

# Farming of rice in Cambodia – authentic, sustainable and organic Rice Cultivation.

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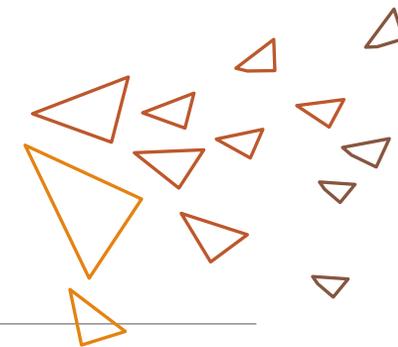




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# **Sustainable rice farming and production in Cambodia.**

# About Cambodian rice cultivation

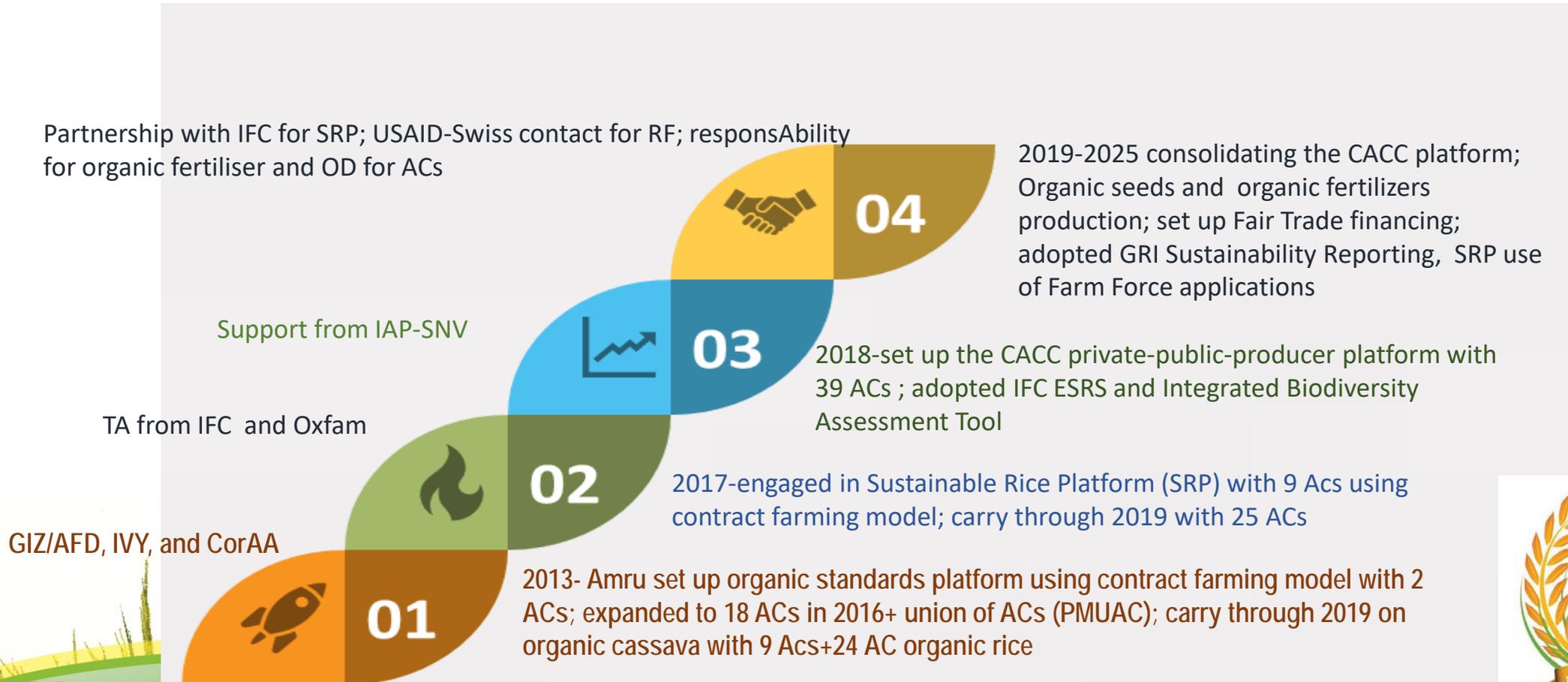


Cultivate area : 2.1 Million hectares (80% Wet and 20% dry land)

Yield : average 4 tonne per hectares mainly for long grain white rice/ dry land rice and 1.5 tonne per hectares mainly for fragrant rice/ wet land rice )

