

# Inauguration of Rooster Poultry's Upgraded Processing Facility

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Future Farms Ltd trading as Rooster poultry chairman Rokoseru Nabalarua (left), Tui Ba Filimoni Nale, Prime Minister Sitiveni Rabuka, Simron Narayan and Minister for Youth and Sports Jese Saukuru during the opening of the upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba.

Picture: REINAL CHAND

## From humble beginnings to an industry leader

**T**HE Rooster Poultry story began more than 20 years ago. In the 90s, the Padarath family of Ba, established their chicken farm business known as Padarath Poultry Enterprises. This family-owned business laid the foundation for what has become one of Fiji's leading poultry producers.

In 2005, the then-Colonial Fiji Life Ltd (Colonial) identified the opportunity to increase poultry products.

It also recognised the potential of Padarath Poultry Enterprises and made a strategic decision to invest in the business.

This was also in line with Colonial's broader investment initiative to support local industries and drive economic development in Fiji. With this investment, the name changed to Future Farms Ltd, trading as Rooster Poultry.

Colonial's investment marked the beginning of a new era for Rooster Poultry.

With enhanced financial backing and strategic support, the business was able to expand its operations, improve its infrastructure, and increase its production ca-

capacity. This growth allowed Rooster Poultry to assist in meeting the rising demand for quality poultry products in Fiji.

In 2009, BSP Life acquired Colonial, and with it, Rooster Poultry became part of BSP Life's investment portfolio.

Recognising the value and potential of Rooster Poultry, BSP Life continued to invest in the business.

Since the acquisition, almost \$40 million has been invested to enhance and expand Rooster Poultry's operations. This substantial investment has been directed towards modernizing facilities, improving production processes, and ensuring the highest standards of quality and safety.

As a result, Rooster Poultry has seen significant growth in both its market share and operational capabilities.

In line with Rooster's strategic direction, BSP Life announced the divestment of 40 per cent of Future Farms Ltd shares to the Fiji National Provident Fund (FNPF).

This sets the platform for further development and solidifying its position as a market leader in Fiji's poultry industry.

### Leading the Way in Fiji's Poultry Industry

Today, Rooster Poultry stands as a testament to the power of strategic intent and design, and dedicated effort.

The last 20 years has been a journey marked with continuous improvement driven by a commitment to excellence and supported by necessary investments.

This legacy of growth and innovation has positioned Rooster Poultry as a cornerstone of Fiji's poultry industry. The Chief Executive Officer (CEO), Mr. Stanley Raniga, attributed Rooster's continuous success to its people – its shareholders, board and staff.

"I extend my deepest gratitude to BSP Life. Their investment, trust and continuous support have been instrumental in enabling Rooster Poultry to reach new heights of excellence and sustainability. I would also like to acknowledge our new shareholders, the Fiji National Provident Fund (FNPF). The partnership with FNPF not only strengthens our financial foundation but also underscores our commitment to delivering quality products, diversifying into new product

lines, whilst ensuring sustainable returns for members," said Rooster Poultry CEO, Stanley Raniga.

"Our board leadership has played a pivotal role in guiding Rooster Poultry through these transformative times. Their vision and strategic direction have been crucial in navigating the challenges and seizing the opportunities that come our way.

The hard work, passion, and dedication of our staff are the backbone of our success. They are the driving force behind our achievements, and I am immensely proud of the exceptional business that we have built. Together."

"The continued trust and loyalty of our customers have also motivated us to strive for excellence every day. Our commitment to providing high-quality poultry products that meet international standards remains unwavering, and we will continue to innovate and improve to serve our loyal customers better," he added.

Source: BSP LIFE/ ROOSTER POULTRY



An aerial view of the Navau site. Picture: ROOSTER POULTRY



An aerial view of the Qalitu site. Picture: ROOSTER POULTRY



One of the 10 sites of Future Farms Pte Ltd trading as Rooster Poultry. Picture: ROOSTER POULTRY





Rooster Poultry CEO, Stanley Raniga (far right) shows government officials and guests the new rooster poultry upgraded processing facility in Ba. Picture: ROOSTER POULTRY

# Quality driven with International standards

**A**chieving and maintaining high standards of quality and safety is paramount at Rooster. Rooster has distinguished itself as a premier poultry producer in Fiji by adopting the ISO 9001 certification framework.

