

# From fuel to beauty products



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Garry Tarte was quick to spot new potential in the coconuts he farmed in Taveuni, Fiji. “I come from the coconut industry, which was in a worn-out state for many years, and I have just started exploring opportunities for value adding, utilising new technology”, he said. As well as producing virgin coconut oil for the top-end consumer market, he is making copra cake and supplying cosmetics

companies who use his oil as a base for body scrubs and lotions.

In October 2010, Tarte's business vision won him the Pacific Farmer Award from the EU-funded Facilitating Agriculture Commodity Trade (FACT) project. The 30-year-old businessman, who sells to Australia and the USA, is now using coconut by-products to power his production chain. Coconut husk generates steam to process the oil and two generators fuelled by coconut oil produce electricity for his farm.