



# COFFEE INDUSTRY

## NEWSLETTER

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#### MISSION STATEMENT

*To increase financial returns, productivity, production and market access for female and male coffee farmers and others along the value chain with motivated, competent and continuously learning actors.*

# EDITORIAL

Welcome to the first issue of the PNG Coffee Industry newsletter of 2011. The newsletter is a quarterly publication by the Coffee Industry Corporation Ltd covering various projects, information, awareness and events in the PNG Coffee industry.

It is aimed at informing coffee farmers, processors, manufacturers, exporters, planners and decision makers in the district, provincial and national government and also our development partners of the PNG Coffee industry and where it is heading.

We believe that this publication will provide a uniform thinking and knowledge among our stakeholders on the current trend of the industry so that we can act together to advance it.

In this March 2011 issue we look at some important coffee stories from the installation of full CIC Board of Directors to the launching of the World Bank funded, Productive Partnership in Agriculture Project and some successful coffee farming and marketing stories from all over PNG.

Although, the Coffee Berry Borer is yet to be found in PNG, we continue to provide awareness to our stakeholders to lookout for this deadly pest and report it as soon as possible to the CIC. Its characteristics and behavior is explicitly explained by Mr. Ruben Sengere in his article on page 7.

Another contributor, Susan Inu also wrote about how the ACIAR funded coffee project is aiming to improve the livelihoods of coffee farming families.

In our next issue, we will bring you some interesting experiences of first time coffee farmers in the new growth areas of East New Britain, New Ireland, Milne Bay and other provinces.

CIC has 13 offices in the different provinces of PNG. At the back of this newsletter, you can see the location and contact details of these offices. We urge you to contact the offices concerned for information and assistance on coffee matters in your respective province.

Most importantly, we would like to receive your comments and suggestions on the type of coffee information that you would like to read and know about in our next newsletter, which is scheduled for June 2011.

Please do not hesitate to contact us on the contact information provided at the back of this newsletter or to;

The Public Relations & Media Office  
Coffee Industry Corporation Ltd  
PO Box 137  
Goroka, EHP  
Papua New Guinea  
Phone: 531 1200  
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Until then, Enjoy reading. *“Yumi Lukautim Kopi Na Kopi Bai Lukautim Yumi”*

Augustine Dominic  
Editor



From the

## Chief Executive Officer's Desk

I am pleased to announce that after a long while, CIC has a full Board of Directors. Since 2008, the board did not have full membership due to the length process of appointment involved. The board in a special sitting has elected James Korarome as the Chairman and his Deputy is Patrick Komba. The Board will now make appropriate policies to drive the industry forward.

The onset of the World Bank project – Productive Partnership in Agriculture Project will greatly assist the industry to new heights. This project calls for stakeholders to partner and network with each other to source support. The policy of the National Government to implement the public-private partnerships in essence will be driven by this project for the coffee industry. The coffee component was launched at the Mark Solon's Auditorium at the University of Goroka on the 12 April, 2011. I encourage the farmers to organize themselves in groups and approached established entities within your locality and approach the PPAP team that will be based in CIC headquarters in Goroka to get assistance. The other component will support the cocoa farmers in the coastal areas.

The industry continues to experience unprecedented high prices for coffee and growers are asked to meaningfully invest in their coffee blocks and gardens. The good income should also be invested in education for children, and purchase of essential items to improve livelihood.

Climate Change seems to be working in favour of the coffee industry in which top coffee producers in the world are experiencing decline in production. Thus shortfall in supply is having a positive effect on the prices.

CIC continues to encourage coffee farmers to form groups in order to achieve higher coffee volume and receive higher prices and also have easy access to coffee services from CIC and other stakeholders.

Navi Anis  
Chief Executive Officer

Acknowledge the Coffee Industry Corporation Ltd when extracting materials from this Newsletter.

# STAFF NEWS

## NEW STAFF ARRIVALS



**Emma Kiup**

Emma is from Madang Province, she joined CIC on 20<sup>th</sup> October 2011 as a Cadet Soil Scientist under the Research & Grower Services Division (R&GSD) based in Aiyura, EHP. Emma holds a Bachelor of Science in Agriculture from the PNG University of Technology in Lae.



**Jonah Aranka**

Jonah is from Kainantu in EHP. He joined CIC on 11<sup>th</sup> October 2010 as a Cadet Pathologist under the R&GSD based in Aiyura, EHP. Jonah holds a Bachelor of Science in Agriculture from the PNG University of Technology in Lae.



