

About Outspan



Outspan PNG Limited is a subsidiary of major food and agri-business company, Olam International. Outspan began its operations with exporting cocoa beans from East New Britain Province in Papua New Guinea (PNG). Today, it operates in eight locations in PNG, sourcing cocoa and coffee for export.

Outspan has a strong network of local farmers, including in remote parts of PNG. The business works closely with partners including churches, NGOs and business to ensure farmers receive vital crop training and get a fair price for their coffee and cocoa.



Market Constraints

Over 80% of PNG's population live in rural areas and rely mainly on farming for income. With the COVID-19 pandemic disrupting economic activity, most rural farmers do not have access to information or safe markets.

The PNG government imposed strict new rules and practices to follow in public places like markets and shopping centres. With a lack of knowledge on COVID-19, farmers were confused and scared to go out. Others were not able to access markets because of not following safe hygiene practices. As a result, tonnes of produce went to waste, affecting the entire supply chain of farmers, buyers and exporters, as well as consumers.

Intervention



MDF is supporting Outspan to reach 82,000 farming households through a COVID-19 awareness campaign. The campaign will guide cocoa and coffee buyers and smallholder farmers on precautions to use when buying and selling produce. Farmers will be able to continue their daily activities while practicing precautionary measures to avoid the virus.

The partnership will target up to 100 local-level governments in the Morobe, Eastern Highlands, East New Britain and East Sepik Provinces. Outspan's existing extension teams will train smallholders, farmer groups, cocoa and coffee buyers, and members of local churches on safe hygiene and preventive measures to practice when buying and selling. This support will also include providing Personal Protective Equipment for trainers, distributing hand sanitiser through the village churches, and providing soap to households for hand washing.

