



# CHAIN

Cambodia Horticulture project Advancing Income and Nutrition



Schweizerische Eidgenossenschaft  
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Swiss Agency for Development  
and Cooperation SDC

# About CHAIN...



**CHAIN: Cambodia Horticulture Advancing Income and Nutrition project**

Mandated by the **Swiss Agency for Development Cooperation (SDC)**, (8 years, 2014-2022)

Phase one (CHAIN 1) ends November 2017; phase two planned for 3 years (2017–2020)

CHAIN implemented by:

**SNV** Netherlands Development Organisation (SNV)

**Swiss Foundation for Technical Cooperation** (Swisscontact)

**World Vegetable Center** as a sub-contractor



# A Little More Detail...



- Focus on **vegetable value chain development** in **Kratie, Oddar Meanchey, Preah Vihear, and Stung Treng**
- CHAIN supports **small scale female and male farmers and processors** (including ethnic minorities) to receive improved services in order to increase sustainable production, income and resilience
- CHAIN facilitates **market system change**
- The project targets poor rural community producer groups:
  - **Homestead vegetable producers**
  - **Semi-commercial/commercial vegetable producers**
  - **Small-scale processors**



# Main Objective

To increase income and food security of  
**6,200 smallholder farmers' households**  
(80% female and 10% ethnic minorities) in  
the 4 provinces

*Increased income of 1,000 commercial farmers, 5,000  
homestead farmers & 200 processors*

*Improved nutrition for 24,000 household members*



# Outcomes



Outcome 1: Commercial and homestead producers and processors (male- and female-headed households) **increase productivity** by adapting improved technologies

Outcome 2: Farmer groups and processor groups provide **demand-oriented services** and facilitate transparent and fair market engagement

Outcome 3: Public and private sector actors deliver **demand-driven, gender-sensitive and accountable services**

# Outreach



**313 farmer groups**

**6,800 farmers** (72% women & 10% ethnic minorities)

- 1,300 Commercial farmers

- 1,200 Semi-commercial farmers

- 3,500 Home-garden farmers

- 800 Small scale processors

# Partners



- MAFF/GDA
- MOWA
- Provincial Department of Agriculture Forestry and Fisheries (PDAFF) (4)
- Provincial Department of Women Affairs (PDOWA) (4)
- NGO's (5)
- Private sector partners (AGID, HLM, EAC, EWSF, Sokhapol)

# Homestead Model



- **3 semi-commercial home garden models** with ten vegetables in different cropping patterns were designed for Highland, Lowland and Riverbank areas. Technical training and promotion of nutritious, high-income crops
- **Nutrition education and behavior change communication** integrated in the training packages for home garden program; the Super Mom campaign, including cooking demonstrations for children and IVR Super Mom messaging
- **On farm demonstrations with small seed packages** and partnership EWSF (KRT, STG)
- **Graduation model**; 60 HF groups now semi-commercial
- **Community nutrition dialogues** to include men in nutrition decision making





# Commercial Production



- **Technical support** at group level by partners
- **Technology Trials:** seed varieties, IPM, field days
- Linkage with **21 input retailers** within the target areas
- Promotion of **focus crops:** specifics depend on location and guidance of demand/supply analysis through B2BF
- **Off-season production technologies**



# Commercial Production



- Direct involvement of the **private sector**, **introduction of new technologies** (traders, input suppliers, improved technologies)
- Partnership with **East West Seed Foundation** on **intensive extension service delivery** for Stung Treng and Kratie



# B2B Facilitation



- Farmer training and production promotion was necessary, but not sufficient.
- In 2016, CHAIN hired four field facilitators to champion market systems thinking in the project, to build B2B relationships among the vegetable sector actors.
- Late 2016, the IMTR recognized that B2B facilitation was creating new opportunities for farmers and traders – “B2B should be scaled-up.”
- January 2017, project refreshed B2B strategy, including 12 “B2B Facilitators” recruited from PDAFF and PDoWA.
- Throughout 2017, we provided classroom training and on-the-job coaching to B2BFs.

*“I was really surprised and excited to hear young PDAFF and PDoWA staff – recent university graduates 0 talking about farming as a business. That a sign the system is changing!”*

