



### CARE International in PNG

CARE International in PNG is a leading development and humanitarian relief organisation dedicated to ending global poverty and social injustice. CARE International's programs work through the primary approach of empowering women and girls towards greater gender equality. CARE International has been working in Papua New Guinea for more than 20 years in some of the most remote and disadvantaged areas focussing on governance and service delivery, education, child and maternal health, climate change and livelihoods.



CARE PNG's Coffee Industry Support Project is supported by the Australian aid program.

# Sustainable Management Services PNG and CARE International in PNG working in partnership to promote women's meaningful participation in PNG's coffee industry

## Coffee Industry Support Project

A CARE PNG program supported by the Australian Government and the Pacific Women Shaping Pacific Development Initiative

SMS-PNG and CARE PNG entered into partnership in November 2013 to implement the Coffee Industry Support Project which aims to improve smallholder coffee productivity and quality by addressing household-level socio-economic constraints, including gender inequality, that limit production.

Coffee is the backbone of the rural economy in the Papua New Guinea Highlands, yet limited access to markets and critical services disadvantage many coffee farmers, particularly women. Women also receive significantly lower incomes, often for the same or greater work, and are rarely included in coffee extension services or decision-making about their coffee farming or income expenditure.

The project seeks to increase women's access to extension services and improve family business management practices so that smallholder coffee farming families are able to work together more effectively, and coffee industry stakeholders including SMS-PNG can benefit from improved business approaches by smallholders.



SMS-PNG staff attend Gender Equity and Diversity training facilitated by CARE PNG

## Coffee Industry Support Project Activities

Through the partnership, CARE and SMS-PNG have undertaken a number of activities commencing with a comprehensive survey of farmer networks to better understand the social constraints within households that may be limiting productivity and quality. CARE and SMS-PNG staff collaborated to collect important data from more than 250 farmers.



SMS-PNG staff and their families receive certificates upon completion of the Family Business Management Training.

CARE has since provided a number of trainings to SMS-PNG staff and field officers including Gender Equity and Diversity, and Facilitation Skills training to help field officers improve the way in which they provide extension services and technical trainings to their certified farmers.

CARE has designed a key training, which has been rolled out with SMS-PNG, called Family Business Management, which allows smallholder farming families to understand the benefits of treating their coffee as a business, and working together more effectively to prioritise their coffee thus creating an environment for improved quality and productivity. This complements existing training that SMS-PNG field officers provide to their farmer networks as part of their certification services. CARE is now supporting SMS-PNG to run this training in the field with smallholder farmers.

## Benefits of the CARE PNG and SMS-PNG Partnership



SMS-PNG Extension Manager Blein Asea with Dame Carol Kidu at the CARE PNG office, August 2014.

The partnership with SMS-PNG, working closely together with Monpi Coffee Exports Ltd one of the leading exporters of coffee in PNG, represents an exciting opportunity that supports CARE PNG's long term strategy of achieving a significant, positive and lasting impact on poverty and social injustice in remote rural areas in PNG. SMS-PNG benefits from CARE PNG's expertise in community engagement and addressing social barriers to productive coffee farming to complement the technical focus and skills of SMS-PNG.

Strong business and a robust private sector are essential for economic development in PNG and the alleviation of poverty, and CARE PNG recognises that SMS-PNG is a socially responsible business that understands the

link between economic and social development, which it demonstrates through its ongoing commitment to providing services for communities with which SMS-PNG engages.

There has been significant and increasing interest in the project from major stakeholders including the Governments of PNG and Australia, all of whom are interested to learn about the public-private partnership between CARE PNG and SMS-PNG. The project has hosted visits from the Australian Ambassador for Women and Girls, senior officials from the Australian Government, and Dame Carol Kidu, an ambassador for the Pacific Women initiative, former PNG Minister for Community Development and only female Member of Parliament in PNG from 2002-2012.



SMS-PNG Field Officer Nare Mara participates in Family Business Management Training with his family.

### Where to Next?

CARE PNG and SMS-PNG will continue to work in partnership over the coming months. CARE will support SMS-PNG field officers with their provision of extension services and training to SMS-PNG farmer networks with a focus on addressing socio-economic constraints within households as an important way to improve quality and productivity of smallholder coffee.

CARE will also support the development of a plan that will enable SMS-PNG to enhance existing organisational practices and policies

so that women and men employees can equally benefit from, and contribute to, SMS-PNG and Monpi Coffee Exports, ensuring the companies move ahead as leading and socially responsible employers in PNG with practices and policies that are mutually beneficial for employees and the company.

CARE PNG and SMS-PNG will also explore the opportunity for a mutually beneficial agricultural internship that gives women graduates with an agricultural degree the opportunity to work with an industry leader, such as Sustainable Management Services PNG.

### SMS-PNG and CARE PNG in the Field

On September 10<sup>th</sup>, a photographer and representative from CARE Australia came to PNG to learn about the project and document some achievements. SMS-PNG facilitated a trip to Keto Tapasi in Chimbu Province to observe audits and training with CARE's support. Farmers and SMS-PNG staff could talk about the benefits of the partnership, and training provided by CARE to themselves and their families.

After receiving training from SMS-PNG one farmer Banabas said *"I now understand better how hard my wife works in the house and on our coffee and I feel guilty that I did not help her more before. We had a whole day discussion about how I can help her so that we work together better and get more out of our coffee farming... Already we have begun saving more money and now I can afford to take my children to the health centre when they are sick"*.

One SMS-PNG field officer, Nare Mara, also commented *"I have made changes in my own home to help my wife more with her work and this has helped me with the training I now give to men and women farmers... And because of the CARE training and field support, I now have much more confidence when I speak with farmers about their coffee farming and certification."*



SMS-PNG Field Officer Nixon Nanoh completes an audit of a certified coffee garden in Keto Tapasi, Chimbu Province.

