ASEAN-German Cooperation Project
“Standards in the Southeast Asian Food Trade”

Challenges and Correspondence of Stakeholders in the fruit and vegetable value chain in Cambodia

The Vegetable Forum, Cambodia
20-October-2017
SAFT- Countries Targeted
SAFT supports the implementation of ASEAN food standards on national and regional levels with a special focus on fruits and vegetables.

- **ASOA**
  - ASEAN Standard for Organic Agriculture

- **ASEAN GAP**
  - Good Agricultural Practice

**REGIONAL SCHEMES**

**NATIONAL SCHEMES**

(CAM Organic and CAM GAP)
Country Implementation Level

Key Actors Partnership

(1) General Directorate of Agriculture (GDA), MAFF

(2) Khmer Organic Cooperative Co., Ltd (KOC)

Policies

Best Practices

Contract Farming
Despite a growing demand for certified foods among Cambodia and international consumers, only a small amount of food grown in Cambodia is currently certified. One of the reasons that hinder the certification is the lack of exchange among actors in the supply chains.

Based on lesson learnt was organized on 31-Aug-2017 “the Public Private Dialogue” is to create a platform for key stakeholders to actively exchange and agree on steps to improve the use of food standards, particularly for fruits and vegetables. There was fruitful dialogues and positive results as following:
# Issues/Challenges of Each Stakeholder in Fruit & Vegetable Value Chain

<table>
<thead>
<tr>
<th>Challenges of producers</th>
<th>Challenges of Retailors</th>
<th>Challenges of Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Lack of market information</td>
<td>▪ Short shelf life</td>
<td>▪ There are few kinds of vegetables and fruits, and do not have all seasons</td>
</tr>
<tr>
<td>▪ Lack of resources (capital, agricultural technique)</td>
<td>▪ Lack of communication among producers and producers and retailors</td>
<td>▪ Producers which grow organic food are still small amongst.</td>
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<tr>
<td>▪ Soils lack fertility</td>
<td>▪ Insufficient transportation (lack of refrigerator in the vehicle, or motor bike ) and There is no classification of vegetables and fruits</td>
<td>▪ Try to buy high price of organic products</td>
</tr>
<tr>
<td>▪ Lack of water resource and irrigation system</td>
<td>▪ Put Organic and Non-Organic Vegetables together</td>
<td>▪ How to trust? How to know organic and inorganic? Where they were from?</td>
</tr>
<tr>
<td>▪ Have no exact work plan</td>
<td>▪ Inconsistent/incompatible</td>
<td>▪ It is difficult to look for organic food</td>
</tr>
<tr>
<td>▪ High cost of resources (seeds, fertilizers..)</td>
<td>▪ High price</td>
<td>▪ Lack of confident the food quality</td>
</tr>
<tr>
<td>▪ The consumers did not learnt the important of organic food</td>
<td>▪ Public perception (do not understand the important of organic food)</td>
<td>▪ Insufficient and irregularity supply</td>
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<tr>
<td></td>
<td>▪ Untruth (GAP/Organic standard)</td>
<td>▪ Do not understand the important of GAP and Organic food</td>
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<td></td>
<td></td>
<td>▪ Most of restaurants use inorganic food</td>
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<td></td>
<td></td>
<td>▪ No knowledge of organic food</td>
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</tbody>
</table>
# Needs of Each Stakeholder in Fruit & Vegetable Value Chain

<table>
<thead>
<tr>
<th>Producers' needs</th>
<th>Retailors' needs</th>
<th>Consumers’ needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>To learn the technique of organic agriculture</td>
<td>Market research</td>
<td>Safe food and trust that these are organic food.</td>
</tr>
<tr>
<td>To have a good condition of infrastructure and irrigation system</td>
<td>Agriculture information agencies</td>
<td>Expand organic vegetable shops, by adding outside the city.</td>
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<tr>
<td>Build good relationship among producers and retailers to get market information</td>
<td>Full service (food packaging)</td>
<td>Monitoring system to be proved</td>
</tr>
<tr>
<td>To build capacity on the technique of post-harvest, food processing</td>
<td>Packaging materials do not harm the environment</td>
<td>Reliable farmers/small farm</td>
</tr>
<tr>
<td>Should reduce the cost of agricultural resources (seeds, fertilizers, pesticides)</td>
<td>All kinds of vegetable, and grow it all seasons</td>
<td>Motivated for increasing the product and fully supply</td>
</tr>
<tr>
<td>Should produce the seed crops in Cambodia</td>
<td>Vegetables growing is met to market</td>
<td>To build trust each other, producers and retailers need to improve their knowledge about organic food and code of conduct.</td>
</tr>
<tr>
<td>Loan with low interest rate in agricultural area</td>
<td>There is an exact cultivated plan</td>
<td>There are enough organic food in all seasons and have diversity food</td>
</tr>
<tr>
<td>Create a simple tools in agriculture tasks to reduce farmers expend</td>
<td>Fresh vegetables</td>
<td></td>
</tr>
</tbody>
</table>
**Stakeholders Correspondence**

**“Producers”**
- Form groups producer and select a representative.
- Use face book and mobile phones to link collectors with retailers and producers.
- Create a contract agreement between producers and collectors or retailers.
- Develop a clear crops planting calendar.
- Technical support, creating contract.
- Follow the technical guideline (standard) included Internal Control System.
- Create a logo of product.
- Marketing campaign.

**“Retailers/Lucky”**
- Lucky super market or retailers are needed fruits and vegetables supply for all season (a whole year).
- Lucky super market or retailers can be accepted purchase through brokers/collectors.
- The contract agreement with Lucky super market.
- Create monitoring system and conduct a quality control.
- Super markets need 30 kinds of products may be 100 kg per day.
- Products Certified.
- Result of laboratory test.
- Field inspecting.

**“Consumers”**
- Suitable price.
- Good quality.
- Reliable and credible monitoring system.
- Honesty among retailers and producers.
- Products Certified.
- Label / trademark of products makes.
- Laboratory test result.
- Consumer awareness.
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Cambodia

Thank you very much!