

About Paradise Foods Limited



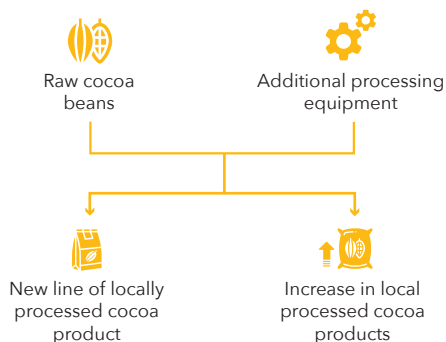
Paradise Foods Limited (PFL) is the oldest established food manufacturing business in PNG. The company is 100% locally owned and specialises in the production of a variety of biscuits, snacks, beverages and chocolates. PFL's subsidiary company, Queen Emma Chocolate Company, buys raw cocoa beans from local farmers and processes them into various cocoa products including chocolate.



Market Constraints

Most local produce in PNG is exported in raw form, including agricultural commodities like cocoa. This is because of a lack of skills, facilities and equipment that contributes to limited processing capacity of these raw products domestically. Processed, value-added products have high international demand and command better prices.

Intervention



The partnership aims to improve PFL's production capacity to produce a new range of processed alkalised cocoa products, with a darker colour and smoother flavour. MDF will support Queen Emma Chocolate Company with the expansion of its processing facility through the procurement and installation of cocoa processing equipment that will be used in the set-up of the improved cocoa production line.

The extension of the facility will enable Queen Emma to produce an additional 150 metric tons of processed cocoa products annually and increase their annual cocoa sourcing volumes by 300 metric tons of cocoa beans. An additional 4,000 local farmers, including women farmers, will benefit from this partnership.

