



CEDEP II-Cassava

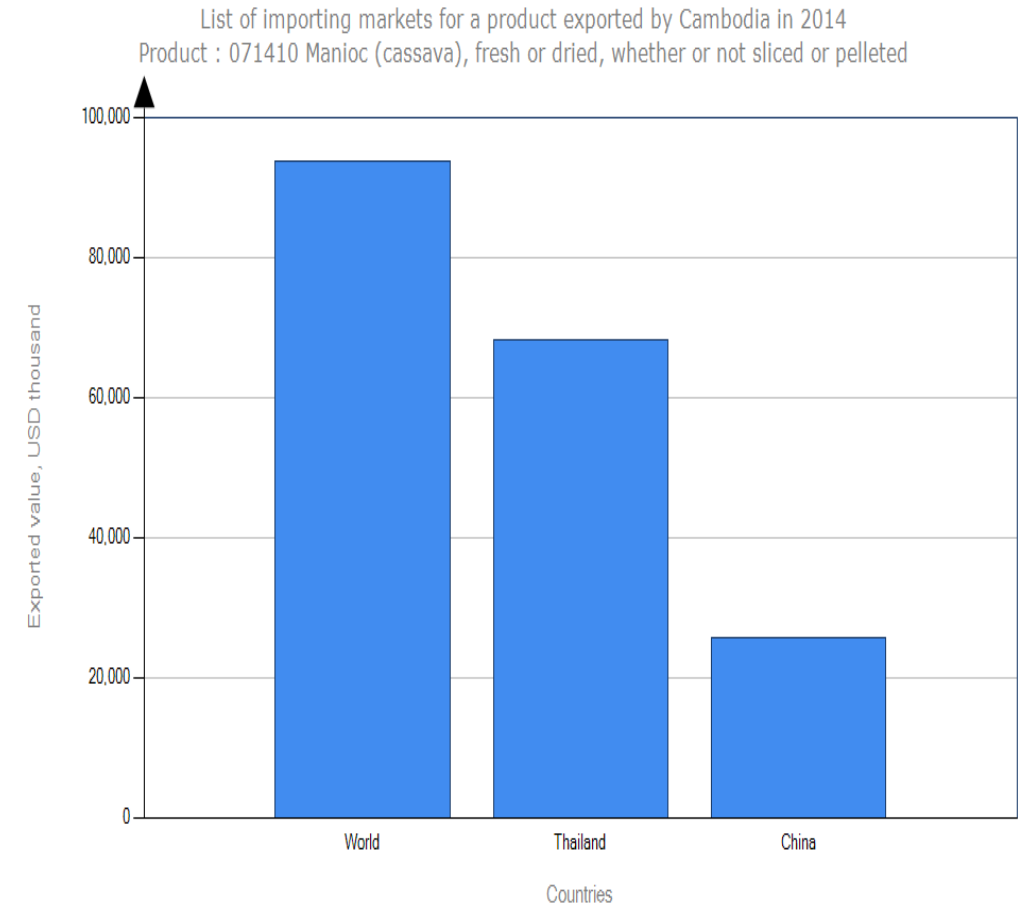
