

Growing communities not just crops: Fiji ginger presented at UK's leading food and drink event

World news story

Eljap BV presented their organic ginger harvested from the nutrient rich volcanic soils of Fiji at the International Food and Drink Event in London from 21 to 23 March 2022.



Under the banner of the United Kingdom Trade Partnerships Programme (UKTP), funded by UKAid and delivered by the International Trade Centre, more than two dozen companies from Africa, the Caribbean and the Pacific brought a range of delicious products to the International Food and Drink Event in London from 21 to 23 March 2022.

Eljap BV presented their organic ginger harvested from the nutrient rich volcanic soils of Fiji. The ginger is hand-picked, and processed into a variety of products including powders and syrups.

Similar international trade events have generated significant new business opportunities and created confirmed new sales for UKTP participant companies. And importantly, these companies are growing communities in developing countries, not just crops.

In Fiji, UKTP has supported an industry-wide revival in the ginger sector bringing new jobs, increased productivity and higher incomes across the entire agricultural value-chain.

The food and beverage industries show remarkable resilience as industries recover from the pandemic. Attention has turned to high-quality, bespoke offerings that connect communities of producers and consumers through shared values and tastes.

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