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Fair Development



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អភិវឌ្ឍន៍ធនធានកម្ពុជា  
**CIRD**



# Improving market access - local and safe vegetables



September 2016

Martine Francois

Lucie Reynaud and Touch Sokharith

*Devoted to Action and Innovation for Global Solidarity*

# Context of intervention

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✓ Smallholder farmers face difficulties in **adapting their local production to the rapidly increasing population of Siem Reap** province and recent consumer trends towards preferring healthy and safe food.

✓ **Inability of farmers** to adapt their production **explained by** difficult natural conditions (water management), poor soil fertility, producers' poor technical skills, little or no information feed-back to producers about market demand.

✓ This situation has lead to the **development of efficient supply chains mainly based on produce imported** has had a strong impact on vegetable price fluctuations.



# Marketing chain based on collectors

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➤ **GRET-CIRD approach to improve better coordination between production and market demand: (i) setting-up farmers' organizations and (ii) facilitating business development of local collectors.**

- Support existing business of farmers in the village.
- No direct financial support to their business.

➤ Within this market system, **local collectors play a key role linking the local production areas to domestic markets.**

- Local vegetables seen as safe products by the market.
- However, markets don't pay premium price for safe products.





# Market mechanism

## ■ Advantages:

- Collectors key links to markets (30km from city)
- Collective actions focus on large, diversify and regular offer, social contact by living in the same community.

## ■ Action strategy :

1. **Farmers** = regular supply and quantities, diversify production along the year.
2. **Local Collectors** = training on harvesting techniques, quality classification of vegetables, provide materials support.
3. **Sharing market information** = 12 price boards information, kinds of vegetables.
4. **Set up planning tool** = establish crop calendar.





# Criteria & Results of VPG

Min 200m<sup>2</sup> land size and 4 months growing per year

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In total, **15 VPGs** gathering **290 farmers** (243 women)

Total land growing = **52 ha** & **43 kinds of vegetables**

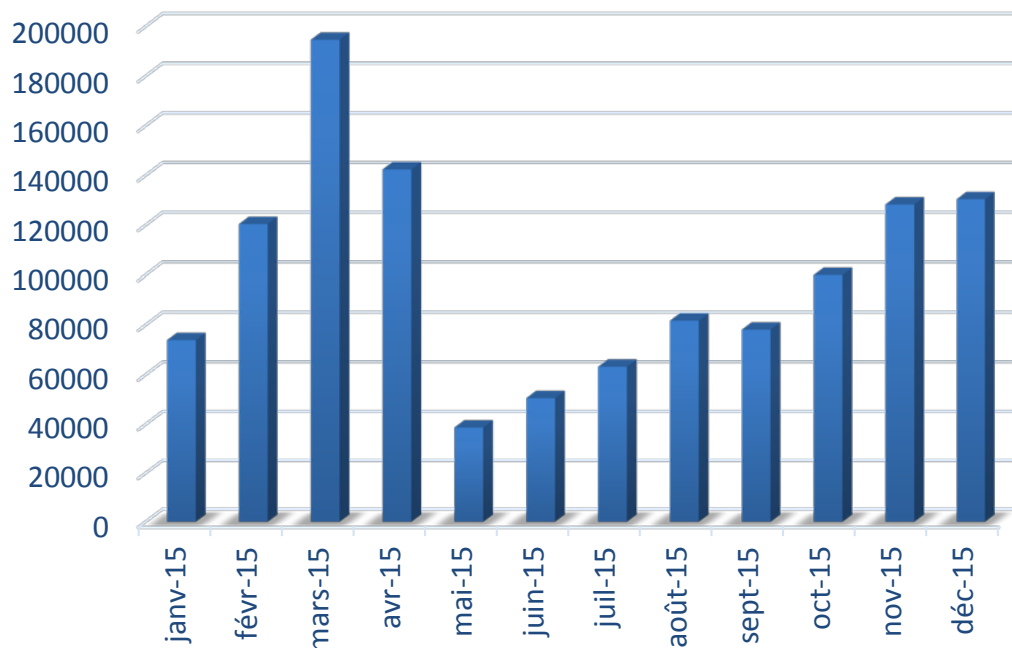
**6-7 months** of production per year

**1,189\$** incomes – 853\$ net profit for 1 year

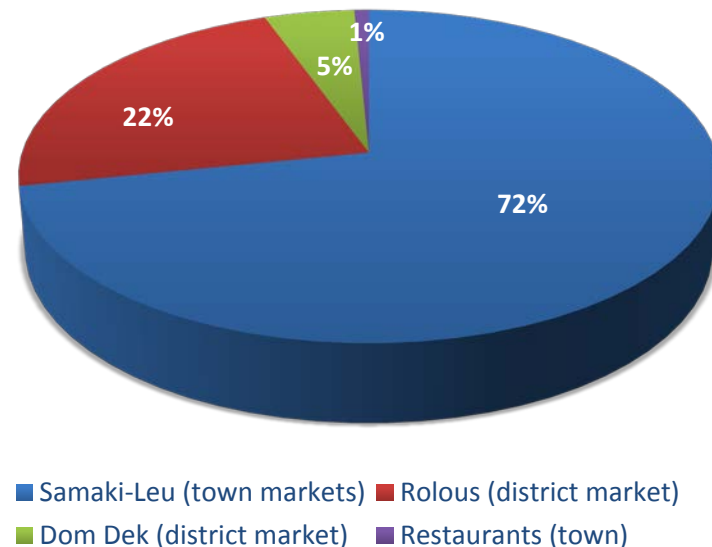


# 18 Collectors

Market supplied 2015 (Quantity-Kg)



Distribution local products 2015



In total, **18 collectors** including **14 women**

**Average quantity: 100 tons per month of vegetables** bough by the **18** collectors

**70%** of quantity coming from VPGs members

**Average capital: 1340\$ per month per collector**



# Movie

Another approach of market access : farmer voice from cambodia

[http://www.dailymotion.com/video/x4b78iv\\_another-approach-of-market-access-farmer-s-voices-from-cambodia\\_news](http://www.dailymotion.com/video/x4b78iv_another-approach-of-market-access-farmer-s-voices-from-cambodia_news)

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# Thank you for your attention

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## Contacts:

### **Ms. Martine Francois**

HQ program manger, Nogent sur Marne

[francois@gret.org](mailto:francois@gret.org)

### **Mr. Touch Sokharith**

Project coordinator on GRET project, Siem Reap province.

[touch.cambodia@gret.org](mailto:touch.cambodia@gret.org)

### **Ms. Lucie Reynaud**

Technical advisor on GRET project Siem Reap province and national coordinator of ALiSEA.

[reynaud@gret.org](mailto:reynaud@gret.org)

[www.gret.org](http://www.gret.org)

