



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

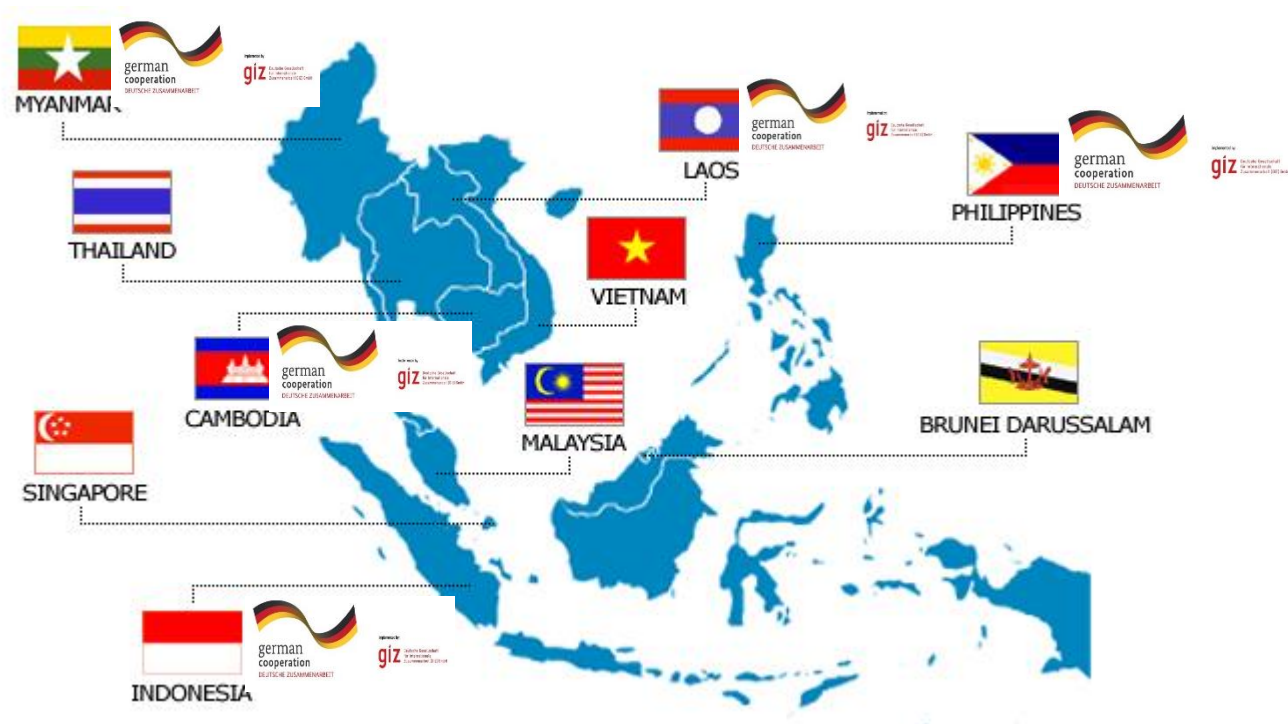
## Challenges and Correspondence of Stakeholders in the fruit and vegetable value chain in Cambodia

