



**PRESS RELEASE**  
**FCCC Urges Fijians Not To Panic Buy**  
**Thursday 13 May 2021**

The Fijian Competition and Consumer Commission (FCCC) has once again urged Fijian Consumers to refrain from panic buying due to the COVID-19 pandemic and to rely on credible news sources rather than paying attention to rumours.

This comes in the wake of thousands of Fijians flooding supermarkets yesterday due to misinformation that a nationwide lockdown would be imposed, which was later confirmed to be untrue, after supermarkets in Makoi and Suva were closed off to the public.

FCCC CEO, Joel Abraham urged Fijians not to rush to shops and engage in panic buying, as it leads to people purchasing a lot more than what is needed which not only wastes money, but also creates a shortage of essential products such as food and medicine for other Fijians.

“There is no shortage of goods out in the market as shipping lines have not been disrupted,” said Mr Abraham.

“If you have come across empty shelves in the supermarkets, it's only because they haven't restocked yet. Please remain calm - we will overcome this situation just as we have in the past.”

“When you are shopping, I urge consumers to think about how much they actually need, and not leave other Fijians at a disadvantage. This is especially important when it comes to purchasing pharmaceutical products, as it could take time to restock supplies.”

Mr Abraham said that FCCC is constantly communicating with supermarkets and pharmacies in an effort to ensure that adequate stock is available, and has even taken a proactive approach by checking the bulk stock of businesses, and asking suppliers to submit their daily stock levels.

“I also want to assure the general public that Fiji is food secure. FCCC has conducted more than 900 inspections in different areas - our teams are on the ground everyday checking for shortfalls in the supply of essential food items and medication, especially in the containment areas, so there is no reason to panic buy.”

Mr Abraham said that the best course of action a family can take at this time is to ensure that they have an emergency plan in place for themselves, and their families.

“I also ask that everyone adhere to all the advisories that are being given by the Fijian Government and hardworking medical teams, and to refrain from indulging in rumours that are being spread on social media,” said Mr Abraham.

“Social media is a very powerful tool in getting information across to the masses and unfortunately, there are some unscrupulous individuals out there who seem to relish in spreading false information and creating panic.”

“I strongly urge everyone, especially during these trying times, to keep up to date with the news from reliable and credible sources only, such as the Ministry of Health, and Fijian Government.”

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