**Michelle Bafeo**

Michelle is from Henganofi in EHP. She joined CIC on 18<sup>th</sup> October 2010 as a Cadet Agronomist under the R&GSD based in Aiyura, EHP. Michelle holds a Bachelor of Science in Agriculture from the PNG University of Technology in Lae.

**Mala Ahi**



Mala is from Lae District in the Morobe Province. He joined CIC on the 10<sup>th</sup> of January 2011 as the Financial Controller based at the CIC Head Office in Goroka, EHP. Mr. Ahi holds a Bachelor of Commerce from the University of PNG and has over 15 years of practical accounting experience. His last job was with Kapi & Clarke Chartered Accountants as Business Services Manager mostly dealing with Accounting Services, Taxation, Company Secretarial matters and some Audits. He is a Certified Practising Accountant and a member of both the PNG Certified Practising Accountants (CPA-PNG) and CPA Australia. His overseas affiliation has enabled him to acquire skills in Global Strategy & Leadership, Strategic Management Accounting, Financial Reporting and Ethics & Corporate Governance.

### REDEPLOYMENT

1. **Lokia Hepi** - Accounts Clerk HQ to Accounts Clerk Aiyura

### ON STUDY LEAVE

1. **Nelson Simbiken** - PhD in Entomology, Australian National University, Australia.
2. **Steven Tumae** - Masters in HRM, Uni. of Canberra, Australia.
3. **Charles Dambui** - Masters in Economics, Uni. of New England, NSW, Australia

4. **Isepo Ereka** - Degree in Accounting, UPNG

5. **Kone Paul** - Advance Diploma in Accounting (online)

### STUDY COMPLETED

1. **Rita Oaharo** - Diploma in HRM, Divine Word University Madang, PNG
2. **Kevo Kongona** - Diploma in HRM, Divine Word University, Madang
3. **Anne Komo** - Diploma in Business Management, Divine Word University, Madang,

### DEPARTURES

1. **Nosare Maika** - Research Mechanical Engineer
2. **Lilah Darius** - Assistant Accountant - Management
3. **Ellison Pidik** - General Manager - Industry Operations Division
4. **Shane Kewa** - Economist
5. **Yvonne Ngutlick** - Media Liaison Officer
6. **Wency Yarlita** - Data Entry Processor
7. **Billy Kewa** - Accounts Clerk
8. **Kanda Banito** - Accounts Clerk Aiyura

## STAFF NEWS

### Three female staff graduated with flying colors

"I left school at grade 10 and went straight to college. Having to graduate at a university now is something I didn't dream off. I am very happy with my achievements as this came because of my commitment to my studies".

This was the comments made by the longest serving (24 years) female staff of CIC, Ms. Rita Oaharo after attaining her Diploma in Human Resources Management from the Divine Word University during its annual graduation in February this year.

Two other female staff who also graduated along side Rita are Ms. Kevo Kongona, who

attained her Diploma in Human Resources Management and Ms. Anne Komo, who attained her Diploma in Business Management from the same institution.

Rita expressed that the major difficulty she went through to achieve the award is that she was the only person with a secretarial background in her class and had to compete with students from other organizations whose educational qualifications and experience level are higher than hers.

"I remember, at the end of the first day in semester one, I almost called the General Manager to tell him that it's too hard for me and I am withdrawing from studies".

However, she was able to adapt to the demands of a University environment and learnt a lot from the lectures and classmates by exchanging ideas and experiences in group discussion with the different classmates she had.



Congratulations to Kevo (left), Rita (right) and Anne (photo not available)

Ms. Kongona overwhelmingly expressed that she has been enriched and can now perform her duties confidently and with a broader knowledge.

She has learnt that team work and cooperation is very important to achieve personnel and organizational goals.

During her studies, transportation was one of the major difficulties she faced.

"I was travelling from Goroka to Madang by PMV buses and at times experienced break downs on the way. A one instance, I overnight at Young Creek with my baby while travelling back to Goroka. It was an experience never to be forgotten.

The three would like to thank the good Lord for the unending blessing and the CIC management for sponsoring their studies. Special thank you to the numerous CIC staff, individuals and family members who understandingly helped each of them in various ways which contributed to the successful completion of their studies.

The three were sponsored by CIC through its staff development program. Rita works as the Personal Assistant to the General Manager, R&GSD based in Aiyura and Kevo is a Personnel Officer, Anne is a Assistant Administration Officer. Both work in the Personnel and Administration Section at the CIC Head Office in Goroka.

