



Funding Source:
Australian Agency for International Development (AusAID) – 50%, Puritau - 50%

Program:
Enterprise Challenge Fund for the Pacific and South East Asia

Project name:
Downstream Processing of Pure Vanilla Extracts and Oleoresins for Export Market

Project Location:
Port Moresby, PNG

Project Start Date:
1 January 2009

Project End Date:
31 December 2011

Total Grant Funds Approved:
A\$170,000

For more information please visit www.enterprisechallengefund.org

Puritau

ABOUT THE COMPANY

Puritau Ltd is a family run company that has been passionately involved in the agriculture sector in Papua New Guinea (PNG) since 1987 and exporting vanilla beans for 10 years. The business operates from Brisbane Australia, with farms in PNG distributing its natural vanilla products under the brand name La Laura. Puritau currently employs 11 people.

The business sells PNG grown spices to major supermarkets in Port Moresby and exports small quantities of Vanilla Beans and Pure Vanilla Extract to Australia, US, Taiwan, Japan and some European countries.

Puritau now sells its Vanilla Beans and Vanilla Extracts online from Brisbane (Australia) and the strong demand for its vanilla has required Puritau to contract various farmers around PNG to help supplement output from its farm. Over the years Puritau has been travelling around the country working with various government agri agencies and interest groups in developing their vanilla and spice farms, providing free technical support. The company is responsible in marketing PNG grown spices, developing farms and providing income directly to village farmers.

ABOUT THE PROJECT

ECF support will enable Puritau to establish a Solvent Extraction facility at Puritau's site in Port Moresby to produce pure vanilla extract, vanilla oleoresin and other spices. This facility, the first of its kind in PNG, will provide a larger and more reliable market for farmers in remote areas of the country. This project is geared towards opening market accessibility for remote farmers who for many years have found selling their produce an impossible task.

The project will also support the attainment of international quality standard certification. This will lead to greater export opportunities and at the same time compete in the essential oil market globally.

PRO- POOR BENEFITS OF THE PROJECT

Puritau's vision is "to reduce poverty through agri-business in partnership with village farmers in Papua New Guinea". The anticipated benefits of this project include:

- providing over 2,000 men and women in several provinces with a more reliable and consistent market for their vanilla and other spices
- opportunities for casual work during pollination, harvesting and curing periods for others in remote regions
- positive impact on the livelihoods of 500 households through the training opportunities for farmers.

This project will encourage the growth of the supply chain by providing new income earning opportunities for farmers to grow other spices and nuts other than vanilla and supply to Puritau's export markets. In addition, Puritau will encourage growers to save their earnings in micro banks and educate them in financial literacy and the use of mobile phone banking to receive funds from Puritau.

THE ROLE OF ECF FUNDING SUPPORT

Commercial funding was not available to Puritau because of the perceived high risk profile of such agricultural projects in the PNG environment.

With the support of ECF funding, Puritau will be able to purchase the equipment needed for processing of vanilla extract and oleoresins, as well as equipment to meet export quality requirements. Funding will also directly support training programs in growing, grading and selecting beans in new areas such as Abau and Rigo districts which are within close proximity of the extraction facility. With the support of ECF this project will act as a model for re-building a lagging vanilla industry and a good demonstration project that overcomes supply chain obstacles and quality certification to achieve exports.



Australian Government
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