

PNG Vegetable Value Chain Survey: Kickoff Introduction

Partners: NARI × IFPRI

Timeline: November 2025

Presenter: Percy Fang



Context & Motivation: Diet, Livelihoods and Trade

Nutrition Gap

Rural household surveys from 2018 and 2023 reveal vegetable intake falls below healthy-diet recommendations. Access, affordability, and reliability upstream determine what households can eat.

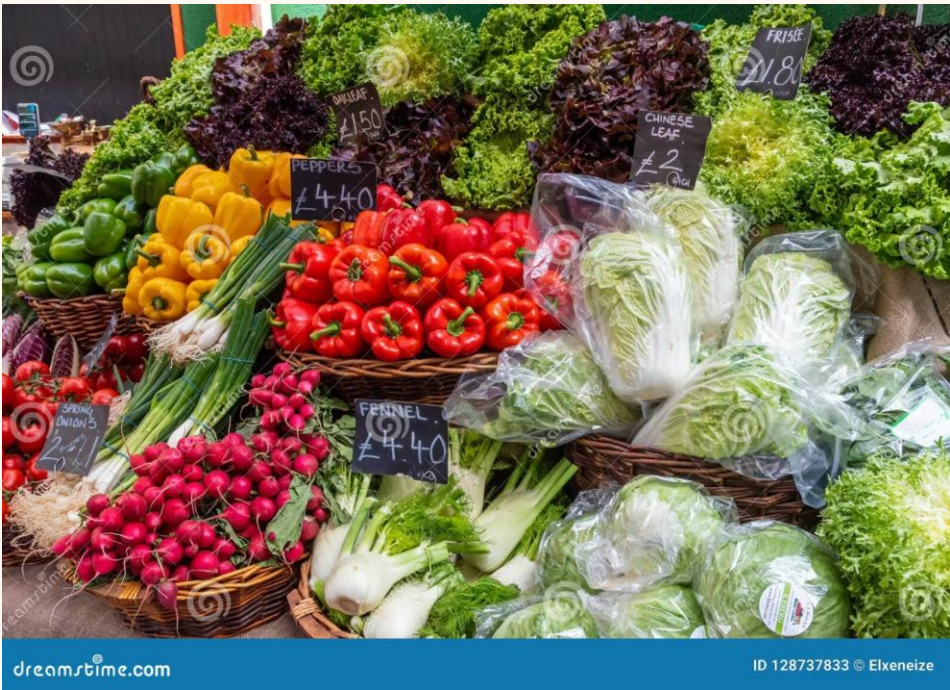


Table 3. Recommended and consumed calories of each food group, per adult equivalent/day, by agroecological zone

	Staples	Vegetables	Fruits	Animal source foods	Nuts and pulses	Fats	Discretionary foods
Recommended diet	1300	110	165	304	118	275	160
Survey sample	1339 (14.7)	69 (1.3)	93 (1.9)	204 (4.9)	53 (2.0)	323 (5.7)	61 (1.4)

Source: PNG 2023 Rural Household Survey

Economic Opportunity

Vegetables are a core rural livelihood. Stakeholders highlight import replacement and export potential as key policy interests, making the value chain critical for both nutrition and economic development.



Lack of data and evidence-based analysis to
answer questions and support debates
regarding PNG's vegetable VC

*“I used to carry bags of kaukau to POM to sell, but now I can earn more by
selling to Goroka”*

vs.

*“I don't trust the traders because they are taking advantage of us. I prefer to
take my bags of kaukau to Lae or POM and sell there by myself in two days”*

Lack of data and evidence-based analysis to answer questions and support debates regarding PNG's vegetable VC

“Why fresh Produce crops have a fragmented supply/value chain management systems in Papua New Guinea. Most aggregators and smallholder growers of fruits and vegetables are pride driven, adhoc basis, politically motivated, price takers, illiterate and lack much of agribusiness skills. From my experience working with farming communities, these seem to be the factors contributing to their downfall repeating the same mistake and expecting a different result. On the other hand, the Provinces and districts are not taking initiatives and ownership to support these production and marketing activities in their provinces and districts.”