***"I remember, at the end of the first day in semester one, I almost called the General Manager to tell him that it's too hard for me and I am withdrawing from studies".***

## NEWS

# New CIC Board Chairman elected

A new Chairman of the Coffee Industry Corporation Ltd Board was elected by the Directors of the company in a Special Board Meeting held at its head office in Goroka on Friday February 4<sup>th</sup> 2011.

The new CIC Board Chairman is Mr. James Korarome who represents Yagaria Constituency (Lufa District) Eastern Highlands and PNG Smallholders Coffee Growers Association as a Director on the CIC Board.

The Deputy Chairman is Mr. Patrick Komba who represents Enga and other coffee growing provinces on the CIC Board.

The elections follows a Swearing in Ceremony of six Board of Directors who were appointed by the National Executive Council (NEC) through a Gazettal Notice No.G14 of 20<sup>th</sup> January 2011.

The six members are Mr. Jerry Anisi (Momase Region), Mr. Patrick Komba (Enga & Others) Mr. Peter Hawi (Southern Region) Mr. Peter Kewa (WHP Small Holder Coffee Growers Association) Mr. Pugma Kopi (PNG Block Holder Coffee Growers Association), Mr. Max Kumbamong (Coffee Plantation & Processors).

The six positions were left vacant since August 2008 and following elections and recommendations from each provincial and sector associations, submissions were made by CIC to the Department of Personnel Management to formalize their appointment and recommend to the NEC for appointment to the CIC Board.

The appointment puts in a full house of 12 CIC Board of Directors. The existing Directors include; Mr. Anton Benjamin (Government Rep-Secretary, Department of Agriculture & Livestock) Mr. Igimu Momo (Government Rep-Treasury) Mr. Orry Becker (Government Rep-Commerce & Trade) Mr. Kiap Ginbol (Simbu Small Holder Coffee Growers Association) Mr. Jon Edwards (Exporter Council) and Mr. Max Kumbamong (Coffee Plantation & Processors).

The swearing in ceremony was presided by Senior Goroka Magistrate, Frank Manua, and witnessed by Public Service Minister Hon. Moses Maladina, Dr. Vele Pat from the Agriculture Ministry, Ombudsman John Nero, CIC staff, some industry stakeholders and the media personnel.



**CIC Board Chairman elect, Mr. James Korarome (right) and Deputy Chairman Mr. Patrick Komba (left) posing for a photo after the swearing in ceremony.**



### Oath sworn by the CIC Board of Directors

***“I ..... do solemnly swear that I shall faithfully serve as a member of the Coffee Industry Corporation Ltd Board and will do the best of my ability to serve as a living example of this organization’s philosophy and beliefs and will uphold and enforce the Constitution of this organization at all times.***

***So help me God.”***

## NEWS

# Coffee Berry Borer—an emerging threat to the PNG Coffee Industry

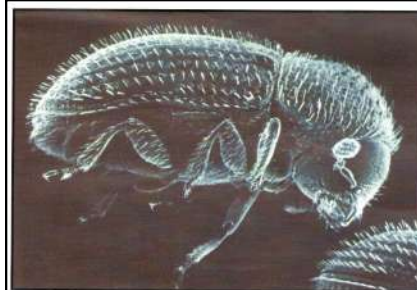
By Ruben Sengere  
Scientific Liaison Officer

The coffee berry borer (*Hypothenemus hampei*) has the potential to reduce coffee yield as well as income of coffee farmers. The threat of berry borer on the Papua New Guinea's Coffee Industry is real as this pest is confirmed to exist near the PNG/Indonesian border.

The pest is widespread in West Papua where Arabica coffee is grown at similar elevations as in PNG. The Coffee Industry Corporation (CIC) confirms that the pest is thriving well about 50 km (Obsibil—West Papua) from the border and about 90 km from the PNG Mining Township of Tabubil. The pest is gradually moving towards PNG.

In early 2010, the CIC issues a moratorium on coffee seed distribution and trading to and from the PNG/Indonesian Border as a controlling measure while undertaking a delimiting survey jointly with the National Agriculture Quarantine Inspections Authority.

The coffee berry borer is a tiny black beetle and the adult measures 1.5—2.5 mm in length. All its lifecycle occurs inside the coffee cherry. The adult female bores a hole at the tip of both green and ripe cherries on a coffee tree. Since the life cycle of the borer is found inside the coffee bean. The sex ratio is 10 females to one male. The males never emerge while females emerge from the beans to infest other



Adult



Affected parchment



Larvae inside cherry



Affected parchment

beans. It spreads through moving of infested cherries or the adult beetle flying over to a new cherry on another tree. The females then lay eggs near the two beans found inside the cherry. When the eggs hatch, the lava feed on the bean. The borer thrives well in unmanaged coffee bushes.

