



MDF in Papua New Guinea



What is MDF

Market Development Facility is an Australian Government funded multi-country initiative which promotes sustainable economic development, through higher incomes for women and men, in our partner countries.

We connect individuals, businesses, governments and NGOs with each other, and with markets at home and abroad. This enhances investment and coordination and allows partnerships to flourish, strengthening inclusive economic growth.

MDF is funded by the Australian Department of Foreign Affairs (DFAT). It is implemented by Palladium in partnership with Swisscontact.



What we do

In each country of operation, MDF has a portfolio of interventions that support private sector businesses on different aspects such as access to technical advisory services, selective infrastructure support, marketing and promotion, and regulatory reform. In Papua New Guinea, MDF works in the agriculture sector, focusing on a few key markets:



Agriculture



Sustainable and high-grade coffee



Traceable cocoa and new cocoa products



Sustainable high-grade vanilla



Locally produced honey



Case study

Employment in coffee sector supporting women in PNG

I am a widow; my husband was killed in a tribal fight in my village in Okapa, and I moved into town with my children to seek refuge. This job has really helped me take care of my children. Sometimes it is tiring, but I am glad I have a job and can look after my family.

MDF PNG's partner, PNG Coffee Export, is creating positive change in PNG!

PNG Coffee Export employs over 100 women as green bean hand sorters in Eastern Highlands Province, the majority of whom live in settlements and villages around Goroka town.

Martha Mexie, one of the coffee sorters at the company's mill, migrated to the settlements due to tribal issues in her village. Women like Martha are unable to find jobs in town because of their low levels of education and literacy, but this has not stopped them from finding ways to support their families. The women sort through coffee green beans at PNGCE's mill to separate the bad beans from the good. The women then use their savings to pay for their children's school fees and household necessities.

Coffee is an important cash crop in PNG, and the PNG-Australia Partnership is proud to be backing initiatives supporting thousands of families, including women and girls.



Our Impact

Key Results for 2019*



755

Effective outreach



\$452,836

Additional income



15

Jobs (FTE)



4

Private sector investment leveraged**



Farmers attending COVID-19 training in Eastern Highlands Province

COVID-19 support for farmers

The private sector is a vital link in fighting the COVID-19 pandemic. In PNG, MDF is working with partners to train smallholder cocoa and coffee farmers on COVID-19 and help them to continue market supply and trade while maintaining safety and staying healthy.

Soon after COVID-19 emerged in PNG, MDF partnered with agri-business Outspan Limited to conduct a COVID-19 awareness campaign. The campaign was carried out in 100 local-level government areas in the Morobe, Eastern Highlands, East New Britain and East Sepik provinces, sharing information among cocoa and coffee buyers, smallholder farmers and church

communities on COVID-19 and precautions to take when buying and selling produce. As part of the campaign, 838 community and church leaders in Eastern Highlands Province received the training on COVID-19 and are in a position to educate their own communities as well. Overall, MDF estimates that the campaign benefitted close to 82,000 households across the provinces it covered.

MDF also supported Outspan to provide the campaign's trainers with Personal Protective Equipment and to distribute hand sanitiser and soap to households to promote good hygiene practices.



Over 4000 cocoa farmers are now able to sell more cocoa beans to support production of a new line of cocoa product



300 beekeepers in Eastern Highlands Province have received technical training to improve honey production



Over 2,000 farmers in remote Morobe Province now receive a premium price for their certified coffee



We were confused and did not know much about this new disease. After receiving the awareness training, we are now able to follow what we have been taught to look after ourselves and continue farming.

Steven Vanua, Cocoa farmer, Morobe Province



The coffee training I received has greatly helped me in looking after my coffee. I have seen changes in my household and my life has improved from what it used to be before. I have more money and I can put my children to school as far as university.

Lake Petsy,
Coffee Farmer
Eastern Highlands Province

*Cumulative results for 2015-2019.

**Signifies private sector investment for every 1 dollar invested by MDF.