An internationally recognized standard for quality management systems, the ISO 9001 certification was obtained by Rooster in 2018. Rooster also obtained the recertification of ISO 22000, the international standard on Food Safety. The ISO 22000 is the highest level of food safety standard set by the International Organisation for Standardisation based in Geneva, Switzerland, and recognised by more than 160 countries.

Rooster also runs a sustainable business, optimising on the Western sunshine using solar energy, to power up to 23 per cent of its operations from 2013. The system has generated roughly 7,304 MWH of green energy since the time of launch. This has resulted in an estimated savings of 2.1 Million litres of diesel or reduction of Carbon Dioxide by 5,036 tons. This is equivalent to planting 129,136 trees.

"Rooster's dedication to sustainable practices is exemplified by their installation of the largest agricultural roof-mounted solar energy system in Fiji, which significantly reduces their carbon footprint," the Honourable Prime Minister Sitiveni Rabuka said during the inauguration of the \$13 million new production facility in Navau, Ba.

The new facility is a testament of Rooster's commitment to international quality standards, enhancing Fiji's reputation as a producer of top-quality poultry products.

"The new production plant will support local consumption and be an enabler for exports across the region. This is a massive shift from a time where we were dependent on imports, transitioning to self-sufficiency, with the future prospect of exporting," he said.

"Rooster is now a household brand supplying major supermarket chains throughout the country, restaurants, and our Tourism industry," he added.

"Developments positively impacting the community Today, Rooster Poultry is the biggest employer in Ba, with staff numbers at 450."

At the launch of the new production plant, Mr Raniga said, "We have invested \$13 million into upgrading this production plant. Over the last two years, we have invested a total of \$40 million, which has allowed us to increase our staff from 350 to 450 members - 100 more jobs for everyday Fijians."

Mr Raniga added that, these significant developments

provided 100 more families in their area with stable incomes; largely attributing the positive impact on government's policies for the poultry/agriculture industry.

In describing the state-of-the-art production plant, Mr Raniga said,

"This new facility has been supplied from Europe with the latest innovations in technology to facilitate greater output capability, speed of throughput processing, while meeting the highest hygiene standards. In our best month, we used to process 650,000 whole chickens. With the new production plant, we can triple production to 1.95 million chickens per month."

To support the significant uplift in production capability, we have already invested and will continue to invest in new sheds, breeding capability, feed processing, as well as our people, whilst maintaining our renowned focus on Quality. Our mantra remains, Choose Quality, choose Rooster!" he added.

"Whilst we have a lot to celebrate, we also need to be cognisant of emerging threats. For example, non-communicable diseases are on the rise, and many of our people are consuming poor-quality food. Linked to this is the availability of imported inferior meat products which exacerbates the NCD problem. To mitigate this, we request government to continue to nurture the local poultry industry, thereby ensuring consumers have access to affordable, nutritious chicken, making a positive impact on public health and the overall economy."

"On the global front, the poultry market is currently facing significant challenges, particularly in regions like New Zealand, where oversupply has created market imbalances. As companies in these markets cut production to rebalance supply, we are reminded of the importance of maintaining a disciplined and strategic approach to production here in Fiji. Our focus must remain on meeting local demand while exploring opportunities for export that align with market conditions."

"Despite these challenges, the outlook for the global poultry market is positive. Production cuts and improving market conditions are expected to support demand recovery, particularly for value-added poultry products. However, we must remain cautious and prepared to adapt to ongoing operational challenges, such as fluctuating feed costs and potential biosecurity risks," he added.

Source: BSP LIFE/ ROOSTER POULTRY



Future Farms Pte Ltd trading as Rooster Poultry receiving the prestigious Fiji Business Excellence Presidents Award from the President of Fiji, His Excellency Joji Konrote on November 2, 2018. Picture: ROOSTER POULTRY



Future Farms Pte Ltd trading as Rooster Poultry receiving their second Fiji Business Excellence Presidents Award from the President of Fiji, His Excellency Ratu Willame Katonivere on December 10, 2021. Picture: ROOSTER POULTRY



Today, Rooster Poultry is the biggest employer in Ba, with staff numbers at 450. Picture: REINAL CHAND

# Rooster Poultry commends Government's biosecurity efforts

By ZIFIRAH VUNILEBA

**R**OOSTER Poultry's CEO, Stanley Raniga has acknowledged the government's diligence with its stringent biosecurity measures.