### The Vegetable Forum, Cambodia 20-October-2017





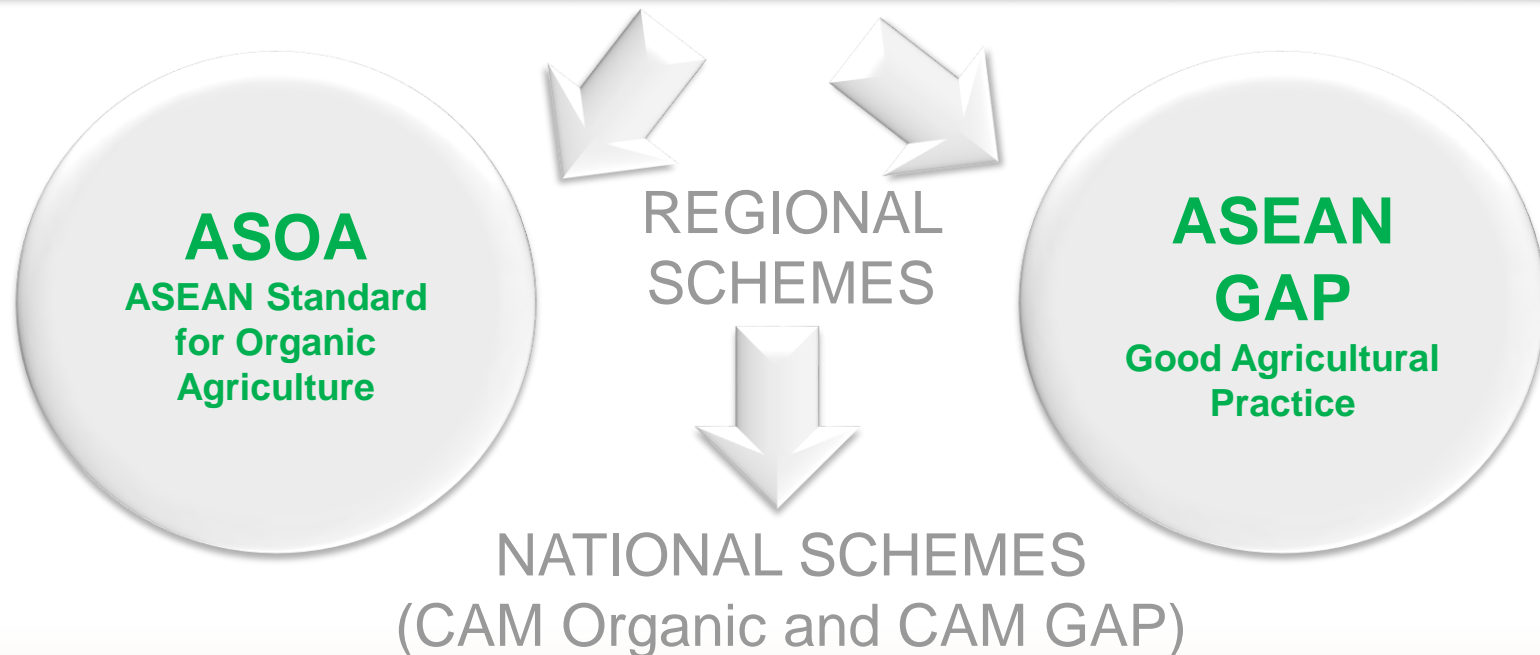
## SAFT- Countries Targeted





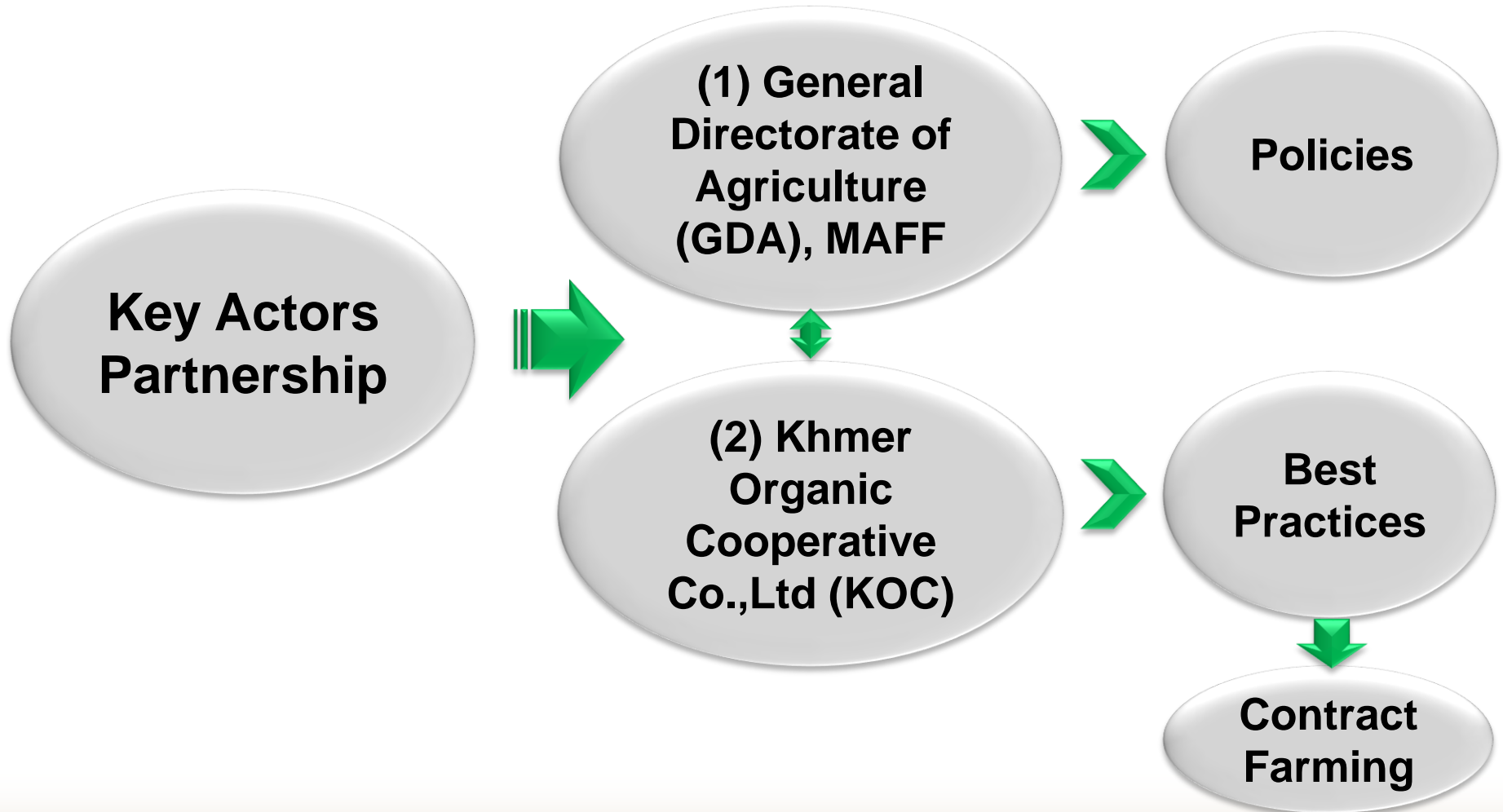
## SAFT Implementation Scheme

SAFT supports the implementation of ASEAN food standards on national and regional levels with a special focus on fruits and vegetables.





## Country Implementation Level





## Status of Food Standards Implementing in the fruit and vegetable value chain in Cambodia

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

Challenges of producers	Challenges of Retailors	Challenges of Consumers
<ul style="list-style-type: none"> <li>▪ Lack of market information</li> <li>▪ Lack of resources (capital, agricultural technique)</li> <li>▪ Soils lack fertility</li> <li>▪ Lack of water resource and irrigation system</li> <li>▪ Have no exact work plan</li> <li>▪ High cost of resources (seeds, fertilizers..)</li> <li>▪ The consumers did not learnt the important of organic food</li> </ul>	<ul style="list-style-type: none"> <li>▪ Short shelf life</li> <li>▪ Lack of communication among producers and producers and retailors</li> <li>▪ Insufficient transportation (lack of refrigerator in the vehicle, or motor bike ) and There is no classification of vegetables and fruits</li> <li>▪ Put Organic and Non-Organic Vegetables together</li> <li>▪ Inconsistent/incompatible</li> <li>▪ High price</li> <li>▪ Public perception (do not understand the important of organic food)</li> <li>▪ Untruth (GAP/Organic standard)</li> </ul>	<ul style="list-style-type: none"> <li>▪ There are few kinds of vegetables and fruits, and do not have all seasons</li> <li>▪ Producers which grow organic food are still small amongst.</li> <li>▪ Try to buy high price of organic products</li> <li>▪ How to trust? How to know organic and inorganic? Where they were from?</li> <li>▪ It is difficult to look for organic food</li> <li>▪ Lack of confident the food quality</li> <li>▪ Insufficient and irregularity supply</li> <li>▪ Do not understand the important of GAP and Organic food</li> <li>▪ Most of restaurants use inorganic food</li> <li>▪ No knowledge of organic</li> </ul>



