



Media Release

FCCC Begins Easter Inspections and Surveillances – Traders Warned Against Unfair Practices

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As the Easter weekend approaches, the Fijian Competition and Consumer Commission (FCCC) team has intensified our inspection and monitoring efforts to ensure consumers are protected against unethical behaviour by unscrupulous traders. These pre-Easter inspections are part of FCCC's ongoing efforts to protect Fijians during high-spending periods, where unfair price hikes, misleading or inflated discounts, and misleading promotions often appear.

FCCC CEO, Senikavika L. Jiuta issued a stern warning to all traders and businesses, saying that any violations will be met with the full force of the law.

“Easter should be a time for celebration – not exploitation. Unfortunately, we find that some traders try to take advantage of consumers at this time through underhanded tactics, in the hopes that they are distracted by sales and specials,” said Ms Jiuta.

“To ensure compliance, FCCC will be out in full force this week conducting nation-wide inspections and market surveillance, with not just our enforcement officers, but the entire FCCC team. The aim is to have maximum coverage, so any unscrupulous traders out there who think they can get away with breaching the law and cheating everyday Fijians out of their hard-earned money – think again. FCCC will not hesitate to take decisive and appropriate enforcement action against you.”

During pre-Easter inspections earlier this week, the team identified several issues including a lack of price displays, rotten food products like potatoes and onions, and discrepancies between displayed sale prices and checkout prices.

“As co-members of the Food Safety Joint Taskforce, FCCC works closely with municipal health inspectors, carrying out joint inspections to ensure that consumers do not purchase rotten or expired items,” Ms Jiuta explained.

“While the Ministry of Health and its health inspectors are directly empowered to take enforcement action in cases of Food Safety, FCCC supports their efforts and flags concerns found during our inspections, so that goods unfit for consumption can be condemned – especially during peak shopping times like Easter.”

Ms Jiuta also called on the public to report any breaches they encounter to FCCC.

“Our collaborative approach goes beyond working with relevant Ministries, health inspectors, and other regulatory bodies—we see consumers and the wider public as essential partners in our mission. Consumer protection is a shared responsibility, and we encourage members of the public to actively participate by reporting any trader misconduct they observe,” she said.

“Keep your receipts and any other potential evidence, pro-actively, so that if an issue arises, you are prepared, and we can better assist you.”

To protect yourself and your family this Easter, we ask consumers to keep the following in mind:

- Check expiry and best-before dates before purchasing food.
- Compare sale prices and ensure the discounts are genuine – don’t be fooled by inflated “before” prices.
- Inspect perishable goods carefully – avoid items that are bruised, mouldy, or spoiled.
- Keep your receipts and warranties – these are essential if you need to return faulty goods or lodge a complaint.
- Know the refund, return, and exchange policies before you buy.
- When buying electronics and appliances, do your research first to avoid substandard or unsafe products.

Be aware of your consumer rights and responsibilities and help us create a safer marketplace for Fijian consumers, that benefits everyone.

About FCCC: FCCC is Fiji's sole consumer protection enforcement agency, mandated to enforce fair trading, competition, and consumer protection laws in Fiji. FCCC remains committed to ensuring that consumers are protected from unfair business practices, and businesses operate within fair and ethical standards.

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