While speaking during the official opening of the Rooster Poultry's \$13million state-of-the-art processing facility last month in Ba, he said this has allowed our shores to remain free from the Asian bird flu.

"I would like to thank the government for its stringent biosecurity measures, which have enabled Fiji to remain free from the Asian bird flu," he said.

This would not have been possible without the leadership of Prime Minister Sitiveni Rabuka who has ensured that these necessary measures are in place to protect our small market.

"Your leadership, sir, has been crucial in maintaining the health and safety of our poultry industry, and for that, we are deeply grateful."



Officials of Rooster Poultry during the opening of the facility. Picture: FIJI GOVERNMENT

Left: Rooster Poultry's CEO, Stanley Raniga has acknowledged the Government's diligence with its stringent biosecurity measures. Picture: ROOSTER POULTRY

Below: Rooster Poultry staff and officials during the opening of the facility in Ba. Picture: REINAL CHAND



Rooster Poultry's manager Distribution Adliama Iseal escorts the guests on a tour of the Future Farms Pte Ltd trading as Rooster Poultry's upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba. Picture: REINAL CHAND



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# Celebration unites landowners and communities



Vanua O Tiliva/Bukuya perform the traditional ceremony during the opening of the Future Farms Pte Ltd trading as Rooster Poultry's upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba. Picture: REINAL CHAND

By ANABILINI NATOGA

THE landowners of Navau, representing the Tikina o Nailaga in the vanua o Tiliva/Bukuya, thanked CEO Stanley Raniga for inviting them to be part of the opening of Rooster Poultry's \$13 million state-of-the-art facility.

The event marked a significant achievement for both the Poultry industry and the community.

The vanua o Tiliva/Bukuya, which comprises six villages - Nailaga, Nasolo, Votua, Nawaqarua, Matawalu, and Koroqaga -

conducted a full traditional ceremony to honour Prime Minister Sitiveni Rabuka on the occasion.

The traditional ceremony explained the cultural importance and deep-rooted heritage of the region, adding a profound sense of unity and celebration to the day's event.

Mata ni Tikina (district representative) Tomasi Nakeke also expressed gratitude for the ongoing partnership and the opportunities provided by Rooster Poultry.

"I thank CEO Stanley Raniga for involving the vanua on this day," Mr Nakeke said. "It's not only this day, but every time



Vanua O Tiliva/Bukuya perform the traditional ceremony at the opening of the Rooster Poultry's upgraded Processing Plant Facility in Ba. Pictures: REINAL CHAND

Left: Tui Ba Ratu Filimoni Lagivala Nale tours the Future Farms Pte Limited trading as Rooster Poultry's upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba.

Rooster hosts an event, the vanua receives an invite and we are grateful for that," he said.

Mr Nakeke said the vanua was honoured to conduct the traditional ceremony for the Prime Minister and appreciated his acceptance and presence at the event.

The district rep also highlighted the significant impact Rooster Poultry has had on the local community by employing more than 200 workers from the vanua o Tiliva/Bukuya.

"These workers are putting food on the table for their families and meeting all the

daily needs of their children," Mr Nakeke said.

The new facility represents a major advancement for Rooster Poultry, reflecting its commitment to innovation and growth.

For the local community, this development brings not only economic benefits but also a sense of pride and accomplishment.

Overall, the opening of the new processing plant was not just a corporate milestone but a community celebration, marking a new chapter of prosperity and cooperation for Rooster Poultry and the vanua o Tiliva/Bukuya.

Congratulations to Rooster Chicken on the grand opening of their newly upgraded \$13 million processing plant in Navau, Ba

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# A shared vision



Minister for Youth and Sports Jese Saukuru (left), Future Farms Ltd trading as Rooster Poultry chairman Rokoseru Nabalarua, BSP Life managing director Michael Nacola, Minister for Trade, Co-operatives, Small and Medium Enterprises and Communications Manoa Kamikamica and the Future Farms Pte Limited trading as Rooster Poultry chief executive officer Stanley Raniga during the opening of the upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba. Pictures: REINAL CHAND



Minister for Youth and Sports Jese Saukuru (left) and Future Farms Ltd trading as Rooster Poultry chairman Rokoseru Nabalarua, tour the Future Farms Pte Ltd trading as Rooster Poultry's upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba.



