

# Defining priority commercialisation pathways, and potential private commercialisation partners for viable long-term commercialisation of products emerging from FST/2019/128



## Key details

### Location

Fiji

### Duration

Start Feb 2022

End Sep 2022

### Budget

AUD 162,000

### Commissioned organisation

Buck Advisory

### Project Leader

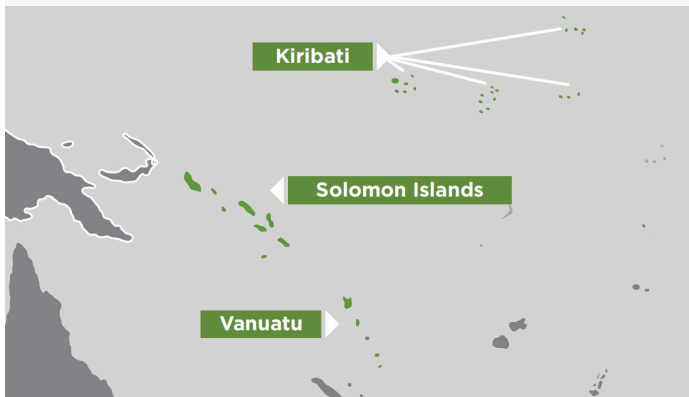
Ian Buck

### Program

Agribusiness

### Project code

AGB/2021/172



## Overview

This project aimed to research and address the issue of sustainable

commercial supply of coconut veneer plywood sheets and / or other product formats to specific end use (consumer and/or industrial) markets.

Coconuts are pivotal in the livelihoods of quasi-subsistence smallholders who dominate Pacific primary production. Viability of this sector is being challenged by the increasing proportion of the coconut plantation estate becoming senile, characterised by significantly reduced fruiting capacity.

The project was conducted in parallel and in partnership with the FST/2019/128 project team. FST/2019/128 primarily focused on technical and social elements of forming a new coconut engineered wood products industry. Project AGB/2021/172 injected critical assessment and develop strategies for commercial stakeholder engagement, private sector alignment, thinking and potential investment and to enable market access.

## Project outcomes

- Delivered a framework for undertaking this type of research as part of ACIAR funded research projects, applicable to other projects where understanding the business operating environment and the early engagement of suitably qualified private sector project partners are important for maximising the adoption and uptake of project lessons and outcomes.

- Building capacity and confidence of in-country personnel in designing and undertaking important research into the commercial or real-world environments in which ACIAR projects and their participants and team members are active.
- Facilitating and mentoring the transitioning of partnership relationships with recommended private project partners back into the larger project FST/2019/128.

