

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



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Ramu Agri-Industries Limited
(RAIL)

University of Sunshine Coast

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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



Source: https://www.google.com/search?q=png+boundary+map&hl=en&source=lnms&tbn=isch&saed=0ahUKEwi5kYCdh8ngAhXXKfn0KHUM-BnUQ_AUIdigB#imgsrc=UI-hMdGtw0bqhM:

Ramu Markham Valley



Result and Discussion

| 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

Result and Discussion

Key Findings (SWOT)

| Strength | Weakness |
|---|---|
| <ul style="list-style-type: none">1. Easy access to road to towns and local markets2. Good fertile soil (sandy loam)3. Adequate land4. Have the support (Labour)5. Farmers have knowledge on Cocoa farming6. Eagerness and open to new ideas | <ul style="list-style-type: none">1. Lack of external help and monitoring programs2. Minimum application of Cocoa Management practise3. Lack basic accounting and management skills4. Lack of certified high quality Cocoa seeds5. Labour Shortage |

Result and Discussion

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**

Result and Discussion



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

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Thank You

