WWF – Fiji
Terms of Reference (ToR)

Position Title: Consultant – Report on Fiji's Fisheries Economic Viability
Project: Fiji Seafood Market Landscape Assessment to Support Blue Prosperity Fiji
Reporting: Policy Coordinator, Sustainable Fisheries & Seafood Programme (SFS)
Date: 15th December 2025 – 13th March 2026
Location: Suva, Fiji

Summary

Blue Prosperity Fiji (BPF) is a program to support a healthy ocean, thriving communities, and prosperous economies in Fiji. Led by the Government of Fiji, Blue Prosperity Fiji seeks to sustainably manage 100% of Fiji's ocean space and designate 30% in fully protected areas while supporting ocean industries and fisheries management. Following a series of engagements with the Ministry of Fisheries and Blue Prosperity partners between 2022-2025, stakeholders identified a need to better understand the role of sustainable seafood markets in supporting local livelihoods and the nation's economy. Participants also highlighted a need to better understand sustainable seafood management needs in the country, and market-based approaches that could help drive seafood improvement efforts forward.

World Wide Fund for Nature (WWF) is leading this comprehensive market assessment of Fiji's key wild capture and farmed seafood species and products that are of economic and/or food-security importance in the country. The assessment will provide critical context about Fiji's seafood sector and will help inform future comprehensive efforts focused on identifying viable opportunities to enhance responsible seafood in Fiji. The outcomes of this assessment will support development of responsible seafood work streams aligned with the program objectives of BPF and best responsible seafood practices that could be adopted at the species, community, regional, or national level. The assessment will also identify notorious risks to mitigate from harvest or production, to processing and sales.

Objective

i. **Economic Viability:** Assess the economic viability and potential profitability of at least 2 new sustainable fisheries projects by considering costs, market demand, pricing, and potential revenue streams.
ii. Identify potential **barriers and opportunities** to add value along the supply chain, including appropriate handling of the product, demonstrated traceability, and compliance with management plans and fishing or farming regulations.

A. **Deliverables:**
   i. **Workplan**
      - A clear workplan outlining activities and timelines to meet the two objectives mentioned above.

ii. **Desk-Top Study Report**

Economic Viability Evaluation

- Evaluate at least 2 new different sustainable fisheries projects by considering costs, market demand, pricing, cost-benefits, trends and forecast (domestic and export) and potential revenue streams.

iii. **Stakeholder Interviews**

- Conduct interviews with key stakeholders, including but not limited to:
    1. Government agencies (Ministry of Fisheries, Ministry of Environment, Ministry of Health/ Food Unit, Ministry of Trade, Ministry of Finance, Ministry of Tourism, and other relevant government agencies)
    2. Municipalities
    3. Offshore and Inshore/ Coastal fishing operators and vessel/ boat owners
    4. Offshore and Inshore/ Coastal fisheries associations/ cooperatives
    5. Seafood processors and exporters
    6. Fisherfolks and seafood sellers/ buyers

iv. **Analysis**

I. Collect and analyse qualitative data, and where relevant quantitative data, from desktop research and interviews in (C) (ii) and (iii).

II. Identify and analyse barriers, challenges, and opportunities for sustainable fisheries development in Fiji's seafood markets. Focus analysis on a range of issues, including:
1. Viability and health of the fisheries.
2. Seafood handling and safety (PSP; HACCP; etc)
3. Legal framework and options for strengthening compliance to improve sustainability. This should also include sustainability certification.
4. Access to finance
5. Cold storage
6. Management
7. Marketing (i.e. Pacific Food Revolution, collaboration with the hospitality sector, etc)
8. Traceability

v. **Final Report**

I. Integrate the findings from desktop research and stakeholder interviews for Fisheries Economic Viability in Fiji.

II. The report should include:
1. Desktop study findings.
2. Key findings from the stakeholder interviews.
3. Analysis of fisheries economic (responding to deliverables in (C) above).
4. Identified barriers or challenges.
5. Recommendations

B. Required Qualifications:

1. Expertise in fisheries and or resource economics, production accounting, marine conservation, fisheries management, or environmental policy, particularly related to seafood markets and fisheries economic.
2. Experience in Business development
3. Proven experience in stakeholder engagement, including conducting interviews with a variety of sector participants.
4. Knowledge of Fiji's fisheries sector (Offshore, Inshore/ coastal and Aquaculture), its challenges, and local regulatory frameworks is desirable.
5. Strong report writing and analytical skills, with the ability to synthesize data and deliver actionable recommendations.

C. **Duration**

The duration of this consultancy is **50 days**, over the period 15**th December 2025 – 13th March 2026.**

D. Compensation

The consultant will be paid at a mutually agreed rate. Payment will be made according to an agreed schedule for submission of as provided in Table 1. Applicants are required to send an indicative budget.

Table 1. Outputs Delivery

Proposed dates: Between 15th December 2025 – 13th March 2026 (50 Days Consultancy)

Output Details		**Due Date**
Economic Viability Assessment		
1	Workplan Document for Economic Viability Assessment	15/12/2025
2	Economic Viability Assessment- Desktop Analysis + Stakeholder interviews	13/02/2026
3	Present findings and analysis to PMU	16/02/2026
4	Economic Viability Assessment Completion Report	13/03/2026