



# **Final Narrative Report**

Contract no: 08cam-5244

Strengthening of small farmers groups and  
improving their market access in rural  
Cambodia (SFG-MARC) Phase i

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27<sup>th</sup> January, 2010

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## Acronyms

<b>AMtg</b>	<b>Annual Meeting</b>
<b>BoD</b>	<b>Board of Director</b>
<b>CamFAD</b>	<b>Cambodian Farmers' Association Federation for Agricultural Development</b>
<b>CBO</b>	<b>Commune Based Organization</b>
<b>CFA</b>	<b>Commune Farmers Association</b>
<b>CFAP-Cambodia</b>	<b>Cambodian Farmers Association Federation of Agricultural Producers</b>
<b>CMDG</b>	<b>Cambodian Millennium Development Goal</b>
<b>PDA</b>	<b>Provincial Department of Agriculture</b>
<b>Exec.Com</b>	<b>Executive Committee</b>
<b>FOs</b>	<b>Farmer organizations</b>
<b>GA</b>	<b>General Assembly</b>
<b>Gov't</b>	<b>Government</b>
<b>HH</b>	<b>Household</b>
<b>MAFF</b>	<b>Ministry of Agriculture Forestry and Fisheries</b>
<b>NGOs</b>	<b>Non Governmental Organizations</b>
<b>SHG</b>	<b>Self Help Group</b>
<b>SMI</b>	<b>Small and Medium Enterprises</b>
<b>SRI</b>	<b>System of Rice Intensification</b>
<b>VFA</b>	<b>Village Farmers' Association</b>
<b>VWA</b>	<b>Village Women Association</b>

## **i. NAME, LOCATION, IDENTITY, OPERATIONAL AREAS AND GOVERNING STRUCTURE**

**Article 1 : Name**  
Cambodian Farmers' Association Federation for Agricultural Development (CamFAD).

**Article 2 : Address**  
National road no.1  
Rop Ko village, Sangkat Prey Chhlak,  
Svay Rieng town, Kingdom of Cambodia  
Tel: +855 44 945 553  
Fax: +855 44 945 552  
E-mail: [cfap-cambodia@cfap-cambodia.org](mailto:cfap-cambodia@cfap-cambodia.org)  
Web site: <http://www.cfap-cambodia.org>

**Article 3 : Identity**

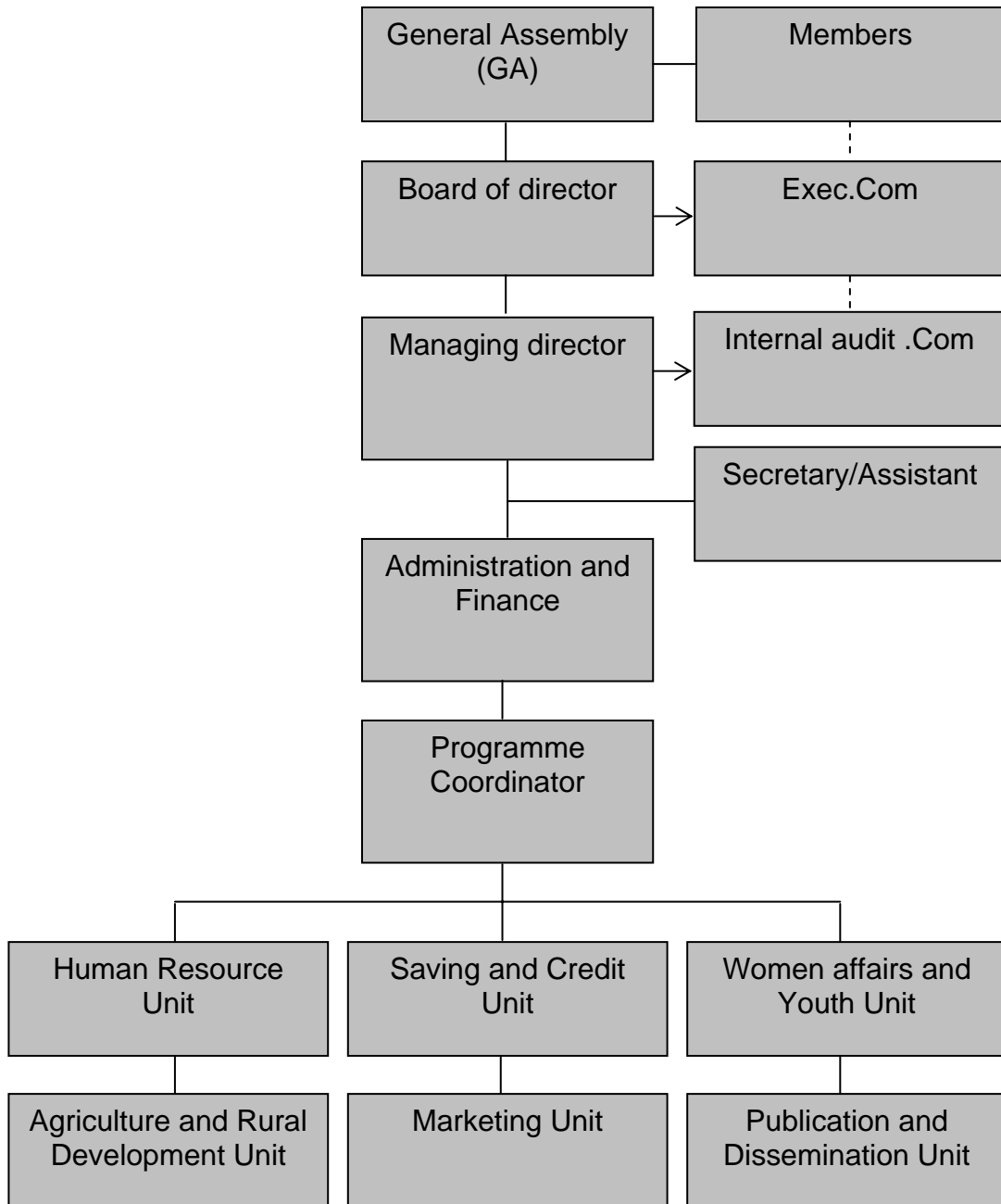
- Cambodian Farmers' Association Federation for Agricultural Development was renewed from the Cambodian farmers' association for agricultural development in Svay Rieng town and officially recognized at the national level by the Ministry of Interior (MOI) on 25<sup>th</sup> May 2007 through Ref nr: 583 Sar.Chor.Nor.
- CamFAD is a general farm organization.
- The logo's shape of the federation is circled with pictures inside which symbolize the meanings as below:
  - Farms represent of natural resource.
  - Cow, pig, chicken and rice bearing represent of agricultural products and realization.
  - Sugarcane and rice bearing covered by cloth represent agricultural outputs.
  - Tractor, irrigation systems, water gate and embankment with the square shape represent of agro-industry.

