

BUILDING RESILIENCE THROUGH ANIMAL GIFT (BRAG)



PROJECT BRIEF

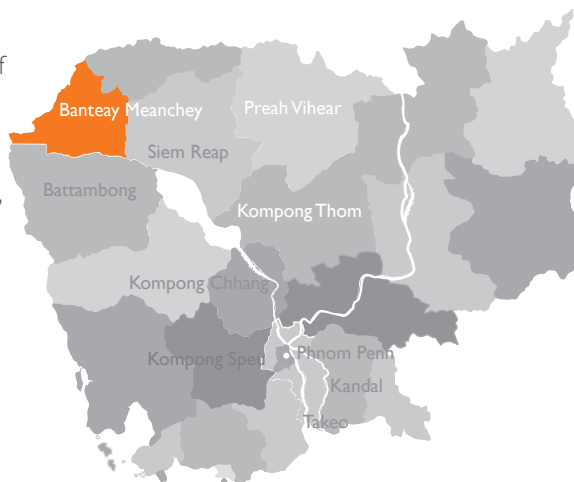
- **Funding:** Total: US\$895,510 (Year 1: US\$373,788 Year 2: US\$263,951 Year 3: US\$257,771)
- **Duration:** 3 years (Oct, 2017 to Sept, 2020)
- **Donor:** USA Support Office (PNS Funding)
- **Implementing Partners:** Provincial/District offices of Agriculture, Village Animal Health Workers, Mother Support Groups/Village Health Support Groups, Saving Groups

DID YOU KNOW?

- 👤 Cambodia has the most female-biased sex ratio in the region of which 7,556,000 (51.5%) of the total population are female.¹
- 👤 27% of Rural and Urban households are headed are women.²
- 🌾 The agriculture sector accounts for 28.7 percent of the national GDP, Consequently, the Livestock sub-sector accounts for 11.3% of the agriculture sector and 3.3 % of the national GDP.³
- 🍖 The projected meat demand in Cambodia from 2014 - 2024 is anticipated to increase from 274,479 to 328,085 tons/year.³
- 🍷 Malnutrition in Cambodia cost between US\$250 million and US\$400 million annually, representing 1.5 to 2.5% of its Gross Domestic Product.⁴

PROJECT LOCATION

The Project targets 5 Area Programs (APs) of WV in Cambodia of 4 administrative districts in Banteay Meanchey: Phnom Srok, Mongkul Borei 1, Mongkul Borei 2, Preah Netr Preah, and Thmor Puok. Four among the five are WVUS-funded APs, except Thma Puok that is funded by WV Japan.



¹ General Directorate of Animal Health and Production (2015). Overview of the Livestock Industry in Cambodia
² Cambodia Demographic and Health Survey (2014)
³ Ministry of Planning (2014). Percentage Share of Agriculture Sector in GDP
⁴ The Council for Agricultural and Rural Development (CARD), World Food Programme and UNICEF (2013). The Cost of Malnutrition Study

PROJECT GOAL

What is the project goal?

To contribute to improving economic resilience and nutrition of poor households for sustained well-being of children and youth.

What are key project outcomes?

1. To increase income of poor households through increased animal production and greater access to market
2. Households exhibit good child feeding practices.

How many children are impacted?

- Direct beneficiaries: 2,760
- Indirect beneficiaries: 5,796

HOW DOES THE PROJECT WORK?

