

PDM (Project Design Matrix) Ver. 2 (final) (21th Dec, 2009)

Project Title (Project Duration): Development of Supply and Distribution System for vegetable in Svay Rieng (From January 2010 to March 2012 / 2 years and 3 months)

Target Area: Svay Chrum District, Svay Teap District, Kompong Ro District, Svay Rieng Town in Svay Rieng Province

Target Group: About 900 vegetable farmers over 60 villages among the target area

(Narrative Summary)	(Objectively Verifiable Indicators)	(Means of Verification)	(Important Assumptions)
Overall Goal : Farmers in Svay Rieng increase income by having a channel of mass supply of vegetable.	Income from the sales of vegetable increase for the members of Vegetable Supply Association.	Sales and accounting record of the Association after the project completion.	
Project Purpose : System of supply and distribution of vegetable in Svay Rieng is developed by organizing vegetable farmers.	System of supply and distribution of vegetable runs smoothly by: <ul style="list-style-type: none"> - The Association having more than 900 farmers as the members - The Association having more than one sales channel - The Association supplying more than 800kg of vegetable per week. 	Sales record of the Association	<ul style="list-style-type: none"> ▪ All the stake holders including Provincial Department of Agriculture (PDA), other NGOs, GOs and private sectors support forming the Association.
Output : <ol style="list-style-type: none"> 1. Vegetable Supply Association is established and operated mainly by its members 2. The system of regular vegetable shipment by the Association is established and shipment is started 3. Producers' skill on vegetable growing is developed. 4. Natural Agricultural Shop in Svay Rieng Town is established as a channel of the Association's supply outlet. 5. Marketing and products developments of processed-food are strengthened for Associations 6. Human resources to manage the Association are developed 7. Existing Village Women's Associations (VWA) Producer Groups and VWA Farmers Association (FA)'s capacity is strengthened. 	<ol style="list-style-type: none"> 1. Committee members are selected among registered members of the Association and operational decision are made at committee meetings. 2. Regular shipments run smoothly. 3. Sales are increased every year and the number of items is also increased. 4. Natural Agricultural Shop in Svay Rieng purchase vegetable from the Association members regularly. 5. The Association has more customers and more items for sales. 6. At the project completion, leaders of the Association have capacity to manage the Association. 7. VWA Producer Groups continue collective shipment while they are given capital support and VWFA continue its vegetable sales to Phnom Penh. 	<ol style="list-style-type: none"> 1. Rule & regulation of the Association, committee meeting minutes 2. Sales record of the Association 3. Sales record of the Association 4. Staff monthly report 5. Sales record of the Association. 6. Committee meeting minutes, Staff observation 7. Monitoring report and sales record of VWFA 	<ul style="list-style-type: none"> ▪ The population of selling labor does not increase extremely. ▪ Have stable weather to supply stable amount of vegetable.

Activities :	(Inputs)		
	Japan	Cambodia	Pre-conditions :
<p>1. Establish Svay Rieng Vegetable Supply Association</p> <p>1.1. Hold Project Announcement WS and ask for registration of interested groups or farmers.</p> <p>1.2. Research the registered groups and reform groups and create zones.</p> <p>1.3. Select group leaders and zone leaders.</p> <p>1.4. Hold leaders meetings and decide rules & regulation, structure and representatives of the Association.</p> <p>1.5. Hold regular committee meeting of the Association.</p> <p>1.6. Establish advisory commission with PDA and other NGOs and hold regular meeting.</p> <p>2. Establish system of shipment of the Association</p> <p>2.1. Hold committee meetings and decide system of shipment and management of Farmers Shop.</p> <p>2.2. Establish monitoring system of vegetable production and make database.</p> <p>2.3. Provide training on selection, preparation, packaging of vegetable.</p> <p>2.4. Start shipment of all groups.</p> <p>2.5. Support making contract and negotiation between customers and the Association.</p> <p>2.6. Publish newsletter for producers.</p> <p>3. Train the farmers to improve skill of vegetable growing.</p> <p>3.1. Conduct agriculture training of growing chemical-free vegetable for the producers in the new target area.</p> <p>3.2. Follow-up producers and give them technical support.</p> <p>3.3. Invite the producers to visit the key farmers to learn from each others.</p> <p>3.4. Utilize experimental farm by applying new technique</p>	<p>【Human Resources】</p> <ul style="list-style-type: none"> ▪ Project Manager (Japanese) (1) ▪ Project Coordinator (Khmer) (1) ▪ Agriculture Facilitator (Khmer) (3) ▪ Supply Management Facilitator (Khmer) (4) ▪ Community Development Facilitator (Khmer) (2) ▪ Administration / Accounting (Khmer) (1) ▪ Driver (Khmer) (2) ▪ Office Guard (Khmer) (3) ▪ Director (IVY Japan, Cambodia Division) (1) <p>【Material & Machinery】</p> <ul style="list-style-type: none"> ▪ Truck for transport of products (1) ▪ Motor bike (1) ▪ Agricultural Material 	<p>【Human Resources】</p> <p>PDA Vegetable Technician (1) Partner NGO (2)</p> <p>【Financial Resources】</p> <p>Capital share from the members of the Association or membership fee for the Association</p> <p>【Facilities】</p> <p>Collection / shipment place PDA shop</p>	<ul style="list-style-type: none"> ▪ The hotel by the border town Bavet continues to order vegetable from Svay Rieng. ▪ Enough farmers agree to register as a member of the Association.

<p>4. Support the Association to operate Natural Agricultural Shop.</p> <p>4.1. Prepare opening of Farmers Shop.</p> <p>4.2. Support operation of Natural Agricultural Shop selling vegetable from the members.</p> <p>4.3. Support buying and selling other agro-products.</p> <p>4.4. Start to sell agriculture supplies including vegetable seeds.</p> <p>5. Support marketing and products development.</p> <p>5.1. Support the Association to sell their products in various events.</p> <p>5.2. Conduct marketing / small enterprise training to the managers of producer groups.</p> <p>5.3. Support the Association to find new market.</p> <p>5.4. Research other products besides vegetable for marketing possibility.</p> <p>5.5. Conduct food processing training for the products which have high potential for marketing.</p> <p>6. Strengthen capacity of management of the Association</p> <p>6.1. Visit other farmers organization and exchange ideas.</p> <p>6.2. Conduct training on organizational management to the committee members.</p> <p>7. Support marketing and management of VWA Producer Groups and VWA Farmers Association (VWAFA)</p> <p>7.1. Support VWAFA to market their products in Phnom Penh.</p> <p>7.2. Support accounting and management of VWAFA.</p> <p>7.3. Support capital for VWA producers groups.</p> <p>7.4. Apply for a certificate of Chemical-Free Vegetable.</p>			
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