

FIJI ISLANDS



mVAM Bulletin

The data presented here was collected via the World Food Programme's mobile Vulnerability Analysis and Mapping (mVAM) survey through telephone interviews conducted across 14 provinces using random-digit dialing between September and October 2023.

HOUSEHOLD FOOD CONSUMPTION

In September 2023, food consumption of the majority of Fijians remained stable with **87%** of households having acceptable food intake. **Eleven percent** of interviewed households across Fiji had **borderline** and **2%** had **poor** frequency and diversity of the main food groups, based on a past 7-day recall.



The proportion of households with a lower diversified food consumption pattern remained higher among **rural** populations with **17%** of rural households having borderline and poor food consumption in comparison with **9%** of **urban** households reported with borderline food intake.

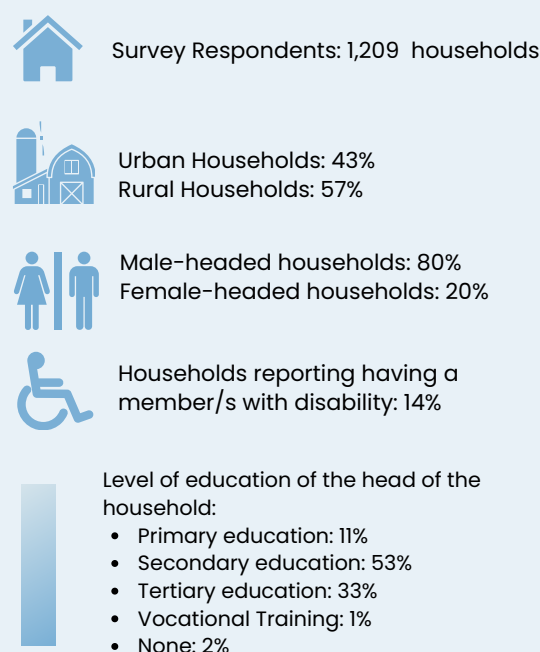
Interviewed households consumed staples, vegetables, sugars and fats over 5 days in a week prior to the survey. The consumption of fruits, dairy products, meat and fish, rich sources of vitamins, minerals, dietary fibre were consumed less frequently - fewer than 4 days; pulses, other vital source of protein, for only 2 days.

In seven days, the average Fijian household in September 2023 consumes:

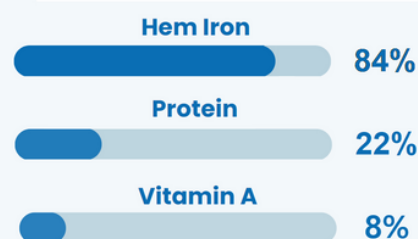
STAPLES	VEGETABLES	FATS	SUGARS
6.6 days up from 5.7	6.1 days up from 5.6	5.1 days down from 5.1	6.0 days up from 4.8
FRUITS	PROTEINS	DIARY	PULSES
3.9 days down from 4.5	3.7 days up from 3.6	3.7 days up from 3.2	2.0 days no change 2.0

Intake of specific nutrient rich food, as a **hem Iron** continued to decline. Hem iron is typically found in

Sample Population at a glance :



Percentage of interviewed households with low or no intake of nutrient rich food



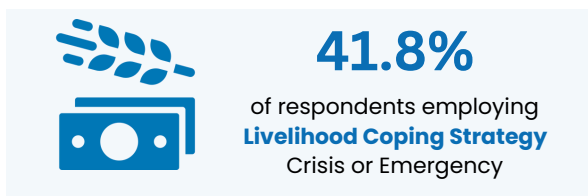
animal based proteins such as meat, poultry, shellfish and fish and is a crucial macronutrient essential for the prevention of anemia.

In September 2023, low or no intake of **hem iron** was reported by 84% of the respondents: 3% higher than in March 2023 and 11% higher than in September 2022.

Insufficient intake of **protein** reported by 22%, and **Vitamin A** by 8% of households respectively. In March 2023, lack of protein and Vitamin A was observed among 19% and 7% of interviewed households respectively .