Output per year about 7 million tonne ( 4,680,000 MT from wet land, and 2,359,000 MT from dry land)

# Cambodia's evolving supplier platforms: Organic and SRP contract farming model; PPP and Fair Trade.



AmruRice Noodle, AmruRice Paper, Preah Vihear Jasmine Rice, Preah Vihear Organic Rice, and Palm Tree Brand

# The Inclusive Business models at a glance



Amru and smallholder enter into a contract; farmer adopts organic or SRP standards; Amru assure purchase at prices above farm gate price + premium price as incentive for compliance and as farmer's share of profit from export trading

TA partners come in to provide technical assistance to farmers: training on standards, farming technologies; AC management; internal inspection; other new technologies, including IT applications

Amru upgrade its facilities, financing-scheme and market network to be in compliant to market standards, e.g. environmental and social impact, sustainability, modern technology, fair trade and other global market standards.

● AC Improving capacity and enterprise management to become agripreneurs and local investors into PPP platform

Inclusive business is not donation or charity, it is making the poor farmer a partner in the entire enterprise; it is moving them from merely suppliers to entrepreneurs.

The social impact is the increase in smallholder farmers' earnings that will commit them to sustain poison-free food production



# Cambodia Rice 's Sustainability



**Goal 1:** Amru Rice aims to engage 100,000 smallholder farmers by 2030 and assist them out of poverty



**Goal 2:** Amru Rice contributes to assist half a million Cambodian people to be rice secure



**Goal 5:** Amru Rice ensures increase access by women to resources and fair trade in the rice sector



**Goal 6:** Amru Rice promotes efficient water use in the agriculture sector



**Goal 8:** Amru Rice promotes sustainable business models to build entrepreneurship in food production sector



**Goal 12:** Amru Rice engages farmers within sustainable practices and principles of production in the rice value chain



**Goal 13:** Amru Rice promotes climate-smart rice varieties and management practices that reduce greenhouse-emissions in agriculture



**Goal 15:** Amru Rice contributes to globally conserved and shared rice genetic resources



**Goal 17:** Amru Rice contributes to public-private-produce partnership for rice research and development that contributes towards attaining the Sustainable Development Goals

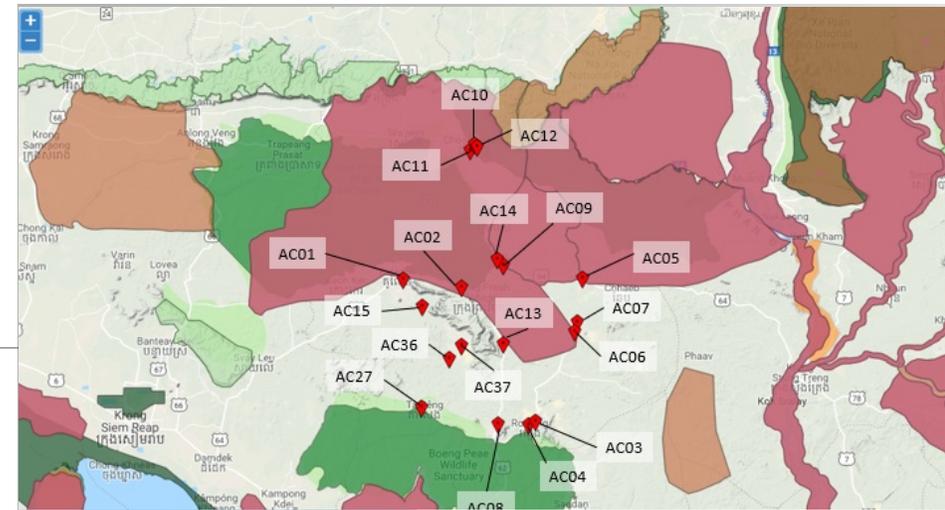


# Organic Rice and SRP as Innovative measures to enhance farmers' profitability and productivity and improve resilience



# Smart agriculture and innovation

Innovative measures enhanced sustainable agriculture innovation and extension services for local agronomists.



