



Brief Note

thematic session on chicken production and value chain

- Date: 18 February 2022
- Time: 09:30-11:30 AM
- Venue: Virtual Zoom Meeting
- Participants: 37 people

Objectives of the meeting:

- To strengthen knowledge and experience sharing on chicken food production as collective business and chicken value chain.
- To promote knowledge exchange and foster learning among ALiSEA members.
- To create a diversified space for knowledge sharing with all ALiSEA members in terms of collective business on chicken food production and chicken value chain.

Accomplishments:

Ms. Manivanh Aliyavong, a Regional Small Grant Manager and coordinate with ALiSEA members for the ASSET project, based in Laos has a welcome speech on behalf of Ms. Lucie REYNAUD, Regional Coordinator. She has introduced the objectives of workshop are to strengthen our knowledge and share our experiences on chicken food production as a collective business and the chicken value chain. The project aims to promote knowledge exchange and to foster learning among ALiSEA members. Indeed, it aspire to create a diversified space for knowledge sharing on these key issues that can be utilized by all ALiSEA members. Then, Mr. Kuy Sophal, DPA and ALiSEA National Secretariat for Cambodia introduced the key speakers and agenda of the workshop.

- **1st Speaker:**

Mr. Hy Sothy, Tropaing Srour Nge Agricultural Cooperative in Tramkak of Takeo province, presented on a topic of “**Collective Business as Chicken Food Production and Value Chain**”. He presented about the background of community was created on 10th August 2010 with the little budget and few members but currently, his community has 55 members and financial budget 1,000,000 Riel. Moreover, his community provide service on producing chicken food and raising chicken for selling. The purpose of the community is to generate income for community members with 3 specific objectives: 1.) Want to supply natural chicken food production in the area, 2.) Earn income for community members, and 3.) Produce local chicken food production to reduce farmers' costs. His community just produced 4 months ago with 300 chicken and 3 labors of community. The chicken food production was sold 13 tones and get net income around 645,200 Riels. However, his community faced a main

challenge on buying inputs with good quality and low price to produce the chicken food. Then, there were some significant questions and comments that were raised by the audiences as following:

Commented by Mr. Sophal (FNN): on failure while he worked in CEDAC organization due to the lack of techniques to purchase raw materials and ability to manage the storage of raw materials.

Questions from Mr. Pat Sovann (GRET):

1. Do you know how long that your chicken food production can be stored?
⇒ The community has just sold the production 4 months, the quality is recognized by consumers. Because it is under the experiment of community, so they do not know the expiration date of productions yet. And community purchased less raw materials, so the cost is high.
2. How much cheaper is the food you produce than the market?
⇒ The price is cheaper than market between 1000 to 1500 Riels per bag.

▪ **2nd Speaker:**

Mr. Chhong Sopha, program leader of Farmer and Nature Net Association, had a speech on the topic of “**Value chain of chicken production in Kandal, Kampong Thom, Takeo, and Svay Rieng province**”. He shown about the diagram of value chain which started from producers -> Local chicken collectors -> local restaurants -> Commers/ end users. About the supply chain, farmers could supply chicken around 12 to 133 Kg per household per year and in average, farmers could sell 47 kg per household per year. However, it does not meet commers demand. Price is between 15,000 to 20,000 Riels for natural chicken, but company chicken is 8,000 to 13000 Riels. In average, farmers can earn 584,700 Riels per household per year (Just individual, not yet in group). Moreover, he presented about the SWOT (strengths, weaknesses, opportunities, and threats) analysis of farmers on raising chicken. He presented about problems (Change of price, Price of chicken always decrease in season which has a lot of fishes, have little collectors, and quality and size of chicken did not meet the requirement of consumers yet) and solutions (Communicated with buyers and negotiate the price, Farmers have to have clear plan of production, Communicate with buyers through creating the map of buyers, and Improve production to meet the requirement) of chicken market. Last but not least, he shown value chain of chicken that have been implemented in Siem Reap and Kampong Chhnang province: Chicken food production association, Members who are raising chickens for eggs, Members who are hatching chicks, Members who are raising chickens for meat, Roast chicken sellers. He mentioned that some farmers are stop migrating when they follow the guideline of the association. (No question from audiences)

▪ **3rd Speaker:**

Dr. Nhem Sareth, Country Director of Heifer International Organization had presented on a topic of “**Chicken Value Chain**”. Heifer international accelerating the path to sustainable living income for smallholder farmers since 1944. Main purpose is to encourage farmers to be the entrepreneur to supply vegetable, meat, fruit to the national and international market. Moreover, Heifer had provided vaccination for livestock, had office in Phnom Penh since 1998, and they worked closely with farmers. It has a slightly different strategy in agriculture, and it is a strong model which has been implemented in 21 countries, including Continent of Africa, Americas, and Asia. In order to work with farmers, teams have been formed into self-help groups, social training (making them more capable and organized into agricultural communities to strengthen capacity and expand chicken and vegetable production). In the last two years, Heifer has completely changed new strategies for next 10 years. They focused

on 4 main goals: 1) Improved institutional capacity of agricultural cooperative, 2) Increased access to impact capital to scale agribusiness of small holders, 3) Increased production and supplied high quality meat and vegetable in the market, and 4) Enhanced large market system and distribution. Then, he had introduced the Signature Program FY21 – FY30: Scale, Performance of impact, and partnership.