**Article 4 : Operational areas**

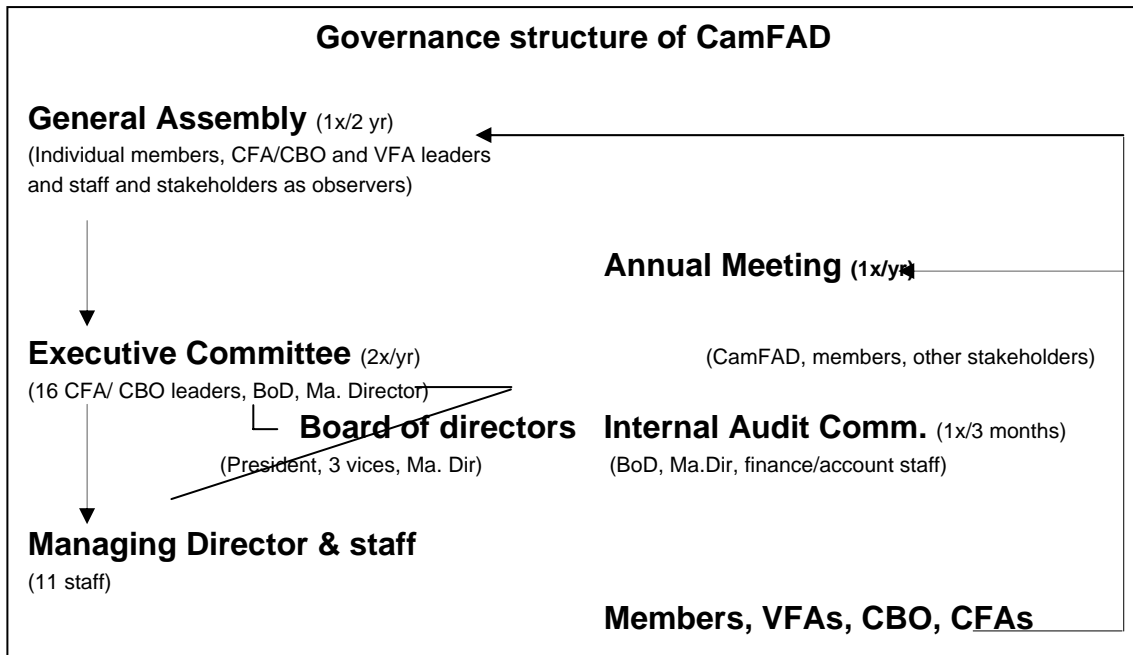
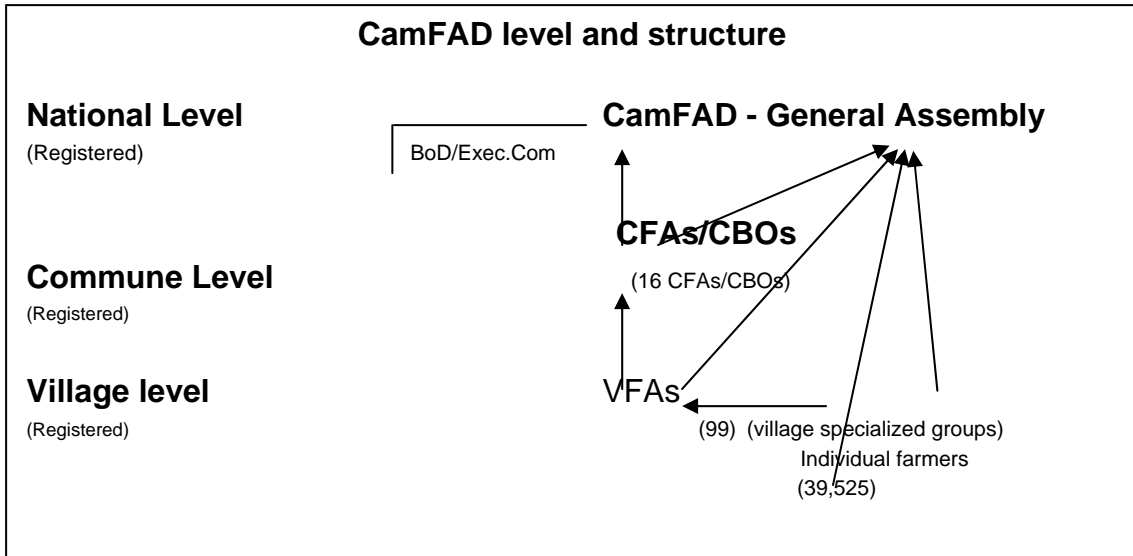
- Svay Rieng, Prey Veng, Kampong Speu and Kandal provinces.
- Level:
  - 1- National level
  - 2- Commune level
  - 3- Village (producing group) level

