



Pacific Horticultural & Agricultural Market Access Plus Program

Supported by Australia and New Zealand

COUNTRY OVERVIEW

PAPUA NEW GUINEA

The Pacific Horticultural and Agricultural Market Access Plus (PHAMA Plus) Program supported by Australia and New Zealand aims to contribute to improved economic growth and rural livelihoods, and contribute to economic recovery from the global COVID-19 pandemic.



Our target is to benefit **200,000 Pacific households** in the Pacific economies of Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu, as well as small island state signatories of the Pacific Agreement on Closer Economic Relations Plus (PACER Plus).

PHAMA PLUS' END-OF-PROGRAM OUTCOMES ARE:



Producers and exporters use **maintained and new export market access** for Pacific export products.



Women and men staff of Pacific **biosecurity authorities** perform their **market access facilitation** functions better.



Women and men exporters, processors and producers **adopt quality and productivity enhancing innovations** for their export products.



To address gender inequalities and support the **empowerment of women, youths and people living with disabilities** in agriculture, PHAMA Plus works with its partners to strengthen gender equality, disability and social inclusion (GEDSI) along the agricultural value chain.

WHAT WE DO: EFFECTIVE MARKET ACCESS SUPPORT

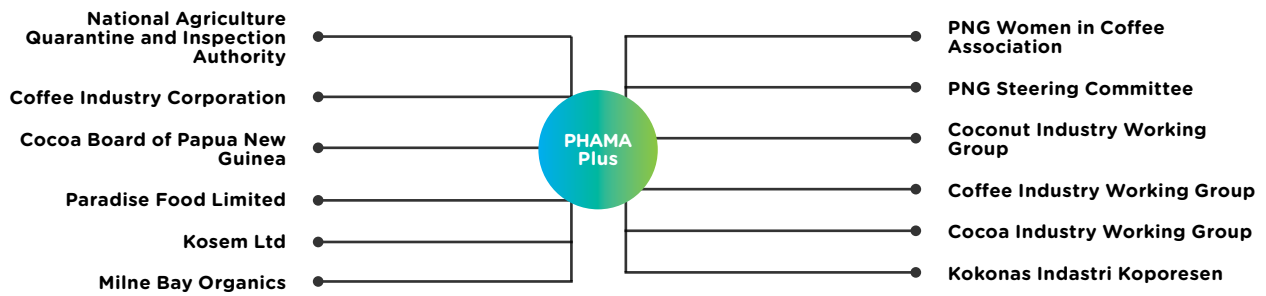
PHAMA Plus works with businesses and the public sector to maintain and improve trade of agricultural products by assisting them to meet export market requirements. PHAMA Plus also assists with market research and market development activities in terms of new export products. To maximise impact, the program works with key actors in the market system to generate benefit among farming households.

The PHAMA Program was launched in PNG in 2015 with a focus on improving market access for the country's key export industries and to promote industry coordination through the establishment of public-private industry working groups or IWGs.



PARTNERS

Some of the organisations that PHAMA Plus works with include:



KEY SUCCESSES IN PNG

- Creation of the Cocoa Industry Working Group (IWG) and support for activities that increased cocoa export volumes and prices
- Support to the Coffee Industry Corporation (CIC) to change the coffee grading system to one based on flavour, thereby increasing returns to coffee producers
- Supported PNG in its successful negotiation for market access for spice exports
- Undertook a comprehensive review of fresh produce marketing in PNG which concluded that domestic market opportunities were generally more attractive, and that the potential for profitable exports was limited
- Helped seven PNG companies gain HACCP certification
- Undertook a market study to determine supply and demand of fisheries products to Australia and New Zealand
- Conducted a market study for coconut products to various overseas markets, supported improvements to quality of high value coconut products (HVCPs) and promoted sale of coconut products in several markets.

CURRENT PRIORITIES

PHAMA Plus is working with businesses, government and growers in these sectors to:



COCOA

- Expand and establish new nurseries to develop tolerant plant varieties
- Expand extension service network to improve block management practices
- Facilitate improvements for potential and existing licensed fermentary owners.
- Support producer groups, exporters and manufacturers to expand into diversified markets



COFFEE

- Build and strengthen linkages to provide information on good agricultural practices and develop incentives for farmers to improve production and quality
- Provide post-harvest processing technologies to reduce defects and losses
- Promote PNG-origin coffee in differentiated and alternative markets (e.g tourists, business travellers and local market).



COCONUT

- Facilitate trade opportunities for PNG coconut products, build market linkages for export-ready businesses and support new market access for coconut processors and exporters.
- Assist business to meet international quality standards, labelling and packaging requirements
- Facilitate improved quality and compliance for traditional and selected HVCPs, in collaboration with KIK, and provide technical support where needed.

CASE STUDY: MANAGING AFRICAN SWINE FEVER OVER THE LONG TERM

PNG reported the first African Swine Fever (ASF) incursion in Mendi, Southern Highlands in March 2020. ASF has killed pigs across the world and has no known vaccine or effective treatment and the disease poses a combined social, cultural and economic threat to PNG and its approximately 143,000 households that own over 719,000 pigs. PNG implemented an emergency response action plan to contain the outbreak of ASF reported in the provinces of Southern Highlands, Enga and Hela.

The National Agriculture Quarantine and Inspection Authority (NAQIA) took swift action by mobilising

personnel and resources to the ASF declared areas, with technical support, logistic and risk and behaviour change communication from PHAMA Plus. The emergency response has significantly raised awareness of the disease and helped limit the spread beyond these declared provinces. An ASF assessment revealed that general ASF awareness levels amongst households were quite high at 71%, but there are still some critical knowledge gaps. PHAMA Plus continues to provide support to NAQIA and the Government of PNG to help define the longer-term approach and management of ASF in the country.

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