



Role of market in promoting agroecology

A case study on vegetable supply
Sa Ang distric, Kandal province of Cambodia

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<https://www.facebook.com/NaturalAgricultureVillageShop>

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Presented by: Bun Sieng, Managing Director

Introduction

- Natural Agriculture Village Shop established fully in early 2015
- To promote safe food supply and empower farmer market
- Took more than two years to study issues of organic vegetable supply
- Products:



- Market: Supply to AEON, Lucky Supermarket, Minimarts, other organic shops, mobile sale,

Our agroecological strategies

Used nets to control insects



Crop rotation and diversity to control pest and soil management



Market linkage for sustainable crop production concerning agroecology



Weeding

Organic fertilizer to sustain soil nutrient and organic matter stocks



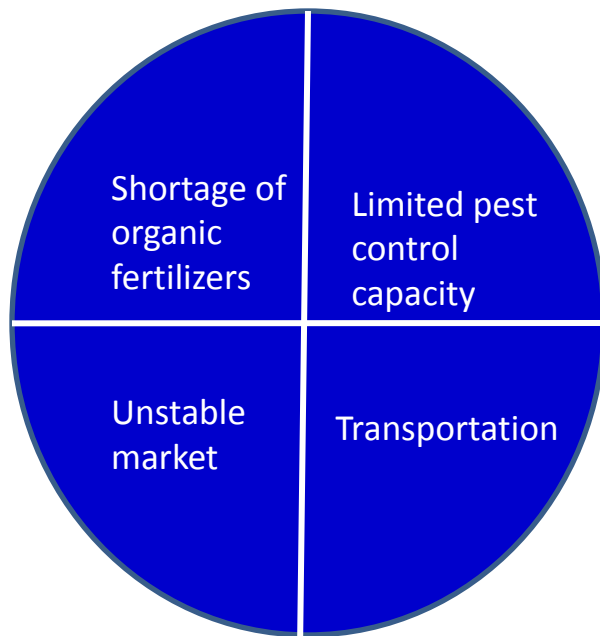
Awareness raising for consumers (consumer involvement in the concept)



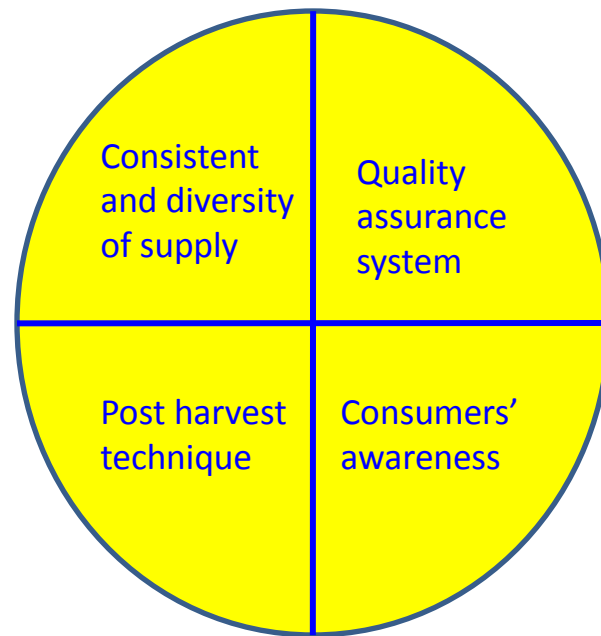
- Human health
- Environmental health
- Fairness
- Care for the generation to come