**Article 5: Governing structure**

**a. General governing structure**



**b. Elaborated governing structure**



## ii. BOARD AND MANAGEMENT TEAM

### a. Board

#	<b>Board</b>			
	<b>Surname-name</b>	<b>Position</b>	<b>In charge</b>	<b>Location</b>
1	Tey Saruon	Chairman	2007	Svay Rieng
2	Ke Han	Vice chair person	2007	Svay Rieng
3	Keo On	Vice chair person	2007	Svay Rieng
4	An Sarun	Vice chair person	2008	Svay Rieng
#	<b>Members</b>			
5	Neth Thong	CFA leader	2007	Svay Rieng
6	Koy Sithán	CFA leader	2007	Svay Rieng
7	Pao Suy	CFA leader	2007	Svay Rieng
8	Kong Sabo	CFA leader	2007	Svay Rieng
9	Hoeng Prum	CFA leader	2007	Svay Rieng
10	Kong Savoeun	CFA leader	2007	Svay Rieng
11	Chhoun Sarin	CBO leader	2008	Svay Rieng
12	Nhoem Hun	CBO leader	2008	Svay Rieng
13	Ken Yam	CBO leaders	2008	Svay Rieng
14	Nhoek Sorn	CBO leader	2008	Prey Veng
15	Lou Heap	CBO leader	2008	Prey Veng
16	Sous Mao	CBO leader	2008	Kampong Speu
17	Yin Kimly	CBO leader	2008	Kandal
18				

#### **b. Management team**

#	<b>Name-Surname</b>	<b>Position</b>	<b>Contact</b>
1	Sok Sotha	Managing director	+855 16 948 553
2	Tith Dany	Senior officer and women affairs	+855 11 237 725
3	Tep Ratha	Agricultural officer	+855 16 232 760

4	Pich Chhordaphea	Savings and agri-credit officer	+855 92 413 276
5	Nol Nira	Administrative assistant	+855 11 607 046
6	Lo Davy	Accounting assistant	+855 16 881 020
7	Sok Chenda	Office assistant	+ 855 99 726 579
8	Meas Noun	CDF	+855 16 394 976
9	Mey Min	CDF	+855 11 250 993
10	Tep Sovann	CDF	+855 16 421 551
11	Pen Dina	Rural coop market officer	+ 855 99 738 273
Part time staff			
12	Mey Yoeun	Agro-technical consultation	+855 92 985 383
13			
14			
15			
16			

### iii. PREFACE

Cambodian Farmer's Association Federation for Agricultural Development (CamFAD) is a combination of small farmer organizations, non-governmental organization, working directly with small rural farmers/ producers in response to a part of poverty reduction and improving food productivities of farmers in Cambodia. CamFAD works to promote the sustainable food security of farmers in the rural areas and help facilitate the difficulties of farmers through the rural economical developments of farms families, education, dissemination and extension to its direct members, enhancing the social culture to people without any form of discrimination in and off society. CamFAD wishes to see the whole society of Cambodia has developed and people live without hunger, illiteracy, discrimination, threats, and food shortages and ignorance of rural people, ***“experiencing from food shortage to food sufficiency and food producing for hh consumption to food producing for market demands and well organized of farmers products system from farms to market”*** this is the great ambition of CamFAD. Cambodian Farmers' Association Federation for Agricultural Development (CamFAD) was renewed its and organizational name to the Cambodian Farmer Association Federation of Agricultural Producers (CFAP Cambodia) and the constitution last first General Assembly held on 30 December 2009 by most voices from member organization and working at the national,



communal and village levels to represent the rural producing member groups in Cambodia.

The objectives of establishment of this national farmer's organization are to promote the qualities and living-standard of people, particularly the most vulnerable people living in the rural areas access to real producers, market approach, help facilitating the status of social economics toward sustainability of farmers/producers. CamFAD has established real producing groups in accordance with clear policies with respect to the principles of membership based and its strategic plans.

#### **iv. VISION, MISSION, GOAL, OBJECTIVES AND DUTIES**

##### **Vision**

- The federation wishes to see Cambodia has a complete Peace, Food security, People can leave from poverty, hunger, illiteracy and discrimination access to solidarity and cooperation amongst Cambodian nation towards national, regional and international level.

##### **Mission**

- Organizational strengthening toward real sustainability in the future.
- Strengthen and foster the rural communities in the framework of standing in social justice, equity and mutual autonomy.
- Assist farmers, peasant access to main income from agriculture, handicraft and non- agri with real market.
- Facilitate the member organizations into coop style in order them to create principles, regulations and other code of conducts to serve the interests and benefits for their own groups and access to market in the future.

##### **Goal**

- Is to assist and help all people in the rural areas, particularly the poorest and most vulnerable people in order to encourage them to reach food security and better land use through the income generation programs, agricultural product programs, education and training workshop (Human Resource Development), Gender, Advocacy and creating small scale business, small agro-enterprises and Savings.

##### **Objectives**

- People in those rural communities will change and improve their standard of living better without hunger in the future.
- People in the communities have a solidarity and respect the rights of each other.
- Market for agricultural products must be guaranteed for farmers.

- Farmers have opportunity to exchange their experience and learn from each other.
- Promote and foster agriculture, non agriculture and handicraft activities through forming of small-group producers in the communities.

#### **Duties**

- Communicate and cooperate with the related internal and external governmental institutions and other national and international institutions (donors) in order to successfully achieve the main goals of poverty reduction in the rural areas of Cambodia.
- Build the capacity of members/producers in agriculture, organizational management and strengthening, provide related skills access to market and related skills as needed.
- Initiatives in rural development and creation of small businesses for farmers/peasants.
- Assist all member organizations through policy strengthening, organizational strengthening, savings and agri-credit activities, improving the added values of FOs and membership base organizations.
- Provide opportunities for the real producers to meet and discuss their problems and finding ways forward solution properly in the future.

