

# MOROBE MOUNTAIN COFFEE EXPORT LIMITED (MMCEL)

## About MMCEL



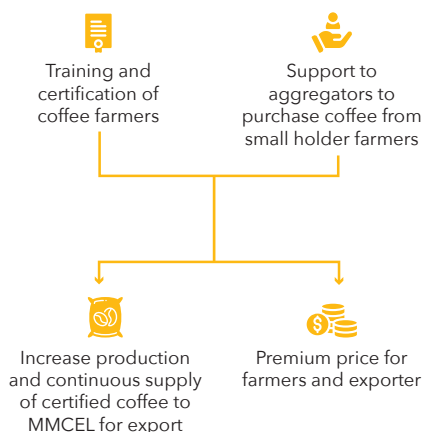
Morobe Mountain Coffee Export Limited (MMCEL) is a coffee exporter based in Lae, Morobe Province. MMCEL is part of NKW Holdings Limited and is the business arm of the landowner association of the Hidden Valley Gold Mine. MMCEL buys coffee from smallholder farmers in the highlands of Morobe Province for export to countries like Australia, New Zealand and America.



## Market Constraints

Coffee is grown by smallholders in Morobe Province, but various factors affect its production and supply for export: the geographical environment in which the farmers are located is challenging in terms of transport, there is a lack of farming best practices followed and there is also challenges faced by aggregators or local buyers providing consistent supply to exporter. Farmers also lack the basic knowledge and understanding that coffee, as it is an agriculture commodity, can be highly economically beneficial to them if there is consistent production and supply of quality coffee beans.

## Intervention



### Increasing export of certified coffee

- Support value chain financing for three aggregators to increase purchase and supply of certified coffee
- Support training and certification of coffee farmers

MDF will support MMCEL with training and certifying farmers. MMCEL will expand its farmer extension programs to reach remote villages and train coffee smallholders on farming best practices to enable the production of high-grade coffee beans. Farmers who comply with these best practices will be certified, creating a network of certified farmers supplying to MMCEL. Women farmers will also be involved in the extension training program. MDF will also support MMCEL to establish a revolving fund to support the consistent supply of coffee from farmers to reach MMCEL for export.

MMCEL will benefit through having a regular supply of high-grade, certified coffee to trade in international markets, and farmers will be eligible to receive premiums for selling quality coffee to exporters. The intervention aims to economically empower coffee farmers, including women, and improve the overall standard of living.

