

MICRO-FRANCHISED AGRICULTURE SERVICE EXPANDED (MASE2) PROJECT FACTSHEET



PROJECT BRIEF




Timeline: 01 July 2017 – 30 June 2022 (5 years)

Timeline: USD 3,697,561

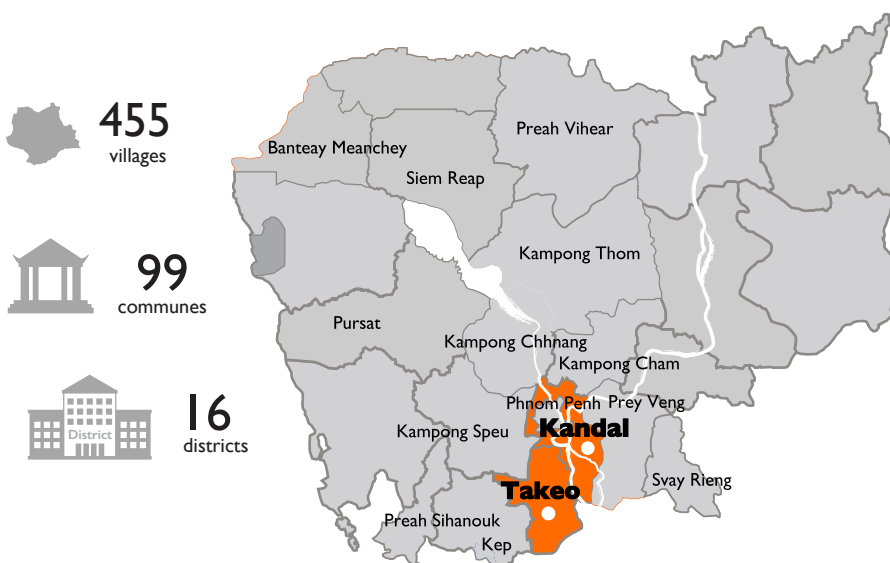
Funding Source:
Australian Government,
Department of Foreign Affairs
and Trade (DFAT)

Implementing Partners:
IDE, Lors Thmey (LT)

DEVELOPMENT CONTEXT

-  In year 2020, amid COVID-19, vegetable production for the domestic market increased significantly. 716,113 tonnes of vegetables produced, which was equivalent to 68 per cent of total domestic demand, only 329,612 tonnes imported from outside. (*)
-  95% of consumers are worried about the chemical residues in vegetables, so they start changing behavior to consume safer or Good Agricultural Practices (GAP) products. (**)
-  Women face obstacles accessing basic information on farming inputs, and credit as well as systemic and normative barriers to more fruitful labor participation, stemming which is called “unpaid domestic and care work burden.” (**)

PROJECT IMPLEMENTATION AREAS



PROJECT GOAL

To improve the economic empowerment of 5,502 male and female farmers in Takeo and Kandal provinces.

Key Outcomes:

- 3,800 male and female farmer clients in Lors Thmey have increased profitable agriculture production
- 1,702 poor farmers become more productive and profitable farmers.

*FAO and MAFF Rapid Assessment report (2020).

** A Study from the Interchurch Organization for Development Cooperation.

*** Asian Development Bank (2013).

PROJECT APPROACH

The project helps to provide the farmers knowledge on modern agricultural techniques, quality inputs, up to date training and market linkages.

The MASE project was first implemented from 2015 – 2017 to improve farmers' livelihoods through the Farmer Business Advisor (FBA).

The project will directly reach 5,502 male and female farmers, including poor farmers, to build capacity (knowledge and skills) on horticulture technology, market linkage followed the Good Agricultural Practices (GAPs), and gender/disability inclusion.

The project will work in partnership with iDE/LT, government, private sectors and local community partners to provide quality services to target farmers. The project ensures that the target farmers will get the right knowledge and skills on vegetable production and market for increasing income and profits.

PROJECT PROGRESS: (As of December 2020)

- 5,205 (2,529 females) (through World Vision: 1,466 and iDE/Lors Thmey : 3,739) farmers were registered to become beneficiaries of MASE2 project.
- 15,728 (9,793 females) farmers were trained on agricultural techniques.
- 741 packages of agri-input were distributed to low-income households.
- 505 contract farmers (151 females) produced and sold 4,465,849 Kilogrammes of vegetables through Lors Thmey, generating USD 1,039,032 of total gross income.
- 963 (258 females) poor farmers had adapted the Good Agriculture Practice (GAP) model.
- 212 farmers signed contracts farming with Eco.Aгри. Co. Ltd (EAC) and CJ Agro Company produced and sold 138,186 Kilogrammes of safe vegetables and earned USD 57,827.
- 10 Agriculture Cooperatives (ACs) selected and built to run safe vegetable businesses – buy vegetables from poor farmers and sell them to private sectors through the contract and non-contract farming agreement.
- 103 Local Agriculture Agents (LAAs) (27 females) were selected and trained to become GAP's technicians to provide day-to-day technical support to poor farmers in target villages.
- 28 Commune Gender Committees (CGCs) who are Training of Trainers on Gender Mainstreaming to other farmers.
- Project intensely collaborated with two private sectors - Eco.Aгри. Co. Ltd (EAC) and CJ Agro Company and Agriculture Cooperative (ACs) to promote and apply the Good Agriculture Practice (GAP) model.
- Project had an extended relationship through working closely with the General Directorates of Agriculture (GDA), Provincial Department of Agriculture (PDoA), and District Offices of Agriculture (DoA) in adapting the Good Agriculture Practice (GAP) model.
- Through the project, World Vision has partnered with NGOs in the country to promote and support improving quality of vegetable sub-sector in Cambodia - Cambodian Partnership for Sustainable Agriculture/ Growth Asia (CPSA) and the Cambodia Quality Horticulture (CQH/PFR). World Vision was elected as a co-led of Vegetable Working Group, coordinated by the Cambodian Partnership for Sustainable Agriculture/ Growth Asia (CPSA).
- Project build successful demonstration farms, conducted exchange visits and farm field days, continue to train farmers, and supported 64 (14 females) Farm Business Advisor (FBAs) to promote local partners, Lors Thmey's products and services.

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