



# Pathway to Brewing Success: Supporting Coffee Farmers in Papua New Guinea

By Blein Asea, Clement Kunandi Victor, Mihaela Balan (PACD)



# Acknowledgements

This Case Study was made possible with the contributions and support of many individuals and partnerships, to whom we extend our deepest gratitude:

- The PACD Eastern Zone team who played a pivotal role in organizing the implementation of the Case Study at the partnership sites in the Eastern Highlands Province. Special thanks to:
  - **Mr. Raymond Dalla**, Senior Partnership Officer, Eastern Zone
  - **Ms. Janet Lali**, Partnership Officer, Eastern Zone
  - **Mr. Benjamin Kasito**, Partnership Officer, Eastern Zone.
- **Mr. Raymond Dalla** for selecting the partnerships.
- **Ms. Janet Lali** and **Mr. Benjamin Kasito** for liaising with the 3.1a Coffee Partnerships, coordinating with coffee farmers, and assisting in clarifying questions during data collection.
- **Mr. Edric Famundi**, PACD Procurement Specialist for his contributions to the writing of the case study.
- **PACD PMU logistics team** for providing transportation and other logistical assistance that contributed to the success of this Case Study.
- **Mr. Alphy Semmy**, PACD Productive Partnership Coordinator, for this support.
- **Mr. Potaisa Hombunaka**, Project Manager, for his overall coordination and insights.
- **Mr. Jethro Apinas**, Project Coordinator PACD, for granting approval for the M&E team to undertake this Case Study.

Ultimately, sincere appreciation goes to our 3.1 Partners, especially the two featured in this case study: Touching the Untouchables and Huwa Coffee Farmers Cooperative, and their amazing staff and farmers that found time to speak with us. Their unwavering dedication and commitment made these impactful initiatives happen.

# FORWARD

The coffee industry had invested millions and millions of kina in coffee extension. However, most of this money is used up in operational expenses and little is invested directly to assist the coffee farmers in a holistic approach. This calls for a better coffee extension modality.

The shift started when the World Bank and International Fund for Agricultural Development (IFAD) through loan funding from the Government of Papua New Guinea introduced the productive partnership model in 2012 with a focus on coffee and cocoa. The initial project funding was restricted to the big players. However, during implementation phase, it was realized that to be more effective resources should be channelled through co-operatives, NGOs, FBOs which are in direct contact with the coffee farmers and not through third party. Hence in the later part of the former Productive Partnerships in Agriculture Project (PPAP) and now with the follow up PNG Agriculture Commercialization Diversification (PACD) Project the 'business model' has changed to work directly with formalized groups in the villages.

The impressive results that cut across PACD value chains, many reported already in this case study, are the result of this change, with strong evidence they will continue beyond PACD closure, in December 2025.

As the Project Manager with my team from Project Management Unit -Coffee component, and our close partner, Coffee Industry Corporation, we all are very proud of these achievements thus far. Better Extension Modality to Revive the Coffee Industry seems to work!

*Potaisa H. Hombunaka (Mr.)*

PROJECT MANAGER  
Project Management Unit – Coffee Component  
PNG Agriculture Commercialization Diversification (PACD) Project



Government of PNG with loan funding from World Bank funded the PNG Agriculture Commercialization and Diversification (PACD) project, a US\$40million investment in commercialization and diversification of cocoa and coffee value chains. Building on the PPAP and its achievements, PACD aims at increased productivity and volumes sold to markets by smallholder producers, their organizations and MSMEs, while also promoting diversification from cocoa and coffee. Through its US\$40m investment, the programme will facilitate the emergence of other value chains (spices, coconut, and small livestock) while also addressing infrastructure challenges to fast-track products to markets by investing US\$7.8 million (PGK32+million) in rehabilitation of feeder roads.

**This paper provides key insights on the initial results from the PACD co-investment in coffee partnerships from the Eastern Highlands province of Papua New Guinea. It is a story about the dedication of thousands of coffee farmers and two cooperatives (Touching the Untouchables and Huwa Coffee Farmers Cooperative) perfecting their craft to make coffee available to a world where quality, sustainability and ethical production have become much more important.**

**We hope you will find these insights useful to inform similar initiatives in PNG or beyond.**

Have you ever wondered where your morning cup of coffee originates from? Most people automatically think of Brazil or Colombia, but Papua New Guinea (PNG) in the Pacific is one of the coffee producing nations. The rugged terrain of the Eastern Highlands Province is home to many micro, small and medium enterprises (MSMEs) and their coffee community of smallholder farmers and remote villages. Growing coffee in this region has historically been a challenge due to the lack of accessibility, equipment and sorting facilities to support these small remote farms. However, the PNG Agriculture Commercialization and Diversification (PACD) co-investment in coffee value chain aims to remove these challenges and build confidence and long-term relationships with rural producers.