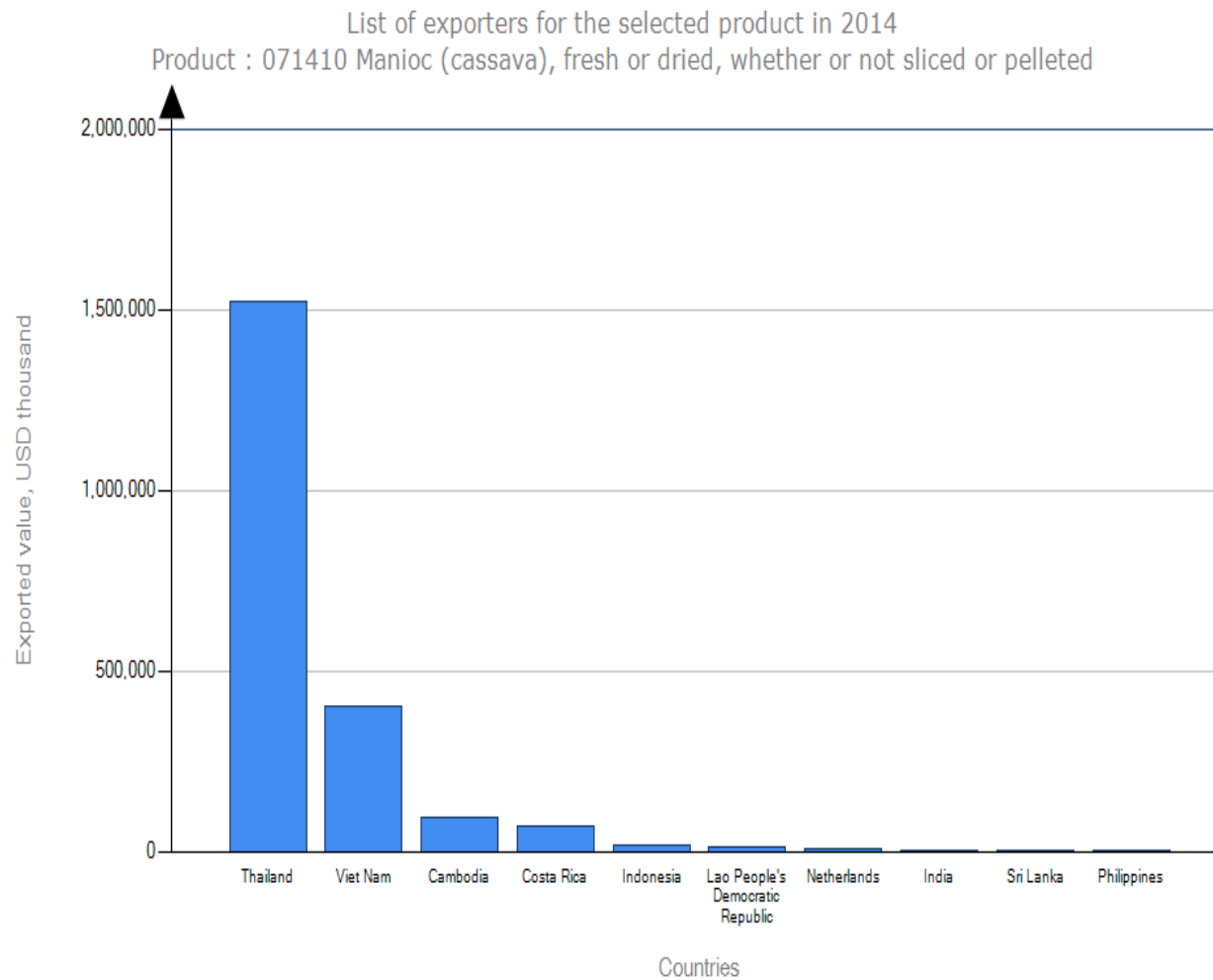
03 June 2015

