

# INTERVENTION HIGHLIGHT

## Influencing a shift in Papua New Guinea's coffee industry An increase in PNG's domestic coffee market

About 30% of all Papua New Guineans are coffee farmers or involved in the coffee value chain. While the country only supplies about 0.01% of the global coffee market, domestic consumption of locally produced coffee has been relatively small in the past.

PHAMA Plus has been a longstanding partner of the Coffee Industry Corporation (CIC) since 2015 to encourage domestic consumption of PNG coffee, improve productivity among smallholder farmers while moving towards certified and specialty trade for better returns.

### At a glance



Over 90% of all PNG coffee produced was exported as green bean. The market for roasted and ground coffee domestically remained relatively small when compared to total production of coffee in PNG.



From 2016 to 2018 there were only 11 roasters licensed by CIC. Coffee roasters in PNG are required to obtain a license from the CIC before they can operate legally.



Many locals resorted to drinking instant "3 in 1" coffee which are often low grade.



Seven barista trainings were conducted in Port Moresby, Mt Hagen and Lae targeting cafes, hotels and smaller coffee shop owners.



Brewing trainings were conducted across five provinces: Central, Hagen, Jiwaka, Goroka and Morobe, to encourage consumption of PNG coffee within households and the communities engaged in coffee cultivation.

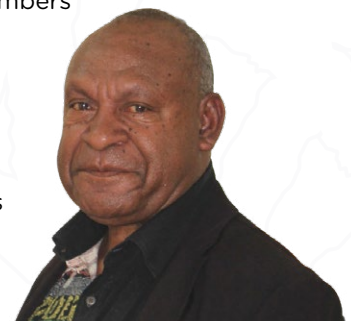


Coffee kits: PHAMA Plus handed over five start up kits to PNG Women in Coffee Association who own small coffee businesses.



As of 2023, 17 businesses were given roasting licenses which reflects more than 50% growth in the number of local roasters in PNG.

CIC has reported an emergence of a domestic consumer café culture, with strong involvement of women, youth and members of the community in the coffee business. Consumers can enjoy a variety of coffee beverages, including espresso, cappuccino, and latte, in local cafes using PNG coffee.



**Back in 2014, there were only two good cafes, Duffys and Figaro in Port Moresby. Ten years later, there are 30 outlets serving good espresso-based coffee in cafes, restaurants, hotels, grocery shops and service stations.**

- Steven Tumae, CIC Chief Operating Officer