Coffee Industry Support Project

CARE International in PNG

An Australian Government supported initiative through Pacific Women Shaping Pacific Development to improve the social and economic wellbeing of women coffee farmers in the PNG Highlands.
Why Coffee...?

Poverty Reduction:

- Coffee represents one of the only income-earning opportunities for remote rural families
- Coffee infrastructure, know-how, and culture already exist
- Coffee is a major export commodity for PNG earning approx PGK 460 million and involving 1/3 of the population in the production, processing and sale of coffee
- 83% of coffee growers are smallholders with little support, access to information or access to markets
- Smallholder coffee farmers are not currently achieving their maximum potential for productivity and quality
- Women work longer hours in coffee gardens than men, but receive less income, attend fewer trainings, and participate less in decision-making than men
- Coffee provides a platform for gender equity
- By increasing productivity and quality, smallholder coffee farmers can increase their income-earning potential
Increasing Productivity and Quality

Among the many factors that influence coffee productivity and quality, CARE has identified **household-level socio-economic factors** as a major issue that has not been sufficiently addressed in PNG.

Smallholder coffee farming is a **family business** and so the family unit needs to be recognised as critical to the success of the industry.
How Inequality Impacts Productivity

• Women have the potential to have a strong influence on coffee productivity and quality due to the fact that they are putting in more labour hours than men.

• Because women do not receive much income from coffee, they have little incentive to improve their methods or put in more time.

• Because women do not attend trainings on coffee, they do not have direct access to knowledge on how to improve their methods.

• Because women do not participate in decision-making, they cannot influence how highly coffee production is prioritised in the household.
Predicted Long-Term Outcomes

- Increased productivity
- Increased quality
- Increased earning ability
- More equitable allocation of income in the family
- More equitable division of labour in the family
- Increased participation of women in extension services
- Shared decision-making in households
What are some of the strategies used to engage and support private sector groups improve gender inclusive policies and practices
Project Phases for Partners

**Phase 1: Organizational Capacity Building**
- Services Provided:
  - Organizational Gender Assessment
  - Capacity Building Plan
  - Staff training
  - Secondment of staff to CARE
- Timeline: 1-6 months

**Phase 2: Improving Women’s Access to Extension Services**
- Services Provided:
  - Train extension agents
  - Accompany and support extension agents
- Timeline: 3-12 months

**Phase 3: Improving Family Business Management**
- Services Provided:
  - Train staff to lead “Family Business Management” trainings
  - Accompany and support trainers
- Timeline: 6-18 months

**Phase 4: Improving Learning**
- Services Provided:
  - Review partner’s monitoring and evaluation system
  - Staff training: M&E
  - Sharing learning and research results
- Timeline: 7-18 months
Phase 1: Socialization and Establishing mutual Understanding and Trust

- Background research on potential partners, had
  - some knowledge on how they function,
  - what their business model is and
  - where your project objectives/goals can meet with theirs

- We facilitated meetings to socialize project goals to;
  - understand their company goals and not impose or try to convince them why forming a partnership would be important or beneficial for them.
  
    For example, we did not recite or put forward government strategies or policies and ask how they were working to contribute to the policies

- We tried to understand why they work in silo with the government (if they were) and understand challenges around how they worked so we as a project could identify possible ways in assisting them overcome those challenges

  MOST IMPORTANTLY, during those numerous iterative meetings, we were always firm and clear on what we as a project/organization can or able to do, and what we could not do, so as not to raise expectations.
A way forward: They chose:

1. Extension Services.
2. Conduct Gender Audit Assessment

The Gender Audit assessment was done with their senior management staff to find out the gender gaps existing within their organization (at their policy level).

We discovered there were no plans or activities in place that targeted women.

Similar to the Gender Audit assessment, an Extension Service Review was done with middle management staff, on how we could tailor their services (extension) to include women.
Phase 2: Planning and Designing Activities and Piloting Tools

- Designed all the activities/trainings;
- Family Business management Training - FBMT,
- Organizational Strengthening Training (OST)
- Governance of organizations/cbos
- Facilitation Skills Training (FST)
- Gender Empowerment and diversity (GED).
Phase 3 and 4: Implementation of activities and Documentation of Results

• We ensured field activities were done with our partners support;

• During this phase we also consistently emphasised the benefits of including women in coffee and economically empowering women.