



*Empowered lives.
Resilient nations.*

CEDEP II



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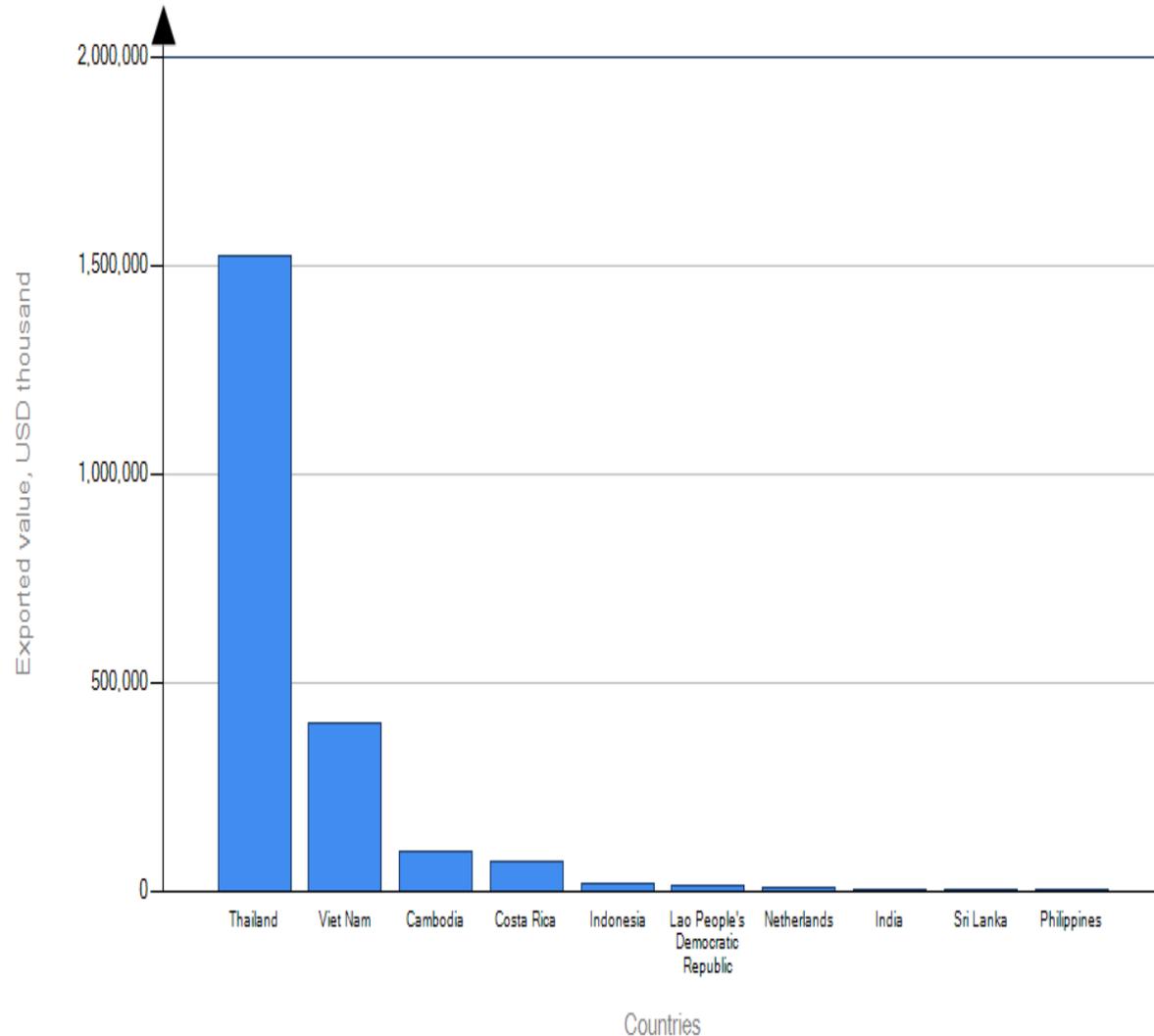
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1) Observation in cassava sector

List of exporters for the selected product in 2014

Product : 071410 Manioc (cassava), fresh or dried, whether or not sliced or pelleted



- Direct export (year on year): up to 65% from 95,447 to 146,552 MT (2014-15)
- Companies involving in direct export: increase from 13 to 21 companies (11 companies may try to export for the first time at a small volume)
- Price dropdown at the early harvesting season of this year (USD56/BB & USD70/TB)

2) Project update 2015

- Value chain study- draft is in the process of finalizing
- Eight associations are organized and registered with MoC
 - One association is working with one Thai husbandry company to supply cassava dry chip from Cambodia and with a border check point to improve cross border trade
 - Contract farming is underway to be tested between a starch processing factory and cassava associations
- CCP II's staff retreat- inputs to initiate an informal working group for cassava sector
- Policy dialogue: worked closely with MoC, MAFF, SNA and other stakeholders (GIZ, CIAT, and SNV) to promote cassava as a crop for economic development and poverty reduction
- Project beneficiaries were identified and engaged in the project implementation
- Build networks with international institutions (mainly TTTA) for information sharing and cooperation

3) Project challenge

- It is difficult to divert the export routes from the neighboring countries to the country route because:
 - Geography: most cassava grown along the border so it leaks across the borders quickly during harvesting season
 - Distance from the project target areas to the SV port is far comparing to the neighboring countries' ports
 - Transport, logistic and freight cost in Cambodia is higher than those of the competing countries
 - Limited financial capital to carry out long business transaction and stocktaking
 - Lack of agricultural export financing facilities and infrastructure (warehouse, equipment, human resource, and working system)

4) Lesson learned: good ideas are not enough

Project identified capable people realizing the importance of export promotion to end markets.

→ At the early stage, they share common understanding on the key priorities which they can contribute to improve the current situation through their works individually and possible together.

→ Unfortunately, moving to a next step, the joint force by working together, is still a challenge for them.

In a nutshell, there are already good ideas in place, but it needs something more practical to make them work:

- Strong commitment and clear direction among them
- Being open to discuss each other's thought and business philosophy
- Defining win-win opportunities to work together through team work
- Carrying out roles basing on individual expertise as agreed with integrity
- Dividing fair share gaining from this cooperation as an incentive to work together

This will take time to explore a way out.

5) Ways forwards for 2016

- Establish an informal working group for cassava as a focal point of information sharing, technical advice, and strategizing to find out ways to address sector issues
- Strengthen the local cassava associations and support the creation of Cassava Export Federation as the partners to work with the government and relevant stakeholders
- Support the project beneficiaries to engage in policy dialogue platforms and organize specific events as their needs
- Support the preparation process for the formulation of cassava export policy
- Identify and work with companies doing direct export to upgrade their capacity
- Speed up the capacity building of project beneficiaries to make their export ready



Happy new year 2016