Ministry of Commerce

Content

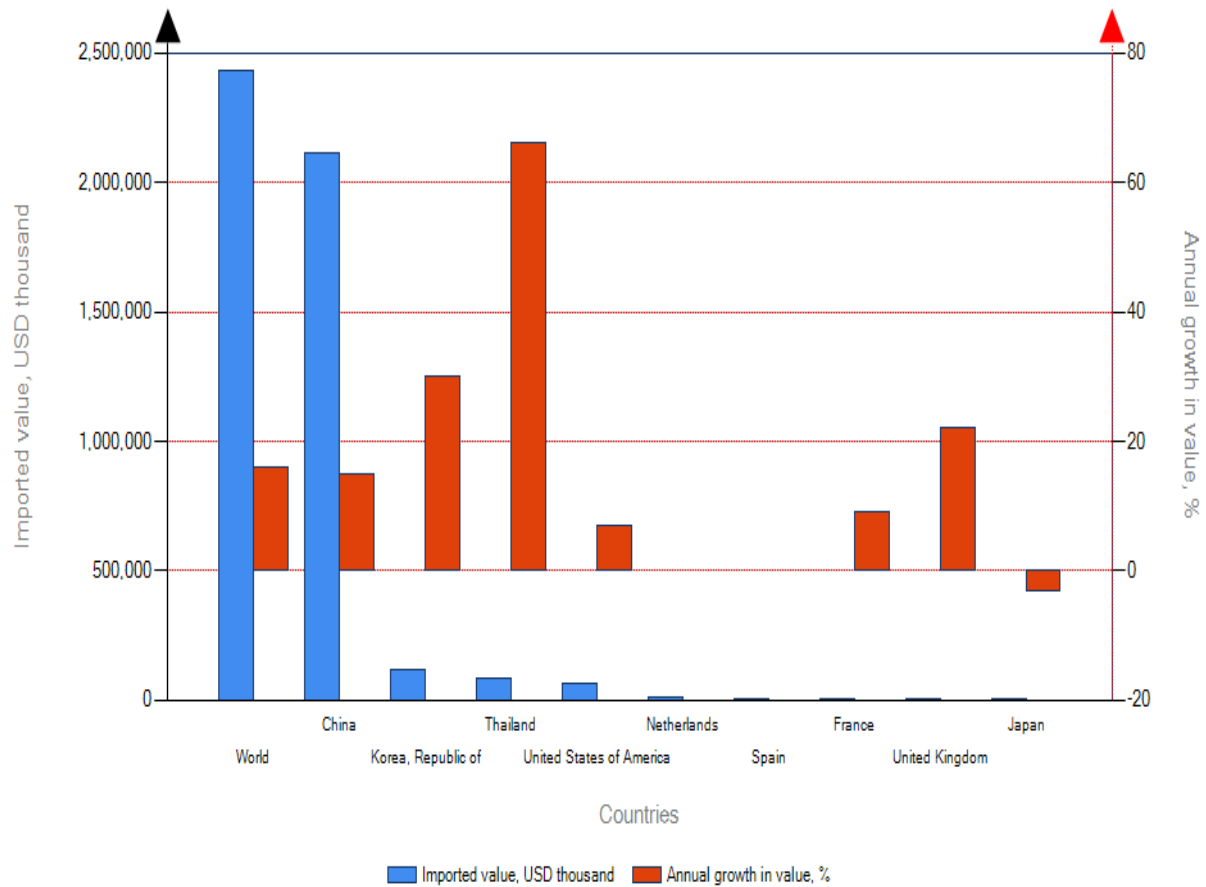
- 1) Cassava market 2014
- 2) Cassava production in Cambodia
- 3) Overview of CEDEP II-Cassava
- 4) Project area and project beneficiaries
- 5) Update of the project progress

