



AGRI PARTNERSHIPS

Bringing together business leaders, policy makers and farmers to collaboratively unlock growth in the agriculture sector and facilitate new opportunities for farming families in the Markham valley.

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Finding highlights knowledge gaps

Ruthy Kusak writes about some of the issues that partners indicated were crucial to agricultural development in the Markham area.

The Land Agreements Guide consultations conducted in May highlighted four issues that are important to agricultural development.

These four issues relate to business development in agriculture and are:

- Information gap between farming groups and agriculture service providers,
- Capacity-literacy gap in two areas; understanding commercial business operations and a lack of understanding in governance and business farming as opposed to gardening.
- Low annual absorption of agriculture graduates in the sector to address growing demands for educated elites to get involved in the sector, and
- Poor understanding of the high cost of operating an agribusiness.

Information Gap

There is lack of information and awareness on the different kinds of agribusiness service providers that are available for farmer groups like cooperative, ILG farming groups, small holder farmers and other farming groups. These groups may not have information about market requirements, support services to markets, equipment suppliers and capacity building service providers. Service providers also do not have established agribusiness client base that they target to provide services.

Capacity-literacy gap

Lack of basic understanding on how a commercial agribusiness functions are mainly because of illiteracy. Farmers and farmer groups have limited or no knowledge of semi commercial arrangements and how business agreements are structured and relationships fostered under these arrangements are conducted. There are also possible misconceptions about the

terms of the agreements between land owning groups and private sector investors which lead to unrealistic expectations and unnecessary disputes within the landowners themselves.

Farmers also lack basic knowledge and understanding about why or how a farming group/ association, cooperative can be managed as a business. Subsistence and seasonal farming are the main forms of farming. Farmers have the tendency to shift from crop to crop to meet market seasons. Most are not bound to any contractual farming. These creates reluctance from large commercial agribusinesses to establish partnerships with local farmer groups because of inherent inconsistencies in supply to high value markets”

Low annual absorption of new graduates

Educated elites are not taking an active interest in the affairs of landowners so sometimes leaders within the groups try their best but cannot articulate their interests and issues well.

General information indicates that the majority of the graduates coming out from the agricultural institutions in the country take up jobs in food manufacturing industries and other professions. Only a very few are able to secure jobs in the agricultural sector. Some reasons are agricultural roles such as field extension do not have incentives to attract young vibrant graduates; job opportunities in agriculture are limited; and agribusinesses also find this as an additional cost to their operational costs.

Other learnings

Existing partnerships between farmers or farmer groups and agribusinesses indicates that the investor is paying for all the cost of having a business partnership. With most of these partnerships, the investors face a lot of issues with changing expectations and unbudgeted costs of maintaining these partnerships.





SCHOOL GARDENS PROJECT

“The Australian Government is excited to partner with the Morobe Provincial Government and Lae City Authority on the School Gardens Project. The project focuses on improving nutrition and agricultural education. PNG has great potential, so if students can learn the right skills at school, this can equip them for a bright future.” - Paul Murphy, Australian Consul-General in Lae.

Morobe School Gardens Project

The Morobe School Garden Project is a partnership between the Morobe Provincial Government, the Lae City Authority and the Australian Government.

With the support of the Morobe Education Department, the project will work hand in-hand with high schools and primary schools to strengthen agricultural education, provide nutritious meals to students, and educate them on good nutrition.

The impact of covid-19 is being felt by the people of Morobe, both in terms of job losses and local food supply disruptions. Because of that the project’s immediate focus is increasing local food production and creating opportunities for local community members to work on school farms.

Beyond covid-19 and for the long term, the project will work with schools to strengthen agricultural and nutrition education, supply nutritious food for

students, and teach basic business and financial skills to help graduates earn good incomes from agriculture.

The project will have a high school and a primary school stream. At high schools, subject to feasibility of the site and what the school is willing to maintain, the project will build vegetable gardens, rice paddies, cocoa plots, fish ponds and poultry sheds. At the primary schools, the project will establish small gardens. The feasibility of layer bird sheds to supply eggs to primary school students is also being considered.

The project will adapt the package in consultation with the schools, according to what is already there and each school’s existing plans. The initial phase of the project will focus on building school farms.