In 2021 the US\$40 million (approximately PGK120 million) loan agreement on a five-year PNG Agriculture Commercialization and Diversification (PACD) project to support the growth and diversification of PNG's agricultural sector, particularly cocoa and coffee was signed by the PNG Government and the World Bank. The project will enable 20,000+ farmers, producer organizations and micro, small and medium enterprises (MSMEs) commercialize and expand further into emerging agricultural opportunities on coffee and cocoa but also diversify into other value chains.

The overall objective of PACD is to facilitate the development of competitive and diversified value chains in East and West New Britain, New Ireland, Morobe, Madang, Eastern Highlands, Simbu, Jiwaka, Western Highlands, Southern Highlands, Hela and Enga provinces and Autonomous Region of Bougainville.

## PACD at a Glance

- US\$40m four-year programme running until December 2025
- 44% invested in strategic partnerships with MSMEs, POs and Cooperatives
- 22% in rehabilitation of six feeder roads
- 36% in capacity building for DAL and commodity boards and project management and M&E
- 75 partnerships between Private sector/Cooperatives & 20,000 farmers
- 21 MSMEs/Producer Organisations co-funded under Matching grants
- +US\$1million private sector investment leveraged
- +130,000 farmers and their families supported and benefiting from PACD
- +100,000 new or better jobs



## The context

Coffee is one of Papua New Guinea's leading agricultural export in value terms, accounting for US\$156 million of export earnings in 2021 (FAOSTAT, 2023), 13 percent of agricultural export revenues and 1.4 percent of total export revenues. The coffee industry is also a major source of income for some 2.5 million people, mainly in farm households, and is cultivated in 17 out of 22 provinces (ACIAR, 2021).

However, coffee exports and incomes have been threatened, by a number of supply side factors such as ageing coffee trees, outbreaks of coffee berry borer, poor production practices and challenges in reaching markets (i.e. transport and post-harvest handling) (World Bank, 2022; Dorum et al., 2023). Compared to other countries such as Colombia and Indonesia (the second and eleventh largest producers of Arabica coffee, respectively), the PNG parchment yield per hectare is substantially lower that impacts also

**Coffee is one of the most tradeable agricultural commodities in the world and it plays an important role in several economies such as Papua New Guinea where it provides jobs for more than two million people in the country and generates government revenue.**

farmers livelihoods. For example, Colombia and Indonesia produce an average of 1,080 kg (USDA 2023) and 937 kg (USDA 2020) of dry parchment per hectare. On average, only 370 kg of parchment can be harvested per hectare in the Highlands of PNG (PACD baseline 2024). Lack of market access and price inconsistency due to low bargaining power pose another challenge for coffee producers. Most farmers received a standard price per kilogram for their output irrespective of quality. However, communities associated with output aggregation and coffee associations or located near coffee processors

benefited from support to improve output quality and negotiate quality premiums (an extra PGK2 or 3 per kg) for their harvest.

The Department of Agriculture and Livestock (DAL) - World Bank PNG Agriculture Commercialization and Diversification (PACD) Component 3.1 On Farm and Post-Harvest Productivity, and Formation of Producer Organizations addresses these challenges by offering tailored investment in competitive and inclusive partnerships that lead to increased productivity & market access for coffee producers.

## The Response

Subcomponent 3.1: On Farm and Post-Harvest Productivity, and Formation of Producer

Organizations (IDA US\$10.70 million). Through a competitive process, the subcomponent channels funding by providing partnership grants to legal entities in the private sector and civil society (Lead Partners),

which are already engaged with smallholders and are interested in consolidating, scaling up, or diversifying those activities by forming partnership with them. The partnership grants co- finance activities aimed to increase selected commodities' output, productivity, quality and sustainability; promote good agricultural practices (GAPs)

including climate-smart agriculture; and improve farming systems and post-harvest handling. It is expected that yields of small holder producers to increase by 25%.



## The Support

In 2022 early 2023, the PACD and Coffee Industry Corporation Limited (CIC) issued a call for proposals for 3.1 Productive Partnerships holding awareness meetings in Morobe, Eastern Highlands, Chimbu, Jiwaka, and Western Highlands.