1) Cassava market 2014

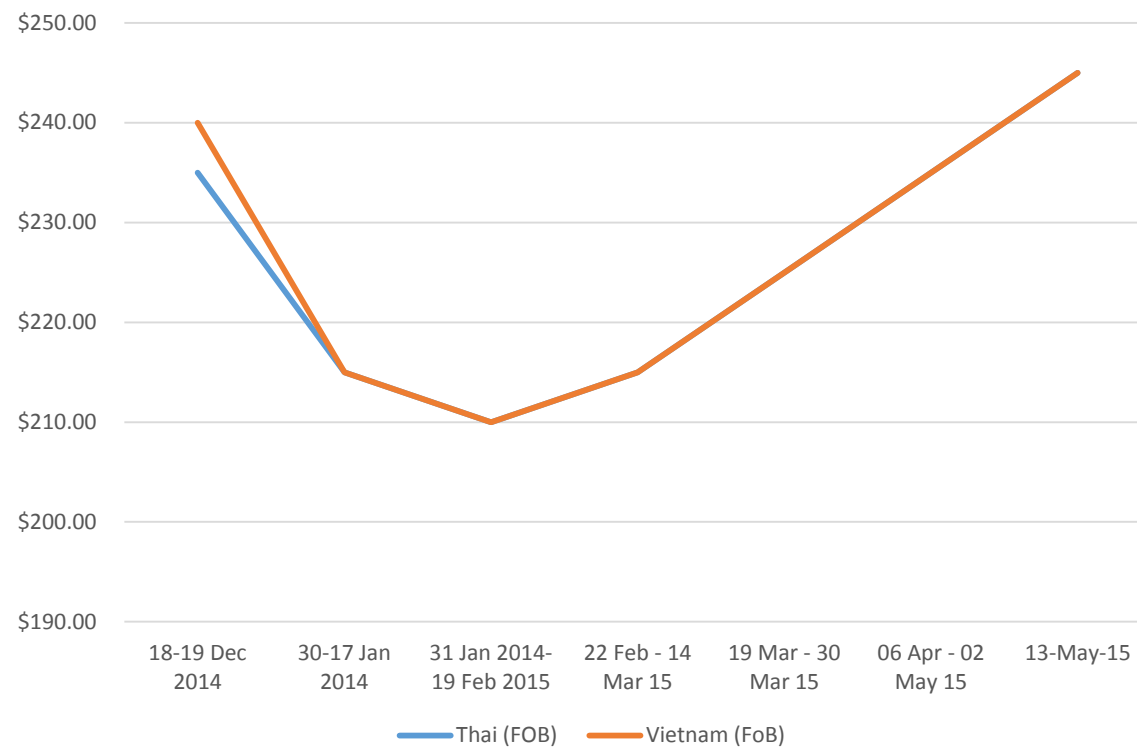


List of importers for the selected product in 2014

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



Price of Cassava Dry Chip



2) Cassava Production in Cambodia

ផ្ទៃដីដាំដុះដំណាំដំឡូងមី តាមបណ្តាខេត្ត ឆ្នាំ២០១៣ - ២០១៤

ដោយ លោក អ៊ឹម គីរុណ នាយកដ្ឋានដំណាំឧស្សាហកម្ម នៃអគ្គនាយកដ្ឋានកសិកម្ម

(ប្រភព: ក្រសួងកសិកម្ម រុក្ខាប្រមាញ់ និងនេសាទ ឆ្នាំ២០១៤)



ខេត្តដាំដុះដំណាំដំឡូងមី	
ផ្ទៃដី > ១០.០០០ ហិកតា៖	
១) កំពង់ចាម	៦៧.៦២៥ ហត
២) បាត់ដំបង	៦១.៦៩៥ ហត
៣) បន្ទាយមានជ័យ	៥៥.៦៦៦ ហត
៤) ក្រចេះ	៤៦.៨១០ ហត
៥) កំពង់ធំ	៣៦.៧២៥ ហត
៦) ប៉ៃលិន	២៥.៦៤៨ ហត
៧) ឧត្តរមានជ័យ	២៥.១២៥ ហត
៨) ស្ទឹងត្រែង	១៩.៦២២ ហត
៩) ស្វាយរៀង	១៧.៥៩៧ ហត
១០) រតនគិរី	១៣.៥៩០ ហត
១១) ព្រះវិហារ	១២.៦៥០ ហត
១២) សៀមរាប	១១.៥១០ ហត
១៣) មណ្ឌលគិរី	១០.២៧១ ហត

ផ្ទៃដី < ១០.០០០ ហិកតា៖	
១៤) ពោធិសាត់	៦.៥៨៣ ហត
១៥) កំពង់ស្ពឺ	៣.៤០២ ហត
១៦) ព្រៃវែង	១.៩៦៩ ហត
១៧) កំពង់ឆ្នាំង	១.៧៣៧ ហត
១៨) តាកែវ	១.៣៣១ ហត
១៩) កំពត	៨១៦ ហត
២០) ព្រះសីហនុ	៤៧០ ហត
២១) កោះកុង	៣៣៤ ហត
២២) កែប	១០០ ហត
២៣) ភ្នំពេញ	៧២ ហត
២៤) កណ្តាល	២៧ ហត

ផ្ទៃដីដាំដុះសរុប: ៤២១.៣៧៥ ហត
ទិន្នផលមធ្យម: ២១,០៣ តោន/ហត

3).Overview of the CEDEP II- Cassava

Objective

- To promote the export of cassava from Cambodia to international markets

Interventions

- To structure the cassava sector and make its needs better understood
- To build capacity of exporters and processors to export cassava

Key outcomes:

- Positive development of the sector supports Cambodia's efforts to meet its MDGs through ***improved income of farmers***
- The competitiveness of Cambodian cassava increases resulting in ***opening of new markets*** and ***improved pricing of its exports***

(Cont. 4)

