving back to the community and supports a number of local initiatives.



### VISIT US

facebook.com/nishitonga  
breadfruitpeople.com  
pacificfarmers.com



### CONTACTS

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**Processors and Exporters:** The research interviews directly engage processors and exporters, shedding light on their current practices, product range, challenges, and market dynamics. The insights gained enable processors and exporters to align their products with market preferences and demands, leading to enhanced competitiveness and sustainable expansion in the breadfruit industry.

**Breadfruit Industry Stakeholders:** The entire breadfruit industry benefits from these research activities. Stakeholders, including growers, processors, exporters, and regulatory bodies, gain a deeper understanding of cultivation practices and market dynamics. This comprehensive knowledge-sharing fosters collaboration, ensures industry-wide improvements, and boosts the overall sustainability of the breadfruit sector.

**Consumers:** Consumers are indirectly impacted by the research activities as the outcomes influence the availability and quality of breadfruit products. With better cultivation practices and aligned processing methods, consumers can access a wider range of high-quality breadfruit products that cater to their preferences. This contributes to improved food security, nutritional diversity, and overall consumer satisfaction.

## 04 IMPLEMENTING PARTNERS

Tonga National Youth Congress, Government of Tonga [Ministry of Agriculture & Food, Forests & Fisheries], MORDI Tonga Trust Tokyo University of Agriculture, ACIAR, JICA, GROFED, AVI and VSA

## 05 STARTING DATE & DURATION

1st January 2023 – 30th June 2026 (42 Months)

## 06 OVERALL BUDGET

\$541,042.02 FJD



AGRICORD

