



Cambodia ALiSEA Network

“Online Thematic Session to Share Experience on Community Market Resilience”

1. Objectives:

- To share knowledge and experience on strategies to support Agroecology products and market linkage
- To promote knowledge and experiences exchange and foster learning among ALiSEA members.

2. Date: 15th August 2022

3. Time: 14h00-17h00 (Cambodian time)

4. Venue: Online workshop and please see the link below:

<https://us06web.zoom.us/meeting/register/tZMUce6tqDwiGtLEZc4KQnDpYO-26l6HsTiM>

5. Participant: All ALiSEA members, people who are interested in topics

6. Speakers:

No	Name	Organizations/Institutions	Topic
1	Mr. Prum Samat	CFAP Cambodia	Market facilitation and promote mushrooms to consumers
2	Mr. Toch Chamroeun	Program manager of Sustainable Soil for Life Association (SSLA)	Marketing agroecological vegetables with PGS
3	Mr. Lin Hem / Ms. Celia del Campo	Dan Church Aid	Learnings from the ‘Farmer to Farmer workshop on agroecological markets’ in Battambang
4	Mr. Guillaume Jumel	Sustainable Soil for Life Association (SSLA)	Marketing techniques and community market resilience
5	Mr. Soth Visal	GRET, international NGO	Strategies and experiences of supporting farmers on Agroecology products and market linkages

Brief background of Speakers

- ❖ Mr. Prum Samat: CFAP Chairman, and Chairman of Torng Thlork Agricultural Cooperative, Email: samatprum@gmail.com HP: 081 546 354
- ❖ Mr. Toch Chamroeun, Prgram manager of SSLA, HP: 093 468 701
- ❖ Mr. Hem Lina, Assistant Technical Advisor, Agroecology, climate Change and Innovation, DCA Cambodia, HP: 011 253 241
- ❖ Ms. Celia del Campo, Technical Advisor, Agroecology, climate Change and Innovation, DCA Cambodia, HP: 011 661 056
- ❖ Mr. Guillaume Jumel, Executive Director of SSLA, HP: 097 401 2201
- ❖ Mr. Soth Visal, Marketing Specialist with GRET, International NGO in Cambodia, Email: soth.cambodia@gret.org, HP: 012 640 747

7. Agenda of the workshop

No.	Contents	Time	Responsibility
1	<ul style="list-style-type: none"> ▪ Program introduction ▪ Workshop opening remark 	14h00-14h10 (10')	Mr. Kuy Sophal (DPA, ALiSEA National Secretariat for Cambodia) Mrs. Manivanh Aliyavong, ALiSEA regional small grant manager
	Session 1: Market facilitation, and promote mushrooms to consumers	14h10-14h30 (20')	Mr. Prum Sam Ath,
	Q&A for session 1	14h30-14h45 (15')	All participants
2	Session 2: Marketing agroecological vegetables with PGS	14h45-15h00 (15')	Mr. Toch Chamroeun
	Q&A for session 2	15h00-15h15 (15')	All participants
3	Session 3: Learnings from the 'Farmer to Farmer workshop on agroecological markets' in Battambang	15h15-15h25 (10')	Mr. Lina Hem / Ms. Celia del Campo (DCA)
	Q&A for session 3	15h25-15h40 (15')	All participants
4	Session 4: Marketing techniques and community market resilience	15h40-16h00 (20')	Mr. Guillaume JUMEL
	Q&A for session 4	16h00-16h15 (15')	All participants
4	Session 5: Strategies and experiences of supporting farmers on Agroecology products and market linkages	16h15-16h35 (20')	Mr. Soth Visal
	Q&A for session 5	16h35-16h50 (15')	All participants
5	<ul style="list-style-type: none"> • Recap of the workshop • Closing remark 	16h50-17h00 (10')	Mr. Kuy Sophal Ms. Manivanh

8. Expected results

- Sharing of AE production and PGS Products
- Sharing of marketing of Agroecological products
- Sharing of marketing techniques and community market resilience
- Sharing strategies and experiences of supporting farmers on Agroecology products and market linkages

9. Contact person for more information for the workshop:

Mr. Kuy Sophal, DPA, ALiSEA National Secretariat for Cambodia

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- Email: kuy.sophal@dpacam.org