The project will partner with the Lae City Hand Up Program, which will provide community workers for the project.

The long term phase of the project aims to address some of the challenges that schools face in maintaining school farms and agricultural education programs. It will aim to:

- Foster healthy eating and better nutrition for school students at the primary school level.
- Build on existing agricultural education in secondary schools to include practical agribusiness skills and supplement school feeding with sustainable, low cost food from the school farm.
- Develop a package of resources and tools that are integrated into the existing curriculum, extending subjects such as Making a Living and Healthy Eating to use the school garden and farming as a practical hands-on learning experience for students.
- In close consultation with schools, teachers and the community, develop a practical sustainable, self-funding and cost-effective model with tools and resources that can be adopted by other schools.

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LCHUP, from just a concept to reality

The Lae City Hand Up Program started from just a concept. The ideas and thoughts pooled together by a group of people has evolved from just words on paper into action. Two key actions of the program are engaging community workers and projects.

Screening for community workers who would be participating in the program started in May. At end of May, the first 12 women participated in the official launch of the program. Screening continued and at end of June individuals were screened.

The first three project has been identified and will begin in July.

Westpac Bank Lae staff have so far conducted four financial literacy training for the screened community workers and also assisted them to open Westpac bank

accounts for those who did not have an account with the bank.

The Lae Hand Up Program is a partnership between the Australian Government, Lae City Authority, Morobe Provincial Government and Westpac Bank PNG, supported by Grow PNG and Lae Chamber of Commerce Incorporation.

**Pictures from top to bottom
First meeting held in April to discuss the concept.**

First 12 women who attended the first financial literacy training by Westpac and opened their accounts.

Westpac staff assisting the second group of community workers to open their accounts in early June.



Any organisation is welcome to become a partner of Grow PNG and its Working Groups. Partners are expected to have an interest in the country and agriculture, a commitment to supporting smallholders and rural development and an openness to partner with other organisations in a pre-competitive space.

Reimagining food retail in Asia after covid-19

Mckinsey & Company

Survey released in April 2020

<https://www.mckinsey.com/industries/retail/our-insights/>

The new survey suggest where, and how, food retailers in Asia might rethink their businesses in the wake of covid-19.

As the coronavirus pandemic spreads across the globe, threatening lives as well as livelihoods, it has clarified the vital role that grocery retailers play in society.

Consumers expect these businesses to keep them fed and healthy, and groceries remain essential retailers in an uncertain situation that continues to evolve day by day.

To better understand how covid-19 is affecting people's behaviors, spending, and expectations, we conducted research with more than 5,000 consumers in Asia, across seven countries.

Nearly 70% of Thailand respondents and 53 percent of Indonesian respondents are very worried about their ability to make ends meet because of the coronavirus. In Australia, China, and South Korea, the figures are lower (between 30 and 41 percent) but still significant. These countries are in different stages of the epidemic's progression, and their governments have taken different actions to address it.

Regardless, the surveys point to signs that some shifts in consumer behavior are similar and could be lasting. These shifts require food retailers to act—and in some cases, accelerate the changes they have already made in response to the crisis—in four areas:

1. Reimagine safety, health, and the scope of supply chains.
2. Reimagine how technology can enable delivery and the value chain
3. Reimagine the meaning of value for money
4. Reimagine loyalty



Sustainable supply chain vital for food security

Having access to fresh and nutritious food remains crucial for life and economy. However, disasters such as the covid-19 could seriously affect sustainability of food supply and access.

Restrictions on movement of people and goods during the covid-19 lock down period caused a decline in the supply of fresh foods at local markets and supermarkets in large cities and towns including Lae.

In response, the National Agricultural Research Institute (NARI) is working in partnership with the State of Emergency Committee in Morobe to develop a wholesale bulk-buying strategy.

The strategy will operate within the covid-19 protocols to ensure fresh produce supplies are maintained to protect the wellbeing of both the consumers and the farmers.

Acting Director-General of NARI Dr Sergie Bang said PNG needs to have an internal fresh food supply chain.

"However, the proposed fresh produce wholesale supply project will require the National Government to revive district stations as sites to set up collection nurseries and fresh produce depots," Dr Bang said.

