



In the heart of Fiji, where tradition meets innovation, Rooster Poultry stands as a symbol of quality and community. Our journey is one of dedication, innovation, and a deep-rooted connection to the land and people of Fiji.



From Our Farms to Your Table

"We are what we eat" is a truth that resonates in the food industry and Rooster Poultry strives to embody that belief in every possible way. We deliver the finest chicken to the people of Fiji and the Pacific Islands.

Our chickens begin with a great story and the best core ingredients. It starts in the vibrant communities and our farms of Ba, Lautoka, and Nadi, where nutritious feed, ideal conditions, and the hard work and dedication of our passionate extended family come together. We're not just a company; we're a family of 475 dedicated individuals. From the bustling farms of Navau to every corner of Fiji, our commitment is to bring the best quality and taste to your table.



Quality You Can Taste

Rooster Poultry stands out for its unwavering commitment to quality. We're the only chicken producer in Fiji with both ISO 9001 Quality and ISO 22000 Food Safety certifications, which ensure that every bite meets the highest standards in food safety and quality. Our chicken is synonymous with safety, quality, and deliciousness.



Leading the Way in Sustainability

Sustainability is a core consideration within Rooster Poultry's business operation. We've invested in one of the largest agricultural solar systems in the Pacific Islands, reducing our carbon footprint by more than 5,000 tons of CO₂, equivalent to planting 130,000 trees or replacing over 2 million litres of diesel. We have also incorporated manure recycling into our operations and have other sustainability initiatives we are currently working towards.



Securing Future, Community Involvement

May 2024 marked a new chapter in our journey with the inauguration of a \$13 million state-of-the-art primary processing line upgrade at our Navau site by Fiji's Prime Minister. Our production plant now has the capacity to process 1.95 million chickens per month which has tripled our capacity. This new facility ensures that Fijians always have access to the best quality chicken. We're also committed to giving back, with deep involvement in community support through diverse sponsorships and Corporate Social Responsibility (CSR) initiatives.

With 40% of Rooster Poultry owned by FNPf, more than 417,000 Fijians representing over 85% of the country's families, have a stake in Rooster Poultry, truly making it Fiji's Chicken.



BSP Life owns 60% of Rooster Poultry and is a leading provider of life and health insurance products in Fiji. Since 1876, BSP Life have been in the business of supporting life plans, creating memories and fulfilling dreams for the people of Fiji.



Business Excellence Awards

Rooster Poultry has been honoured with four prestigious awards, celebrating best practice and its outstanding integration of quality management principles and systems into its operations:

- Fiji Business Excellence Prize Award 2016
- Fiji Business Excellence President's Award 2018
- Fiji Business Excellence President's Award 2021
- Fiji Business Excellence President's Award 2024



The President's Award is the highest excellence award in Fiji, recognising excellence, innovation and community contributions.

A Partner in Growth

With our expanded processing capabilities, we're ready to better serve the region's booming HORECA (Hotels, Restaurants and Cafe) sector, as well as hospitals, government entities and other sectors. Looking forward, we're also focused on broadening our presence in export markets, ensuring that businesses, consumers and all those across the Pacific experience the quality that Rooster delivers.



When you choose Rooster Poultry, you're choosing a company that values quality, community, and sustainability. You're choosing a brand deeply connected to the land and the people of Fiji.



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