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| **Abstract / Content summary** | Papua New Guinea is well placed to supply coffee to Europe, and the Asia-Pacific region where demand is growing. PNG has a history of coffee cultivation, its climate and terrain are conducive to growing coffee, and its harvesting season means that bags will land in European markets at an optimal time in the production/buying cycle. However, it struggles to shift from selling mainly low-grade coffee in low-value markets to producing high-value specialty coffee. Sourcing is constrained by remoteness, inadequate transportation systems, and law and order issues that inhibit the movement of produce to the market. In addition, smallholder farmers are under-served by agricultural extension services. From 2017 to 2023, using a market systems development (MSD) approach and partnering with the private sector, MDF-PNG Phase II has played a part in influencing change in the coffee industry in PNG. It demonstrated that, with strategic investments in market functions, an industry can move from low-grade commodity coffee production to high quality specialty coffee. Despite the positive shifts within the system, challenges such as the outbreak of a coffee berry borer (CBB) infestation and climate change will continue to affect the sector. Long-term investments in PNG’s coffee supply chain, particularly in extension services and traceability, are necessary to support the shift to a sustainable, high value coffee industry. This paper explores the lessons MDF learned from working in the coffee sector. |
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