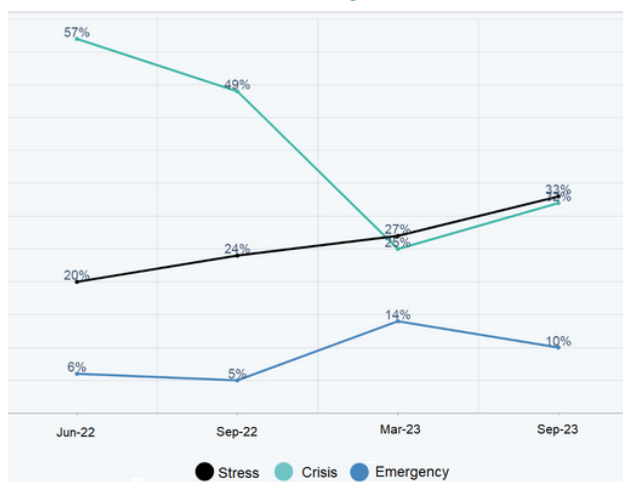
LIVELIHOOD-BASED COPING STRATEGIES (LCS)

LCS identifies negative coping strategies adopted by households and captures the activities households have to engage in when there aren't enough **resources** available (food, cash) to access essential needs (e.g. adequate shelter, education services, health services or other basic needs).



Interviewed households across Fiji reported adopting various negative coping strategies to sustain their consumption patterns and livelihoods. Extreme forms of strategies - crisis and emergency - were employed by nearly 42% of respondents. Although this indicates minimal improvement compared to the previous two rounds it highlights that many households remain vulnerable if negatively impacted by shocks or disasters. Use of such negative coping strategies in September 2023 increased by 3% and 15% of households in comparison to March and September 2022 respectively.

Percentage of households resorting to coping strategies



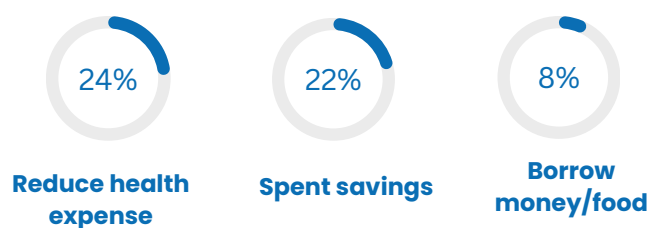
Stress strategies, such as borrowing money or spending savings, showed a notable increase - by 6% in comparison to March 2023 and 9% compared to September 2022. Prolonged use of this strategy may reduce the ability of households to deal with future shocks given a reduction in resources or increased debt.

Following a sharp - 22% decrease (from 57% in June 2022 to 25% in March 2023), the percentage of households using **Crisis** strategies had risen by 7% in September 2023. Over 32% of households adopted crisis coping strategies in September 2023, pointing to an increase of the practice of selling productive assets.

Emergency strategies saw a slight decrease - 4% in comparison to the first quarter 2023 and were used by 10% of households to ensure access to the essential needs.

Employing crisis and emergency coping strategies may affect livelihoods, future productivity and result in households food security become more susceptible to shocks and/or disasters.

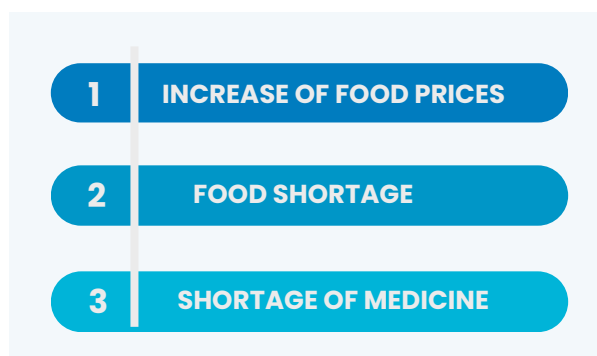
The top **three** negative coping strategies adopted by Fijian households in September 2023 were reducing health expenses, use of personal savings and resorting to borrowing money or food.



