## Theobroma cacao (Cocoa) in the Ramu Markham Valley: A Strength, Weakness, Opportunities and Threats Analysis (SWOT)



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#### Introduction

## Cocoa agroforestry in PNG

- · Important cash crop for smallholder farmers in coastal region
  - Meet cost of education,
  - Health services,
  - Essential food items,
  - Church activities and
  - Customary obligations

#### Introduction

# RAIL in partnership with ACIAR (University of the Sunshine Coast)

- Enabling Community Forestry in PNG
- Promote agroforestry in Ramu Markham Valley (RMV)

To promote cash crop (Cocoa), know;

- Potential advantage and disadvantage (SWOT analysis)

### Objective

To conduct a SWOT survey of Cocoa farming with small holder Cocoa farmers in RMV

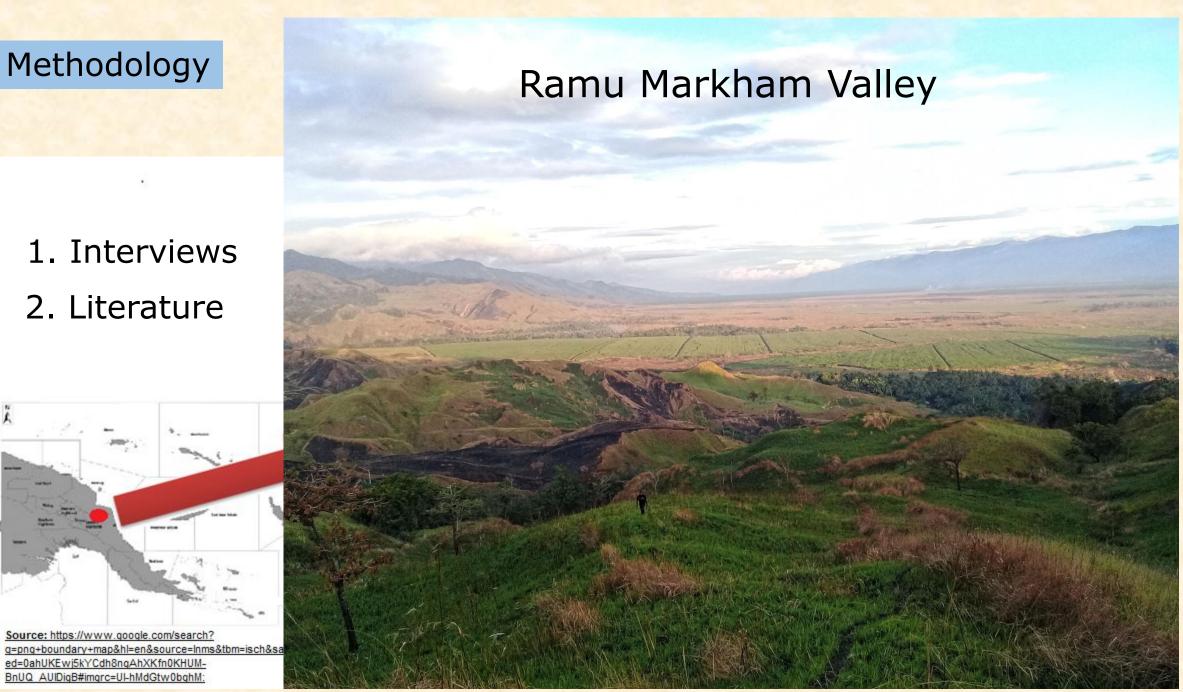
Preliminary study

## Methodology

- 1. Interviews
- 2. Literature



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Proportion of Cash income from Cocoa (Farmers)				
Bumpurumpu	Umi	Atzunas	Sankian	Marawasa
90%	80%	70%	60%	50%

Less than 1hectares of Cocoa farms in all villages

## Key Findings (SWOT)

## Strength

- 1. Easy access to road to towns and local markets
- 2. Good fertile soil (sandy loam)
- 3. Adequate land
- 4. Have the support (Labour)
- 5. Farmers have knowledge on Cocoa farming
- 6. Eagerness and open to new ideas

#### Weakness

- 1. Lack of external help and monitoring programs
- 2. Minimum application of Cocoa Management practise
- 3. Lack basic accounting and management skills
- 4. Lack of certified high quality Cocoa seeds
- 5. Labour Shortage

## Key Findings (SWOT)

#### **Opportunities**

- 1. Market availability
- 2. Best climatic condition
- 3. Government target of 310,000 tonnes (Cocoa production) by 2030
- 4. Cocoa associations or Co-operatives societies

#### **Threats**

- 1. Cocoa Pod Borer (Conopomorpha cramerella)
- 2. Price fluctuation
- 3. Lack of Government assistance
- 4. Climate change (Weather)
- 5. Land Conflicts and Tenure
- 6. Theft
- 7. Fire



Limited application of Best Management Practise

Market availability

#### Suggested Recommendation

- Training on Accounting, Management skills and Best Management practise (Cocoa)
- Designing system that require less labour with fire preventive technique
- Cocoa co-operatives leaders to speak with local farmers

### Suggested Recommendation

Farmers to share ideas

Create network between Government official and local farmers

Plant on areas free of dispute

#### **Implication**

- 1. Proper plan on specific agroforestry approach using SWOT analysis
- 2. Continuous establishment of Proper Managed Cocoa farms can increase tree (shade) planting

### Acknowledgement

Community members in the 5 villages in RMV

Ramu Agri-Industries Limited

Forest Research Institute

Australian Centre for International Agricultural Research

**University of Sunshine Coast** 

## Thank You