A total of 24 partnership grants worth US\$4.82 million PGK 20.1 million to boost coffee production and commercialisation in PNG have been awarded and are currently implemented in Morobe, Eastern Highlands, Chimbu, Jiwaka, and Western Highlands provinces. Nearly 9,000 farmers have been brought in into these partnerships led by Lead partners, which are either SMEs or cooperatives of coffee growers. PACD support is channeled to the following areas:

- Investment in high yielding, disease resistant varieties and high valued coffee specialties.
- Investment in effective extension services and in providing agricultural and infrastructural support for coffee farmers.
- Improvement in coffee productivity in PNG through best management practices of the world's top coffee-producing countries will allow coffee farmers to earn more money.
- Strengthening of group formation by coffee farmers, with close partnerships between farmers and coffee chain leaders such as processors, buyers, and exporters.
- Promoting centralised facility for processing to the smallholder coffee farmers.
- Providing seedlings of disease & climate resistant and high yielding varieties available to coffee farmers so that older trees can be replaced
- Improve Farm management practices that increase resilience to climate change, promote sustainable and environmentally friendly coffee cultivation practices.

Participating farmers have on average 0.75ha of coffee farms spread across 1, 2, 3 or 4 gardens. These farmers own over 16.6 million coffee trees. They will be trained in Coffee GAP, including sustainability farming practices, such as soil conservation, or coffee quality improvements, such as harvest and post-harvest practices, but also on how to deal with environment and climate change and become more resilient. Better tools and equipment, such as grass knives, bow saws or manual coffee pulpers will also be distributed to farmers, as it will be climate resilient

coffee seedlings provided from PACD funded nurseries or bought from local providers. Improved knowledge on how to manage their farm as a business it is also expected to be seen, as PACD supports Financial Viability, Farm management and Farm Record Keeping training, but also provides farmers with a farmer book, with on-going support by field officers on how to use it.

The Lead Partners have already created 147 jobs by hiring 24 project coordinators, 57 extension officers, 1 data base clerk, 1 lead trainer and

64 field supervisors to support with partnerships implementation. Over 20% are women.

While, initially, the total number of coffee seedlings budgeted to be distributed to farmers (raised in PACD funded nurseries + purchased) was 570,000, as of March 2025, over 1 million have been purchased and raised and started to be distributed. Over 100 nurseries are budgeted to be constructed and 55 other facilities, such as central solar dryers, wet mills or water supply system and storage sheds. Many have been built already.



## The Impact (so far)

### The case of Touching the Untouchable Partnership

In 2008, two Papua New Guinean university graduates started an organisation with the aim of saving the lives of women and children and improving the health of people living in rural and disadvantaged communities. More than 10 years on, that organisation, Touching the Untouchable (TTU) – founded by Esther Silas and Jesse Irie – has made a huge impact on the lives of women, children, and communities in Papua New Guinea's Eastern Highlands Province. Based in Goroka, capital of the Eastern Highlands Province, TTU has more than 420 people involved in running the organisation's safe motherhood and water, sanitation and hygiene (WASH) projects: 36 are staff, and the remainder are volunteers, including village baby attendants and community health promoters. Esther was inspired to help others living in rural communities because of the way she was raised.

'I wanted to show others that you don't have to be educated or go to cities to transform your village – you can use what is available to you, to develop your own homes and communities.'

Esther and Jesse's aim is to empower underprivileged people and help rural and disadvantaged communities be self-sufficient in health, hygiene, sanitation

and education. The name of the organisation speaks to this goal--- "touching the untouchables".

Over the last decade of operation, Esther has seen a huge improvement in the lives of the people TTU has supported. 'I have seen that families now have more children who are educated. Through community education we have empowered parents, so they understand the importance of educating their children and having a healthy lifestyle.'

However, Esther's aim was always to broaden its programme, from community health into economic development through rural livelihoods and support local coffee production. TTU saw an opportunity with the PACD Partnership grants. She applied and was awarded a contract under PACD 3.1a CIC Coffee partnership in 2024. The total contract value is US\$192,000 (PGK 800,000).



## The PACD support



TTU identified 530 farmers from across Kafetina LLG in Henganofi District to participate in the PACD Comp 3.1a support programme. Around 5% (25) are female producers. Together these 530 farmers own 899,959 coffee trees. They contribute 5% of the cost of tools & other inputs supplied to them under the programme. Most households are male-headed, with on average 5 to 6 members living in a household, with their main livelihoods coming from coffee. Some have spices as well, and all have small livestock. Farmers are provided with field tools (e.g.

grass-knives, bow saws, secateurs) and 30,000 coffee seedlings. They also benefit from community level delivery of training and advice, including production skills (harvesting, plant health etc) and management skills (e.g. Financial Viability and Farm Record Keeping).