These negative coping strategies have remained unchanged from the previous round in March 2023, however show increase in numbers, as an additional 4% of households reducing health expenses, rather than signs of improvement. Interviewed households expressed ongoing challenges as they continue to rely on using their personal savings and resorting to borrowing money or food.

Use of negative coping strategies was driven by several factors. The primary concern of 53% of the respondents was the rise in food prices. Increase in costs of essential food items created considerable pressure on households budgets, impacting affordability of basic necessities, dietary choice and decisions about frequency and diversity of meals.

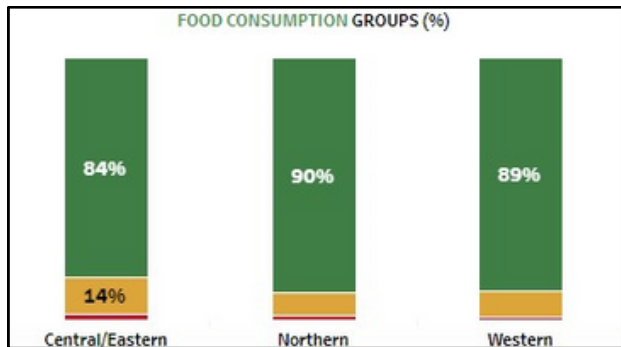
Percentage of interviewed households with low or no intake of nutrient rich food



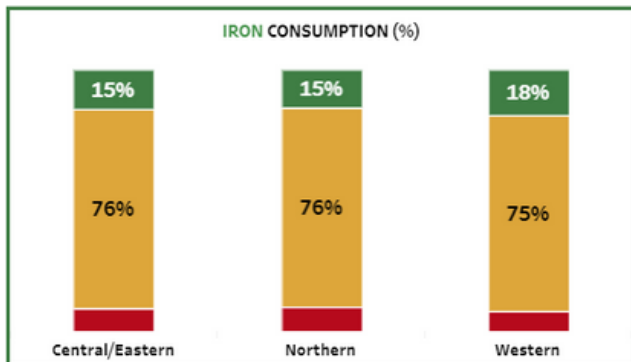
The other notable concerns highlighted by 5% and 3% of interviewed households were around food shortage, followed by the shortage of medicine respectively.

SUB-NATIONAL ANALYSIS

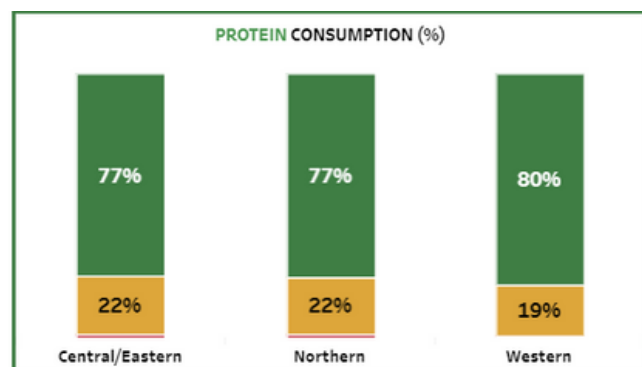
Food consumption and **diversity** patterns of **16%** of households in Central/Eastern division were at a “borderline” (14%) and “poor” (2%) frequency.



Tailevu Province in the Central division had the highest number of households - **30%** with borderline and poor food consumption, followed by **Nadroga-Navosa** and **Cakaudrove** provinces in Western and Northern divisions respectively, both with **23%**. In provinces of **Ra** (Western division) and **Lau** (Eastern division), **18%** and **16%** of households had the lowest levels of frequency and diversity of main food groups respectively.



Insufficient intake of **Iron** was reported in all 3 divisions in Fiji. During 7 days before the survey, over **75%** of households had consumed iron-rich food for 1-6 days, while other **8%-9%** had not had these food groups at all. The provinces with highest proportion of households with “zero days” iron consumption were **Ra** (16%) and **Cakaudrove** (15%) provinces in Western division and **Serua** (11%) province in Central division.

