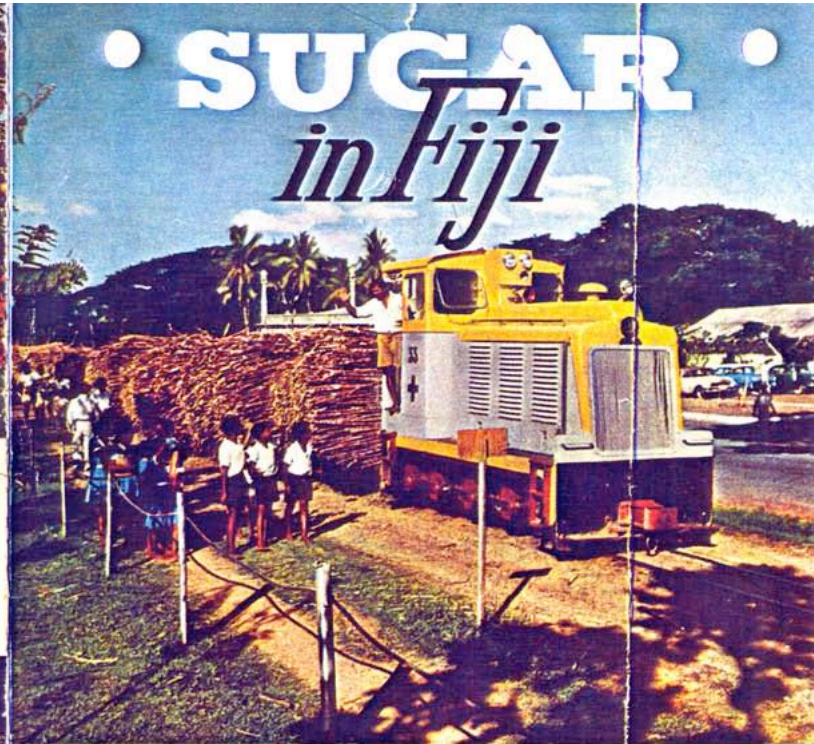




Sugar mills are large factories employing many people. There are three on Viti Levu at Lautoka, Rarawai and Penang, and one on Vanua Levu at Labasa, all operated by South Pacific Sugar Mills Ltd.

ABOVE: Sugar cane arriving at Lautoka mill by road and rail.

BELOW: Large vessels at Rarawai mill in which cleaned juice crushed from sugar cane is boiled until sugar crystals form.



Sugar is the main industry of Fiji and its main source of income. In Fiji raw sugar is made from the sweet juice crushed from sugar cane. Cane is grown on about 14,000 small farms on the islands of Viti Levu and Vanua Levu.

ABOVE: Cane train going to a mill near Ba. LEFT: Mr. Sambhu Prasad, an Indian cane farmer, and his family.

BOTTOM LEFT: Mr. Timoci Tabacece, a Fijian cane farmer, checks seed cane.

BOTTOM RIGHT: Fijian and Indian cane-cutters harvesting cane.



Partners in the Fiji Sugar Industry



13,000 FARMERS

In Fiji, sugar cane is grown by about 13,000 Indian and Fijian cane farmers. Their farms average about 10 acres.



AGRICULTURAL SERVICE

Farmers are helped by advice on soil management, drainage, fertilizers, and soil conservation.



CANE TRANSPORT

About 2 million tons of cane a year are carried to the mills by rail and road.



4 BIG MILLS

Sugar cane is crushed at four big mills, which can make about 275,000 tons of sugar a year.



QUALITY PRODUCTION

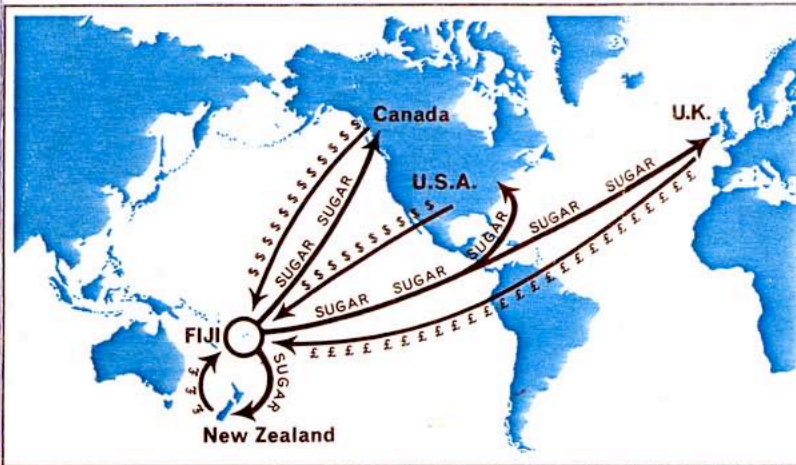
Chemists make constant checks of every stage of the manufacture of raw sugar.



MARKETING

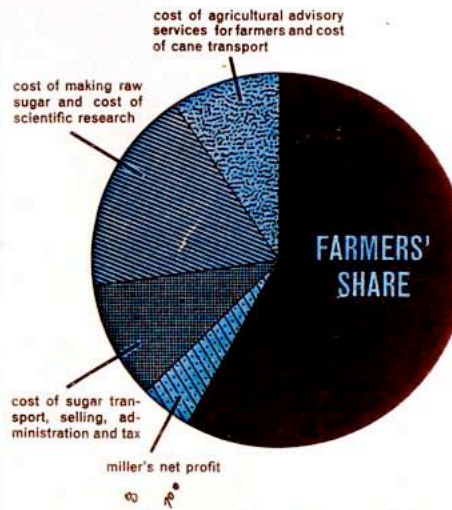
Fiji's raw sugar is marketed by C.S.R., the world's largest sugar marketing company.

SUGAR EARNS MONEY FOR FIJI



Most of Fiji's sugar is exported. Exports of Fiji's raw sugar from 1962 production earned about £10,000,000. About 15,000 tons a year is sold for consumption in Fiji and neighbouring islands. Marketing of Fiji's raw sugar on a highly competitive world market requires skill, knowledge and experience.

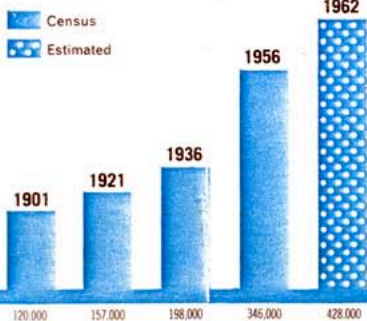
HOW SUGAR EARNINGS ARE DIVIDED



More than half of the money from the sale of sugar goes to the farmers. Many other people including farm and mill employees benefit directly from the sugar money which comes to Fiji. The Fiji community and Government directly benefit from the taxes paid by the industry. The diagram shows how the proceeds from the sale of the 1961 crop were shared.

Published by South Pacific Sugar Mills, June 1963.

Population growth



Fiji's population is growing rapidly. About one quarter of Fiji's population depends directly on the sugar industry for a livelihood. Sugar indirectly benefits all Fiji.

Exports



Sugar has helped develop Fiji—it earns more money for Fiji than all other exports combined. Other industries and commerce have developed along with the expansion of sugar.