

About Elliven Limited



Elliven is a locally owned company based in Madang Province in Papua New Guinea (PNG), founded in 2016. Elliven is focused on responsible sourcing and delivering high quality cocoa, vanilla and spices from local farmers to international markets.



Market Constraints

Elliven has a general overview of its cocoa and vanilla supplier network but does not have direct access to all the farmers. As a result, thousands of smallholder farmers in Madang Province and other centres sell to local buyers and traders, the cocoa/vanilla is handled by many middlemen before it reaches Elliven. Elliven faces the challenge of accurately tracing the farmer source from which the cocoa and vanilla originated. With a proper traceability system in place, Elliven will be able to source good quality, traceable cocoa/vanilla and secure better markets.

Intervention



MDF's partnership with Elliven focuses on identifying and tracing the origins of cocoa and vanilla purchased from local farmers. For this, Elliven will develop a traceability mechanism to ensure that quality cocoa and vanilla supply chains and markets are identified from Morobe, Madang and East Sepik Provinces.

With MDF support, Elliven will also work with producers to identify and fix gaps in their supply chains using the traceability system, resulting in supply chain improvement and higher-quality products.

This transparency will reinforce the integrity of PNG's cocoa and vanilla among international buyers and consumers. It will also encourage smallholders to produce quality, traceable cocoa and vanilla, enabling them to earn a better price.