Prime Minister Sitiveni Rabuka officiated at the inauguration of the Future Farms Pte Limited trading as Rooster Poultry's Upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba. Picture: REINAL CHAND

## Responsible investments

By ZIFIRAH VUNILEBA

TWO of the country's largest institutional investors, BSP Life and FNNP have collaborated for the first time to grow local production, reduce imports and create new value for our economy.

This was shared by the Prime Minister Sitiveni Rabuka during the official opening of the Rooster Poultry's \$13 million state-of-the-art facility in Ba last month.

"The future is even brighter," he said. "The recent acquisition of 40 per cent of shares in Future Farms by our FNNP showcases the confidence both BSP Life and FNNP have in the future of this business.

This is the first collaboration between our country's two largest institutional investors, in an asset that is high performing, with tremendous growth potential delivering value for both entities' stakeholders.

He said this strategic partnership is the way forward for Fiji.

"Sharing risk, sharing reward, and collaborating to grow local production, reduce imports, and create new value for our economy.

"If we can be self-sufficient in poultry, why can't we be self-sufficient in all forms of livestock and agriculture?" Mr Rabuka asked.

Rooster Poultry is paving the way and we're excited about the developments that will ensue from this partnership.

"I congratulate the board, executives and entire team at FNNP for your foresight. "I'm sure your thorough due diligence has demonstrated that this is an investment that will yield sustainable returns for members."

Mr Rabuka said the inauguration of the facility is a testament to the confidence that businesses have in the Fijian economy and the enabling policies of the Peoples Coalition government.

"Our administration has worked tirelessly to create a conducive environment for businesses to thrive," he said.

"We have implemented policies aimed at eliminating barriers to investment, improving infrastructure and ensuring a stable economic climate.

These efforts have fostered a business-friendly environment that encourages both local and foreign investment, contributing to economic growth.

The investment by Rooster Poultry in upgrading their facilities is an affirmation of the confidence in the future of our country."

Mr Rabuka said the Rooster Poultry \$13-million facility would enhance production

and ensure that all Fijians continued to have access to high-quality products at affordable prices.

"This is especially crucial as we continue to address the cost of living, ensuring essential commodities remain accessible to all Fijians."

Rooster Poultry CEO, Mr. Stanley Raniga, extended his gratitude to the two institutional investors.

"I extend my deepest gratitude to BSP Life. Your investment, trust and continuous support have been instrumental in enabling Rooster Poultry to reach new heights of excellence and sustainability. I would also like to acknowledge our new shareholders, the FNNP.

The collaboration between BSP Life and FNNP represents a powerful alliance aimed at strengthening financial security and promoting sustainable investments in Fiji.

"This strategic transaction marks a significant milestone for the two largest institutional investors in the country and we are delighted to partner with our FNNP on this high-performing asset. Rooster Poultry is one of our homegrown success stories and a blue-chip investment.

The Rooster brand has become a household name and has grown significantly in the last decade supporting our national ambition to be self-sufficient in poultry and reducing the need for imported products," said BSP Life's managing director, Michael Nacola.

At the time of acquisition, the FNNP CEO Vilamu Vodonavala, said: "Rooster Poultry has demonstrated that this is another strategic investment for the Fund, aligning with our portfolio diversification and ensuring sustainable returns for our members.

This acquisition is timely as it capitalises on the resilience and rapid growth in the consumer staples sector."

"The Fund is committed to responsible investing, prioritizing companies that demonstrate strong corporate citizenship and environmental stewardship.

Rooster Poultry exemplifies these values through its proactive approach to sustainability, community engagement and ethical governance, making it an ideal investment choice.

"Our decision to invest in Rooster Poultry followed an extensive due diligence process, ensuring that it aligns with our investment objectives and long-term value creation for our members."

"We're excited about this partnership and look forward to capitalizing on more opportunities together."



Lusiana Raibe in her uniform at work. Picture: TITILIA NAISAU

## Lusiana overwhelmed with emotion at the unveiling of new facility

By ANASILINI NATOGA

SIXTY-YEAR-OLD Lusiana Naisau Raibe, one of the longest-serving staff members of Rooster Poultry, was overwhelmed with emotion at the unveiling of the new facility.

