

SUPPORTING COMMERCIAL SWEETPOTATO PRODUCTION AND MARKET ACCESS IN THE PNG HIGHLANDS

Increasing crop yield, quality and helping farmers access new markets

This project aims to assist small-holder sweetpotato farmers in the Papua New Guinea highlands move from subsistence farming to market-oriented production.

With challenges including low crop yield, infrastructure issues and limited technical and business skills, farmers need support to meet market and customer needs.

Led by CQUniversity and funded by the Australian Centre for International Research (ACIAR), the five-year project aims to strengthen supply chains to selected high value markets and improve production levels through the supply of clean, high performing planting material and improved production practices.

Significance to industry

Rapid development of the economy in Papua New Guinea's highlands has provided an opportunity for many smallholder farmers to move to market-oriented production.

However, small holders need support to understand current and potential markets, requirements for quality, the importance of consistency in supply and how to competitively price their product within these markets.

The project team evaluated and promoted the adoption of a series of transformative production and post-harvest technologies

Economic and social opportunities

Increasing market-oriented production assists in creating income generating opportunities for growers, enable other groups to enter the industry and improve food security in the region.

With a particular focus on improving outcomes for rural women, this project also aims to build financial, educational and social opportunities for those in the PNG highlands.

The project is an international collaboration with PNG's National Agricultural Research Institute and Fresh Produce Development Authority, the Queensland Department of Agriculture and Fisheries and the Australian National University.



CQUniversity Professor Phil Brown with sweet potato growers in Papua New Guinea

- For more information contact Prof Phil Brown, p.h.brown@cqu.edu.au or 0408 523 894