

Principle 9: Use the private sector wherever and whenever possible to create mutually beneficial relations between farmers and exporters.

There has been little emphasis on linking farmer groups to markets or export companies to create a strong price signal for quality. In our research, farmers and other industry players saw this as particularly important, especially given that group training and marketing have the potential to meet the growing traceability and quality demands of the expanding specialty coffee market.

If the Coffee Industry Corporation (CIC) were to draw on the resources of the private and non-government sectors to leverage up extension efforts in coffee, there would be many benefits for farmers and the industry such as:

- many more farmers and farmer groups receiving extension advice
- improved market access for growers
- access to private sector extension associated with certification
- access to credit from the private sector
- strengthened price signal for quality



Coffee Farmer Group leader, Pr. Albert (second from right), being introduced to coffee cupping quality at New Guinea Highlands Coffee Exports.