The lead partner has created 6 jobs already by recruiting a project coordinator, two extension officers and three field officers to support with project implementation, one more than was originally planned. All farmers have now received their

seedlings, with 53,700 seedlings actually distributed of a total of 90,000, with TTU proving good value for money by raising now 60,000 seedlings in the PACD supported nurseries, well beyond the 30,000 budgeted, while also enhancing the initial investment made. Some 518 farmers have so far prepared their blocks for planting and over 26,200 seedlings have so far been planted. Farmers are going to receive their tools soon.

In addition, collective infrastructure has also been developed. A combined training and storehouse facility has already been built by TTU to support with storage of bagged 'parchment' coffee ready for shipment. The programme has also funded the development of a communal 'wet mill' coffee processing plant and facility as well as upgrading of a local water supply and storage system to supply the wet mill processing facility benefiting over 300 households with clean water in three communities.

Advice on the spot it's also being provided to coffee farmers. See Extension Officer Samanis (second from left) speaking to farmers in Hapanofi Village, or getting updates on progress with implementation.

TTU has already started constructing three lasting infrastructures to benefit its coffee farmers in the long run. A storage shed/resource centre (completed), water supply (completed) and a fully functional wet coffee mill (started) including its access road.

The storage shed/resource centre is already completed and Farmer trainings on Coffee Husbandry practices and CBB are underway. This building will be used to store farmers' parchment coffee bags to transport to markets. Livelihood programs and training will also be held here to accommodate community participation, including farmers' meetings.



Additionally, TTU is looking forward to a fully functional Mini Wet Coffee Mill. Land clearing including setting of foundation and mobilization of materials has started with funding from PACD. Access road is being constructed and in working stages at the moment. Upon completion, our local coffee farmers will have access to the mill and be able to produce quality coffee for the market.

In consideration of the wet mill and accessibility to clean water, the Krevanofi village water supply system was upgraded and improved clean water access to the community meeting the population demand whilst increasing supply for the wet mill. All thanks to CIC-PACD.

Since this activity as part of the overall project proposal and was first of its kind, the community took the initiative to provide increased workforce/labour at no cost while the project provided materials and logistics support. The connection of taps at communal locations and receiving of water for the first time at different locations was a story to tell by the local community.



## The Voices: What are TTU and farmers telling us?

**Abigal Norva:** *Mipela hamamas stret olsem PACD kam givim mipla kofi seedlings through ol Touching the Untouchable. Mi kism 56pla seedlings bilong mi na go planim ol nupla kofi garden bilon mi. Mi lukim taim mi kism seedlings underneath ol oldpla kofi garden na planim, seedlings takim taim stret ol grow but taim mi kism seedlings ol coffee nursery na planim ol garden bilong mi, marn em ino takim taim to ol grow. Em grow hariap turu na healthy stret na mi hamamas stret ol PACD.*

**Abigal Norva (English):** We are really happy that PACD gave us coffee seedlings through Touching the Untouchable. I got 56 coffee seedlings and planted them in my new coffee garden. When I got undergrowth seedlings from coffee farms in Aiyura it took time to grow when I planted them. But when I got from the coffee nursery that was procured by TTU and PACD, the seedlings grew well and healthy.

**Dickson Jarionta:** *Mipla ihamamas stret olsem PACD buildim wanpla resource centre bilong mipla ol Krevanofi farmer ol sidaun ol kism skul bilong kofi na ol storim kofi bilong mipela. Mipela hamamas turu olsem PACD givim mipla water supply ol mipla iken washim kofi bilong mipla ol cleanpla mountain water na kism cleanpla wanpla ol waswas, drink na cook.*

**Dickson Jarionta (English):** We are really happy that PACD build us a coffee storage shed/resource centre where we can undertake coffee trainings and also store our coffee. We are also really happy that PACD revived the 1975 ol pipe and gave us water supply. Now we can wash our coffee in clean water, wash, drink and use it to cook our food.

## What is next for them

TTU focus is to sustain and further expand the initiative, beyond the PACD support.

The organisation will continue to provide support directly to local farmers at the grassroots level alongside efforts by the government's other development initiatives, to drive behaviour change and sustainable community engagement practices and boosting the local economy through high quality coffee production.

There is ample unused land still available in the project area to double the number of growers, from the current 530 to up to more than 1000. Most of the land is

vacant sloped land, rising above the Krevanofi river flats, making it better drained than the floodplain zone and consequently better for coffee production. Based on a capacity of up to 2667 coffee plants per hectare, and an average garden holding of two hectares in size, this land, if turned to coffee production, would led to a substantial increase in output for the area, bringing more economies of scale for farmers in processing and marketing their coffee. Moreover, it would offer new livelihood opportunities for many underemployed villagers that could impact positively on the social, behavioural and economic challenges they are facing.