Programme Period:	2014-2017	Total resources required	1,303,485
Key Result Area (Strategic Plan):		Total allocated resources:	_____
Atlas Award ID:	<u>00079996</u>	• Regular	_____
Project ID:	<u>00089852</u>	• Other:	
Start date:	Apr 8, 2014	○ EIF Tier 2	997,026
End Date	Apr 7, 2017	○ Private sector	128,000
LPAC Meeting Date	Mar 13, 2014	○ Government	40,885
Management Arrangements	DIM	Unfunded budget:	
		UNDP In-kind Contributions	137,574

4). Project area and project beneficiaries

Provinces (2013)	Areas of production (ha)	Cassava production (Ton)	# of starch processors	# of traders (dry chip)
Battambang	61,695	1,334,463	2	61
Pailin	25,125	543,454	1	15
Kompongcham			1	9
Thborngkhmum	67,625	1,462,729	4	14
Project beneficiaries	154,445	3,340,646	<u>4</u>	<u>19</u>

5). Update of the project progress (March- May 2015)

- Cassava working group: have a meeting with CRF to learn about the structure of rice sector and best practice (28/05/2015)
- VC study is still on-going: the field work is completed but the draft report is still on-going
- Six local cassava associations were established in the project target areas. Association leaders were briefed about the project and activities which the project can support
- Cassava sector dialogue was held in cooperation with MoC on 05/05/2015.
- Meeting with CCC to explore a way to assist association leaders to join in the G-PSF. It expects to be held in June 2015.

Cont.

- A Meeting to validate selection criteria of the project beneficiaries and the list of project beneficiaries (23 March 2015)
- A meeting with project beneficiaries- project induction and discussion about a joint business plan to promote cassava export.
- Drafted ToRs of Consultant on:
 - Manual on export and trade facilitation
 - Association need assessment
 - Website development
 - A survey of SPS
 - A survey of environmental mitigation and risk management
- Drafted Job Description of Field Coordinator

Other activities

No.	Date Conducted	Title/ Topics	Location/ Venue	Total	
				M	F
1	02/02/2015	Standard Map I Training	Cambodiana Hotel	4	1
2	18/03/2015	Standard Map II Training	Inter-Continental Hotel	4	1
3	30/03/2015	Contract farming Training	MoC	30	12
4	30/03/2015	Capacity Development Plan of Core Team	Hanami Restaurant	5	
5	23/04/2015	Learning from rich and silk companies- preparation for Shanghai Starch Exhibition	Khmer Surin	4	2

- EIF Mission on 07/05/2015: the project is on-track
- Collaboration between GIZ and UNDP- at this stage, focus on information sharing
- Meeting with UNIDO- knowledge sharing about the project implementation (16/03/2015)
- UBB- Assessment of economic losses of cassava production
- Cooperate with DICO to produce press release and slide show
- Facilitated business networking between project beneficiaries
- Knowledge sharing: C3 Co.Ltd shared its knowledge and experience on contract farming- MoC and SNEC