Ms Raibe, of Korogaqa Village, began her career at the poultry farm at the age of 20 when it was Padarath Poultry Enterprises Ltd (PPEL). She continued her service when Rooster Poultry took over in 2006 and has been a dedicated employee since.

As a single woman, Ms Raibe has dedicated her life to her work, demonstrating exceptional commitment and resilience.

"I started as a 20-year-old when it was Padarath Poultry and I'm 60 now," she said. "These new machines have made our lives easier. Before we did things with our hands, but now the machines are doing everything which has made our work super fast and easy."

Ms Raibe has worked a total of 40 years in the poultry industry, 15 years with Padarath and 25 with Rooster Poultry.

Throughout her tenure, she has wit-

nessed many changes and advancements within the company.

She attributes much of her job satisfaction to the supportive environment fostered by Rooster Poultry and its CEO, Stanley Raniga. "This company helps us a lot, they look out for us staff and take care of our needs.

"We appreciate it so much." Ms Raibe's story is a testament to the importance of investing in both technology and people.

Her long service and dedication highlight the impact a supportive work environment can have on employee loyalty and job satisfaction.

The new production plant not only symbolises progress for Rooster Poultry but also promises a better future for its hard-working staff.

"This is a very supportive work environment. The bosses are always friendly and we, as employees, know our future is secure here."

Ms Raibe's daughter Titilia Naisau, also works at Rooster Poultry as a supervisor in the production department.



Alunita Ratu, one of the longest serving staff at Rooster Poultry for 18 years. Picture: ROOSTER POULTRY



Sanila Wati, has been working at Rooster Poultry for 12 years. Picture: ROOSTER POULTRY



Rajesh Kumar has been part of Rooster Poultry for 11 years. Picture: ROOSTER POULTRY

*Congratulations*

Rooster Poultry on the inauguration of their \$13 million upgraded processing plant in Navau, Ba

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Lusiana Raibe, Picture: TITILIA NAISAU





Guests at the opening of the new processing facility. Picture: REINAL CHAND

# We thank God for the wisdom and vision



Ba Methodist Church Division senior superintendent Rev. Samisoni Daunivalu. Picture: FIJI GOVERNMENT

By ANASILINI NATOGA AND ZIFIRAH VUNILEBA

In an inspiring address at the Rooster Poultry's milestone celebration, Ba Methodist Church Division senior superintendent Rev. Samisoni Daunivalu called for a renewed focus on vision and purpose.

Speaking to an audience that included the management, board and executives of Rooster Poultry, as well as guests, Mr Daunivalu emphasised the critical role vision plays in achieving success and fulfilling one's divine purpose.

The event marked a significant milestone for Rooster Poultry, celebrating not just their commercial success but also the underlying vision and faith that has fuelled their journey.

Mr Daunivalu's made a strong impact, encouraging the audience to seek guidance from God and stay focused on their goals for personal and professional fulfillment. "We have gathered here to commemo-

rate to God the successful service and other milestone achievements of Rooster Poultry, and we thank God for the wisdom and vision of its leaders and management together with its hard-working staff and the men and women behind all these, he said referring to the launch.

"King Solomon, in his writings as stated in the Book of Proverbs 29:18, stated and I quote, 'Where there is no vision, the people perish; but he that keepeth the law, happy is he'.

"Why do we exist? What are we doing here? What are we trying to accomplish? What is the purpose of our life?"

Today, we are here to celebrate the achievements that start off with a clear vision, and I would like to share some light on vision.

"I can see many people in the church, people who are believers but have no vision for the future. They have lost their motivation, they have lost their courage and their focus and are no longer living the life that Je-

sus promised to them." Mr Daunivalu noted a common struggle among people who, despite their faith, lack a clear vision for the future. He argued that this lack of vision leads to a stagnant and unfulfilled life.

"I see many people being 'led by the winds of life', instead of being guided by a vision. I see young people with stagnant lives, without a vision of the future, men and women who have sight but no vision! Without vision you will get nowhere."

Concluding his speech, Mr Daunivalu encouraged the attendees to remain steadfast in their vision, reminding them to document it and continually refer to it.

"You need to write down the vision on a piece of paper, on a board, on your tablet, on your bedroom door, on a wall. It must be written somewhere. Don't keep it only in your mind. It must be physically written."