**“** We are looking at sustainable options for our farmers going forward. We are organized and planning to increase production and further secure best markets for our farmers. Thus, processing green beans and export will be our next target with enhanced production utilizing the wet coffee mill. Ensuring our farmers receive maximum benefit from their coffee to sustain their families economically”

**Esther Silas, Director TTU.**





# The case of Huwa Coffee Farmers' Cooperative Society Ltd

## The Power of group marketing

Huwa Coffee Farmers' Cooperative Society (HCFCs) of Mt Michael LLG of Lufa District in Eastern Highlands Province brings together rural coffee growers to gain access to coffee markets, both locally and abroad. The cooperative society was formed in December 2018 and formally registered on September 10th 2019.

Huwa coffee farmers made their first export of four containers to China in late 2023 and the sales journey continued in 2024. The coffee was exported under their own brand, as Huwa Coffee, by using KMSL Kopi (Management Services Ltd) Coffee Industry Corporation (export) Business arm.

The Group Secretary, Beni Rame, said that these exports have brought in US\$192,000 (PGK800, 000) in export revenue into the country and for the group, an excellent milestone achievement for Huwa operating as a cooperative group. The proceeds from the export were distributed to the farmers.

The photo is taken in April 12th, 2024 in Lufa District Headquarters. PACD Program Manager Potaisa Hombunaka who was there when this happened, congratulated the group for their hard work and commitment that led to these reported sales.

"This is a culmination of what was started off as a "group market" in 2020," Mr Hombunaka said. "I am very pleased and encouraged to see how they have progressed since 2020 as a small cooperative group. They have listened to all the advice given to them and utilised well all resources provided to them under the project. Their leaders are to be congratulated for a job well done."

Their membership in 2020 was 582, but to date it has increased to 700 members who are from the three Lufa LLGs: Mt. Michael, Unavi and Yagarua.

Huwa applied and been successfully selected for support from PACD to scale up its coffee production. Huwa was awarded a contract under PACD 3.1a CIC partnership in March 2024. The total contract value is US\$ 168,000.00 (PGK700,000).



## The PACD support

Huwa brought in 500 farmers to benefit from PACD Comp 3.1a support. About 8% (39) are female farmers. All farmers are currently contributing 5% in cash towards tools & other inputs they will be supported with. They have 1,074,977 coffee trees across their 1404 gardens. There are 4 to 5 members living in these farming households, mostly male headed with their main livelihoods coming from coffee. Some have spices as well, and all have small livestock. They will be given tools (e.g. bow saws, secateurs), 250 pulpers, 20,000 coffee seedlings will be distributed to project 500 farmers, as well as GAP training and advice, including

on harvesting and PHH. Two storage sheds, initially budgeted to be built, are now combined into one huge storage shed. Farmers will also be trained in Financial Viability and Farm Record Keeping, to better manage their farms. 30 farmers will also receive bee hives. Bees are essential for flowering plants to pollinate. Bees and coffee promote integrated farming. "We have witnessed significant coffee yield from coffee gardens where hives are placed. We hope to promote this interdependency under PACD, as one of our key values is sustainability", PACD Program Manager Potaisa Hombunaka.

Huwa Coffee Farmers' Cooperative Society has created six jobs already by recruiting a project coordinator, two Extension Officers and three Field Officers to support with project implementation.

Farmers have already received seedlings. They are also soon going to get their tools. So far 3,800 seedlings of the 20,000 planned have been distributed. 177 farmers have received these seedlings and are preparing their gardens. 17 of them have planted seedlings already. Trainings for farmers have started.



### Huwa office was set up

A computer set, printer, chair, table stationery and genset ready to monitor and manage the activity of farmers better.



### Nursery Establishment

Nursery was constructed ready to deliver climate resilient seedlings to farmers.



### Coffee Warehouse-Storage shed

A warehouse is currently being constructed. It is expected to be completed by April and then the Lead partner will start conducting coffee husbandry and other social training facility. The storage shed is expected to hold 2000 parchment bags at any time.



## The Voices: What are Huwa and farmers telling us?

**Julie Benton:** *Mipla I hamamas stret olsem PACD igivim mipla coffee seedlings ol planim na extendim kofi garden bilong mipla. Mipla hamamas stret olsem PACD givim mipla kofi storage house/resource centre were mipla can now storim kofi bilong mipla gut ol continue ol group market blon Huwa kopi na mipla iken gat gutpla house nau ol sidaun inside na ol trainer iken ronim kofi skul ol helpim mipla improvim save bilon mipla ol how ol lukautim kofi bilong mipla.*

**Julie Benton (English):** We are really happy that PACD gave us coffee seedlings to extend our coffee farm. We are also really happy that PACD gave us a big coffee storage house to store our coffee and also we can have a good place to sit for our coffee trainings to receive trainings to improve skills in coffee.

