



Food and Agriculture
Organization of the
United Nations

TRIGGERING TRANSFORMATIVE CHANGE TO SUSTAINABLY DEVELOP VANILLA VALUE CHAIN IN THE GREATER SEPIK REGION



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**EU Funded UN Joint Programme
for Support to Rural Entrepreneurship, Investment and
Trade in Papua New Guinea (EU-STREIT PNG)**

Funded by
the European Union



PROGRAMME'S APPROACH

Adopting a holistic approach to increase sustainable and inclusive economic development of rural areas through:



Increasing profitability of farmers producing vanilla in the Programme's targeted areas



Increasing number of people and enterprises engaging in and benefiting from improved vanilla value chain development



Ensuring women and youth involvement in decision-making process with increased income from vanilla value chain activities

MULTISTAKEHOLDER PARTNERSHIP

Partnering, collaborating and teaming up with:



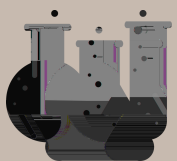
National / Provincial Government and Administrations



Civil society organisations, and locally organised associations and groups



Agri-business enterprises, agripreneurs, exporters, traders



Academia, research institutes and scientific entities



Development partners

PROGRAMME'S SUPPORTS

The Programme's provided supports in vanilla value chain are directed toward:



Expanding and improving existing vanilla blocks for farm families in the Programme implementation's areas



Promoting sustainable and improved climate-change adapted practices



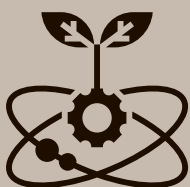
Developing and promoting improved drying, curing, packaging and storage of vanilla beans



Enhancing market access and linkages of value chain actors at provincial, national and international levels



Strengthening women and youth engagement in and benefitting from vanilla value chain activities



Strengthening the capacity for adaptive collaborative research and vanilla demonstration facilities of regional technical institutions

VANILLA VALUE CHAIN - THEORY OF CHANGE