This would involve setting up consolidation depots and organising wholesale points of purchase and delivery to urban satellite (small) markets

for resale to consumers. The idea is being developed in partnership with stakeholders including Morobe Division of Agriculture and Livestock, Fresh Produce Development Agency and Women in Agricultural Development Foundation.

Implementing of this concept would ideally involve partnering with businesses in the supply chain such as wholesale and the transport. Initial work has begun to undertake this process with Markham and Bulolo districts in Morobe Province.

To have in place and implement an effective bulk-buying system; farmers will have to be informed to apply best practices that help to improve fresh produces yields, should be provided basic skills in using sustainable farming practices to improve soil fertility and how harvests are done, packaged, handled and supplied.

Development of seed saving culture to prevent loss of seed banks of traditional staples to pests, diseases and changes in climatic patterns is another area that farmers will also need help with.

NARI is prepared to facilitate collection of improved crop varieties from its research among rural communities.

These improved crop varieties include early maturing, drought tolerant sweet potatoes, taros, cassava and rice that have been successfully grown in high and low altitude during the 2015-2016 droughts.



Fresh produce and covid-19

A look into NKW Fresh's approach

Raising above the challenges of the covid-19 pandemic in Papua New Guinea for NKW Fresh was all about 'thinking outside the box'.

NKW Fresh carted fresh food through Mapai transport from as far as Mt Hagen during the country-wide state of emergency and lockdown period. In some villages, people refused to participate because of fear associated with lack of knowledge and understanding of covid-19.

Grow PNG had a conversation with NKW Fresh's Commercial Manager Geoff Baker about the approach NKW Fresh took in ensuring there was continuous supply of fresh vegetables for people in Lae.

Tell us about the approach NKW Fresh took to address fresh food needs during the covid-19 lockdown.

This period was very busy for our business. With the Lae main market closed we had to think 'outside the box' on how to provide fresh fruit and vegetables for the citizens of Lae. What I did was reverse our business model; instead of having the farmers and suppliers coming to our depot, as PMV transport was now banned, I organized my refrigerated trucks to go to the outer villages to procure stock.

How did NKW Fresh approach the fresh food needs during that period?

Essentially, we became a mini Lae market. On top of our regular corporate client requirements, we expanded our range to include all the food types that locals also love to eat like pitpit.

Why did NKW Fresh do this?

To meet the demand. We continued to supply our corporate clients and expanded our offerings to suit the local requirements. NKW Fresh can be flexible like that. We were incredibly busy with up to 200 families a day waiting patiently to pick up fresh fruit and vegetables.

What types of food was carted?

Nearly everything you would find at the Lae market daily.

Were there any challenges and how were they overcome?

It was an unknown period for all. Challenges faced included transport issues as the local PMVs were not allowed to travel, vehicle pass issues, inter province travel issues, and covid-19 education issues. All issues faced were solved one at a time and the daily experience gained were used to assist with solving the next issue. The village education and awareness issue is still not solved. There were examples whereby villages shut their doors to outsiders. We offered to arrive in full personal protective equipment, meet outside the village, not enter and to pick up produce. In some examples this was still rejected as we were outsiders. If the villages were supported more with health workers driving to these outer regions to explain the invisible disease, we were all facing, it would have made procurement easier. The elders had no real understanding of what was happening and that mixed with cultural puripuri (magic) under the circumstances, I understand their reasoning to block outsiders. There were also humanitarian issues due to the lockdown. I was aware of some outer areas requesting to swap coffee for rice and not money.

Who were your main customers?

On top of our regular mining sector and corporate clients Fresh was serving approximately 200 Lae families per day and providing produce to the local grocery food stores.

Were there some customers (example hotels) you did not supply. If yes, why?

Hotels are the perfect example of clients that have suffered terribly during this entire pandemic. The amount of produce ordered by our hotel clients has dropped dramatically due to covid-19 travel restrictions and social distancing requirements.

Where did the food come from?

I set a 2-hour window from the depot and NKW Fresh picked up produce from every supplier and farmer in that range and we used Mapai transport to backload vegetables from our suppliers in Mt Hagen. We also supported the Simbu Farmers association and assisted them with inter province vehicle passes so they could travel to the Lae depot.

