OUR DELICIOUS STORY

Capitalising on Fiji’s unique culture and cuisine
WHERE TO START?

You need to tell a compelling story...
KEY STORY ELEMENTS IN AGRITOURISM & GASTROTOURISM

Environment

Culture

Cuisine
ENVIRONMENT

• Prehistoric land
• Volcanic soil rich in nutrients and minerals
• Pristine turquoise oceans
• Silica-rich artesian waters
• Fresh unpolluted air
• Protection of native land
CULTURE

• Living, ancient civilization with prehistoric heritage
• Tribal identity
• Unique mix of Pacific Islanders, Indian, Chinese & Western cultures
• Strong sense of community
CUISINE

- Undiscovered ancestral gastronomy
- Raw & unadulterated
- Wild & organic -superfood status
- Traditional medicines & natural healing remedies
- Three ancient tribes
ATTRACTING TOURISM TO YOU

- "Live It" Homestay
- "Cook It" Cooking Classes
- "Taste It" Dining Experiences
- "Work It" Farm Tours
- "Remember It" Take Home Products
THE POSSIBILITIES

Where some see only a farm
I see a story....
“The Tree of Life” Story
Tree Climbing
Taste & Eat
Make Lolo using vulo
VCO, sap, toddy
Prepare & Eat Lovo

“The Tree of Life” Coconut Farm Tour
“Land of the Giants”
Lapita Canoe Plants

- Historical Story
- Noni - medicine
- Shampoo Ginger - bodycare & scent
- Kava - medicinal
- Mountain Apple - food & worship
PLANNING YOUR AGRITOURISM BUSINESS

• Research your story - facts, history, data
• Access - how do tourists reach you
• Farm tour - interactive experiences, touch, feel, cleanliness
• Cooking - prepare, cook & taste
• Value added - bottle and package products
• Your story - how can you change the lives of visitors