Lack of data and evidence-based analysis to answer questions and support debates regarding PNG's vegetable VC

“Just other thing I want to highlight is unfair pricing by retail supermarkets in Port Moresby and other urban centers. The vegetables growers and traders/wholesalers are disadvantaged. They are not given the fair price for all their efforts in getting their fresh produce to market (Pom). The big supermarkets in Pom give them their rates which are fixed. And because the vegetables are highly perishable, the growers and traders have no choice but just sell their vegetables at the going rate.”

Two-Week Roadmap:

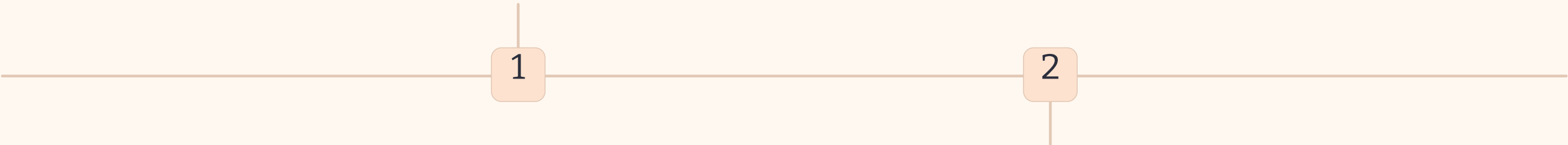
November 10–21, 2025

Week 1: Nov 10–14

Budget & Finance: Workflow with NARI Finance, verify cost items, align reimbursement templates

Research Design: Learn from exemplars quantitative VC studies; brainstorm research questions

Sampling: Finalize strategy using remote sensing and existing data



Week 2: Nov 17–21

Questionnaires: Review exemplars questionnaires, draft modules, link questions to analysis