#### **v. INTRODUCTION**

The report is an assignment within the framework of project no. 08cam-5244 strengthening of small farmer groups and improving their market access in rural Cambodia. The aim of this project is to improve the living standard of rural poor people and to fulfill the Cambodian Millennium Development Goal (CMDG), and the rectangular strategy of poverty reduction of the Cambodian government as well as to continue strengthening the registered member organizations, capacity building of their members and their organizations. This will be achieved by strengthening the activities of small producers groups and advising them the added values of membership base organizations and or communities base in response to the real contexts of Cambodia at present. The official registered members of the federation in four provinces (Svay Rieng, Prey Veng, Kampong Speu and Kandal) will have effective working procedures to improve the living standard of members, ways of working in their respective organization through the agro-ecology; agricultural and non-agricultural activities and advisory support missions from staff members and consultants with sustainable manners. The knowledge and experiences in leadership of all leaders have been strengthened and improved with better understanding in FOs style and its policies and or principles as facilitated and provided gradually by CamFAD staff members. The leaders of village farmers association (VFA), village women associations (VWA), commune farmers association (CFA) and community based organizations (CBOs)

participate actively in all involved activities conducted by CamFAD to its members in order them to represent their members effectively due to their groups were formed and elected by democratic manners in each province to serve the interest of their members based. CamFAD will also collaborate with existing FOs or CBOs to enhance and strengthen their capacity in producing and other sustainable development activities, especially the membership base organization formation, so that they can run by themselves with sustainability and clear understanding of their work in the future whilst most communities base created so far by NGOs have disappeared gradually after projects have withdrawn from that villages. At the moment, CamFAD is planning to encourage some good existing practitioner as community base organizations to register with CamFAD in the future in order them have further opportunities to continue and strengthen their organizational principles and management policy and ways of working in FOs style with regular payment of membership fee, otherwise those rural community bases will lose existing resources and not surviving properly in the future. The project has also focused on socio-economically vulnerable people including the widows with many children in their burden households, demobilized soldiers, handicapped people, elderly and young people, this will also expected to continue in 2010 and the following year in order enable the young people create their jobs in the rural areas with different activities which is available at their respective villages. To reach the above mentioned objectives successfully, CamFAD has divided its development activities into the following strategies:

Continue **1.** Provide the capacity building, **2.** Seeking for some facilities from donor agencies to provide as start up inputs due to experiment of farmers with NGO so far was freely treated, **3.** Initiatives to establish the rural cooperative markets in the villages for members and facilitate access to transportation, **4.** Seeking for credit/loan with low interest from other financial institutions for members, **5.** Training technical skills related to members, **6.** Organizational strengthening, **7.** Exchange visits and other activities involved in long term sustainability of FOs and small farmers. The groups have already established democratically i.e. by the election with clear criterion and guidelines toward farmer governing structure of CamFAD, together to develop CamFAD along with policy, regulations and good governing structure toward apex farmers organization with clear goals of development, moreover, the organization has changed its name from the Cambodian farmers' Association Federation for Agricultural Development CamFAD to the Cambodian Farmer Association Federation of Agricultural Producers (CFAP) during the first general assembly last 30<sup>th</sup> December 2009 by the many voices of votes, so that the organization could transit with clear policy toward the real membership base organization, so that the organization could represent the producing groups at the national level properly. Due to the low capacity of farmers in cultivation/ horticulture and the low productivity of agriculture, lack of initiatives to generate income at

the local level. There are many issues related to crops cultivation, many issues on animals raising and lack of transforming process techniques of agricultural products, many issues on pre and post harvesting, farmers have the least opportunities to invest their activities directly, many issues of new pest appearance and many issues related to unsustainable and unclear markets for farmers. The governments always use farmers in their front policy, but less or rare farmers' representatives were invited to make decision at the draft policy once at the national level, if invited it must be indicated by donors etc. The marketing information on agriculture is very poor and the living standard of farmers is very low. CamFAD is working together with other national and international development agencies to improve the farmers' living standard and step-by-step access to the food security and sustainable market activities for small producers in the future and having more understandable of FOs style to the government and the public.

CamFAD has opportunity to strengthen its organization as a membership based in FO style under fruitful and valuable support from Agriterra since 2007 whilst the organization was transited into the farmers' governing structure since then. At the moment, 16 farmer organizations from 4 provinces, 99 villages with 818 producing groups have registered as members. The leaders of each member organization have opportunity to meet and discuss their problems regularly at CamFAD central office toward finding out real solution they have been facing. They have also exchanged and shared experiences amongst members from various provinces and communities actively in the meetings. There are 7,905 household members which 4,539 are female (57%).

39,525 individual members which 23,715 are female have impacted positively from the project activities conducted by CamFAD, these producing groups will play their effective activities as the real rural cooperatives and communities based organizations in the future.



## vi. ACTIVITIES

For the first semester of 2009, CamFAD has implemented its activities as outlined in the work plans and schedules actively in order to fulfill the needs of members and their leaders in associative functioning,

added value of the FOs and CBOs base included in by-laws, regulations, specific technical documents to members and the self organizational strengthening as well to achieve the purposes

of membership base a part with respect to the five year strategic plans of CamFAD (2009-2013).



Sixteen farmer leaders from sixteen members organizations in four provinces i.e. Svay Rieng, Prey Veng, Kandal and Kampong Speu including the 34 active village women associations amongst the 60 existing VWAs created in Svay Rieng have participated actively in various meetings and training workshops organized by CamFAD both at the central office and field branches. Most of the training workshops focussed basically on the organizational strengthening, added value of FOs/CBOs, associative functioning, membership subscription fee and improving the roles and responsibility of farmer leaders in the form of membership based, and organizational management whilst the organizations are not strong and need much external support and strengthening on FO style. Strengthening the principles and ways forward of membership base organizations and its working structure as farmer organizations, so that they got better awareness on the associative functioning, added values of FOs for their own organizations with sustainability in the future. CamFAD also developed principles and policy for the rural cooperative

market which clearly stipulated the criterion for membership selection, committee selection, products sellers and collectors, transportation of produces from the villages to markets, savings principles, methodologies of product processing, product management, cash management, roles of producers/members, and other relevant parts of the rural coop market.

