

SRI and Marketing

(case of CEDAC)



Background

- CEDAC is a national NGO specialized in Agriculture and Rural Development since 1997.
- Up to date, it can covered 3000 villages in 22 of 24 provinces. Around 10,0000 farmers accessed to the program.
- Pilot CEDAC business program started in 2004. It has officially established in Aug of the year 2009.



Development revolution

Approach/Content of CEDAC

1997-2001

- Agricultural technology and environment

2002-2004

- Agricultural technology and environment
- Social mobilization (group or association)

2005-2007

- Agricultural technology and environment
- Social mobilization (group or association)
- Money mobilization (saving group)

2008- 2011

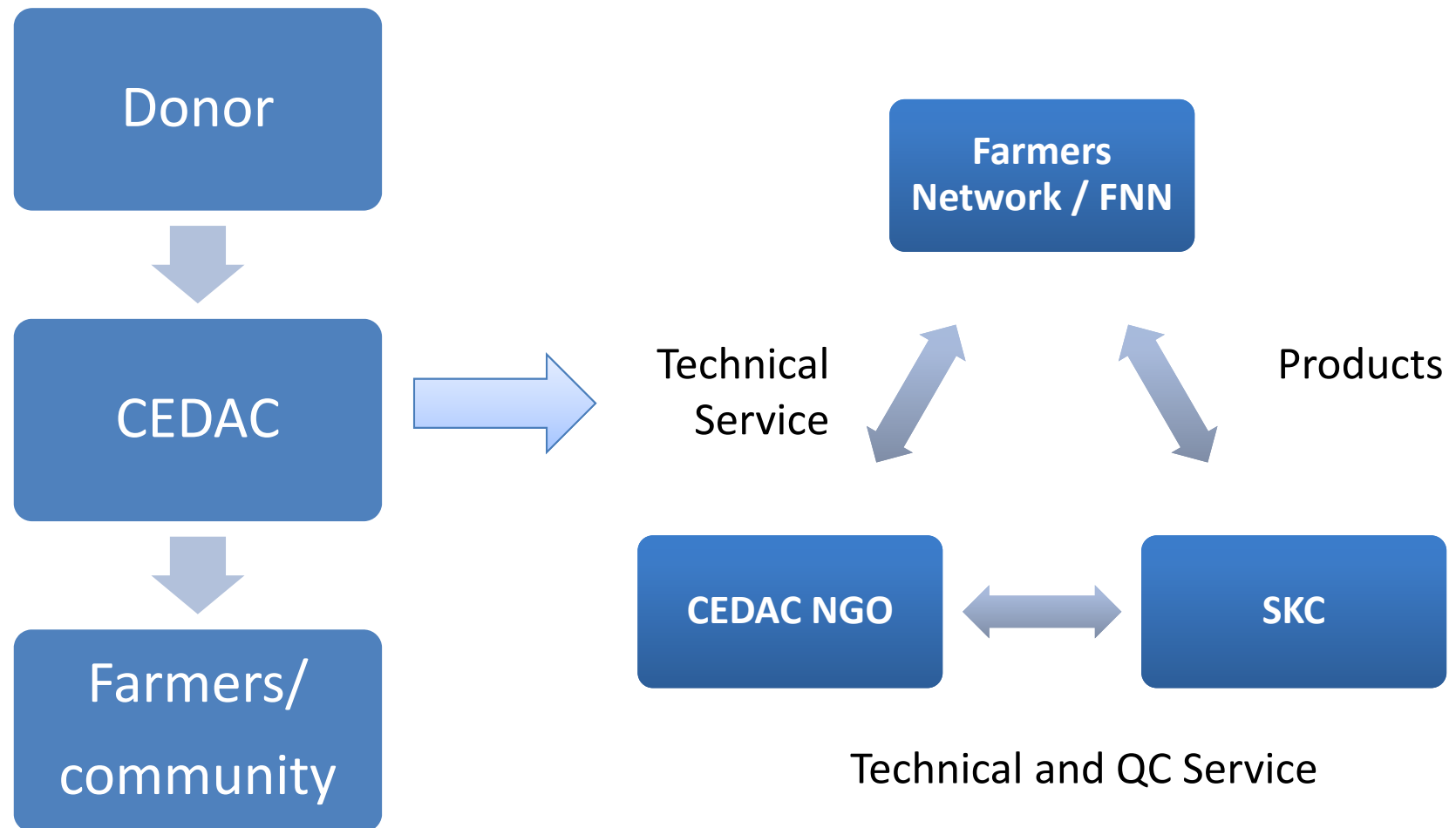
- Agricultural technology and environment
- Social mobilization (group or association)
- Money mobilization (saving group)
- Business oriented (linking farmer to market)

Lesson learn from Development

- Changing social economy, it has to change behaviors and thinking of farmers to be entrepreneurs.
- Changing famers has to link them to the market.
- Linking farmers to the market has to change development approach.



Sustainable Development Model of CEDAC



SAHAKREAS CEDAC

Vision of SKC

**SKC's Vision is a
leading social
enterprise in the
sale and marketing
of high quality
organic and local
food products.**



Mission

1. To enable responsible producers and food processors to get higher income for their efforts in ensuring safe food for consumers and in contributing to environmental protection.
2. To supply safe , healthy and tasty food to the consumers.
3. To generate income for CEDAC and Farmer Organizations to sustain the development services provided to small farmers and rural poor



How to link SRI Farmers to the market?

