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| **refs itemname** | Report |
| **Bibliography** | FPDA; PNGSDP (2009) Feeding Port Moresby study, 52 pages, Fresh Produce Development Agency, Goroka, EHP |
| **Abstract / Content summary** | Port Moresby is the largest market for fresh produce in Papua New Guinea (PNG). However, prior to this study adequate market information about Port Moresby was not available to guide decision-making in production, marketing and infrastructure investment in relation to PNG’s fresh produce industry. To fill the gap, desk research and market surveys of Port Moresby’s fresh produce market were conducted over a six-week period in August-September 2008 to generate information on how Port Moresby is feeding itself. The Project aimed to answer three key questions: What is the volume of fresh produce supplied to Port Moresby? Where does this fresh produce supply originate from? and How does fresh produce get distributed amongst the consumers in Port Moresby? Key areas of investigation were: the size of fresh produce imports into Port Moresby; the origins of fresh food imports into Port Moresby; the size of peri-urban fresh produce production; and the role of wholesalers, market vendors and food service sector in the distribution of fresh produce in Port Moresby market. A central finding of this project was that the majority of fresh produce was supplied from sources local to Port Moresby, and not from the Highlands. |
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