An adult beetle flies for a few kilometers therefore certain areas without coffee will become a barrier for the pest. Therefore, vast forest areas devoid of coffee will become a 'natural fence' for the spread of the pest. The entry of the coffee borer in to PNG will have a devastating effect on many people. Coffee is a major crop that plays a major role in positively changing lives of many rural farmers by improving their standard of living.

The borer thrives well in farms that have not been

pruned or weeded. The lava feed on the beans making it unsuitable for trading and it even lowers the cup quality of the coffee. The ripe cherries may look normal during harvest but damaged beans become obvious during processing.

Coffee farmers must be willing to put more efforts into coffee production when the pest is here. In addition, growers must learn to live with the pest. It may require and integrated pest control management (IPCM) approach to contain the pest. This will include proper coffee husbandry practices, use of appropriate bio-control agents and others.

The CIC has published awareness information for extension officers, quarantine officers and the general public, which have been widely distributed.

## NEWS

# Hidden Valley mine support CIC's objectives

Story by MJV Media Unit

The Hidden Valley Mine is implementing the Coffee Industry Corporation's (CIC) plans to improve coffee production in the country.

CIC is focusing on adding value in the marketing chain for farmers to increase export volume and quality. Its strategy includes rehabilitation of all aging senile coffee trees, expansion into new growth areas and establishment of nurseries, mobilization of smallholder coffee growers, promote marketing systems which revolve around quality.

Hidden Valley is helping to achieve these objectives in partnership with Mainland Holdings Limited (MHL) through a coffee training program.

The mine is funding the trainings which are conducted by MHL for villages located in the footprint of the mining operation in the Wau/Bulolo District of Morobe Province.

The objective of the program is to enhance the income of the rural people through coffee production.

The first training was conducted for Biangai villages in Wau from July to August, 2010.

It involved six Biangai villages including the two principal landowners of the Hidden Valley Gold Mine, Kwembu and Winima.

The training was aimed at enhancing the income of the Biangai community through improved coffee management practices. It focused on improving the skills and knowledge of farmers on, coffee nursery establishment and field planting, coffee garden management, basic garden rehabilitation and pruning practices, coffee quality improvement through improved harvesting and processing techniques and basic financial management and cash handling practices and Marketing. The training was conducted in two phases, theory and practical.

**Hidden Valley is helping to achieve CIC's objectives in partnership with Mainland Holdings Limited (MHL) through a coffee training program.**

It attracted a huge turnout with a total of 95 participants in attendance. Five came from Winima, 10 from Kwembu, 58 from Biawen, 10 from Werewere, 10 from Elauru and three from Kaisenik and also comprised of 16 females, two were ward councilors, seven church pastors and a grade 11 female student of Grace Memorial Secondary School.

The participants were presented with shade cloth for nursery and drying beds, secateurs and saws for pruning, nails for the nursery buildings, yellow cover cloth for the drying roofs, and topped it off with 17 coffee cherry pulping machines to assist them to continue to take care of their coffee gardens.



A coffee farmer from Biawen attends to one of his coffee trees during the pruning practical session.

## NEWS

# EHP coffee farmer groups registers more requests with CIC for coffee training

By Augustine Dominic  
Public Relations & Media Officer

More farmers are requesting for coffee training in the Eastern Highlands Province as the Coffee Industry Corporation Ltd (CIC) pushes to increase coffee production in PNG through the mobilization of farmers into farmer groups under its Strategic Plan 2008 to 2018.

A total of 89 Coffee farmer groups in EHP have either received or have requested coffee training from the CIC recently.

Chief Executive Officer of CIC Mr. Navi Anis revealed that the groups have taken their own initiative to visit the CIC provincial office in Goroka and registered their interest to access the coffee training.

He said the delivery of coffee services and coffee marketing by individual farmers have not been rewarding for the farmer and CIC and now the focus is on promoting and mobilizing committed and self reliant coffee farming groups who can work to achieve maximum benefits.

The farmer groups in each District include: 11 in Kainantu, 5 in Obura/Wonenera, 12 in Henganofi, 12 in Okapa, 14 in Lufa, 12 in Unggai/ Bena, 11 in Goroka, and 12 in Daulo.