The concepts of establishment of the rural cooperative market in 16 villages amongst the 99 villages of four provinces as a pilot project of CamFAD in 2010, this will be doing by learning gradually to find out the real positive result for members in each respective areas, CamFAD, now CFAP has collaborate with some relevant stakeholders such IVY, IDE, PDA and SNV to create real business for farmers. These actors now set up the so called advisory committee to discuss the relevant issues, especially the marketing. More and more NGOs and FOs will join in this committee in the future. CamFAD wished that farmers should have opportunity to get direct prices from consumers by creating their own cooperative stand market which is able to serve the interests of its members/producers and effective encouragement to the producing groups. The price could be higher than unclear market and even better than expecting from the middlemen in the future. Then provide great and clear opportunity to empower farmers to discussion their problems with

all relevant stakeholders equally i.e. they have opportunities to meet and discuss with the owners of restaurants, hotels, casinos, consumers/clients and the public authorities about their products including the needs of quality, types of products at the market, prices etc in the future. These markets initiatives are very important for farmers and as a good example in playing a democracy at the local level which their leaders have been elected by members with good understanding in membership base style. Various meetings have conducted between CamFAD and other organizations accordingly such as SNV regional officers, the Netherlands, SMI members (small and medium enterprises, Korea) IFAP and IFAD meetings at the international level etc.



CamFAD expected that farmers could find real sustainable solution to protect themselves from other threats, unclear markets which always affected to their products prices every year. These activities will help lightening them and CamFAD as well to seek for new opportunities in the future.

In 2009, CamFAD hosted several meetings and missions such as IFAP Asian regional committee meeting, Agriterra mission 7-10 April on the progress assessment of CamFAD, Agriterra mission 9-18 Nov on the cooperative market planning and assessment, Agriterra mission 16-25 Nov on the horticulture, vegetables advisory support. Through these activities, especially the missions of Agriterra, CamFAD and its members appreciated very much due to the knowledge and concepts of farmers in planting vegetables and fruit trees toward markets are limited and the saving method and organizational management of CamFAD are not strong yet, moreover the understanding of the strategic planning is still need to strengthen and adjust properly in regard to the changes and varying of something and its main goals as well, hence the missions really brought great awareness of farmers, their leaders and staff members too.





There were 16 registered member organizations have been strengthened of their organizational management, leadership, associative functioning understanding about the membership and its added value with members.

and the added value of membership base organizations and the roles and responsibility of the committee and members through the so called short profiling of membership organization to each member organization in the four provinces. 16

member organizations were interviewed and given advisory support that could help to improve their awareness in FOs style and the community base. Internal regulations of member organizations have strengthened. The member organizations that have been conducted the profiling are 1. PKT (Kandal), 2. Thmey Samakee (Speu), 3. Raksmei Samakee (PreyVeng) 4. SahakKhum Apivot Kasekam Phum Kantrean (Prey Veng) 5. SACKS (SvayRieng), 6. CFA Svay-Chrum (SvayRieng), 7. CDA (Svay Rieng), 8. FEDA (Svay Rieng) 9. CFA-Thlork (SvayRieng), 10. CFA-Porthreach (SvayRieng), 11. CFA-Check (Svay Rieng), 12. CFA-Basac (Svay Rieng), 13. CFA Kampong-Chamlang (SvayRieng), 14. CFA Koy-Trabek (SvayRieng) 15. CFA-Thnot (Svay Rieng), 16.CFA Svay-Tayean (Svay Rieng).

After the summary profiling was conducted to 16 member organizations, CamFAD evaluated that members and their leaders got limited understanding about the added value of FOs and need time to improve whilst most member organizations expected some facilities support from CamFAD as they registered as a member of CamFAD. Due these constraints, CamFAD and its partners (donors) should make a quick win by giving something, but not for free in order to attract members with better CamFAD also wishes that the NGOs should not give free things directly to their beneficiaries or

farmers, otherwise it will make FOs style difficult to attract members. NGOs should give those materials and or grant through farmer organizations, so that the farmer organization can achieve their purposes effectively and long run in the future with their members and in good cooperation with NGOs or the UN development agencies in the future.



The savings principles have also been strengthened to all farmer leaders in four provinces including the 60 village women associations through village training workshops made by CamFAD staff in order to make them more understanding in the savings procedures and principles. Farmers have opportunity to exchange successful experiences and failure they met from different places. New initiatives of savings were raised gradually during the discussion meetings in order to find out real and effective solution in the future of farmers. The ways of savings were taken the SACCO method which allows all members to save as a start up capital share. New 34 village women associations amongst the 60 VWAs started their saving activities to invest in different kinds of activities such as small agro-enterprises and handicrafts, bamboo, brooms products and giving a

revolving fund service back to members, this is a good sign of sustainability of the VWAs in the future.



Last 30<sup>th</sup> November CamFAD organized a study tour of 19 farmer leaders from 16 member organizations of four provinces and 3 staff members to visit the vegetables, mushroom growing, fish raising and biogas activities in Kampong Chamlang commune, Svay Chrum district, Svay Rieng. CamFAD noticed that farmers appreciated very much of their exchange visit, they got new ideas from different regions to improve their activities in each organization by taking the message to their members directly.