Pretests: Program in SurveyCTO, pilot modules, run descriptive stats

Readiness: Enumerator planning, draft manuals

Review exemplary VC studies including

- Bart's Ethiopia teff &
- vegetable work

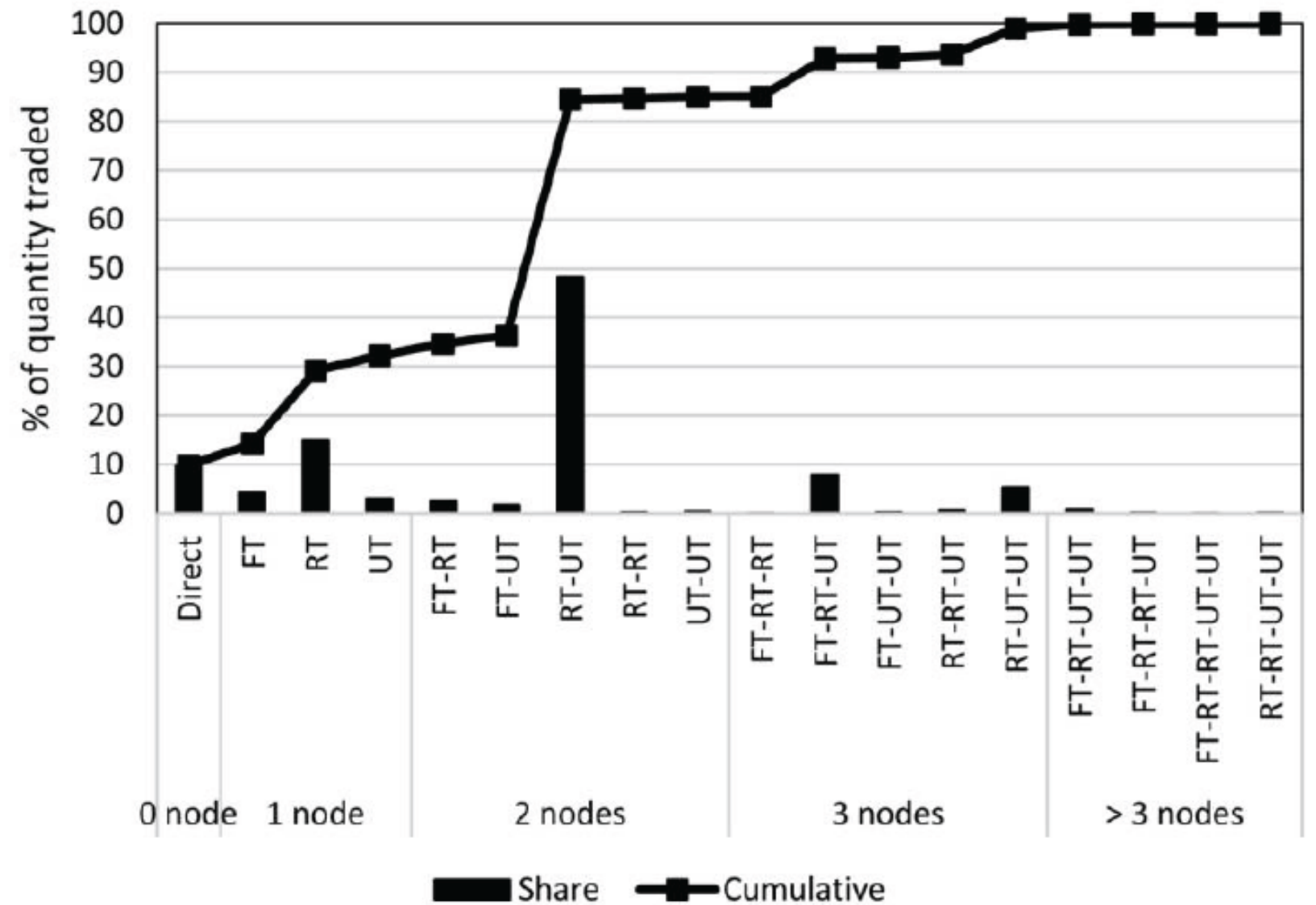
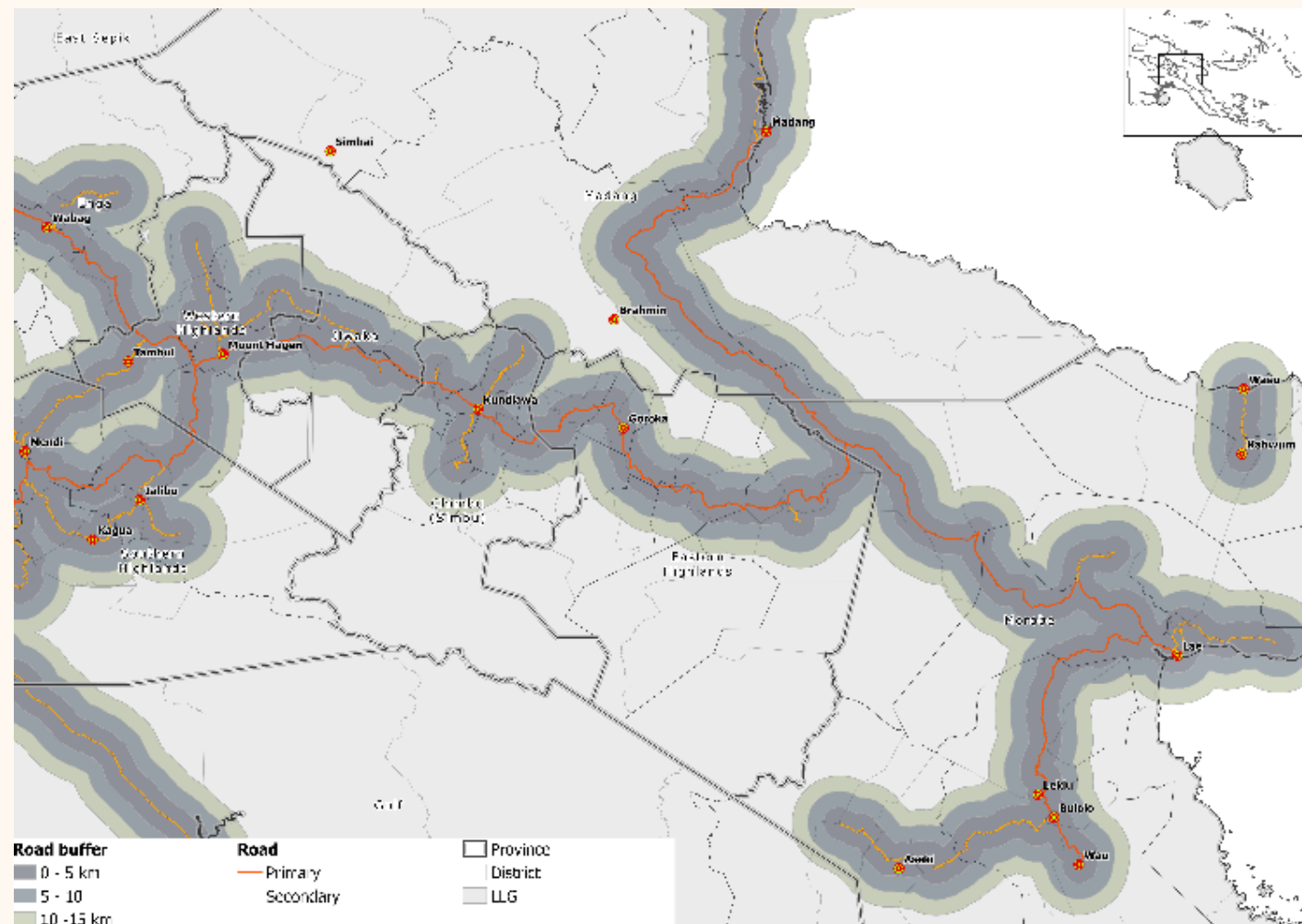


