



## Japanese connoisseurs satisfied with PNG coffee

A WEEK-LONG fact finding tour of Papua New Guinea's coffee origin by a Japanese delegation comprising of specialist coffee connoisseurs, representing some leading coffee roasting, brewing and cafeteria chains in major metropolises in Japan, left the country highly satisfied of the quality of PNG coffee.

The 11-member team comprising of nine males and two females was made possible, courtesy of MG Corporation (MGC) of Japan, a major partner of the Coffee Industry Corporation (CIC) and one of PNG's specialty coffee importers.

The 11 Japanese coffee connoisseurs may have come here to sample and authenticate PNG's coffee quality from respective coffee origins, which MGC normally imports and distributes to its clients back in Japan.

However, so fascinatingly is the fact that some of the Japanese are coffee entrepreneurs themselves, while others are professional coffee connoisseurs or tasters. Therefore, sampling and grading PNG's origin coffee by the 11 experts opens opportunities to pave way for the establishment of new and direct market accessibilities for PNG's coffee grow-

ing/producing communities to export their organic coffees direct to Japan and fetching premium prices unlike the current conventional marketing trends.

According to the Japanese Team Leader, Nobuo Matsuki, members of the delegation were impressed with the quality of origin coffees that they sampled and tasted during the tour.

During the tour, the delegation sampled coffee from Milne Bay, Morobe, Eastern Highlands and Jiwaka.

Apart from only one coffee sample that had below required standard due to storage and delayed transportation into CIC's Coffee Research & Extension HQ at Aiyura outside Kainantu, the delegation expressed huge satisfaction on other coffee samples that were liquored in Lae, Aiyura and Goroka.

The delegation visited CIC's Lae facilities where all coffees destined for exports are stringently analysed to determine quality and grading.

They later visited the Freight Management Service warehouse, where the visitors were told of how PNG's export bound coffees were carefully shipped under strict quarantine practices.