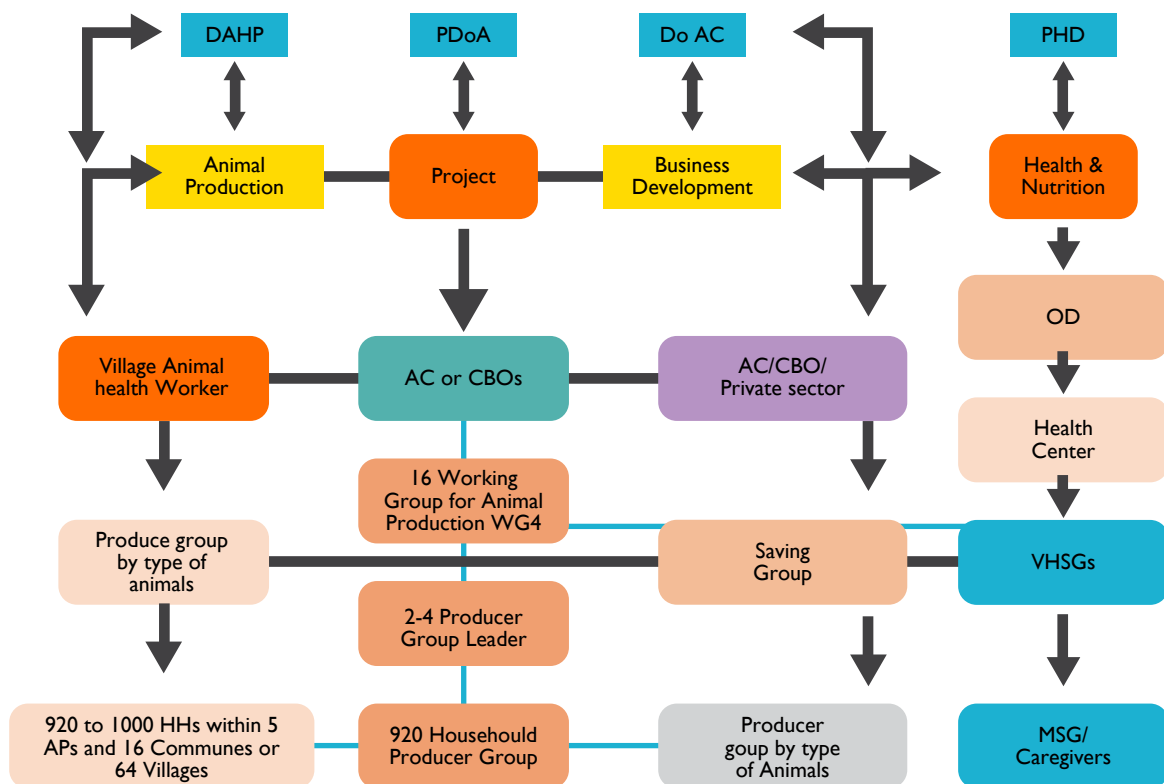
The demand for livestock and livestock products is on the rise all over Cambodia. The projected meat demand in Cambodia from 2014 - 2024 is anticipated to increase from 274,479 to 328,085 tons per year. Livestock is an important agricultural sub-sector that contributes significantly to poverty reduction by enabling exchanging of livestock products for cash income, increase in consumption or by making use of livestock waste for energy and organic fertilizer.

The BRAG project looks at successfully achieving household income on working with the government bodies, particularly Provincial and District Offices of Agriculture, local authorities, communities, and private sectors and by using the gender inclusion lens when assessing households for animal production, especially focusing on the 27% of women-headed households to enhance its target on women for animal production.

With the Improvement of nutrition for children aged between 6-23 months old coming from the targeted Poor I&2 households as one of its important motives, BRAG will directly benefit 2,760 people which comprises of 920 children and 1,656 women apart from the 5,796 indirect-beneficiaries (including 1,063 children and 3,604 women).

By working with poor households who have high commitment and capacity to take on animal production as their first choice for income generation, the project has focused on four key steps to ensure successful operations, them being: (1) ensuring quality animal supplies are promoted and effectively managed; (2) increasing households' technical capacity on animal raising to ensure necessary health care and management for their animals; (3) increasing animal production for the households that are selected and trained; and (4) enlarging households' access to market for animal products and opportunities for savings from income earned.

To ensure sustainability, the project coordinated the passing of animal gift that can be in forms of animals, animal sources, and knowledge sharing. Currently in its second year of operations the project aims to scale in growth and impact with the help of its implementing partners like The Provincial/District offices of Agriculture, Village Animal Health Workers, Mother Support Groups/Village Health Support Groups and Saving Groups.



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