-CHAIN External Evaluator

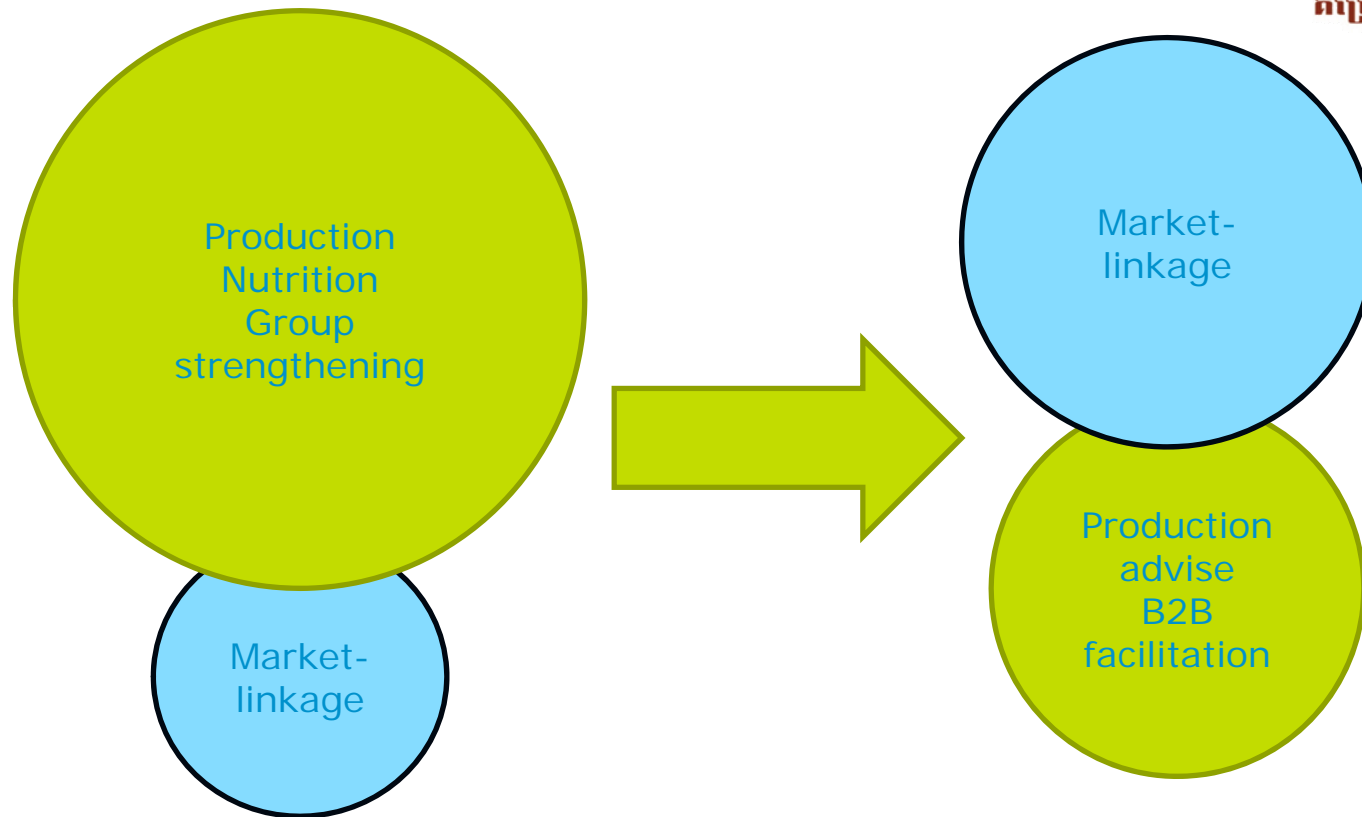


Commercial farmer group focus group in Preah Viehar



Trader in Preah Viehar demonstrates variations in long bean quality

# More focus on B2B as 2017





# B2B Facilitation in Action

- **4 CHAIN B2B Facilitators** and **12 Partner B2B Facilitators** link FGs with relevant stakeholders
- **Market Production and Promotion Plan (MPPP)**
- **Business Information Cards (BIC)** developed per group
- FGs receive support on demand-driven **business plans** and **collective production planning and marketing**
- B2BFs support a growing **trader network** with (currently 14) traders for business facilitation

Vegetable Name	Sum of # Farmers	Sum of Area m2	Sum of Volume Kg	Annual Demand by Wholesalers (kg)	Annual Supply by Farmers (kg)	Supply Gap	Calculation Working differential
Bok Choy	30	1,380	4,055	3,250	600	2,650	(1,405)
Cucumber	191	152,505	253,190	137,000	10,742	126,258	(126,932)
Curly Kale Cabbage	183	29,065	45,858	125,500	1,070	124,430	78,572
Long Bean	180	36,805	71,270	108,250	345	107,905	86,635
		32,955	55,555	48,500	2,735	45,765	(5,790)
				14,400	1,100	13,300	13,300

BUSINESS INFORMATION CARD  
CHIT BOREY - Wet Season Demand (II)



per type of crop (adding up all FG) in Kratie, in contrast with the supply gap

Annual Supply vs Market Potential Annual Demand  
Kratie



# Looking Forward



- B2B as cross-cutting theme for all interventions.
- B2B Facilitators are “baked in” as Provincial Coordinators
- MPPP/BIC becomes digital, seasonal, cloud-based, and visualized via Google Forms and PowerBI (quantity, quality, and price)
- More commercial and semi-commercial farmers and more traders networked.
- Cluster approach for well-developed B2B relationships
- Forward market linkages (e.g., Siem Reap and Battambang)
- Working with farmers and traders on “local-safe vegetable campaign”

# Stakeholder Dialogues

- **Multi Stakeholder Platforms (MSP)** at provincial & district level
- **Provincial dialogues** and **trade fairs**
- CHAIN part of lobby group for **BCA products** registration
- CHAIN focus and collaborates on **safe food** (GAP and Organic standards)
- **Extension dialogue** at national level; CHAIN works with different methods of extension;
- **National Vegetable Forum** coordination with other initiatives



# Results



- **Increased income:** CF increased income by 12%, HF by 73% and P by 100%.
- **Increased productivity:** 54% of CF increased yields, 71% farmers are willing to work collectively
- **Sales increased** by 55% of commercial famers and 42% of home garden farmers
- **Increased trade channels** for 55% of the farmers; **Market information** has been provided by traders for production plans. Trader network of **14 traders linked with 140 groups**
- **6 new companies** in the target provinces, make **new technologies** available and accessible
- **Increased capacities** of partners (Public and NGOs) in production practices and B2B service delivery. **PPP collaboration** is successful for all partners
- 87% of farmers are satisfied with received services
- **Access to water** through 99 boreholes and ponds established under cost sharing arrangement
- **Year round production; 20 plastic greenhouses** to be built in 2017
- provincial **horticulture trade fairs** with over 5000 visitors and 40 exhibitors
- 80 farm based trials to introduce **IPM practices** and test optimum **seed varieties**





**Thank you!**