EHP Technical Officer, Mr. Samson Jack said out of the 89 group, a total of 36 groups have submitted application letters and are awaiting group profiles to be conducted. Sixteen groups have done their group profiles and a awaiting Participatory Rural Apraisal Program (PRAP). PRAP has been conducted for 29 groups and are awaiting training. Sixteen groups have been trained and eight have graduated while the other eight group are awaiting graduation.

He said the District by District Village Coffee Rehabilitation Program has been launched in the Okapa District late last year (2010), and will be executed once this year's coffee season ends in September. Meanwhile, coffee rehabilitation tools including; secateurs, saws, blades, knives and files were distributed to 29 farmer groups in the eight districts of EHP.



Coffee Rehabilitation tools being distributed by the EHP provincial officers of CIC to members of the Kanite Kirapim Association of the Okapa District in EHP.



Saihilu Coffee Growers Association members of Kokinaga Village in the Upper Bena area, Unggai/Bena District.

# NEWS

## Morobe province advancing in coffee

By *Augustine Dominic*  
Public Relations & Media Officer

Morobe Province generated a historical K22.5 million in export revenues from coffee in 2010 despite a decline in the province's production.

Chief Executive Officer of the Coffee Industry Corporation Ltd, Mr. Navi Anis revealed that despite a 32.4% decline in 2010 production from 2009, lower coffee supply to the world market raised higher international prices causing the export value of coffee to appreciate locally, thus generating more income for the province.

He said Morobe Province produced a total of 40, 207 (green bean-60 kg) bags in 2010 which is a 32.4% decline compared to the 2009 production of 53.233 bags.

In other developments in the coffee sector of Morobe Province, over 400 coffee farmers of the Neknasi Community in the Boana area of Morobe Province opened their individual passbook

accounts with the Nationwide Micro Bank branch in Lae last year.

Morobe's Provincial Technical Officer for the Coffee Industry Corporation Ltd, Mr. Simon Gesip revealed that the Neknasi farmers received a total of K 419,138.00 from their coffee sales in three separate shipments last year and vow to venture into advanced stages in the coffee business.

Seeing their commitment, the Bank has specifically opened up its doors on Saturdays to serve the banking needs of the coffee farmers.

Mr. Gesip revealed also that two separate MOA's were signed with the Bris Kanda Inc. and the Tree Kngaroo Conservation Program in 2010, which pumped about K77, 000 in the first six month into coffee extension programs in the Kabwum and Huon Gulf Districts.

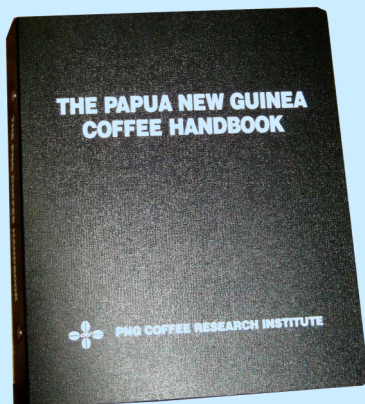
He said extensive coffee rehabilitation program are currently underway with eight major cooperative groups

comprising 50 cluster groups in the different coffee growing districts of the province.

"Ten coffee nurseries have been established in the Huon Gulf District with well over 150,000 coffee seedlings for both Robusta and Arabica, the Neknasi community in Boana (403 growers) and the Wantoat Coffee growers (966 Growers) were put through for certification program for niche market in 2010," said Mr. Gesip.

He said the Coffee Curriculum Program was a success with the Grace Memorial Secondary School in Wau and the Yawan Primary School in Kabwum which saw the first batch of Coffee Students graduating last year.

Morobe province accounted for 4.6 % of the total country's coffee production of 882 649 bags in 2010 with Simbu (6.6 %) EHP (42 %) and WHP (42.4 %), Enga (1.9 %) SHP (1.4 %) ESP (0.6 %) Madang (0.3 %) and and Central and Oro (0.1 %) each.



Price: K27.50 (VAT inclusive)  
plus K5.00 postage (PNG)

US\$50.00 (Overseas)

### PNG Coffee Handbook

This publication covers CIC's recommendations on the production of Arabica Coffee in Papua New Guinea. Topics such as nursery practices, coffee husbandry practices, processing and control of pests and diseases of coffee are covered.

It is a good reference book for coffee farmers, extension officers, teachers, students and those interested in coffee.