Figure 1. Prevalence of different value chain structures between urban teff retailers and farmers. FT = farmer-trader; RT = rural trader; UT = urban trader. Source: Teff trader surveys.

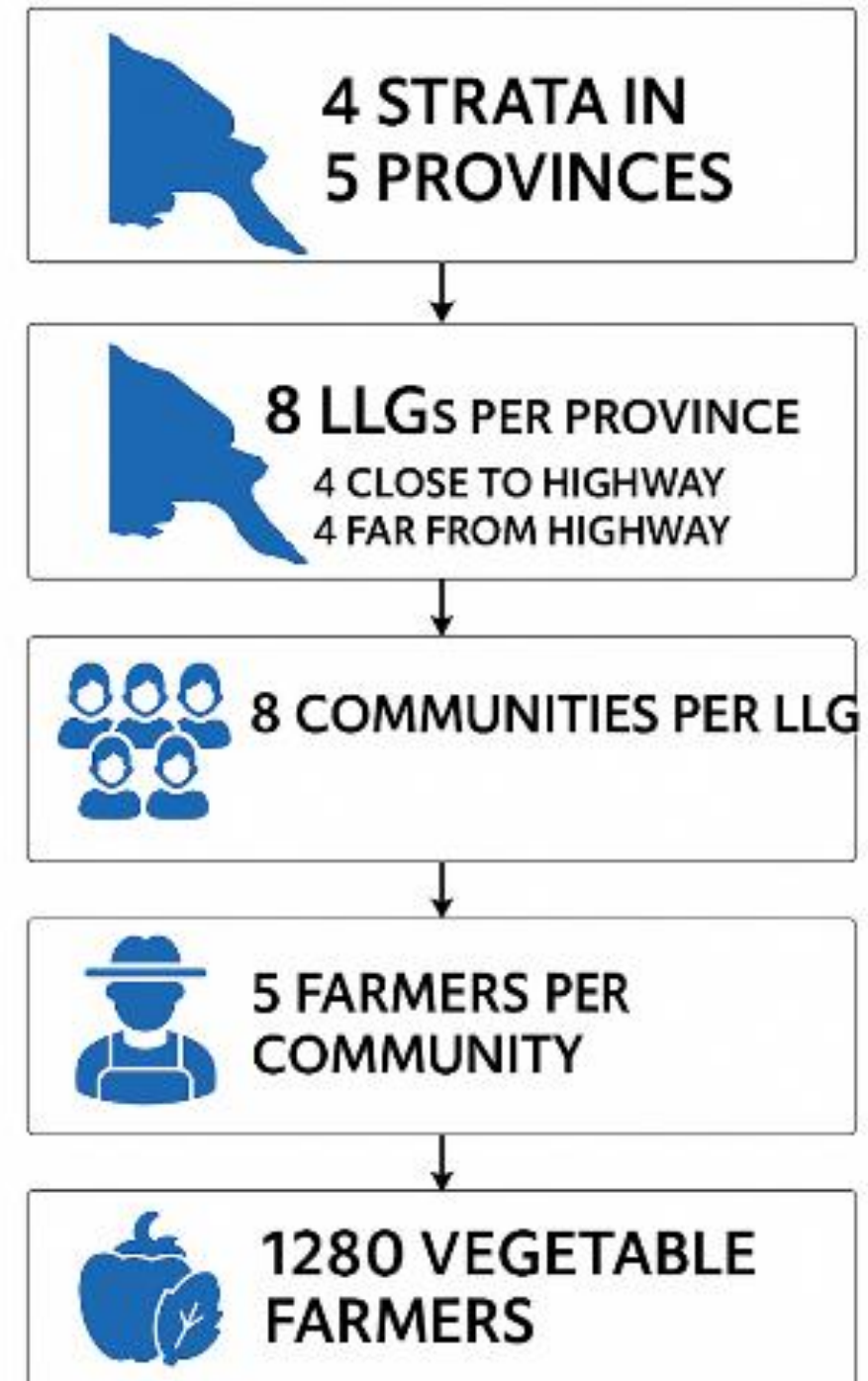
Sampling Strategy

Finalize producer sampling for both vegetable and taro surveys. Use multiple data sources to create representative strata:

- Google Earth imagery (Mekamu)
- NARI regional knowledge validation



PNG Vegetable (ongoing work)



Week 2 Focus: Questionnaires & Pilots

November 17–21



Questionnaire Modules (Nov 17–18)

Build production and basic household modules. Map literature to modules. Show simple regression links from questions to analysis.



Pilots & Quick Checks (Nov 19–21)

SurveyCTO programming. Pilot selected modules (possible gender-focused). Download pilot data and run descriptive stats.



Enumerator Planning

Recruitment approach (e.g., Highland-background students). Selection criteria. Draft manuals if time permits.

End-of-Day / End-of-Week Deliverables

1

Budget & Finance

Budget estimate for vegetable producer survey. Aligned reimbursement/receipt templates with contacts and timelines confirmed.

2

Research Framework

One-page research questions and policy hypotheses document.

3

Sampling Plan

Draft sampling strata and target sample sizes by node/corridor for both vegetable and taro surveys.

4

Instruments & Testing

Draft questionnaire modules adapted to PNG. SurveyCTO pilot form. Quick descriptive stats from pretests.

5

Field Readiness

Enumerator plan with profiles and criteria. Draft manuals if time allows.



Let's Build Evidence for Better Decisions

From fragmented anecdotes to representative data. From uncertain prices to documented value chains. From ad hoc practices to evidence-based policy.

Ready to begin? Let's make this survey count.