



@CCoFiji



Consumer Council of Fiji



www.consumersfiji.org



Mobile App

31 October 2025

PRESS RELEASE

Consumer Council and Sugar Cane Growers Fund Strengthen Partnership through MoU

In a joint effort to strengthen financial literacy and consumer protection among sugarcane farmers, the Consumer Council of Fiji (CCoF) and the Sugar Cane Growers Fund (SCGF) have today signed a Memorandum of Understanding (MoU) formalising their collaboration.

The partnership establishes a framework for cooperation between the two institutions to promote consumer awareness, responsible financial practices, and the welfare of farmers as consumers. Through this MoU, both organisations will collaborate on awareness programs, training sessions, and community outreach activities to equip farmers with essential knowledge on financial management, lending practices, and their rights under relevant consumer and financial laws.

The agreement also enables information sharing and technical support between CCoF and SCGF, allowing both parties to provide timely assistance to farmers and address emerging issues within the sugarcane industry.

Speaking at the signing, Consumer Council CEO, Ms. Seema Shandil, said the partnership marks a milestone in advancing rural consumer protection. “This partnership between the Consumer Council of Fiji and the Sugar Cane Growers Fund represents more than just a formal agreement, it is a commitment to empower our farmers as informed consumers. Through joint awareness initiatives, research collaborations, and training programs, we will work together to strengthen financial literacy and ensure growers have the confidence to make sound financial decisions,”

“Our shared efforts will not only address challenges related to access to finance and credit contracts but also create a platform for continuous dialogue, learning, and collaboration. By building these networks and sharing resources, both institutions reaffirm their dedication to fairness, transparency, and consumer protection within Fiji’s sugar industry,” said Ms. Shandil.

SCGF CEO, Mr. Raj Sharma said the MOU formalizes and synergies the collaboration between the two institutions to promote fair, transparent, and responsible financial practices among growers, and to ensure growers are empowered to make informed financial decisions.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerlkt@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj



@CCoFiji



Consumer Council of Fiji



www.consumersfiji.org



Mobile App

Through this partnership, Mr Sharma added that both organizations will work jointly in the in promoting financial education and consumer awareness among cane growers, conducting joint outreach programs and community awareness campaigns and strengthening advocacy for responsible lending and borrowing practices within the industry. He said this further instills National Development Plan initiative in Strengthening Financial Literacy

The MoU will remain in effect for five years and reflects both institutions' commitment to building an informed, resilient, and financially secure sugarcane farming community. For more information, consumers can contact the Consumer Council of Fiji on the national toll-free number **155** or email complaints@consumersfiji.org.

Head Office

Level 5 Vanua House
Victoria Parade GPO, Suva
Phone: 3300792/3310183
CEO: 3305864
Fax: 3300115
Email: complaints@consumersfiji.org

Lautoka/West

Suite 4 Popular Building
Vidilo Street
P.O. Box 5396, Lautoka
Phone: 6664987
Email: consumerlwk@connect.com.fj

Labasa/North

Shop 2, Mudaliar Investment
Sangam Avenue Street
P.O. Box 64, Labasa
Phone: 8812559
Email: colbs@connect.com.fj