According to Rooster Poultry's CEO, Stanley Raniga, the Rooster board has played a pivotal role in guiding Rooster Poultry through these transformative times.

"Our board leadership has played a pivotal role in guiding Rooster Poultry through these transformative times.

Their vision and strategic direction have been crucial in navigating the challenges and seizing the opportunities that come our way.

To our dedicated staff, your hard work, passion, and dedication are the backbone of our success. "To our customers, thank you for your continued trust and loyalty.

Your support motivates us to strive for excellence every day. Our commitment to providing high-quality poultry products that meet international standards remains unwavering, and we will continue to innovate and improve to serve you better.

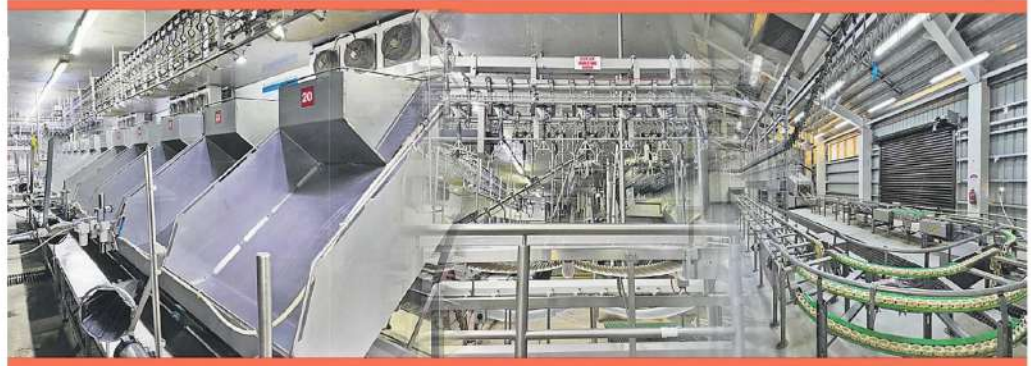
He said the investment of the upgraded facility is a testament to their goal of achieving self-sufficiency in Fiji's poultry industry.

"By enhancing our production capabilities, we not only ensure a stable supply of quality poultry products but also contribute to the overall food security of our nation."



Simron Narayan during the opening of the upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba. Picture: REINAL CHAND

*Congratulations Rooster Poultry on the inauguration of your upgraded processing plant facility in Navau, Ba.*



*As a proud shareholder, FNPF wishes you continued success, growth and a secured future.*







# Rooster Poultry proud of achievements

Deputy Prime Minister Manoa Kamikamica (left), Fiji Competition and Consumer Commission chief executive Joel Abraham (middle) and BSP Life chief investments officer Craig Strong. Picture: REINAL CHAND

In response to the recent Consumer Welfare Initiative led by the Fiji Competition and Consumer Commission (FCCC), Rooster Poultry says it is proud to actively participate in the crucial endeavour.

"As a leading provider in the Fiji market, we are voluntarily freezing prices on whole bird chickens and offering special supermarket rates for the upcoming festive season. This decision aligns with our enduring commitment to the socio-economic development of Fiji and the well-being of its people."

"Our participation in this initiative goes beyond business strategy; it reflects our core values and dedication to Fiji's community," said Mr. Stanley Raniga, CEO of Rooster Poultry.

"It is important to recognize that globally prices are increasing, whether it's raw materials or our input costs. While our costs have increased, it is imperative for businesses to contribute positively to the communities they serve. In a market where everything is increasing, by freezing our prices, we are not just offering financial relief but also reaffirming our commitment to Fiji's socio-economic development."

Rooster Poultry's decision to maintain stable prices during the Christmas / New year season when there is high-demand period for whole bird chicken, is a proactive step in enhancing consumer welfare and market fairness.

"We believe this initiative will provide significant relief to families across Fiji, ensuring access to affordable and quality products during the festive season."

"This also reflects our commitment to ethical practices and sustainability, values we share with our stakeholders and shareholders. Rooster Poultry remains devoted to upholding these principles, ensuring our contribution to Fiji's market is both beneficial and responsible."

"We hope our actions inspire other market players to prioritize consumer welfare and join in fostering a competitive yet fair market environment. Together, we can make a significant impact on the nation's economic and social fabric."

