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## Coffee Industry Support Project



### About the Project

In the coffee-producing Highlands of Papua New Guinea, communities remain poor and semi-subsistence, despite the national importance of coffee as a major export commodity. Women are disproportionately affected by poverty, working longer hours than men but receiving, on average, less than a third of the income than their male counterparts. CARE International began the Coffee Industry Support Project in 2013 to target female farmers' economic and social well-being in the Eastern Highlands. The project works with key coffee stakeholders to change the way they do business.

### OBJECTIVE

- To improve the capacity of key industry stakeholders to enable women's meaningful participation in the coffee industry
- To increase women's access to, and control over, income from coffee
- To use learning about women's empowerment in the coffee industry to inform industry wide strategies and policies

### STRATEGY

**Spread CARE's expertise:** So far, CARE PNG has provided Gender Equity and Diversity (GED) training for 6 of the major coffee companies in PNG. Several have now adopted key modules into their own trainings and HR processes.

**Make the business case:** Companies did not see relevance of women's empowerment to them so CARE provided GED training to start the conversation. The training was given in the context of getting a more sustainable and reliable value chain for companies. CARE also runs "Family Business Management Training" with partners, teaching them how to train their registered farmers.

**Use good gender analysis:** The project builds on the knowledge that women are providing 60% of the labor for coffee production, and are earning less than a third of the profits. Without this incentive, women won't adopt time-intensive practices to create higher quality coffee. Using this information, CARE convinced companies to start investing in women.

#### Program Name:

Coffee Industry Support Project

#### Program Country:

Papua New Guinea

#### Timeframe:

July 2013 – December 2017

#### Budget:

US\$ 2.32 million

**Donors:** Australian Government's Pacific Women Shaping Pacific Development Initiative

#### Beneficiaries:

Total direct participants: 8000  
(3000 women and 5000 men)

Total indirect participants: 40,000  
(20,000 women and 20,000 men)



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## Coffee in Papua New Guinea

Coffee is one of Papua New Guinea's major export commodities, and the industry involves around one-third of the national population. Coffee production is especially key for the rural economy in the Highlands. Although coffee is an important contributor to the Gross National Product, coffee producing communities in the Highlands remain disadvantaged and largely subsistence-dependent.

## GED Training

Gender Equity and Diversity training is founded on CARE's belief that gender transformative work relies on individuals to be agents and models of social change. Since 1998 has trained corporations, INGOs, academic institutions and donors on Gender, Equity and Diversity issues in order to promote just and inclusive societies for both men and women.



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**Creating gender equality and women's empowerment by changing the way private companies do business.**

## IMPACTS

- **Companies have revolutionized the way they think**

One woman in a partner company told us, *"It's changed the way we think as professionals and as individuals. As professionals it's changed how we discuss and problem-solve together as a functioning team ... I am more confident that women can succeed here. As individuals it has changed the way we interact with each other – I see the young men in my team conversing with ease with women in administration or finance whereas before they would not speak to each other."*

- **Companies have changed their behavior**

One of CARE's partners has started rearranging their extension sessions—both the setup and the timing—to make sure that women can participate. Extension agents are now focusing on working with men and women together. Many of the partners are also getting CARE's help to conduct gender audits and are adopting better HR policies to get women involved.

- **Women's participation has increased**

Women's participation in coffee-related extension services has risen from less than 5% to 33-55%.

- **There are more opportunities for women**

Partner companies have agreed to implement internship programs where they specifically recruit and train female extension agents—something they have never done before.

- **Household relationships have improved**

Changes between men and women in the household are beginning to emerge. There have been more discussions amongst couples about how to spend money, and more sharing of household labor.

## MOVING FORWARDS

In view of its positive reviews and tangible success so far, the Australian Government has given the Coffee Industry Support Project a 1.5-year extension.

Through the project, CARE is continuing to collect evidence to build the business case that gender equality will lead to better results for the private sector as well as benefits for families.

For more information visit

[www.care.org.au/country/papua-new-guinea](http://www.care.org.au/country/papua-new-guinea).



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