

FAIR TRADE FORTNIGHT

Papua New Guinea Speaker Tour

Saturday 29th April : 10.00am - 11.30am
Catholic Education Centre, 50 Ruislip St Leederville.

Representatives from the Highlands Organic Agriculture Cooperative (HOAC) in Papua New Guinea give first hand accounts of how Fairtrade gives growers and producers a better deal.

The HOAC/Fairtrade members are all village growers who tend their small plots of coffee and individually process their crops in their villages following organic and sustainable agricultural practices.

Speakers include:

Henry Ame, General Manager, Coffee Connections,
Kefamo Village, Goroka, Papua New Guinea (profile next page)

Daniel Kinne, Chairman, Highlands Organic Agriculture
Cooperative (HOAC), Goroka, Papua New Guinea (profile next page)

Neil Bowker, Executive Officer, Fair Trade Association of
Australia and New Zealand

Further Info: Contact Fair Go Trading: 9228 2610
[Please call if you can make it, so we can cater .. thnx]

Fair Trade Fortnight program at: <http://www.fairtrade.com.au/ftf06>

Fairtrade Papua New Guinea Coffee by Five Senses
Fairtrade Tea by First Ray Hampstead Tea and Fair Go Trading



Introducing Henry Ame and Daniel Kinne, PNG organic Fairtrade Coffee

Nestled in the mountain highlands of Papua New Guinea, live many thousands of village farmers whose lifeblood is coffee growing.

Coffee is the number one cash crop in the highlands of Papua New Guinea. Over 2 million people (40% of the country's total population) depend both directly and indirectly on money earned from coffee to purchase household necessities, pay children's school fees, provide clothing and medicines and take care of cultural obligations.

Because these villagers live in such remote places, their coffee must be picked up by airplanes on grass landing strips, or for those lucky enough to have road access, it must be trucked to the nearest town. Unfortunately the roads are in terrible condition and even tractors can end up with broken axles from the trip.



HENRY AME is the General Manager of Coffee Connections Limited in Goroka. In his role as General Manager he is responsible for managing and overseeing the overall operation of Coffee Connections; Quality Control; Shipping control; Exports, pricing, contracting; and buying and selling coffee.

He resides with his family in Kefamo Village in the Eastern Highlands of Papua New Guinea, where he grew up watching his father grow coffee since he was a child. He is still in the coffee business continuing to plant more coffee, having inherited his father's coffee garden of about a hectare and planted another hectare.

Coffee Connections exports organic and specialty coffee to wholesale distributors worldwide. They work in collaboration with coffee growers; one of their initiatives is a program of road improvements to help growers get their coffee to market. Coffee Connections has collaborated with the coffee growers of the Purosa region to bring their crops of organic coffee beans to the world market.

DANIEL KINNE is the Chairman of the Highlands Organic Agriculture Cooperative (HOAC). In this role his responsibilities include planning, implementation & monitoring of community projects from Fair-trade premium; Community relations; and overseeing general field operations.

He has been growing coffee since 1985 and is still in the coffee business. He lives with his family in Goroka.

Background to HOAC and the Purosa Fairtrade Coffee

The Purosa region of the Eastern Highlands Province of Papua New Guinea is a picturesque area where plentiful rain and rich volcanic soils provide ideal growing conditions for traditional varieties of arabica coffee. Purosa is the nucleus for a range of coffee and community activities and is located 93 kilometres south west of Goroka township, the capital of the Eastern Highlands Province.

As the area is isolated and difficult to access it was decided some years ago to follow an organic coffee stream so as to add value to the coffee and to compensate for the difficult access and the historically low prices persisting at that time. With the recent introduction of Fairtrade coffee to the area there has been a burst of enthusiasm by growers to contribute to the Fairtrade program.

The Highlands Organic Agriculture Co-operative Ltd (HOAC) is a Fairtrade co-operative grower group. There are presently 2604 village farmers registered and living amongst the 32 village communities spread over 500 square kilometers in the Purosa valley region. These growers support about 12,000 family members and, as interest grows, it is expected that a further 5,000 growers will sign up with the HOAC over the next two years. Coffee is the only cash crop for these people apart from a few local vegetables.

The HOAC/Fairtrade members are all village growers who tend their small plots of coffee and individually process in their villages following organic and sustainable agricultural practices. Central processing facilities for cherry coffee have not evolved because of the long distance that needs to be travelled. The construction of these facilities may come in the future as road access improves.

Aims and Objectives of the Co-operative.

The aims and objectives of the co-operative were determined at their annual meeting held in November 2004. These are set down as follows: -

- Improvement of roads through the introduction of community responsibility for minor road maintenance in respective clan areas.
- Introduction of programs to help community schools with text books and desks to be distributed amongst the 20 primary schools in the Purosa/Okapa district.
- Support to four health centres and aid posts through provision of beds and mattresses for the sick plus essential medical drugs.
- Support of community groups particularly women's groups.

The impact of Fairtrade registration.

Fairtrade registration has brought the growers together in a common cause of development through self-help; observers have noted a new sense of cohesion and co-operation within the Purosa communities. The future looks a whole lot brighter for them because of Fairtrade.

SOURCE: PNG Organic Fairtrade Coffee News May/June 2005
Profile on the Highlands Organic Agriculture Co-operative Limited (HOAC) (FLO. I.D 2897) in conjunction with the exporter Coffee Connections Limited (FLO. I.D. 3120).