

# COMMERCIALIZATION OF AQUACULTURE FOR SUSTAINABLE TRADE (CAST)

## PROJECT FACTSHEET




World Vision



### PROJECT BRIEF

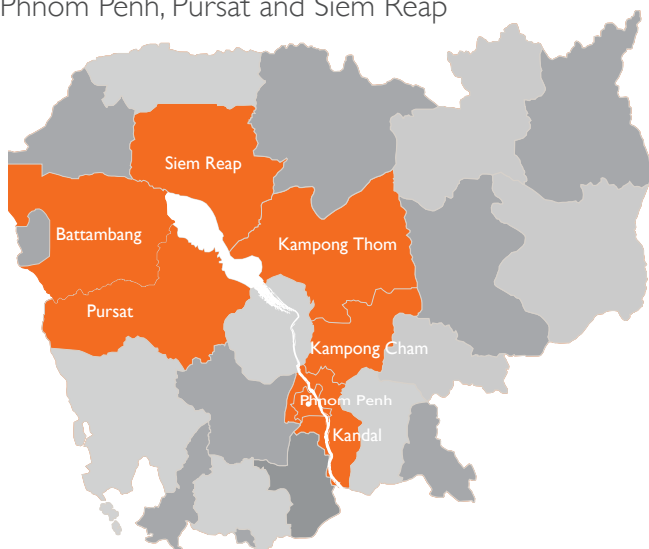
- Timeline: 2019 - 2023 (5 years)
- Funding Source: United States Department of Agriculture (USDA)
- Partners: American Soybean Association (ASA), Auburn University, Kansas State University, and World Vision United States
- Stakeholders: Ministry of Agriculture, Forestry and Fisheries and Royal University of Agriculture in Cambodia

### DEVELOPMENT CONTEXT

-  The high demand for fish in Cambodia leads to wild-caught and high rates of fish imports.
-  Fish is a primary protein source for health. Compared to beef and pork meat, fish contains much nutrition, including Omega 3, vitamin A, iron, and calcium.
-  Creating new market opportunities for farmers will lead to increased household income, in turn enabling opportunities for improved dietary diversity and support for children's education.

### PROJECT IMPLEMENTATION AREAS

Battambang, Kandal, Kampong Cham, Kampong Thom, Phnom Penh, Pursat and Siem Reap



### PROJECT GOAL

To accelerate the growth and development of freshwater aquaculture in Cambodia

### TARGET BENEFICIARIES

- Commercial freshwater fish producers
- Feed mills, feed distributors
- Post-harvest actors (wholesalers, retailers, collectors, processors)
- Consumers (Hotels, Restaurants, Catering, Consumer-facing companies, Households)

## PROJECT APPROACH

To achieve the goal of the project, World Vision International, a subgrantee, supports CAST project in five main activities, including:

1. Creating sanitary and phytosanitary standards (SPS): the project works with public and private partners to establish and develop (SPS) quality standards throughout the value chain.
2. Providing business development services (BDS) to market actors: to strengthen business management practice among small and medium enterprises (SMEs) in innovation, financial management, accounting, marketing and sales.
3. Improving marketing and branding of Cambodian-raised fish: campaigns, networking events, and promotional materials will be organised to promote specific species of fish in Cambodia.
4. Facilitating a traceability system for domestic aquaculture to commercialise high-value fish product in local and international markets: the project will partner with the private sectors to pilot a traceability system to track the flow of fish from the input provider up to the end consumer.
5. Providing technical assistance loans and grants to help local finance actors to overcome existing barriers: facilitating farmers access to capital for small and medium enterprises to expand small businesses.



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