**Helen Joh:** *Mi save usim stone ol paitim kofi seri na rausim kofi skin ol kisim parchent na tu usim bush knife ol katim kofi diwai bilong mi. Tumuna blong mi makim na mi makim too. Taim PACD givim mi saw, sisis na kofi masin bai em helpim stret ol masinim kofi blong mi gut na usim right tool ol katim kofi diwai bilong mi. Na mi gat bikpla hamamas stret olsem mi part bilon Huwa kofi na now bai mi kisim displa ol halivim.*

**Helen Joh (English):** I usually use stone to pulp my coffee cherries to get parchment and use bush knife to prune my coffee trees. But when PACD came I will receive secateurs, saw to prune my coffee trees and use coffee pulper to pulp my coffee cherry. I am really happy that I joined Huwa Coffee Cooperative and will be receiving these tool kits from PACD Project.

**Robert Dowa:** *Papa bilong mi lainim mi ol growim kofi na mi growim nogat wanpla training mi bin kisim na mi hamamas stret olsem PACD bai kam givim mi ol kofi training ol how ol katim kofi na kakapim quality kofi.*

**Robert Dowa (English):** My father taught me how to grow coffee without getting any formal coffee husbandry training or coffee quality training and I am happy that PACD will provide such training so I can improve my skills to do more coffee work.



## Month by month progress:

What Huwa farmers are telling us about their coffee journey and challenges along the way (from clearing gardens to flowering and harvesting and using income from coffee to build new houses...)



**Infilling coffee trees to replace aged trees**



**Tree used as a border post to demarcate land**



**Inter cropping in coffee gardens**



**Casaurina tree is the best shade tree for coffee**



**Epi Loko clearing his coffee garden at Ipolo**



**Forman Klufi clearing grass in coffee garden**

After the end of white flowering period, the flowers develop into green fruits as shown in the photo on the left. It takes about 2-3 months for flowering to reach the green fruits status. The beans grow and develop into mature beans that are indicated by red color called cherries.

While coffee is still green, farmers clean their coffee gardens and remove grass many meters away from the green coffee trees. The cleaning of grass also keeps rats and other birds away from destroying beans at the time of ripening. More so this is the time for preparing picking bags and drying materials. At least 50% of green fruits will ripen for the first harvest.

After two months of being green fruits at least 50% of them start to turn yellow then eventually turn red. This is the first harvest for the season so farmers carefully pick ripen red cherries without yellow and green fruits. The first pick per tree on average is about 2.5 kg of red cherries. The first harvest season comes around the end of February and early March each year. All major

activities in the village are pre-planned for other times either earlier before the coffee season arrives or at the end of the season. Huge efforts are put towards coffee during this time of the year so that coffee beans do not go to waste.

Exciting time for the farmers begin here and every member of the family takes part.

It takes two months for full maturing takes place that is change of green and yellow color to full red or maroon color. The maroon color shows full maturity of the beans. The red cherries in the photo on the left is very much ready for the third harvest as confirmed by the farmer. At third harvest all green fruits now turn red. Third harvest comes around late May or early June each year. This is the last and final harvest and red cherries are so plentiful therefore farmer arranges for group harvest where he selects village people to pick his coffee for a plate of meal or for some cash at end of day. The group may or may not complete picking all red cherries depending on size of coffee gardens. That's

work has been shorten so farmer can concentrate on rest.

The ripen beans, red cherries, are now ready for harvesting. Harvesting is 100% labour intensive using hands. The tree or branch with the full ripen cherries are bended in a bow like angle to pick only the ripe cherries as the farmer is showing an example of how to bend a branch to pick ripe cherries. This process makes it very easier for farmers to pick a lot of cherries quickly. After all ripen cherries are picked farmer let goes the branch to spring back into its original position. The photo shows Mr.Dowa Wawat, a coffee farmer, picking red cherries. After picking all red cherries, he will attend to the next coffee tree with ripen beans He picks till his hands are full then empties them into a bag around his waist or either puts the coffee into a coffee bucket. One picker can pick up two 60kg bags of cherries per day.

The trees are between 1.5-2.0 meters on average. Others can reach up to 3 meters in height.