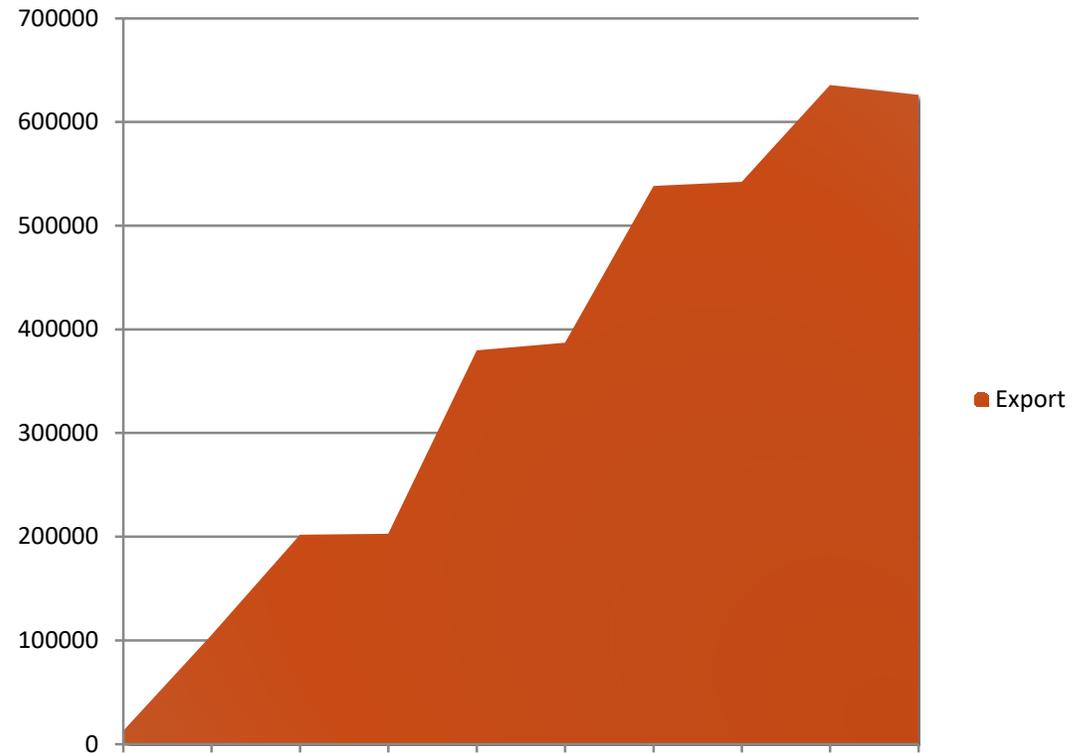


Where Cambodia Rice markets ?

# Export Cambodian Rice



2009- 12,613 MT  
2010-105,260 MT  
2011-201,899 MT  
2012-202,717MT  
2013-379,856MT  
2014-387,061MT  
2015-538,396MT  
2016-542,144MT  
2017-635,679MT  
2018-626,225MT



# Organic Rice from Cambodia

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Cambodia is the TOP 5 organic rice suppliers in the EU – EU agriculture report exporting over 10,000 tons which 8,500 to EU market.

Cambodia is focusing on the organic for food industry and niche markets such as baby food manufacturing due the low Arsenic.



# Export Market destination and positioning

As of Year 2019

- 40% China region
  - 34% European
  - 14% Asean member state
  - 13% Other
- 
- 87% Fragrant Rice
  - 12% Long grain white rice , 1% Parboiled Long grain white rice



# Cambodian Rice Authentic (DNA fingerprint at Eurofins Lab)

4 Years – standing as world best Rice Award (2012, 2013, 2015 and 2018)

National Brand “ Malys Angkor” – World Best Fragrant Rice

- Registered with WIPO, collective marks
- Registered with 60 countries





## Way Forward:

Building on the platform, promoting entrepreneurship and using technologies and promotion of the premium jasmine rice, fragrant rice production and organic rice.

# Way Forward:

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- ❖ Strengthening cooperatives: internal management, financial literacy, adoptive and resilient agriculture practices
- ❖ Improve the Internal Inspection System to ensure compliance to standards: training inspectors, individual farmer reporting, use of FarmForce application as reporting & monitoring tool
- ❖ Enhance partnership to make Cooperatives as entrepreneurs: link to input-financing, fair trade funds to procure the harvest
- ❖ promotion of the premium jasmine rice (Angkor Malys), fragrant rice, and organic rice to the policy towards through the Cambodian Rice Federation
- ❖ Promote sustainable rice to consumers, wholesaler and retailer market to expand global organic and SRP demand as a way of shifting from non-safe food products to consumer-safe products

# Thank You

Saran SONG 

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