## vii. RESULTS

After a twelve month period of the activity implementation under a project no. 08cam-5244 "Strengthening of small farmers groups and improving their market access in rural Cambodia SFG-MARC" in 2009 CamFAD has conducted and achieved its purposes as below:

16 member organizations from the four provinces participated actively to discuss their concerned problems, difficulties, failures; implemented activities together with the ways forward membership base organization. Organizational management and leadership skills, roles and objectives of a membership base creation toward long run of member organizations have been advised to farmer leaders through a regular monthly meeting at the central

office of CamFAD. 16 farmer leaders which 3 leaders are female including some CamFAD staff joined and discussed amongst the committee. The added value, associative functioning, roles and responsibility of leaders and members have discussed, questioned and answered in finding any proper consensus or suitable outcome to serve the interest of members from now and in the future. CamFAD has promoted the participation of women leaders at its top level i.e. Exc.Com and BoD by request to register all VWAs as direct members of CamFAD in 2010.



9988 technical training books and various membership recording books amongst the 12721 copies have been printed out whilst 2733 copies were not printed out due to the prices has increased in 2009. The membership recording books have already distributed to member organizations for delivering to their members directly, this can also a part to attract more and more members and their membership subscription fee will increase next year. CamFAD did not sell technical books yet this year, expected to sell in 2010, but before selling CamFAD need to explain the use of each technical book clearly to the farmer leaders and their affiliated staff members during its monthly board meeting.

CamFAD is currently re-designed its website which expected to have included many topics involved, most recent information. Moreover, CamFAD has established the news on its web in two languages i.e. in Khmer and English versions which will enable Cambodian people access to all necessary and needed information as required, for example the market prices, agro-information and other involved activities, the info will be provided regularly in 2010 whilst in 2009, CamFAD lack of sufficient budget to do the research for market info producing.



Member can find their information on this website as well, so that they can check information related to their organization and other information of CamFAD. Hopefully, members/ farmers will accelerate their speed in communication to get better info in the future, further the market price will be available at CamFAD, now CFAP desk in 2010 by calling to the market info help desk. Since the start up of this project under an effective support from Agriterra, CamFAD has also noticed that the communication and transportation have been improved properly. In 2009, CamFAD has gained one motorcycle, one laptop computer and one LCD projector as a part of organizational strengthening that could reduce more difficulties in transportation means and development of such related presentation documents to staff

and members in other specific meetings compared to the past. Fax/Phone and internet is properly supplied in CamFAD central office which is available for communication to and from other relevant institutions, however we noticed that the internet price is higher than expectation, CamFAD will discuss with the company in 2010 or we will change the internet provider company if the price of present company is higher than other company. CamFAD will also look for a price and sustainable company as well.

However, the organization still faces some difficulties due to the continuation of the world economical crisis that have affected to some estimated cost within CamFAD, staff salary is too low compared to other organizations with similar capacity, this can result in staff leaving.



A long with the project, CamFAD also honored by the International Federation of Agricultural Producers (IFAP) to host the IFAP Asian regional farmers committee meeting held on 31 March to 3 April 2009 in Siem Reap, Kingdom of Cambodia. Most participants are IFAP members such as Armenia, Cambodia, India, Indonesia, Japan, Philippine, Thailand and Vietnam, others are AgriCord, Agriterra, APCC (Asian and Pacific Coconut Community), AusAID in Phnom Penh, Mekong River Committee (MRC) and FAORAP in Bangkok, Thailand.



CamFAD had also facilitated the valuable mission of Ms. Jeannette Van Rijsoort from Agriterra to give advisory support on organizational strengthening through savings principles and rural cooperative market initiatives for board members and staff both at CamFAD central office and fields to visit some producing activities of vegetable groups, broom production and bamboo production of women members. After this important advisory support, all participated board members and staff have realized more about the ways toward rural cooperative market that could help lightening them to

initiate suitable and acceptable action which response to the real context of Cambodia.



The short profiling of member organizations has been conducted last May-June 2009 in order to raise the awareness of farmer leaders regarding the added values of

membership based organizations associative functioning, organizational strengthening, and its ways of working in FOs style. The profile has structured to strengthen as below:

1. To discuss governing structure as membership base organizations:
  - Give advisory support on structuring of governing body (board/committee)
  - Registration of membership base of individual member
  - Roles and responsibility of the organizations to members and vice versa
  - Annual membership subscription fee of individual member
2. To discuss on savings:
  - Give advisory support on saving principles
  - Division of income and benefit opportunity as members of FO
  - Use of gained capital to provide loan/credit to members
3. To discuss the roles of CamFAD with its member organizations
  - Capacity building of farmers and member organizations through various training workshops.
  - Have regular meetings at the Exec. Com level of the federation.
  - Have opportunity to discuss their problems by themselves.

- Have opportunity to exchange and learn experiences from various areas in the country and in other countries.
- Assist in consultation in various sectors which met by member organizations to strengthen their organizations.
- Participate in other important meetings of the federation.
- Have opportunity to get supportive assistance through extension services of the federation from other donors.
- Have the opportunity to process their products toward real market in a sustainable manner.
- Have opportunity to work in cooperation with other members throughout the country.
- Get advisory support on loan/credit issues to members
- Advisory mission on organizational strengthening etc.



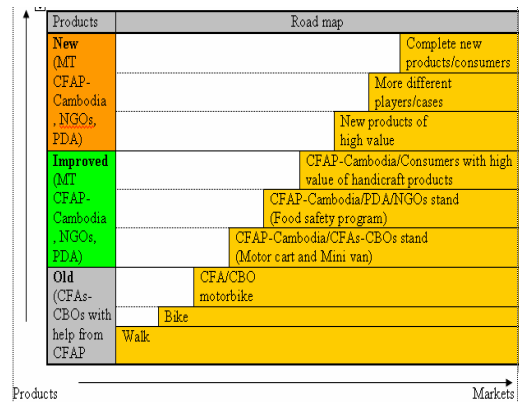
After the profiling was conducted to all member organizations in four provinces, CamFAD learnt that those farmer leaders have understood better in the concepts of membership base organizations which leaders are elected by registered members to represent their groups and doing things to serve the interests of their groups in accordance with the

regulations, principles and other rules of each respective member organization.

