

Principle 4: Coffee farmers are a diverse group

There are major social, economic and demographic differences between farmers and farm families which affect their motivation and capacity to produce and market coffee. The more important dimensions of these differences include:

- remote and accessible locations
- younger and older farmers
- male and female farmers
- educated and poorly educated farmers
- households with someone in formal sector employment and those without
- households with dependents and those without (including ill and incapacitated family members)

Their extension needs are very different as are their incentives to produce coffee. For example, the modules also have 'farmer notes' in Melanesian Pidgin, the *lingua franca* of PNG, which are beneficial for farmers with minimal formal education.

Factors dividing accessible and remote locations	
Accessible locations	Remote locations
Land pressures close to urban centres. Average area of coffee per household is declining.	Generally, greater access to land enabling expansion of coffee.
Coffee gardens easily accessible (unless household has coffee gardens in other localities).	Many coffee gardens located long distances from the house (> 30 minute walk).
Growing number of buyers with increased urbanisation.	Poorer access to coffee buyers.
More support from the government and private sector.	Less support from the government and private sector due to inaccessibility.
Poor road infrastructure but accessible by road over shorter distances.	Poor road infrastructure and long distances. In many locations there is no road access.
Transport costs not a significant burden.	High transport costs.
Have a choice to sell coffee cherry for a premium price.	Coffee sales restricted to parchment.

Parchment coffee stored for shorter periods and transported over shorter distances.	Transport difficulties – coffee often stored for long periods affecting parchment quality.
Earn income from coffee as well as marketing of high value food crops.	Little opportunity to market fresh produce. Income restricted to coffee.
Shift of labour from coffee to food gardening for marketing (greater returns to labour).	Few alternative income opportunities.
Land is accessible for food gardening as it is short-term like that for subsistence gardening.	Land for commodity crops like coffee is long-term and inaccessible for women.
Women heavily involved in marketing and have greater control of their income.	Little opportunity for women to earn market income.
Higher cash incomes - improved household nutrition, educational opportunities (particularly for females) and farm inputs. Higher labour productivity and capacity to innovate.	Lower cash incomes – less access to nutritious foods, educational opportunities (particularly for females) and farm inputs. Lower labour productivity and capacity to innovate.
Diverse and higher incomes - better quality housing and greater ownership of household assets.	Limited income sources. Poorer quality housing and lower ownership of household assets.
Alternative income sources provide a constant stream of income.	Income from coffee is seasonal.
Access to bank accounts; capacity to save. Mobile phone ownership for phone banking.	Limited access to banking and lower incomes - reduced savings capacity.
Continuous small amounts of income is often used for daily consumption.	Storage of parchment is like saving money in the bank.



Remote farmers carry parchment coffee uphill from a deep gorge.



Smallholders close to markets have the option to sell fresh coffee cherry (Credit: Susan May Inu).