



Draft Concept Note

Consumer's Day

On “Strengthening consumers’ awareness of Safe Agricultural Products”

Duration: May/June 2026

Co-implemented by (will integrate for whom involve with the organization)



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Agroecology Learning Alliance in Southeast Asia (ALiSEA)

The Agroecology Learning Alliance in Southeast Asia (ALiSEA, <https://alisea.org>) is an open regional coalition of stakeholders promoting the agroecology transition in Southeast Asia which currently gathers over 200 member organizations from five countries: Cambodia, Laos, Myanmar, Thailand, and Vietnam and in Cambodia are over 78 members. DPA is hosting the National Secretariat in Cambodia and is responsible for coordinating the network at the national level, together with the executive team from ECOLAND as Knowledge Management Coordinator and CFAP as Policy Coordinator. GRET supports coordination between the national and regional levels. The ALiSEA network focused on improving member engagement, promoting agroecological practices, and increasing its visibility among farmers, consumers, and policymakers.

I. Background of Context

Consumers are increasingly concerned about food safety, health, and environmental sustainability. However, many consumers are not fully aware of the differences between various types and standards of safe food, particularly those produced under agroecological practices. Terms such as organic, chemical-free, Participatory Guarantee Systems (PGS), and other safe production standards are often misunderstood or used interchangeably.

During the general assembly of Cambodia ALiSEA on 30 Oct 2025, the majority supported from members in digital campaign and consumer's day to promote the differentiation of types or standards of safe food across various agroecological practices to consumers to give more value to the safe products.

Therefore, ALiSEA organizes the **Consumer's Day on Safe Agricultural Products** in collaboration with its members under the topic "**Strengthening consumers' awareness of safe agricultural products**". The event will combine the **market fairs** to promote and display safe products and **Learning forums** to disseminate knowledge and experiences and **Field visits** to best-practice production sites. This initiative aims to bridge the gap between producers and consumers while strengthening understanding of differences of safe products in agroecological practices.

II. Objectives

The campaign aims to:

- Raise awareness among the public citizens to recognize the different types of safe products through agroecological practices.
- Promote the consumption and the value addition of agroecological products among consumers.

- Enhance the connection between consumers and producers.
- Provide a platform for members to showcase best practices and innovations.

III. Schedule

Date: 19th to 21th June 2026, (Friday to Sunday)

Location: Krong Svay Raing, Svay Raing Province

IV. Target participants

The participants are approximately **200 participants**.

- Consumers
- Students, journalists, local authority,
- Farmer groups and producer organizations
- Representative from public health sector (in Commune/hospital)
- Actors in agroecology

V. Preparation and Expected outputs of Key Activities

Three key activities will serve as the core model of the event including the Market fair, learning forum, and field visit. These activities are designed to promote consumer awareness, encourage public participation, and strengthen understanding of consumer on safe agricultural products. Each activity will contribute to creating an engaging, educational, and impactful event for all participants.

Key activities	Purpose	Activities	Expected Result
Market Fair (Public)	To promote and display safe agricultural products from ALiSEA members and partner farmers.	Exhibition booths for safe agricultural products. 20–30 exhibition booth.	Consumers better understand the differences in safe product standards and are more willing to support sustainable producers.
Learning Forum (invited participants)	To disseminate knowledge and hands-on learning experiences regarding safe food	- Expert presentations - Experience sharing by farmers	Participants gain clearer knowledge of safe food differentiation and

	standards and agroecological production processes.	- Open Q&A with consumers	agroecological practices.
Field Visit to Best Practices	To showcase the experiences on safe production processes.	<ul style="list-style-type: none"> - Visit to selected agroecological farms - Demonstration of production techniques - Discussion with farmers on challenges and benefits 	Participants better understand real production processes and gain trust in safe agricultural products.

TENTATIVE AGENDA

Date/Time	Activities	Expected Outputs	Facilitator
DAY 1: 19 June 2026	First Day of Consumers' day 2026		
1:30pm-5:00pm	OPEN DAY <ul style="list-style-type: none"> • Open the ceremony • visit the booths exhibition 		
1:30pm - 2:00pm	Register to the event		
2:00 - 2:10 pm	Introduce to the event - Objective		
2:10 - 2:20 pm	Welcome Remark <ul style="list-style-type: none"> • From ALiSEA, representing the network 		
2:20 - 2:40pm	Key Note Presentation from ALiSEA <ul style="list-style-type: none"> • Introduce to ALiSEA Network • About the Safe Agricultural Products • Commitment in agroecology practices in producing the safe agricultural products • Introduce about Consumer's day core model activities including the Market fair, learning forum, and field visit. 		
2:40 - 3:00pm	Welcome Remark <ul style="list-style-type: none"> • From ALiSEA Donor • From PDAFF/PMOC 		
3:00 pm - 3:30pm	Opening Ceremony from Provincial Governor		
3:30pm - 4:00pm	Announcing for Opening the Booth Exhibition Visit		
4:00pm - 5:00pm	Play videos and Role Play relate to agriculture activities		

DAY 2: 20 June 2026

7:00 am – 12:00pm **Field Visit to Best Practices**
To showcase the experiences of safe production processes. Participants better understand real production processes and gain trust in safe agricultural products. **CFAP**

12:00 – 1:00pm **Showcasing the produce of natural inputs/AE practcies**
Lunch Break

1:00 pm – 5:00 pm **Learning Forum: Presentation sharing on the Best Practices of each organization and showcasing the production.**
To disseminate knowledge and hands-on learning experiences regarding safe food standards and agroecological production processes. Participants gain clearer knowledge of safe food differentiation and agroecological practices.

Presentation on Organic Standard

Presentation on the Participatory Guarantee System

Presentation on the Good Agricultural Practices (GAP) or CamGAP

Presentation on the use of Natural inputs

DAY 3: 21 June 2026

Market Fair and Showcasing the products
To promote and display safe agricultural products from ALiSEA members and partner farmers. Consumers better understand the differences in safe product standards and are more willing to support sustainable producers.

**Showcasing the produce of natural inputs/AE
practices**
