

IN  
CAMBODIA,  
WE SAY NO  
TO  
CHEMICAL  
PRODUCTS,  
AND WE  
MAKE IT  
KNOWN



During the month of April, the ADG team in Cambodia organized an awareness campaign in the form of a cheerful and loud procession in Takeo province. The goal? Inform and sensitize its inhabitants on the harmful impact of the use of chemical fertilizers and pesticides. It was also the perfect opportunity to promote Bokashi, a 100% natural fertilizer produced by Otdomsoriya, an agricultural cooperative supported by UPSCALE and ALISEA program. Headgear of all kinds, long sleeves and long pants to ward off the burning rays of the sun ... That's how, smiles on the lips and signs in hand, more than 60 participants got on their scooters to travel across villages in Takeo province. All are producers of organic vegetables, fruit and rice. They are members of different agricultural cooperatives in the area, supported by UPSCALE program. On the occasion of this campaign, they accepted to be the new faces of a better future in agriculture. These farmers, already sensitized and informed by the ADG team on various agroecological techniques, are now using no more fertilizers and chemical pesticides. Proud of their commitment, they wanted to share this new ecological approach with the rest of their community. Producers, traders and homes must also be informed, and nothing is more effective than when the message is transmitted by peers.





Im Sothy, facilitator and senior agronomist for ADG

Placed at the head of the queue, a tuk-tuk with a giant loudspeaker was mobilized to actively broadcast the various messages. Im Sothy, facilitator and senior agronomist for ADG, members of agricultural cooperatives, and the one of Takeo's communal council. Campaign participants with placards awareness "The fertilizers and chemical pesticides you use are destroying your soil".

The procession stopped many times to interrogate all persons crossed on the road. The aim was to feed the debate and to get them to reflect on their production and / or consumption practices. What do they know about the consequences of chemical fertilizers and pesticides on the soil and on their health? Do they know homemade compost? Do they make it? Why is it important to promote this kind of technology? How can soil fertility be improved? What to choose between vegetables produced locally but a bit more expensive, and vegetables imported but cheaper? What about their consumption of organic vegetables? The facilitators presented then provided additional information aimed at explaining the negative impacts of chemical fertilizers and pesticides on soil biodiversity on one hand and the health of consumers on the other hand.



Campaign participants with placards "The fertilizers and chemical pesticides you use are destroying your soil"



They then emphasized the importance of consuming in a more sustainable and local way. Finally, each interview ended with the presentation of Otdomsoriya and his Bokashi, a natural fertilizer that you have already heard about. Of course, the interviewees did not go home empty-handed! They left with a bag of Bokashi to test their future production but also organic fruits and vegetables to enjoy with the family. What we remember from this campaign is that there is still some way to go to achieve a real change in mentalities and behaviors. However, the action organized by ADG and members of the various cooperatives has led to the emergence of the idea that healthier and more environmentally friendly agriculture and food are now possible.