Who did NKW Fresh buy the food from?

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“The fresh sector is genuinely amazing. It allows our grassroots people to feed themselves and with a little bit of support and guidance, they can also make some income.”
Geoff Baker , NKW Fresh Commercial Manager



NKW Fresh and covid-19

Fresh continued to purchase from our registered farmer and suppliers. These farmers are registered in our database.

During that period, how many tons was hauled?

We procured approximately 22 tons of fresh produce over the two-week lockdown period.

Did NKW Fresh let any of its employees go?

No, my employees are good people and have families and I am responsible for that. I'm no longer employing casuals.

What are your thoughts about the fresh produce sector, from farmer education and production to supply chain?

The fresh sector is genuinely amazing. It allows our grassroots people to feed themselves and with a little bit of support and guidance, they can also make some income. And it's the only sector where education is not important as hard work, however, all my farmers do get better yields when they engage the NKW Fresh FEO (Field extension office - Unitec Agri Graduate) support network program. The area that requires most improvement would be our local infrastructure. Our roads need maintenance to allow access to the people in the further parts of the surrounding province.

NKW also established a fresh food order system for customers. What is it called?

NKW Fresh Click & Collect

How does NKW Click & Collect work, from customers placing orders to how payments are done?

Weekly I email my database containing a list of available fresh produce to clients. My clients reply by placing their email orders. Depending on the response time, their supply is either ready by 3pm the same day or from 9am the following day. Payments are very flexible at NKW Fresh, we offer direct deposit, tap and go with both local and international cards, and we do accept small payments with cash.

How long has the system been in place?

Since coronavirus restrictions began.

Why was the system established?

The very successful system was created to accommodate the social distancing requirements.

Who were/are your clients?

Local business houses and staff. We even deliver larger local

orders at no additional costs.

How is the system contributing to business?

It adds another successful dimension. My customers love the convenience and the service associated with it.

Apart from the covid-19, how much in tons (estimate) in a year does NKW Fresh haul in fresh produce supply?

2020 is a little bit of an unknown, however when the economy recovers NKW Fresh will purchase 600 to 700 tons of local produce per year.

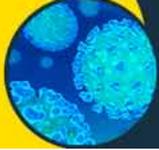
What are your major clients in the country?

We have varied list of clients. We have Hidden Valley and Harmony mines. We have our very large NKW Group internal requirements and the Nadzab Redevelopment project. We have island clients in Kokopo and Lihir and we have mainland clients in both Port Moresby and Lae.

A survey on Reimagining food retail in Asia after Covid-19 (<https://www.mckinsey.com/industries/retail/our-insights/>) by Mckinsey & Company released in April suggest where, and how, food retailers in Asia might rethink their businesses in the wake of covid 19. The survey results showed that the coronavirus pandemic has clarified the vital role that grocery retailers play in society. Consumers expect these businesses to keep them fed and healthy, and groceries remain essential retailers in an uncertain situation. The short-term priorities for food retailers are clear:

- Safeguard the health of employees and customers
- Maintain business continuity
- Set up nerve centers to manage their organizations' work on the covid-19 crisis,
- And manage demand to align with supply-chain capacity— for example, by reducing the assortment of offerings, rethinking promotions, or introducing new products.





Covid-19 ‘new deal’ for informal workers

As governments around the world continue to grapple with the economic and health impacts of the coronavirus pandemic, policymakers in emerging markets have been seeking effective ways to support their informal sectors.

In response to the growing crisis, the World Economic Forum (WEF) has called for a ‘new deal’ aimed at protecting informal workers

Informal workers are those who work in jobs that are not registered with local authorities or covered by formal working arrangements. Although they usually fall outside the tax net, such workers are often not eligible for basic social security, nor protected by basic employment rights.

Globally speaking, there are an estimated 2bn informal worker across a range of occupations and industries. Although they make up 62% of all workers worldwide, according to the UN’s International Labour Organisation (ILO), they are highly concentrated in emerging markets.

For example, while the proportion of informal workers in high-income countries is just 18%, this figure rises to 67% for middle-income countries and 90% for low-income economies. In addition, the ILO estimates that informal enterprises account for eight of every 10 businesses in the world, many of which are small-scale family or community operations.

