



**Pacific Horticultural
& Agricultural Market
Access Plus Program**

Supported by Australia & 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.

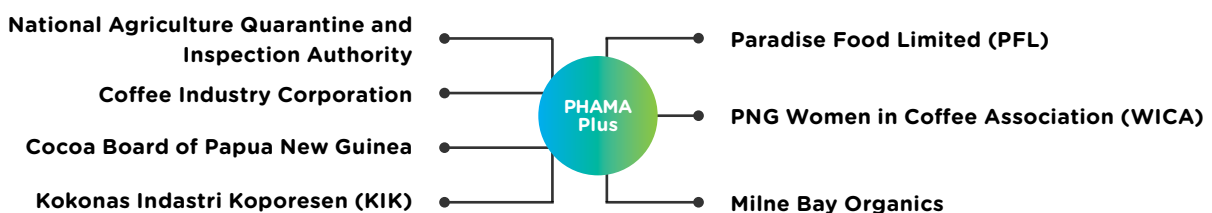
WHAT WE DO: EFFECTIVE MARKET ACCESS SUPPORT

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 for 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, supporting women and men of local biosecurity authorities perform their market access and biosecurity functions better 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

- Support to the Coffee Industry Corporation (CIC) to change the green bean coffee grading system to a single grading system based on quality thereby increasing returns to coffee producers.
- Helped seven PNG companies gain HACCP certification.
- Supported the African Swine Fever (ASF) response and subsequent impact study which shows that household costs saved as a direct result of interventions made to prevent spread of ASF into the two provinces (Eastern Highlands and Chimbu) alone is estimated at AUD380million. Due to all communication products and approaches maintaining a strong GEDSI focus, the impact study also indicated there is a strong understanding that ASF is caused by a virus and not Sanguma (sorcery).
- Supported the development of the PNG Women in Coffee Association (WICA) Strategic Plan and the signing of the MOU with International Women's Coffee Alliance (IWCA), formalizing PNG as a chapter of IWCA.
- Co-invested in a laboratory facility which allows Paradise Foods Limited (PFL) to develop small batches of chocolate products for various markets and cut costs for local cocoa farmers by providing targeted feedback on quality.
- Refresher fumigation training for Australian Fumigation Accreditation Scheme (AFAS) accredited fumigators and those interested in joining the scheme for exports to Australia.

CURRENT PRIORITIES



COCOA

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

- Facilitate export of cocoa products and microlots into niche overseas markets;
- Pilot organic certification for local growers in support of achieving premium prices;
- Determine flavour profiles and quality attributes of cocoa clones and hybrids grown in the country.
- Promote domestic consumption and use of semi-processed cocoa products produced by PFL (Queen Emma Chocolate).



COCONUT

PHAMA Plus is working with exporters and government agencies to:

- Facilitate trade opportunities for PNG coconut products, build market linkages for export-ready businesses and support new market access for coconut processors and exporters;
- Facilitate improved quality and compliance for traditional and selected HVCPs and provide technical support where needed.



COFFEE

PHAMA Plus is working with exporters and government agencies to:

- Ensure women and youth are fully recognised for the role they play in the coffee value chain;
- 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 tourist, business travellers and domestic markets).



BIOSECURITY

PHAMA Plus is working with the National Agriculture and Quarantine Inspection Authority (NAQIA) to:

- Improve pig and pig meat value chains, respond to animal disease risks such as African Swine Fever, Foot and Mouth Disease and Lumpy Skin Disease.
- Strengthen biosecurity institutional capacity and operations.
- Develop market access and market entry compliance for selected products.

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, logistic and risk and behaviour change communication support from PHAMA

Plus. A strong GEDSI focus was maintained in all risk and behaviour change communication products and approaches.

The emergency response has significantly raised awareness of the disease and helped limit the spread beyond those declared provinces. An ASF assessment revealed that general ASF awareness levels amongst households were 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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