The Needs of cassava sector export are better understood and the sector is structured to better focus the policy dialogue with the government and improve the enabling environment	Output 1: A working group of cassava exporters and processors is organized and an agenda of key issues is identified	Activity 1: Identify key stakeholders and organize them into a working group	Almost completed	Key stakeholders are identified. Most of them has been introduced about the project. Modalities of the working group is in the process of study
		Activity 2: Regular meetings of the cassava working group	Not yet started	
	Output 2: An up-to-date cassava value chain is prepared	Activity 1: Develop the ToR of consultants	Done	
		Activity 2: Recruit consultants to conduct the VC study	Done	
		Activity 3: Comment and finalize the report	On-going	The VC study is in the comment and finalization stage. It takes longer time than expected due to the complexity of issues and difficulties of access to reliable data sources.
		Activity 4: Organize dissemination workshops	Not yet started	
	Output 3: the current ISC standards for cassava are reviewed and updated if/as needed. Additional standards are developed if needed.	Activity 1: Organize meetings with starch/dried chip processors, key experts and all stakeholders about standards	On-going	Five separate meetings with individual dry chip and starch processors were held to seek their views on the standards of cassava based products.
		Activity 2: Develop the ToR of consultants if needed	Not yet started	
		Activity 3: Recruit consultants to work on assignment	Not yet started	
		Activity 4: Comment and finalize standards	Not yet started	
		Activity 5: Organize dissemination workshops	Not yet started	
	Output 4: A manual on export procedure/trade facilitation issues for cassava-based product is prepared and disseminated	Activity 1: Develop the ToR of consultants	On-going	Manuals on trade facilitation and export were collected ToR is already drafted
		Activity 2: Recruit consultants to conduct the value chain study	Not yet started	
		Activity 3: Comment and finalize the report	Not yet started	
		Activity 4: Organize dissemination workshops	Not yet started	
	Output 5: Association (s) of cassava farmers, processors and traders is (are) created and engaged in G-PSF and the working group if created	Activity 1: Assist the registration of the associations and legal supports	On-going	Six cassava associations were established in the target project areas through the cooperation with Department of Private Sector Development (DPSD). Elected Association leaders were briefed about the project and key support activities on 06 May 2015.
		Activity 2: Develop websites for the associations	On-going	ToR of Website development was already drafted
		Activity 3: Organize study tours to Thailand	Not yet start	
		Activity 4: Support the functioning of associations	On-going	ToR of Association Need Assessment is drafting
	Output 6: Formal dialogue mechanism (s) between cassava private sector and government is (are) identified and implemented	Activity 1: Support the working group to report the issues to G-PSF	On-going	The project has worked very closely with CCC to assist representatives of the cassava sector to attend in the G-PSF which may be held in June 2015 if the schedule is not changed. Moreover, the Project cooperated with DPSD to organize a cassava sector dialogue with almost 60 cassava export and trading companies and cassava associations. The findings from this dialogue will be reported to SSC Meeting on 03 June 2015.
	Activity 2: Support dialogue mechanisms at the SNA level	On-going	During the establishment process of local cassava associations, SNA were engaged and informed about the issues faced by cassava farmers, processors and traders.	

Outcome 2: A group of Cassava Processors has been identified and make export-ready and has succeeded in developing competitive export to new markets	Output 7: One (several) groups of cassava processors and traders is/are identified for in-depth support to strengthen their export readiness	Activity 1: Identify target groups of exporters and processors	Done	Key project beneficiaries in target province area are identified and selected based on criteria. On 23 March 2015, the project organized a meeting with IFC, SNV, DICO to validate the list of project beneficiaries.
		Activity 2: Explore opportunities to develop them into business networks	On-going	In addition, the project organized a meeting with them to provide induction on project and to develop a joint export promotion strategy.
	Output 8: A survey of SPS needs is carried out for each pilot group of processors identified. A plan to assist processors and collectors in meeting SPS requirement for key target export markets is developed	Activity 1: Develop the ToR of consultants	On-going	ToR of SPS Survey is already drafted
		Activity 2: Recruit consultants to conduct the value chain study	Not yet started	
		Activity 3: Comment and finalize the report	Not yet started	
		Activity 4: Organize dissemination workshops	Not yet started	
	Output 9: SPS plan is implemented successfully during the project through on-site advisory services and training	Recruit consultants to implement SPS plans	Not yet started	
		Organize training for the groups of exporters and processors		
		Provide on-site training for exporters and processors selected in the groups		
	Output 10: A survey of environmental risks and mitigation needs is developed for the pilot groups of processors; A plan to support implementation for environmental remediation strategies by the target group is developed and disseminated	Activity 1: Develop the ToR of consultants	Not yet started	ToR of Environmental Survey is already drafted
		Activity 2: Recruit consultants to conduct the value chain study	Not yet started	
		Activity 3: Comment and finalize the report	Not yet started	
		Activity 4: Organize dissemination workshops	Not yet started	
	Output 11: Low-cost, economically sustainable remedial solutions are implemented by processors	Recruit consultants to implement environmental plans	Not yet started	
		Organize training for the groups of exporters and processors	Not yet started	
		Provide on-site training for exporters & processors selected in the groups	Not yet started	
	Output 12: Three new potential markets have been identified by groups of export-ready processors	Recruit one technical consultant for export development and marketing	Not yet started	ToR of Export Development is drafting
		Develop an event calendar for trade missions and promotion	Not yet started	
		Organize overseas missions to target markets	Not yet started	
		Organize debriefing workshops on overseas missions	Not yet started	
Inform Development partners about SPS and environmental needs		Not yet started		

Thank you!!!