**To place orders, write to:**

The General manager  
Research & Grower Service Division  
Coffee Industry Corporation Ltd  
P.O Box 470, UKARUMPA,  
E.H.P, 444  
Papua New Guinea

Phone: (675) 537 3511, Fax: (675) 537 3524, Email [cofres@datec.net.pg](mailto:cofres@datec.net.pg)

# NEWS

## Coffee project focus on improving family livelihoods

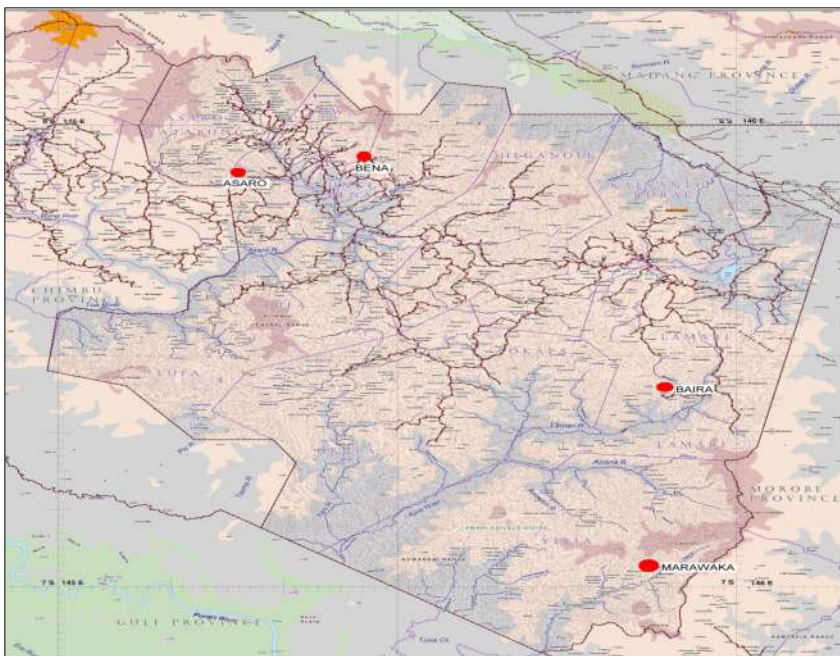
By Susan May Inu  
Economist

The current ACIAR-funded project “Improving livelihood of smallholder families through coffee based farming systems” has started its first year activities in August 2010 and will go on for the next three years.

It is a collaborative project between the National Agricultural Research Institute, CIC, Curtin University of Technology and the Commonwealth Scientific Industrial Research Organization (CSIRO).

The main aim of the project is to develop new farmer-driven extension models involving partners between public and commercial sectors to improve nutrient management, extension delivery and the mobilization of labor for coffee production. Achieving this aim requires identifying how different socio-economic factors, household characteristics, market access and biophysical (natural resource management) factors interact to determine smallholder strategies and the uptake of extension and new technologies. It also requires developing a good knowledge base of nutrient status and nutrient flows including the points in the coffee-food garden production system most vulnerable to nutrient loss. This information will form the basis of the first two objectives which provide the information for the third objective.

The four sites chosen for these field studies are based upon accessibility to markets, and



Map of project sites



Survey team to Marawaka in August 2010

range from very remote to highly accessible sites. The sites are, Marawaka, Baira, Bena and Asaro, in the EHP (Figure 1).

The project field team consists of three teams: socio-economic, NRM and extension.

The first year field studies include surveying 100 household and coffee gardens at each site with GPS referencing. The detailed survey will be done in the second year where food gardens will also be inspected.

The first field study was done at Marawaka. from the 11<sup>th</sup> to 25<sup>th</sup> August. A total of 96 household were surveyed.

## NEWS

### Tolai Robusta coffee has distinct taste

Robusta Coffee produced in the lowland volcanic rich soil of the East New Britain province has distinct cup characteristics from that produced in other areas of PNG.

Senior Quality Control Officer of the Coffee Industry Corporation Ltd based in the Lae Export Office, Mrs. Rose Romalus revealed this when speaking to ENB Coffee Corporation executives and CIC staff in Boana, Toma LLG recently.

“Any ordinary coffee drinker can tell a big difference between the Robusta coffee produced in ENB and Robusta coffee from other areas of PNG,” said Mrs. Romalus.

She said the ENB Robusta coffee has higher cup characteristics, and can fetch higher prices in the world market.

Chairman of the East New Britain Coffee Growers Cooperative Association (ENBCGCA) Mr. Chris Malaibe and ENB Smallholder Coffee Growers Association Chairman Mr. John Kapia Waratopo expressed that more coffee training and awareness programs are need in ENB to complement the increasing interest of the local farmers to venture into cultivating coffee as an alternative cash crop from cocoa and coconut.