Problems/Challenges

Farmers' issues

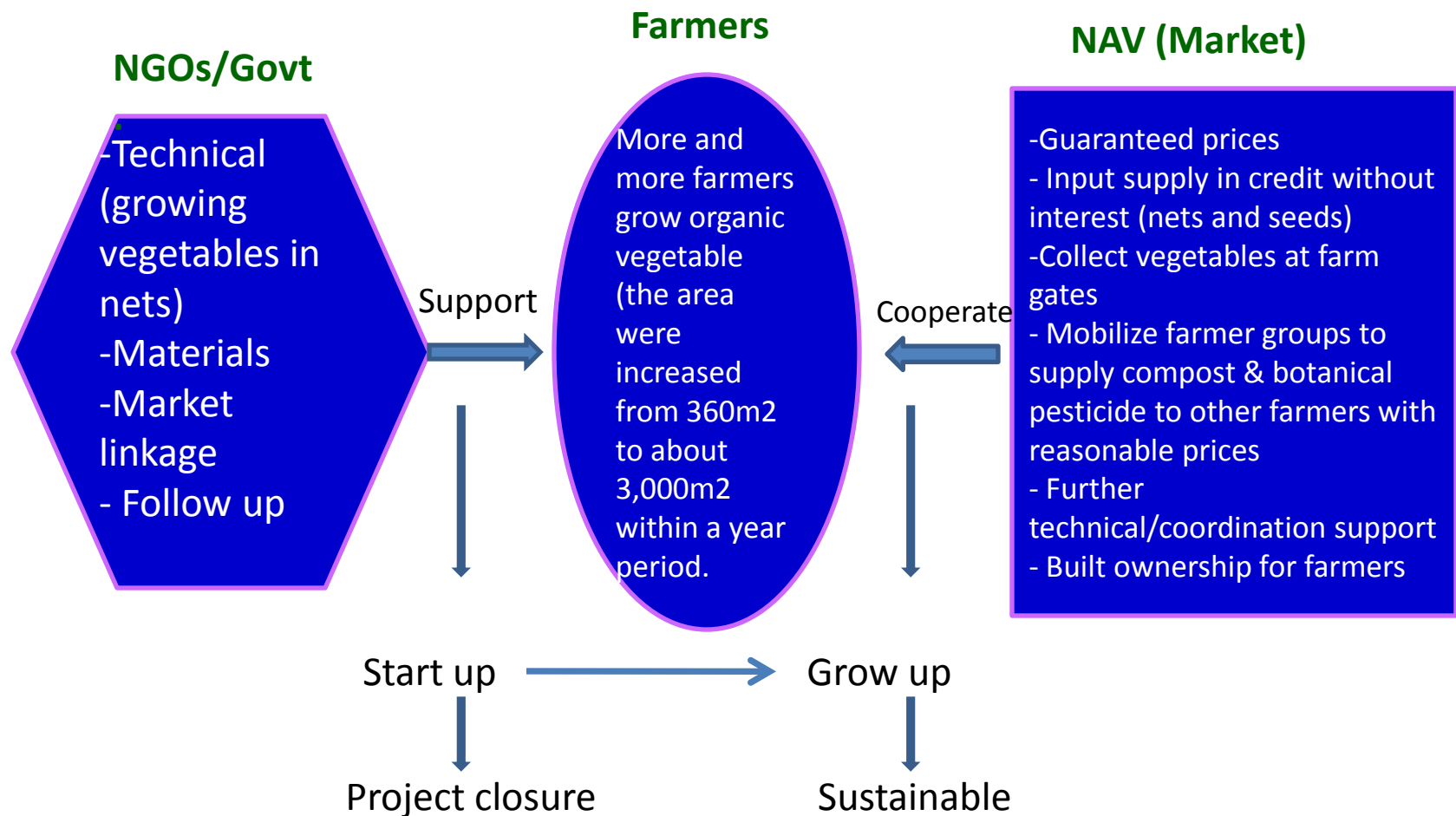


Market's issues

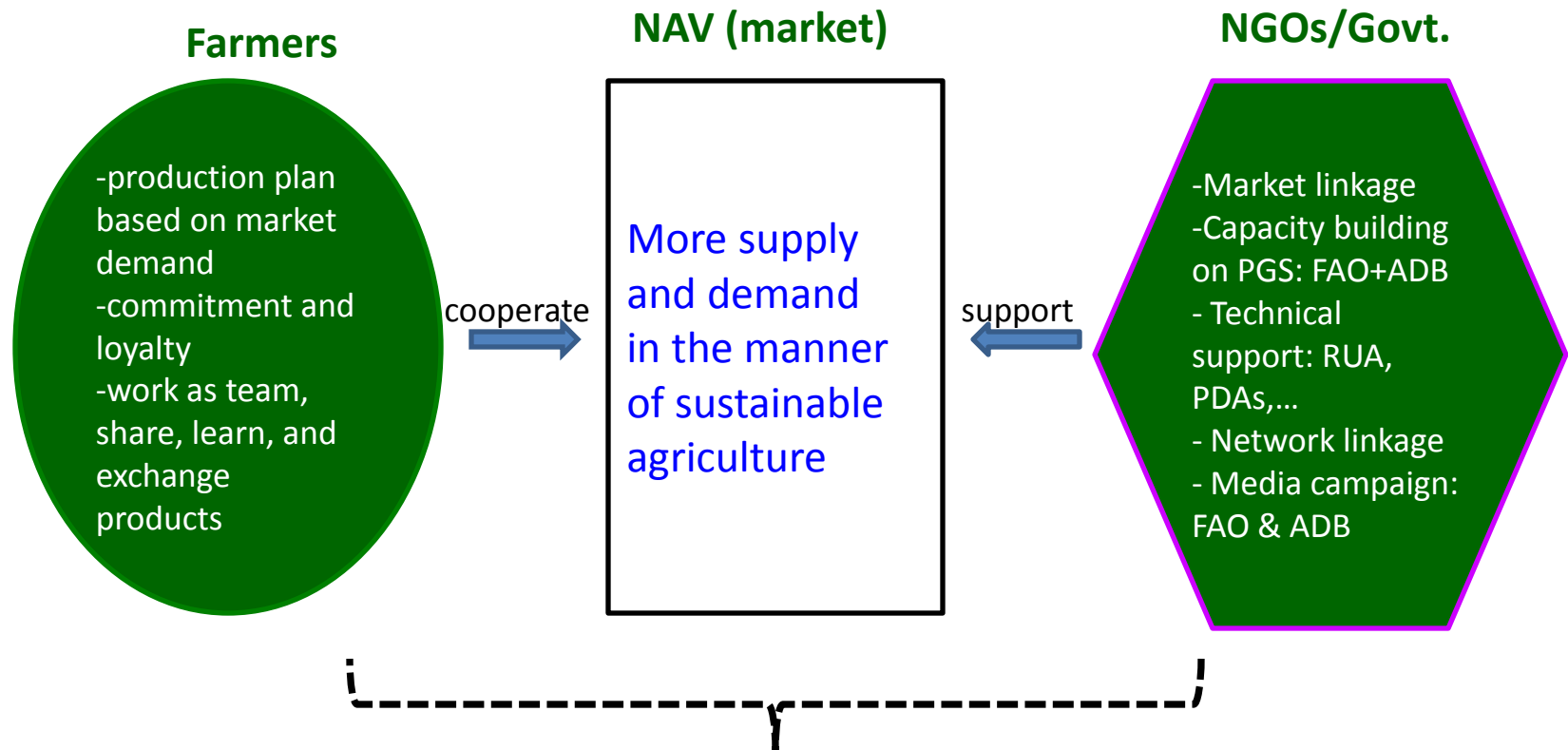


Both have the challenges; so how do they solve these together?

Stakeholders involved in addressing Farmers' issues



Stakeholders involved in addressing Market's issues



😊 We are not alone, we work together to solve problems and make the changes!

Lessons learnt (key success)

- Involved all key stakeholders since the beginning of project, especially market
- Strong commitment of market in working closely with farmers to make farmer success first
- Keep providing technical support to farmers
- Set up farmer groups to supply inputs to each other
- Media campaign to provide awareness to consumers (consumers play also important role in the agroecological practice).

THANK YOU



Partners



PDAs