Marketing policy of CamFAD has been developed proper to serve in the interests of members in the coming 2010. The marketing strategies have prioritized the following areas:

- Market information system<sup>++</sup>
- Organization to market handicrafts<sup>++</sup>
- Organization to market vegetables/crops<sup>++</sup>
- Organization to market animals and poultryes<sup>+</sup>.
- Sale, purchase and delivering (transportation) of products<sup>++</sup>

The marketing prioritized strategies were finally given advisory support by Mr. Han Verwegen from the Greenery to CamFAD. These priorities have also agreed by farmer leaders as board of CamFAD during the two days workshop which facilitated by Mr. Han Verwegen and participated by board and staff members of CamFAD which resulted as the road map below.



The study of feasibilities of various markets in Svay Rieng and in Phnom Penh such as Soriya super market in Phnom Penh, Lucky super market in Phnom Penh, CamFAD realized that the organization has potentials to do the marketing activities with its members, if they produced over a need of local markets, then CamFAD could facilitate a transportation to those markets at the national level. Further CamFAD has also joined in the local products exhibition in collaboration with the PDA last December 2009 at Bavet, the border between Cambodia and Vietnam where there are more than 50000 workers there.



Every monthly meeting of board members at CamFAD central office, the leaders not only discussed about their concerned issues from each area, but also shared experiences of their groups to other participants. In the meanwhile, CamFAD staff always disseminated and reminded other relevant policies of CamFAD in addition to its farmer leaders due to the capacity of members is still limited and need more assistances from specialized staff members. The concepts of membership base and or community base organizations now are known to members better and

more and more groups started saving by means of capital share and run the activities amongst their group members with technical assistance from CamFAD staff members who have assigned to be responsible for each member organization. Anyhow, most member organizations and community based always asked some facilities from CamFAD whilst there is a competition from NGOs style called “association” in each targeted working area of CamFAD. In Cambodia, it is the fact that 95% of a so called “association” is an NGO, so that CamFAD sometimes faced bad competition with those NGOs activities which influenced to its members at the local level. CamFAD used to appeal to those NGOs, not to give free facilities directly. CamFAD wishes that NGOs should give something through the FOs, they should not give something directly to farmers in the future. CamFAD would seek for some facilities assistance from other donors in order to add to the needs of its members to push the situation moving toward good position in the future.

On 30th December, CamFAD held its first general assembly with 182 participants (farmer leaders) from 16 member organization in 4 provinces (Svay Rieng, Prey Veng, Kandal and Kampong Speu) including 60 VWAs in Svay Rieng, other participants from Ministry of Agriculture Forestry and-

Fisheries, Svay Rieng Provincial governor's office, Provincial Department of Agriculture, SNV-the Netherlands, AVSF-France and IVY-Japan. The meeting was held in one day and discussed about the key issues as drafted in the agenda. Mr. Tey Saruon, a chairperson of the Cambodian farmers' association federation for agricultural development (now CFAP Cambodia) in his welcome remarks, he addressed that this meeting is the most important event of the organization because members could meet, discuss and raise their problems and find solution together, so that farmers get opportunity to speak their problems by themselves and will also get some direct opportunity from other development agencies in different sectors whilst in the needs of external support and transition toward self sustainability in the future, but this is take times.

Mr. Sok Sotha, a managing director made a brief presentation report of the activities done in 2009 and in the past years to the participants. He addressed that the organization can represent many producing groups and working directly with them to increase the rural work, create business and improve the living standard of rural poor people from the bottom up and increase productivity in response to market demands, therefore farmers, especially young people do not migrate from their villages, agriculture and have great opportunity to make their education better in the future, so that we have to adjust something from today. He added that "Experiencing from food shortage to food sufficiency and food

producing for household consumption to food producing for market demands and well organized of farmer products system from farms to market". Recently, CamFAD has registered 818 producing groups in 99 villages, 16 communes and 6 districts in 4 provinces, these groups stay under the CFAs and CBOs as members of CamFAD.

Mrs. Pov Thida, the vice director of Svay Rieng PDA was delighted to see that farmers have formed their producing groups and advised them that the group members and their leaders should work together and find good opportunity to serve the interests of their groups. Mr. Chea Sareth from MAFF added that working in groups members need to be honest to each other, solve problems together.

During the discussion of the policy and constitution, the member organizations advised to change a bit with the membership fee calculation system i.e. each organization that has members under 100ps will pay 200.000 Riels or US\$50, between 100-200 members will pay 300.000 Riels or US\$75, between 200-300 members will pay 400.000 Riels or US\$100 and more than 300 members will pay 600.000 Riels or US\$150 for their annual subscription fee, the committee finally agreed on the requests. The committee and members have reviewed the new constitution and the change of the organizational name from the

Cambodian farmers' association federation for agricultural development to the Cambodian Farmers Association Federation of Agricultural Producers (CFAP-Cambodia), after that the committee have discussed and approved during the GA to recognize the new constitution. It is a sign of progressed step that member organizations understand about the membership base which members have to pay for their annual membership fee, and the adjustment of the constitution in order to serve the interests and benefits of all related parties, this find that their respective members in each province have to do the same things to make their groups successful in the future. The organization will be very enthusiastic to all members when they could approach the goal of the organization become real membership base organization and give added value to the FOs. Other participants appreciate to this decision.