## The Process: from cherry to parchment

At the end of the day if the farmer still finds time s/he pulps the ripen beans using a hand held coffee pulper. Usually a coffee pulper is stationed at a raised stand so that farmers can easily turn the wheel of the pulper to process the white beans. The pulper crushes the ripen cherries and separates the red flesh (husks) out the back pulper while the white beans covered with grease comes out through two opening on the edges of the front of the pulper. The husks are left to decay which can be used as good manure for the coffee trees and other cash crops.

The white beans with grease are left to ferment for a day or two for a very easy wash up of coffee.

Women equally take part in all processes of coffee. They can pick, pulp, wash and dry coffee to perfection just as their male counterparts do. Women do a lot of transporting of coffee from the gardens to their homes as well as washing of the new parchment beans. See Mrs. Kepe Robin, a female coffee farmer drying coffee beans straight after washing of grease in clean water.

The white beans, or parchment beans, are dried under direct sunlight for up to 24 hours of sunlight for beans to become strong. The majority of farmers sell coffee as parchment and get instant cash while others process through green bean stage. Coffee price per kilo at parchment bean stage is always lower than the price of green bean.

The parchment beans are dried on canvass (coffee film) on ground under direct sunlight. This method that has been practiced over many years and still in practice today. It

depends on number of hours of direct sunlight to make the beans stronger. The parchment beans are spread on canvas on ground in the morning around 7 am till 5pm and put are filled back into bags and taken to house to store. When the day is not fine with expected rainfalls during the day, farmers stay close to the drying area in preparation to take cover for the dried beans.

At a closer look the parchment beans are fresh and big. It is sun dried for up to maximum of three days to make beans stronger. With the formation of the coffee co-operative, for group-marketing coffee testing is one key requirement. Farmers are now opening up for expert advice on coffee and are working along with Coffee Industry Corporation, the regulatory body of coffee in Papua New Guinea to ensure corporative group produce best quality coffee and export either to domestic or to overseas markets.

After at least four days of drying under direct sunlight the parchment beans are packed into bags, stored and ready for sale or further processing into green beans. Typically, dried beans are stored in houses. About 50% of the farmers store their coffee in smoke free houses. Photo shows a 50kg parchment bean bag in storage. It is in a temporary coffee house built near the coffee garden two to three kilometers away from the main village. Farmers usually carry the 50 kg bag to the village house. At the parchment stage it is now up to the farmer to either sell on the road side and receive instant cash or proceed through for further green bean process.

This sometimes refers to as "waiting cash".

For group marketing concept and improving coffee quality, having a warehouse is an important requirement. The cooperative does not have one yet. Since cooperative is located near Lufa Government Station it tried to use an old mushroom warehouse however district authorities refused to allow for cooperative to use as in the picture. The warehouse was formerly built to serve mushroom project, however, the project has stopped due to funding constraints and the warehouse is now standing idle for cooperative to use until it builds a new one.

After the end of coffee season the cooperative selects some volunteers to go around weighing up parchment coffee for each farmer to get their primary kilos. This happens from village to village and ward to ward. They go with the hire truck and load the weighed bags onto the truck. If a farmer has more than one parchment bag they all the kilos of the number of bags are added up and recorded. Farmer keeps exact copy of number of kilos while the cooperative team keeps theirs.

This kilo is very important and used in calculating sales money for each farmer. The farmer gets in proportionate amount of how many kilos of coffee contributed into the group.

After weighing the parchment bags are loaded onto the trucks and loaded to the dry mill coffee processing facility near Goroka town. The truck has numerous runs depending on the number of coffee bags. A six-ton truck carries around 100 parchment coffee bags.



## The Transport: the struggle to get to markets

The cooperative makes special arrangement with truck owners to load the coffee from village to processing center and claim after sale of coffee. This arrangement helps those farmers who do not have cash to pay for their bags.

Dyna trucks are used in places where roads are good while four wheel drives are used in places where roads are rugged and rough.

The cooperative farmers scattered various wards. In some places the roads are rugged and bare so had to use four wheel drives to get the coffee out. Here is a four-wheel drive loading coffee from Mometo Community in Ward 11 of Mt. Michael LLG, Lufa District, EHP. This community is a coffee hub and is situated in 5 kilometers away from the main trunk road.

The feeder road is worse during wet weather.

Parchment coffee finally arrives at the coffee processing center in Goroka town. Farmers had to travel two hours from home to reach a processing facility. The cost of one parchment bag is US\$ 2.40 (PGK10.00). Each farmer had to pay for his or her own bag and on top of that US\$0.48 (PGK2.00) to look after boys who will be helping to process the coffee.