Update SRI in Cambodia

- Numbers of SRI farmers: 2000: 28 farmers-2010: 130000 farmers.
- It covered 24 provinces of Cambodia
- Land area: 1.6 ha in 2000 up to 35000 ha in 2010.
- Yield increase from 1.5-1.8 tons per ha to 2.5-3.5 tons per ha (increase of 50% to 150%), with traditional/local varieties.
- Some SRI farmers achieve yield **more than 6 tons per ha**

Group formation of producers

- SRI farmers was selected to be producer group for each village.
- A community is formed for inter villages or groups.
- National Federation was established for linking all producer groups from other provinces.



Standard and Innovation

- SRI is the key principle for all member of producer group to be applied for organic standard.
- Organic SRI standard is developed based on EU and US.
- Fair trade certificate was done for year 2010.



Monitoring and Support System

- Internal Control System (ICS) was developed and supported by CEDAC.
- External control system was done by BCS, Germany company for certified EU, US and Fair Trade standard. It has done some part of our producer group for export market.



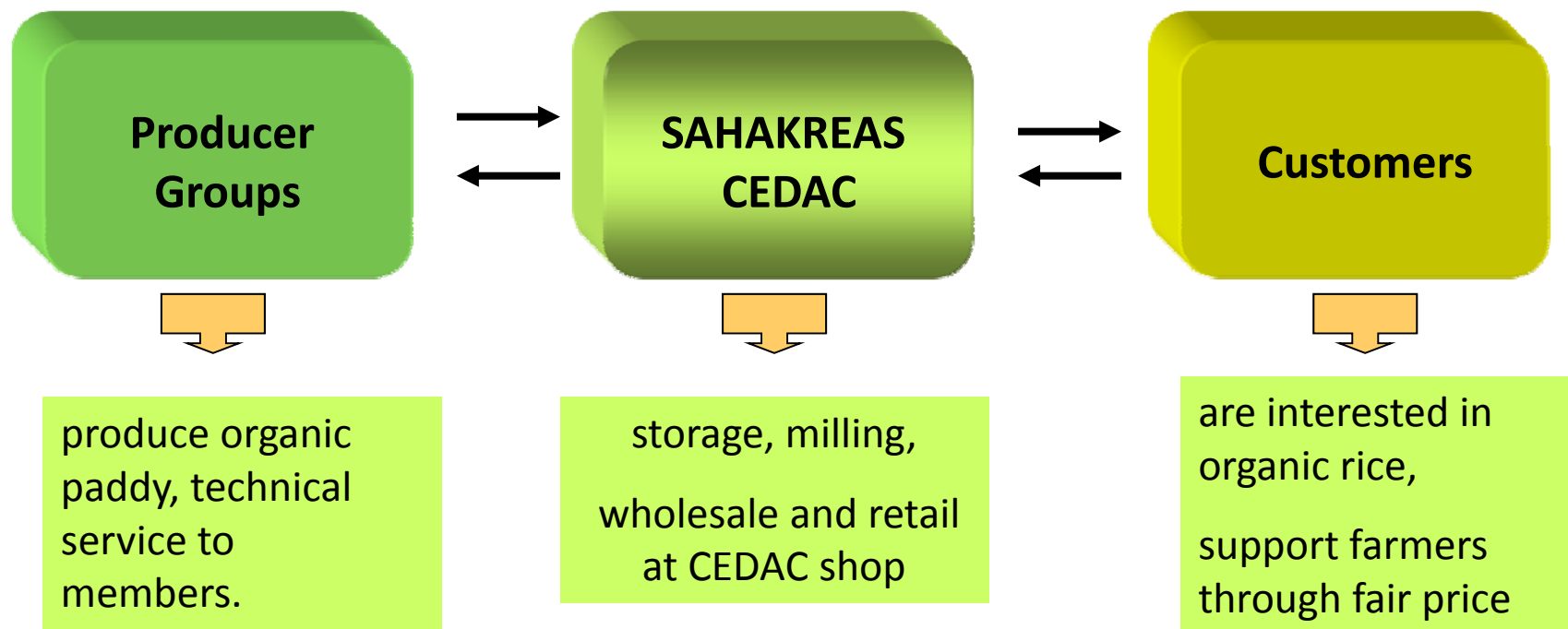
Sale and Marketing

- **Domestic Marketing:**
 - Set up our own brand shop, CEDAC shop for selling organic rice.
 - Distributing to other channels, support market and other dealers.
- **US market**
 - Partnership with Lotus Food Company for distributing rice in US, Canada with brand name: Mekong Flower Rice.



Value Chain Partnership for Sustainable Agriculture

- All participants in the chain **take responsibilities**



Result of Projects

- Number of members: 2250
members in community: 47
- Number of province: 6
- Paddy purchasing from members:
 - 2006: 480 T
 - 2007: 1200 T
 - 2008: 1380 T
 - 2009: 1500 T
 - 2010 : 2000 T
- We sold organic to US around:
around 30 tons.
- Around 3000 local customers
accessed to our products



Impact of business

- Increasing livelihood of farmers through increasing productivities, fair price and low cost of input.
- Changing behaviors of farmers to be producers.
- Sustainability of structure of federation.



Challenging

- Numbers of members of producers has decreased from 8000 in year 2008 to 2000 in year 2011.
- High cost and low margin. Try to balance the benefit of producer and customers.
- Cash flow problem for purchasing paddy.