Currently, Heifer has implementing in 11 provinces of Cambodia with 533,300 household and working on safe vegetable and chicken production. Future plan to expand agricultural community to 52 communities. However, in order to get supported by Heifer, farmers have to create a strong community with 1500 to 4000 household per community. And to increase average income of household between 4,498\$ in 2021 and 7728\$ in 2030. Moreover, Heifer will improve on chicken packaging for selling to the market. For cooperation in the implementation of PPNP program projects such as: Formulate ACU of backyard poultry, Backyard chicken processing enterprise, Backyard chicks hatchery enterprise, Hatching Egg producers will be scaled their small-scaled enterprises), and Market system infrastructure & Distribution. Achievements of PPNP project development as a first step: 3 cold chain trucks, 4 non-cold chain trucks, 33 cold chain Tuk Tuks, 5 community markets/collection centers, 3 AC offices, and 2 cold storage warehouses.

Impression from Mr. Sopheak about the agricultural market which just constructed by Heifer in Prey Veng province. He said that he is very happy to see this market because it is very nice construction and sculpture, and it could support to farmers for selling their production.

Dr. Sareth added that it will be constructed the same style at Kampong Thom soon.

Impression from Mr. Sothy as well that he was so glad that his community also focus on natural chicken and looking for market. Heifer has good strategies for farmers. In Takeo province, in which communities has your project been implemented?

⇒ There are 8 communities, he only remembers Champa Prek Pdao community because he just got this position as country director. In these 2 years, he only focused on strategies and vision.

Mr. Sothy request Heifer to support in Tramkak community.

⇒ Heifer will expand in another community. If Tramkak community meet the requirement of Heifer so they will support but they have to fulfill 6 categories of Heifer. He mentioned that if community has member until 100 members, so it is difficult to implement. Heifer required the community to have member between 1500 to 4000 household to work with.

Question from Mr. Uk Yuth (KAFDOC) from Kratie province and he is not a member of ALiSEA but he just joins with the meeting due to the interesting topic. He introduced about his community that they plant vegetable and lemon. His community has only 500 household (20 groups). How can his community connect with Heifer for market support?

⇒ Currently, Heifer is working with the MAFF to establish a national farming community and we will have staff and materials to support them. Now, 15 communities have been selected to participate in establishing agricultural communities and obtaining a license from the Ministry of Agriculture. They will expand their community and they might be working with your community in the future. He added that they have invested with a community at Kampong Chhnang province nearly 700,000 USD and we provide a lot of training on producing high quality of vegetable and chicken.

Question from Touch Siya-BS: Which province will you target for collaboration? In Siem Reap and Battambang province, in which target village/commune/district did you target? And what are the six conditions of Heifer?

- ⇒ Siem Reap, Pursat, Prey Veng, Svay Rieng should well prepare if they are interested to work with Heifer. They will announce on BongThom website.
- ⇒ In Battambang at Samlot, and Siem Reap at Chi Kreng but he forgot the area of another community.

Conclusion:

Lastly, Mr. Sophal concluded the discussion that we have 3 speakers. First speaker from community level, second speaker from network level, and third speaker from nation and international level. We have 37 participants, and it is very interesting on presenting of Producing chicken food production. Although, Tropaing Srour Nge community did not have enough equipment, but they try ensuring the quality of production and reduce the price lower than market and things to be careful about the quality of chicken food production and the management of raw materials, because if not well managed can lead to failure. Moreover, community will produce other products to support members. With second speaker, he introduced about the chicken production in his community that they also produce chicken food production and roast chicken. FNN has many models to train if there is any needed from community level particularly for ACs and NGOs. Third speaker presented about his organization that work in national level. His organization has supported many agricultural communities regarding budget, training, and materials.

Ms. Manivanh Aliyavong provided speech for closing the session, it is very fruitful and successful workshop because there are many people who had shared experiences, and comments. Hope everything in our discussion is helpful and we can continue to provide another thematic. If there any interesting topics between ALiSEA members, we can share. She is very happy to join and hope everyone have a good day and success.

Ms. Oum Somaly also provided speech for closing the session, on behalf of ALiSEA board of member, she is also happy to see the sharing knowledge and experiences from our key speakers with national and community level. Our key speaker shown successful experience and challenging experience that we should concern. Thanks to all participants for joining the event and we hope from what we had shared will be fruitful for everyone to implement your activities in agriculture.

Annex: Participant list

 Pictures of discussion