## The Income: Payout of Coffee Money to Farmers in the Village: Gender equality @Huwa

A female coffee farmer is proudly displaying her cash from coffee in front of other coffee farmers. Names were called in alphabetical order so farmers stood in queues and received their money.

Gender Equality (GE) is strongly emphasized in this farmer group for equal participation of women. Before the formation of the cooperative women were seen just laborers where they do hard labor involving in all processes of coffee from harvesting, washing, drying and carrying loads from home to

the buying points only to find men literary sell coffee and receive money and pay the women less than 20% of sales revenue. But this trend is slowly changing as message driven into community so many of the men now understand GE.

Mr.Simon Yano of Loseve Village in Ward 7, Mt.Michael LLG, Lufa District, EHP. He is a village chief of Loseve. He explained to the rest of the coffee farmers the importance of working in the coffee garden and appreciating the cooperative and team behind the group market strategy. He said people like him and others who

have enjoyed the benefits of coffee over time have worked hard but with very little money and no benefits. Towards his old age finally the group marketing approach has worked well and he is actively involved in the group. He encourages young people not to be lazy but work in the coffee gardens all the time to earn big. He marveled at the bundle of money the cooperativeteam brought to the village. This approach brought more money for he community

## The Benefit: Using coffee money to build permanent homes

Mr.Martin Tony is currently a primary school teacher. He has coffee gardens and was one of the beneficiaries of group marketing. He received high earnings from selling more than 11 parchment bags and built a 4 bedroom house. He was happy to be part of the group market sales and appreciated those who worked tirelessly to form the cooperative. His peers have changed

their bad habits and are into coffee farming. He is standing in front of house (in progress) with his wife and kids.

Mr James Suwary is a retired primary school teacher after serving more than 30 years of teaching. He is now the Village Chief of Lapiva Village. He was motivated by some of the coffee farmers building permanent houses

using the money received from the sale of their coffee therefore Mr.Suwary used his retirement benefits to build a permanent house to be on par with the rest of the coffee farmers in the village. The cooperativehas an overall objective of improving livelihoods therefore all registered farmers were encouraged to improve lives.



## The Benefit: Using coffee money to invest in food security

Cooperative has strongly advocated food security, therefore farmers set up food gardens near coffee plots. See below some food garden photos.

## What is next for Huwa Coffee Cooperative

After PACD support winds down the Cooperative will continue focusing on exporting their coffee overseas as a group so that farmers build their good income further and support their livelihoods. Huwa also sees the cooperative having its own green bean factory.

**So, what makes PNG coffee 'special'? The real secret lies in the highlands of PNG and the dedication of thousands of coffee farmers perfecting their craft for a world where quality, sustainability and ethical production have become much more important.**

“We, Huwa Coffee Cooperative farmers, have a dream that one day we will have our own coffee factory so we can do green bean in our own factory in the village and bring our coffee to the market. We spend a lot of money on hiring vehicles to transport our coffee to Goroka town and wait at the factory for a 1 week or 2 to process our coffee to green bean. (Mipla ol Huwa Cooperative farmer now dream now ol wok ol kamapim kofi factory bilong mipela so mipela iken machinim own kofi bilong mipla ol ples na karim igo ol market. Mipla isave hatwok turu ol hirim kar ol kisim kofi bilong mipla igo ol masinim igo ol green bean ol Goroka town na wait ken ol factory gate line ol masinim kofi bilong mipela. Mipela save hatwok turu.”

“We want to have an export license to export direct to overseas for better deals. From the earnings, farmers are keen on improving their livelihoods by removing traditional houses and building new modern houses which few farmers have done already with income they received over the past three years, with more modern homes being constructed now. More importantly, we will continue to support Huwa Coffee Cooperative in giving our coffee for group market because we see better result than individual sales.”

**Albert Kina**



## Final remarks

This paper is not just about coffee, but also the shared passion for quality and sustainability that brings coffee stakeholders together. It is a great reminder that coffee should not be seen just a beverage, but a community that connects people and cultures from all over the world.

**Next time you're sipping on your morning cup of coffee, take a moment to think and appreciate the hardworking coffee producers, or MSMEs and Cooperatives just like TTU and Huwa and the amazing work they do.**

Every time we @PACD produce a publication, our pride grows - both in the work that we do, and in the relationships that we nurture. At the end of the day, true impact is as much about economic factors as it is about social and environment.

If the coffee industry works for all stakeholders in the supply chain, it has a sustainable future - one where producers in PNG can look after their families and community, and aggregators and exporters are being paid fairly to do the same. To

achieve real sustainability, everyone in the supply chain needs to be both considered and involved. This is what we, at PACD are pushing for.

[www.pacd.org.pg](http://www.pacd.org.pg)