They revealed that the farmers need more training to manage their coffee gardens and produce quality coffee and market them.

Mr. Malaibe said some farmers

are planting both Arabica and Robusta in one garden which poses the possibility of mixing the two varieties while processing them, as such mixing of coffee will degrade the cup quality of a specific coffee variety.

CIC is promoting ENB, New Ireland, Milne Bay East/West Sepik, Madang, Gulf and Oro provinces as new growth areas for coffee extension programs to contribute to the overall increase in PNG coffee production.

According to the ENB Provincial Technical Officer, Mr. Jacob Morre, a total of 6000 growers with over two million coffee trees (both Robusta and Arabica) were recorded in the four districts of Gazelle, Kokopo, Pomio and Rabaul in 2010.

### Coffee project to evaluate CIC's farmer driven extension programs

*...continue from page 12*

Asaro from the 28<sup>th</sup> September to 9<sup>th</sup> October with a total 103 households interviewed and their coffee gardens inspected.

The third component of the project focuses on designing and testing farmer-driven extension and has kicked off with its first activities in November 2010. There will be spot assessment of CIC-Extension activities in other provinces apart from EHP. The assessment including an evaluation of the Participatory Rural Appraisal Program (PRAP) in WHP, Simbu, Morobe and Madang provinces. This component of the project will also involve some exporters and investigate their extension requirements.

There will be extension assessment on farmers who receive extension services, service providers contracted by CIC and CIC extension personnel. Their input will be critically evaluated to improve the current coffee extension services.



**NRM-Team doing coffee garden inspection in Nahoma in Asaro**

## NEWS

### Productive Partnership in Agriculture Project launched

The Productive Partnership in Agriculture Project (PPAP)-Coffee Component, was launched on Tuesday 12th April 2011 at the University of Goroka. The majority of Papua New Guinea's population lives in rural areas, largely dependent on agriculture for their livelihoods. Coffee and cocoa are the main cash crops, with half of the country's total workforce involved in their production, processing and sale. Despite its importance, the quality and productivity of Papua New Guinea's coffee has been declining, due in large part to a lack of replanting, limited incentives for smallholder farmers, and poor access to markets. The cocoa industry has been ex-



**CIC Board Chairman, Mr. James Korarome shaking hands with the World Bank (WB) team Leader Mona Sur after the launching while WB, IFAD**

periencing similar issues, in addition to the threat posed by the Cocoa Pod Borer. The Productive Partnerships in Agriculture Project (PPAP) aims to combat these problems in order to improve the livelihoods of smallholder cocoa and coffee producers, and promote rural development and poverty reduction more broadly.

The PPAP's primary aim is to improve the livelihoods of smallholder cocoa and coffee producers through the enhanced performance and sustainability of value chains. This will be achieved through the implementation of three main project components which are designed to:

- Facilitate linkages between smallholder farmers and agribusiness, through productive partnerships, for the provision of market access, technologies, and services;
- Strengthen industry coordination and institutions; and
- Provide critical infrastructure for market access.

The project will strengthen quality promotion in the coffee and cocoa industries and promote, where appropriate, the adoption of certified sustainability practices (such as Organic, Fair Trade, Rainforest Alliance, Utz or quality certification schemes). Under the Productive Partnerships component, funding will be channeled through partnerships with legal entities in the private sector and civil society, which have already been engaged with smallholders to increase output, productivity, quality and sustainability and which are interested in scaling up those activities. In the cocoa sector, activities could include: support for Cocoa Pod Borer management, production of improved planting materials, and promotion of rotational planting. In the coffee sector, activities could include: adoption of sustainability practices, replanting and coffee garden rejuvenation programs, and training on good farming practices. Further, PPAP will also focus on identifying and financing important maintenance and upgrades to local infrastructure such as access roads and wharfs.

Specific consideration will be given to partnerships with smallholder farmers in less favored areas—such as more remote areas in the Highlands, or cocoa-dependent areas affected by the Cocoa Pod Borer—and partnerships which mobilize vulnerable groups—such as women and young farmers. Community consultations will continue to take place throughout the duration of the project, including consultations on project activities within communities.

# LETTERS

**From:** Jeffers Serena Heptol  
[mailto:serenaandjeffers@yahoo.com]  
**Sent:** Monday, 19 July 2010 2:08 PM  
**To:** Augustine Dominic  
**Cc:** John Emilio  
**Subject:** PNG Promotional Coffee to China

Dear Mr. Dominic,

It was so nice to speak to you a while ago. As I have introduced myself, Mi bilong PNG na I live in China for almost 4 years now. My wife who is an Australian loves PNG coffee and promotes PNG coffee in China wherever we go for a cup coffee.

