



PRESS RELEASE

FCCC Conducts Market Surveillance In Western Division on Essential Items Wednesday 21 April 2021

The Fijian Competition and Consumer Commission (FCCC) is actively conducting market surveillance on essential items such as food and medicine, as well as monitoring the market situation in the Western Division.

FCCC CEO Joel Abraham said that FCCC will continue to monitor the situation and release advisories if any disruption in the supply chain of the essential items is found.

“Our role is to help ensure that all Fijians are able to access the products they need and we are urging traders to do their best in keeping products available for everyone,” said Mr Abraham.

“We are, and will be, working closely with importers, wholesalers and retailers to get products onto shelves as quickly as we can to meet demands in the containment area, if there is any disruption in the supply chain of essential items.”

Mr Abraham added that at the present time, the vast majority of products have not been affected and that supermarkets and pharmacies are not seeing shortages as yet.

“As far as the supply and availability of essential food items, face masks, hand sanitisers and medication are concerned, we know supermarkets and pharmacies have not encountered any shortages yet, but we are keeping a close watch on the situation should this change.”

“However, to ensure that Fijians have access to essential items, particularly in the containment area, we have introduced some common-sense limits to essential products and if shortages are noted, other limits may be put in place on other products.”

Mr Abraham has also reminded traders to not engage in unscrupulous activities and unfairly raise the prices of essential products as it would be very un-Fijian to do so.

“We urge traders to refrain from raising the price of goods, to unfairly take advantage of vulnerable Fijians during the current situation. Instead of thinking of ways to profit from the situation, let’s work together and help one other get through this.”

“I remind traders that they will be taken to task accordingly if they are found engaging in price gouging.”

Retailers have been asked to exercise their judgement based on customer and store locations and to limit sales per customer, so as to allow everyone to have fair access.

Mr Abraham has urged traders and members of the public to show their usual support towards the FCCC officers and thanks everyone for their patience and understanding as we work through this together as one united Fijian family.

For more information, you can contact FCCC on 8921991 or through live chat on their website at fccc.gov.fj. Please follow us on Facebook at www.facebook.com/FijianCCC/ for the latest updates.

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