

Project Outline

Project Title:

Development of Supply and Distribution System for Vegetable in Svay Rieng

Background and Need for the Project	<p>Since 2007, IVY has established a system of collective vegetable shipment by organizing members of the Village Women's Association (VWA) through the "Project for Rural Development through Collective Vegetable Shipment". The activities were highly regarded by the Provincial Department of Agriculture (PDA) in Svay Rieng. When the PDA coordinated shipment to a hotel in Bavet, the city along the Vietnam border, they asked IVY to start vegetable shipments. As a result, VWA producers groups were formed into a VWA Farmers Association and started weekly shipments to Bavet. However, the product amount from the current target 20 villages turned out to be insufficient to meet orders of large quantities of goods. That means a bigger association needs to be formed covering more farmers in Svay Rieng Province. Moreover, the shipment to Bavet has just started this year and the leaders of VWA Farmers Associations have not yet developed enough skill to run this business by themselves. In order to develop autonomous farmers associations in the future, considerable support is still needed for the management of the association and capacity building of its leaders.</p>
Project Purpose	<p>System of supply and distribution of vegetable in Svay Rieng is developed by organizing vegetable farmers.</p>
Target Area	<p>Svay Chrum District, Svay Teap District, Kompong Ro District, Svay Rieng Town in Svay Rieng Province</p>
Target Group	<p>About 900 vegetable farmers over 60 villages among the target area</p>
Activities	<ol style="list-style-type: none">1. Establish Svay Rieng Vegetable Supply Association2. Establish system of shipment of the Association3. Train the farmers to improve skill of vegetable growing.4. Support the Association to operate Natural Agricultural Shop.5. Support marketing and products development.6. Strengthen capacity of management of the Association7. Support marketing and management of VWA Producer Groups and VWA Farmers Association (VWAFA)

Project Duration	From January 2010 to March 2012 (2 years and 6 months)
Amount of Estimate	45,000,000 Yen (approx. US\$450,000)
Implementation Structure of the Project	<p>Japanese: Project Manager, Coordinator in Japan</p> <p>Khmer IVY staff: Project Coordinator, Accountant, Agriculture Facilitator (4), Supply Management staff (5), Community Development Facilitator (2)</p> <p>PDA staff (1), Partner NGOs (2), Driver (2)</p>