At every coffee shop that we enter, we introduce PNG coffee and give them our own PNG coffee bags that we brought from PNG last year. All the coffee shops that have tasted PNG coffee rated it has the top quality and out-plays all other coffee in the shops.

We would like to have some promotional coffee from any of the coffee processors in PNG. If possible, we would love to establish a contact point where PNG coffee is being imported to China especially in the northern part where we live. I understand that there maybe arrangement like that in place already.

China is a BIG market, and I believe that if we tap into this, PNG can export tons and tons of PNG coffee to China.

As you have mentioned, please forward my email to whoever is willing to send some promotional coffee and they can contact me.

I am sending a copy of this email to the PNG embassy in Beijing.

Below is my postal address;

Jeffers Teargun Heptol  
TBEA Shenyang Transformers Group Co.Ltd  
No.32 Avenue, Economic and Technology Development Zone  
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Shenyang, PC: 110144  
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Tel: +86 15998158324 / +86 15940094014  
Email: [serenaandjeffers@yahoo.com](mailto:serenaandjeffers@yahoo.com)

Thanks and Lord bless.  
Jeffers

**From:** Cathy Pianga  
**Sent:** Tuesday, March 15, 2011 2:27 PM  
**To:** amutrad@online.net.pg  
**Cc:** Navi Anis; Boto Gaupu; Augustine Dominic; whpcic@daltron.com.pg; Boto Gaupu  
**Subject:** PPAP Launching

Good afternoon Mr Gul,

Thank you for your telephone call this morning and your interest in attending the launching of the Productive Partnership in Agriculture Project (PPAP).

As advised, PPAP is set to be launched in April 2011. As you know, the PPAP is a joint World Bank and IFAD financed project covering both the cocoa and coffee sub-sectors. As such, there will be launching of the project Nationally to be followed by sub-launches to take place in Kokopo and Goroka for cocoa and coffee respectively. Coffee launching is scheduled for Tuesday 12 April 2011. Venue for the launching is yet to be confirmed.

The development objective of the PPAP is *to improve the livelihoods of smallholder cocoa and coffee producers through the improvement of the performance and sustainability of value chains in the Cocoa and Coffee growing areas.* This would be achieved through strengthening industry coordination and institutions; facilitating linkages between smallholder farmers and those along the coffee value chain including agribusiness for the provision of technologies and services; and through the provision of critical market access infrastructure.

The launching will signify the start of project implementation. At the launching the project management team and a group of specialist World Bank team will undertake detailed discussions and briefings regarding implementation and project management.

A letter of invitation will be sent to you in due course. In the meantime I will be happy to respond to queries if any. In any case, our CIC Provincial Coordinator is copied in on this email, he is also well vast with the project.

Best regards,

Catherine Pianga  
Senior Projects Officer  
PM&E Unit  
Coffee Industry Corporation Ltd

# PICTORIAL



CCGS coffee farmers in Karamui send their coffee via Adventist aviation to Goroka



CIC Board Members swearing in Ceremony at the CIC head office in Goroka, February 2011



Female coffee farmer from East New Britain province selling her coffee to the ENB Cooperative Association .



ARDSF staff, Dr. Miok Komolong, (at the back with glasses), & Abel Philemon (front with maroon shirt) ,with CIC staff

## List of CIC Publications

### **Research & Grower Services Division**

Papers published in PNG Coffee Journal, volume 12, issue number 1 and 2, 2010. The following papers and their authors are:

1. Influence of available water in 1997 on crop development and yield of 1998 coffee (*Coffea arabica* L) at Aiyura; implication on the 1998 coffee exports of Papua New Guinea  
**Jon von Enden and Potaisa H Hombunaka** ..... 1
2. Group cohesiveness in coffee farmer groups in Papua New Guinea  
**Reuben W Sengere** ..... 11
3. Studies on selected thermo-physical properties of dried Arabica parchment (Typica variety) coffee of Papua New Guinea  
**Nosare Maika** ..... 27
4. Investigations on the causes of coffee berry anthracnose in Papua New Guinea and its effect on coffee quality  
**Mark K Kenny, V. J. Galea, P. T. Scott and Terry V Price** ..... 37

# COFFEE INDUSTRY CORPORATION LTD



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