



### Media Release

## FCCC Warns Traders, Urges Public to Be Vigilant During Adverse Weather

21 February 2025

With Fiji experiencing severe rainfall and thunderstorms that could potentially lead to flooding and transport disruptions—the Fijian Competition and Consumer Commission (FCCC) reminds all traders that any form of price gouging or unethical conduct will not be tolerated.

FCCC CEO, Joel Abraham, emphasised FCCC’s zero tolerance approach, stating that natural disasters must not be used as an excuse for unfair price hikes or the sale of compromised goods.

“Traders who take advantage of vulnerable consumers undermine the well-being of the entire community. We expect all businesses to behave ethically on matters such as pricing – any attempts to raise prices beyond reasonable limits will be met with the full brunt of the law.”

Abraham also condemned the exploitative practice of price gouging on essential items such as candles, batteries, and non-perishable foods, adding that FCCC inspection teams are conducting on-the-ground checks on both pricing and product quality.

Our teams have carried out 26 joint inspections with the towns and city health inspectors to ensure that food health and safety standards are maintained by traders. Additionally, our teams have been conducting natural disaster market surveillance during and after bouts of flooding. Last month, the teams carried out 73 natural disaster surveys, checking on the prices of essential items that become necessary during a natural disaster.

“While FCCC will be carrying out routine inspections and surveillances of cyclone-essential goods, we need consumers to do their due diligence as well,” Abraham said.

Consumers are urged to remain vigilant by ensuring goods are not damaged, spoiled or expired, checking prices and retaining receipts in case a dispute arises.

“If you encounter any wrongdoing, please inform FCCC so we can take swift action.”

With potential power outages looming, supermarket owners are reminded to maintain ethical standards.

“Do not sell food items or meat that has been affected by power outages and are unfit for consumption,” Abraham warned.

“All such items must be properly disposed of to protect the health and safety of Fijian consumers.”

Consumers are also advised against purchasing frozen items and electrical products at this time, as imminent power cuts could make safe storage and usage impossible.

“We will not hesitate to take action against traders who deprive consumers of their rights and hard-earned money. If you notice sudden price spikes or suspect any unethical behaviour, please report it immediately. Your reports help us respond quickly to protect the public.

For more information, or to report any breaches of consumer rights, members of the public can contact the FCCC by calling 8921 991, emailing [helpdesk@fcc.gov.fj](mailto:helpdesk@fcc.gov.fj) or through any of the channels at <https://linktr.ee/fijianccc>.

### **About FCCC**

The Fijian Competition and Consumer Commission is an independent statutory authority committed to promoting competition and fair trading and regulating national infrastructure for the benefit of all Fijians.

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