Economic impacts

While these workers experience a higher risk of vulnerability at the best of times, the pandemic has placed even more strain on those who operate within the informal economy.

Typical workplaces for informal workers – among them markets and shops – were closed for extended periods this year as part of efforts to contain the spread of the virus.

In a report released in early May, the ILO said that 1.6bn out of the world’s 2bn informal workers had been significantly affected by coronavirus-related lockdown measures, with women overrepresented in the hardest-hit sectors.

While governments around the world have since implemented significant stimulus packages to combat the impact of the virus and related lockdowns, the fact that workers and businesses within the informal sector are not registered with authorities means that many have not received state support in some countries.

As a result of the disruption to business and lack of government assistance, it is estimated that relative poverty for informal workers will increase by 56% in low-income countries.

Given these economic pressures, the ILO said that the situation was forcing people into making desperate decisions, and choose whether “to die from hunger or from the virus”.

Elsewhere, the disruption caused to informal economies has un-

dermined food supply to many vulnerable communities, along with damaging the livelihoods of millions of farmers worldwide.

Economic responses

While the unregistered nature of informal workers complicates state efforts to provide assistance, the sheer size of informal economies, especially within emerging markets, has nevertheless seen governments seek to provide support to the sector throughout the pandemic.

In Nigeria, for example, the informal sector is estimated to account for around 80% of employment and 65% of GDP, while informal workers make up around 80% of the total workforce in Indonesia, Myanmar and Cambodia.

In neighbouring Vietnam the government has expanded existing social assistance programmes to include many within the informal sector, while Bangladesh has increased the value of benefits available to those who are eligible for assistance.

In terms of financial support, Nepal and India have increased in-kind and cash transfers to poor households and informal sector labourers, and Indonesia has extended utility subsidies for low-income families.

Thailand authorities introduced a three-month strategy whereby 10m farmers and 16m workers not covered by social security programmes were transferred \$153 each month through digital payment platforms.

With a view to supporting businesses as well as workers, Malaysia has launched special grants for micro-enterprises with fewer than five employees, amid concerns that the economic recession could force many formal micro-, small and medium-sized enterprises to close – thereby expanding the informal sector.

A ‘new deal’ for informal workers

Such initiatives align broadly with a call from the WEF to develop a post-pandemic ‘new deal’ for Asia – home to the world’s largest informal labour force – that includes stronger protections for informal workers.

As part of its plan, the WEF has emphasised the need for the expansion of health care coverage and public health infrastructure, including in the provision of clean water and sanitation facilities; an improvement and expansion in social support and safety nets; and increased investment in digital capacity and bandwidth, with digital platforms for education and financial services seen as key to providing economic security for low-income households.

While the global implementation of such a plan will require considerable political will, it is essential to guaranteeing the wellbeing of the world’s most vulnerable workers.

Article: Courtesy of OXFORD BUSINESS GROUP

FARMING



Featuring **EILEEN DANIELS**

"I've created a selling point or market for the families by buying from them directly in the village. My challenge now is to secure other business partnerships. I've found a few and have already identified others I would like to work with."

- Works with 35 families
- Rice production per family - 9 tons average
- President of Markham Youths In Agriculture
- Works with over 100 women and youths

Eileen comes from Atupan village, Markham District in Morobe Province. She started planting rice in 2018 and has achieved a lot in her efforts to contribute to rice farming in the area.

Having secured a few small markets, Eileen is looking for other business development opportunities. A secondary school in Lae is buying rice from her every week for the boarding students. The rice is also being sold in a trade store in the village owned by one of her brothers.

She is now working to establish a market with a major supermarket in Lae. Discussions have been positive and she hopes to have the rice produce on sale at the supermarket under the label 'Markham Trupla Rice'.

These markets are not only for the rice planted and harvested on her three hectares of land but are also from all the rice farming families she has been working with and supporting. She plans to increase her rice fields to 10 hectares.

She buys the harvested rice from 35 families, meets the cost of milling then sell the milled rice. Each family have 3 hectares of rice which produces an average of 9 tons.

