TRIGGERING TRANSFORMATIVE CHANGE TO SUSTAINABLY DEVELOP VANILLA VALUE CHAIN IN THE GREATER SEPÍK REGION

EU Funded UN Joint Programme for Support to Rural Entrepreneurship, Investment and Trade in Papua New Guinea (EU-STREIT PNG)

Funded by the European Union
PROGRAMME’S APPROACH

Adopting a holistic approach to increase sustainable and inclusive economic development of rural areas through:

- Increasing profitability of farmers producing vanilla in the Programme's targeted areas
- Increasing number of people and enterprises engaging in and benefiting from improved vanilla value chain development
- Ensuring women and youth involvement in decision-making process with increased income from vanilla value chain activities

MULTISTAKEHOLDER PARTNERSHIP

Partnering, collaborating and teaming up with:

- National / Provincial Government and Administrations
- Civil society organisations, and locally organised associations and groups
- Agri-business enterprises, agripreneurs, exporters, traders
- Academia, research institutes and scientific entities
- Development partners
PROGRAMME'S SUPPORTS

The Programme's provided supports in vanilla value chain are directed toward:

- Expanding and improving existing vanilla blocks for farm families in the Programme implementation's areas
- Promoting sustainable and improved climate-change adapted practices
- Developing and promoting improved drying, curing, packaging and storage of vanilla beans
- Enhancing market access and linkages of value chain actors at provincial, national and international levels
- Strengthening women and youth engagement in and benefitting from vanilla value chain activities
- Strengthening the capacity for adaptive collaborative research and vanilla demonstration facilities of regional technical institutions
Distribution of Improved Planting Materials and Block Management Tools

- Vanilla Blocks, Drying/Curing, Packaging, Storage
- Increased Production/Quality/Diversification
- Gained High Price
- Increased Income
- Increased Employment and Income

Enhanced Market Recognition
- Increased Market Access and Linkages
- Strengthened High Quality Inputs and Services
- Strengthened and MSMEs Capabilities of Farmers
- Improved Capacity of Farmers

Vanilla Value Chain - Theory of Change

Distribution of Drying/Curing, Packaging and Storage Kits

- Identification/Profiling of Vanilla Farmers/Blocks & TNA
- Identification of Partners & Gender Sensitive Value Chain Analysis
- Capacity Building of Formal and Informal Groups (ToT)
- Capacity Building of Farmers Through Master Trainers
- Identification of International Markets, Development of MIS
- Partners Onboard (Pvt. Sector, Govt., Financial Institutions, Academia & NGO) and Information Disseminated
- Enhanced Market Access and Linkages at National/International Level

Conducive Environment Enabled (Policy, Roads, ICT, Finance & Renewable Energy)
- Availability of High Quality Inputs Ensured
- Farmers Producing Vanilla using Sustainable and/or CSA Management Practices
- Increased Production/Quality/Diversification

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