The Rooster family extends our sincere gratitude to the FCCC for their leadership in this initiative and to the government officials, particularly Deputy Prime Minister and Minister for Finance Professor Siman Prasad, and Deputy Prime Minister and Minister for Trade, Co-operatives, SMEs and Communications Manoa Kamikamica for their pivotal roles.

Source: BSP LIFE/ROOSTER POULTRY



Future Farms Pte Ltd trading as Rooster Poultry's Senior Production Planner and Analyst Anjani Prasad escort guests on a tour of their upgraded Processing Plant Facility at the Rooster Poultry in Navau Ba. Picture: REINAL CHAND



We congratulate Rooster Poultry on the grand inauguration of its upgraded processing plant which will boost its' operational capabilities and cement its position as a leader in food safety and quality management.

Rooster Poultry, a respected brand under Future Farms Limited, is more than a wholly owned local agribusiness. It also excels in community engagement through their sponsorships and contributions to sports that has helped develop young talent and foster national pride.

We wish Rooster Poultry every success for the future.



# Together we are committed to empowering women: Rooster



Rooster Poultry chief executive officer Stanley Raniga said the sponsorship was aligned to Rooster's goal of empowering women in Fiji. Picture: FILE

Rooster Chicken Fiji Drua fullback Atelaite Buna dives over to score the first try against Western Force in the Super W semi-final match at the HFC Bank Stadium in Suva on Friday, April 19, 2024. Picture: JONACANI LALAKOBAU



Rooster Chicken chief executive officer Stanley Raniga (left) presents the Rooster Chicken Women's Player of the Year Award to Rooster Chicken Fiji Drua player Vani Anel during the Drua Awards Night at the Sofitel Fiji Resort and Spa in Denarau Nadi. Picture: REINAL CHAND

Future Farms Pte Ltd trading as Rooster Poultry CEO Stanley Raniga (centre) with Fiji Women's Player of the Year Award recipient Vani Anel along with other players during the presentation in Ba last year. Picture: BALJEET SINGH

ROOSTER is the major sponsor of the champion Fiji Drua team. In a traditionally male-dominated sport, the Fiji Drua was looking to establish itself and Rooster Poultry decided to sponsor. Rooster Poultry chief executive officer Stanley Raniga explains, the sponsorship was aligned to Rooster's goal of empowering women in Fiji.

"The Fiji Drua's aspirations to compete at the highest level of international rugby, synergized with our drive for excellence and international standards. We understand

their aspirations, and how crucial the right support was to enable them to achieve their aspirations. We saw an opportunity to contribute to their journey and provided the needed funding. We were adamant that the Fiji Drua, was a world-class team and we want to be able to showcase the talent and resilience of Fiji women on the global stage," he said.

"Fiji Drua has shown remarkable progress and determination in their journey so far. We are especially proud of our partnership and the impact that their success have

on the people of Fiji. "We are excited to see what the future holds for Fiji Drua and we look forward to journeying with them. Together, we are committed to empowering women, supporting local sports, and fostering a sense of unity and pride in our community," he added.

**The Future**  
The future of Rooster Poultry in Fiji is bright.  
Mr Raniga said the path to prosperity lies in continuous collaboration.  
"The journey ahead requires continuous

collaboration from all stakeholders. By working together, we can ensure the sustainability and growth of Rooster Poultry, the poultry industry in Fiji, optimising the potential of commercial livestock and agriculture, all of which contributes to the prosperity of our nation," Mr Raniga stressed.

Prime Minister Sitiveni Rabuka added "Let us move forward together in the spirit of partnership and progress as one team, Team Fiji."

Source: BSP LIFE/ ROOSTER POULTRY

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I would like to congratulate Stanley and his team for the re-furnishing of the state-of-the-art processing plant in Navau, Ba.

This will ensure the people of Fiji Islands have access to a superior quality and supply of Frozen chicken products.

Both Rooster Poultry and Ashbahai are key players in Rajendras Supermarket supply chain management.

I wish Stanley and his team to continue with the good work that leads to the betterment of the nation.

Congratulations from  
**Gitanjali Prasad**  
C.E.O





*Congratulations to  
Future Farms Pte Ltd  
on it's new  
Processing Plant Facility  
in Navau, Ba.*



*Choose Rooster for your future...*