"The village people planted rice for food security and for markets. I helped with rice seed distribution, planted my own and was also a Trainer of Trainers. The families challenged me to find markets for them, that is what I am doing now to help even if it means I am meeting all the costs for transportation, milling, ploughing, packaging and in the end make a small profit.

"I've created a selling point or market for the families by buying from them directly in the village. My challenge now is to secure other business partnerships. I've found a few and have already identified others I would like to work with," Eileen said.

A substantial amount of money was made from her first and second sales. The first sale was in September 2019 and second in January 2020. The third harvest (50 bags of 50kgs each) was milled this month. Each harvest is brought to the rice mill at the National Agricultural Research Institute at Bubia and milled.

Eileen's life as a farmer began in 2001 when she had to support her two brothers to continue their education. From vegetable farming, she then ventured into rice in 2018.

"I was to study to become a teacher but because of the cultural practice in Markham that male children are given the first preference I had to stay back in the village. I planted vegetables and peanuts and brought my harvests to the Lae main market. The money I earned; I helped my father to pay for my brothers' education. My two brothers are now working and supporting me in return with my agricultural ventures.

"As a single mother, I am also able to pay for my own children's education at good schools in the city.

"I have been able to achieve all these because of agriculture. I am still a teacher even though I did not go through formal teaching education. I am teaching rice farmers and that is very rewarding," Eileen said.

As the President of Markham Youths in Agriculture, Eileen works with over 100 youths and women.

Last year with support from her family and village, she built and opened a resource centre in the village. The centre houses a solar rice mill donated by PNG Incentive Fund; caters for rice farming training and community awareness programs; and is also on hire for meetings.

In October, 2018, Incentive fund donated 12 solar rice mills to 12 rice farming groups and families in Markham under the Mechanising the Grass Roots Rice Sector Pilot Project. The project was aimed at empowering rural communities in improving food security, rural livelihoods and creating market opportunities for Morobe province. It was in partnership with NARI, Trukai Industries Ltd, PNG Women In Agriculture, Project Support Services Ltd and Morobe Provincial Administration Division of Agriculture and Livestock.



Land variables data to be available on website

Data on land variables in the Markham area for public access will soon be available online at www.growpng.org.

The data collection work was completed at end of 2019. In October, Grow PNG engaged agtech start-up Enveritas to analyze satellite data in the Markham area.

The information captured included weather (annual rainfall, monthly temperatures), terrain (slope, elevation), soil, and other variables that can guide crop selection, planting investments, and agonomic management in the region.

At the end of 2019, Papua New Guinea University of Technology was engaged to collect 80 soil samples along the Markham region and conduct a soil chemical content analysis, specifically looking at nitrogen, potassium, and phosphorus content, soil density, and hydrology indicators.

The dataset is now available publicly to support businesses, especially Working

Groups, in making more informed decisions.

The goal of this dataset is to:

- allow business leaders to make better decisions around crop selection and planning investments in the valley
- inspire new entrants to invest in the valley
- provide the data required to drive policy makers, business leaders, farm groups and civil society to work together on sectoral development.

This is one of the many achievements for Grow PNG in the past 12 months.

Grow PNG celebrated its one-year anniversary in May 2020 and has achieved successes such as establishing our office; completed our governance requirements, established the Land Access Working Group; completed the Land Agreements Guide consultations; created our newsletter and facebook page and met and established relations with various partners including farmers.

Stakeholders to participate in pre-forum session

In preparation for the Grow Asia Forum, Grow PNG pre-Grow Asia Forum Session will take place on 16 July, 2020.

Stakeholders are being invited to participate in the event which will be hosted virtually.

This represents movements into a post COVID-19 space where there will be a lot more engagements conducted remotely using internet based conferencing tools.

The session will cover strategic approaches Grow Asia is taking in agricultural development regionally; Grow PNG; importance of partnerships in developing sustainable agriculture and supporting private business growth that will grow agriculture.

Participants will also have the opportunity to Interact with Grow Asia Executive Director Grahame Dixie and Grow PNG Executive Director Ivan Pomaleu (OBE).

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AGRI PARTNERSHIPS is a monthly newsletter produced and published by Grow PNG.

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