## Needs of Each Stakeholder in Fruit & Vegetable Value Chain

Producers' needs	Retailors' needs	Consumers' needs
<ul style="list-style-type: none"> <li>▪ To learn the technique of organic agriculture</li> <li>▪ To have a good condition of infrastructure and irrigation system</li> <li>▪ Build good relationship among producers and retailors to get market information</li> <li>▪ To build capacity on the technique of post-harvest, food processing</li> <li>▪ Should reduce the cost of agricultural resources (seeds, fertilizers, pesticides)</li> <li>▪ Should produce the seed crops in Cambodia</li> <li>▪ Loan with low interest rate in agricultural area</li> <li>▪ Create a simple tools in agriculture tasks to reduce farmers expend</li> </ul>	<ul style="list-style-type: none"> <li>▪ Market research</li> <li>▪ Agriculture information agencies</li> <li>▪ Full service ( food packaging).</li> <li>▪ Packaging materials do not harm the environment</li> <li>▪ All kinds of vegetable, and grow it all seasons</li> <li>▪ Vegetables growing is met to market</li> <li>▪ There is an exact cultivated plan</li> <li>▪ Fresh vegetables</li> </ul>	<ul style="list-style-type: none"> <li>▪ Safe food and trust that these are organic food.</li> <li>▪ Expand organic vegetable shops, by adding outside the city.</li> <li>▪ Monitoring system to be proved</li> <li>▪ Reliable farmers/small farm</li> <li>▪ Motivated for increasing the product and fully supply</li> <li>▪ To build trust each other, producers and retailors need to improve their knowledge about organic food and code of conduct.</li> <li>▪ There are enough organic food in all seasons and have diversity food</li> </ul>

# 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

## “ Retailors/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





Thank you very much!

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Trade” (SAFT)**

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