**Note:**

The general assembly resulted specifically in the following issues:

- The activities and future work in general of the organization have presented to members and relevant participants;
- Areas of farmers' concerns are heard to the relevant stakeholders;
- The board has been elected with free and fair;
- The constitution of the organization was reviewed, discussed and approved during the GA;
- The next Exec. Com has adjusted to March and September due to

- December is the busiest time of farmers during the harvest season;
- The GA has also moved to March base on the same reason as Exec. Com.
- The organization name has changed from the Cambodian Farmers' Association Federation for Agricultural Development to **the Cambodian Farmers Association Federation of Agricultural Producers (CFAP Cambodia)** due to transition into membership base is highly recommended with better understanding from members and become real representative of those member organizations that will focus on producing activities in the future.
- Relevant NGOs and governments have understood about the activities of farmer organizations and their work with members.





## **viii. CONCLUSION**

Through this valuable project intervention from Agriterra, CamFAD realized year to year that the associative functioning of membership base and or community base organizations in 2009 have improved positively by doing and learning with gradually awareness from members on this manner, even if the FO style is new to Cambodian people, but more people got understanding through CamFAD activities. The publics could hear from farmers to farmers in all CamFAD targeted areas and through the media, Radio and TV on the occasion of CamFAD annual meeting and GA. Moreover, through various meetings at the national level, CamFAD always disseminated its objectives to the participants at most events.

More and more members wanted to register as members of CamFAD, join in rural producing groups because they expected that CamFAD could assist them in technical training, new initiatives, providing them advisory support, providing them exchanges of experiences through other involved meetings from local to national level and study visit inside and outside the country which is one of the membership attraction. Initiatives in creation of the rural cooperative markets for members are great attractive point to members because they expected that their products will not be stuck anymore in the future, and they could find proper opportunity to discuss about their problems directly with relevant stakeholders such as consumers, owners of restaurants, hotels, casinos and the government etc without combination within CamFAD families, then they could not solve difficulties, and their problems still happen. Policies, regulations and other involved principles of membership base organizations have been strengthened. New knowledge and initiatives of farmer leaders have developed notably since the launch of this project. CamFAD expected that this project intervention from Agriterra could response effectively to achieve the purposes of the rural poverty reduction, knowledge improvement, increase understanding the added value of farmer organization base and capacity of rural people for long sustainable run.

Farmers have opportunity to work in groups and join solving their problems and protecting their activities and products positively. Within the context of Cambodia, farmers can find opportunity by themselves whilst the government is not strong enough to care farmers at the moment.

## **ix. REMAINING ACTIVITIES**

Up to this moment, there have some activities which have not yet been fulfilled for the year 2009 and expected to complete in the coming year. The only two remaining activities are:

- 2733 documents
- Employment of credit experts
- 

#### **x. RECOMMENDATION**

Agriterra is in the third year supporting CamFAD, the policies and procedures of Agriterra with farmer organizations are almost sufficient to fulfill the needs of farmer organizations from the poor developing countries which they have different kinds of requirements and solutions accordingly. However, to improve the difficulties of farmer organizations in developing countries, I would recommend that Agriterra should set up any additional policy regarding facilities support to farmers or linking FOs with other donors in the alliance with Agriterra that is able to support such facilities as a part of so called joined force project to make things approach in this transition period with high competition with NGOs, and then it is the most helpful to partner organizations (farmer organizations) in achieving their purposes with members. Help lobbying the donors, not to give direct facilities to beneficiaries and if they want to give something, then do it through the farmer organizations because they are the membership base organizations that can run longer to serve the interests of their members directly. Such facilitation from Agriterra is the most effective action to serve farmers and their organization.

Agriterra should work in close collaboration to lobby NGOs in order to work in cooperation with a farmer organization; NGOs should not work directly with farmers by themselves that could produce a big competition against FOs ways of working. The added value of FO, associative functioning should have improved to FOs/POs and their staff members as well. CamFAD would request Agriterra to continue strengthening its organization to reach its goals in the membership base with sustainable run in the future. The study visit inside and outside the country should be conducted every year to support and attract the members, according to the knowledge of farmers in Cambodia is limited due their educational background is low because of the poverty. More practical activities should have increased and launched on ground, not only at the central office. CamFAD would like to thank and give high value to the most effective intervention of Agriterra and the Dutch government in helping farmers classified as the least developed country (LDC) for instance in Cambodia which is in the most needs of external support for capacity building, organizational strengthening, market establishment and orientations, requirements new knowledge and proper technology, clear understanding of the added value of FO, study tour, creating rural work for young people and other business involved.

The system of resource installment from Agriterra to partner organization is also better for 2 or 3 steps processing per project proposal, but should have improved the percentage of first installment higher than before i.e. 60%-

because there may have more expenses at a start, and the transfer of money is alright. since Agriterra has a one or two week system after signing the official contract to allow and facilitate the partner organizations with enough time to conduct the project and to avoid the conflict within schedule of the project operation. Agriterra should also prioritize any most urgent needs of the partner organization regarding the project intervention.

#### **xi. INCOME AND EXPENSE STATEMENT**

##### **Cambodian Farmers' Association Federation for Agricultural Development, CamFAD**

**2009**

<b>Income (Jan-Dec)</b>	<b>Euro</b>	<b>USD</b>
Grant-Agriterra	50,270.00	68,013.10
Contribution-CamFAD	2,079.00	2,863.00
Other contribution		
<b>Total:</b>	<b>52,349.00</b>	<b>70,876.10</b>
<b>General expense (Jan-Dec)</b>	<b>Euro</b>	<b>USD</b>
Human resource	22,088.88	29,820
Operational cost	13,408.14	18,101
Materials/equipments	2739.25	3,698
Activities	7347.40	9,919
Research and consultants	851.85	1,150
Publication, PR& small repairing	10209.62	13,783
<b>Total project expense</b>		
<b>Total:</b>	<b>56,645.18</b>	<b>76,471</b>

- Other disbursements not involved in the projects were not included and not also shown in the financial report herewith.
- The details of the whole expenses including outside project cost, reference letters of the board and managing director can be presented in an external auditing report if needed by donor agency (Agriterra).