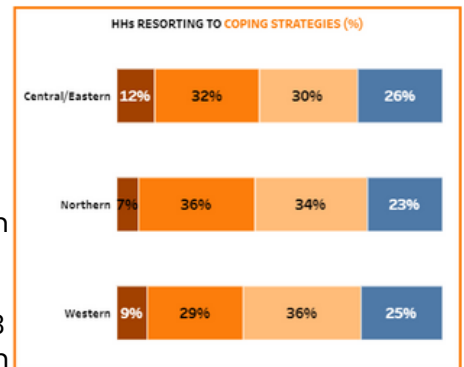


Over **22%** of households in Central/Eastern and Northern divisions and 19% in Western division had consumed insufficient **protein-rich** foods (1-6 days in a week).

Households in province of **Lau** (Eastern division), **Ra** (Western division) and **Cakaudrove** (Northern division) reportedly had consumed the lowest quantity of protein in last 7 days.

The most severe form of coping strategy - **emergency** - was used by **12%** and **9%** of interviewed households in Central/Eastern and Western divisions respectively.

Around one third of the respondents adopted **crisis** strategies, particularly reducing health expenses (over 22% of households in 3 divisions), when



facing a shock or a disaster for past quarter.

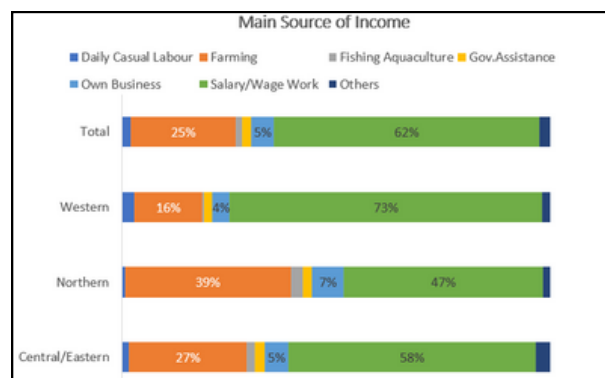
Another 30% to 36% of the respondents noted using their personal savings and/or borrowing money or food to cope with the situation in time of disaster.

Respondents in the Northern division (57%) and in Western and Central/Eastern (52%) divisions mentioned **high food prices** as a top concern. Increased prices for food was the main concern for over **70%** of the surveyed households in **Rotuma, Ra, Macuata** and **Bua** provinces.

Over one third of households in Central/Eastern and Northern divisions did not have any concern related to their food security situation. This proportion was equal to 41% for Fijians in Western division.

Salary/wage was a **main source** of income for **62%** of respondents. Other **25%** of interviewed households find their income from farming.

Main income source of interviewed households



While **own production** was a main source of food for **67%** of respondents in **Kadavu** (Eastern Division), nearly **85%** of households in **Ba** and **Nadroga-Navosa** in Western Division depend on markets for accessing essential food items.

Methodology:

This mVAM Bulletin reflects data collected in September and October 2023 via remote data collection facilitated through telephone calls in participants preferred language, either ITaukei, Hindi or English. The telephone numbers were generated using random-digit dialing, yielding 1,209 households. The questionnaire contained questions on households, livelihoods, food consumption – nutritional quality, livelihood based coping strategies, multi-dimensional deprivation index, remittances, and debt. A final open ended question gives respondents the chance to share any additional concerns regarding disruptions about food security in their community. The Information collected through mobile interviews may be biased towards gender and households subscribed to the phone provider.

Other Resources: [Fiji mVAM Dashboard](#)



For more information, please contact:

Saidamon Bodamaev

saidamon.bodamaev@wfp.org
Head of Research, Assessment
and Monitoring (RAM)
Pacific Multi Country Office
World Food Programme

Mosese Qaloewai

mosese.qaloewai@wfp.org
Vulnerability Analysis and
Mapping (VAM) Officer
Pacific Multi Country Office
World Food Programme

