

EU's Mimica Launches 'Fiji Cha'



From left: Director and Founder of FRIEND Sashi Kiran, the Head of the European Union Delegation for Pacific, Ambassador, Andrew Jacobs and others during the launch yesterday.

June 18

by Waisea Nasokia, DENARAU ISLAND

The visiting European Union Commissioner for Development Neven Mimica launched FRIEND Fiji's latest product Fiji Cha at Tuvu in Lautoka yesterday.

This 'Herbal Infusion – Lemon Grass Tea' launch was done during his short courtesy visit to the agents before his flight out of Fiji.

This is Foundation for Rural Integrated Enterprises & Development's (FRIEND) first organic certified product in Fiji.

Mr Mimica was pleased with the visit in order to enable a better market programme and overall promise of the people of Fiji.

"Clearly the European Union is making a significant impact on the ground when it partners with the right organisation.

"Despite very adverse weather conditions, FRIEND remained on track and was not only successful but surpassed the target by supporting some 2000 people.

"This will allow a tap into the increase in the market which should provide additional revenues for Fijian farmers.

"The EU is an important actor in promoting sustainable agriculture in the international development

agenda.

"I am sure the farmers will directly benefit from this achievement and rest assured that we will continue to sail together," Mr Mimica said.

He commended FRIEND for their achievements so far and is certain the bond will continue to grow.

Director and Founder of FRIEND Sashi Kiran said the visit showed EU's commitment to grassroots.

"For us sustainable soil means sustainable families, agriculture and health and we are very happy with the first product in the market.

"Hopefully we will get many more of our products that are organic certified into Fiji and the global market," she said.

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