



ASEAN FOOD industries  
HUMAN resource development association

**MAFF**  
Ministry of Agriculture,  
Forestry and Fisheries  
農林水産省



# *Improvement of Cambodia Food Value Chain through Japanese Factory Visit Tours*

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# *Contents*

- 1-Country profile
- 2-Agriculture produces
- 3-Situation and constrains of FVC in Cambodia
- 4-What we have learned and benefit to our Cambodia
- 5-Food Value Chain Strategies Initiatives
- 6-Potential of food-health produces to be added value
- 7-Conclusion

# 1-Country Profile

- Location and land





# 1-Country Profile

- Population: 15 millions
- Economic based on:



Agriculture



Tourist



Garment

## 1-Country Profile

- Economic growth 7% last 10 years, stable and economic growth.
- Now the young people more than 50% which is needed to built their capacity.





## 2-Agricultural Produce





# Rice and other Horticulture Crops









# Industrial Crops



# Herbal Tree

Corrossolier



kampot pepper



*Noni*



*cinnamomum*





### 3-Situation and Constrain of Horticulture Value Chain





# Situation of Horticulture Value Chain



Growers



Collectors



Whole Sellers



Domestic Consumers



Retailers

# Constrain

## ❖ Grower

- Over and less market supply due to seasonal growing.
- Poor safety and quality because of pesticide and chemical fertilizer usage knowledge and technology limitation.
- Less benefit due to lack of setting price ability, law and community.
- Postharvest loss due to limited postharvest technology.

## ❖ Domestic Consumer

- Facing with healthy problem due to unsafety food.



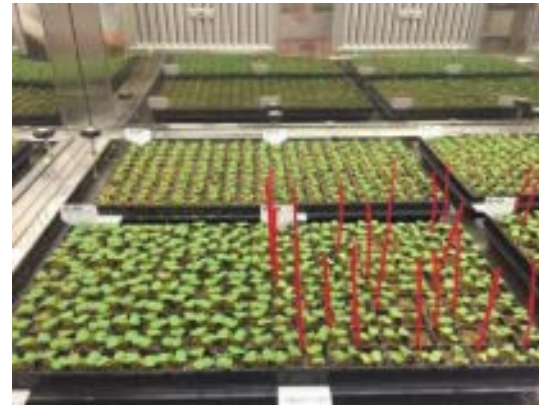
## 4-What we have learned and benefits to Cambodia

	What we learned	Benefits to Cambodia
1	Japanese culture	Closed relation to Japanese society
	Japanese food preparation (healthy and nutrition)	Improvement of Cambodian food and eating habit to be healthy
	Historical Value of certain Japanese food	Cambodia understand the value of Japanese food-related history
	Character	How people respect, greeting, manner ( are in polite way)



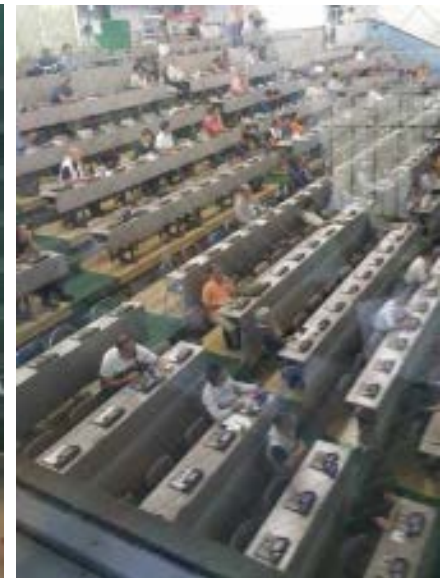
## 4-What we have learned and benefits to Cambodia

	What we learned	Benefits to Cambodia
2	Technology (factory)	Possibilities to add value to raw agriculture and food material through (i)factory investment; (ii)high technology countries like Japan



## *4-What we have learned and benefits to Cambodia*

	What we learned	Benefits to Cambodia
3	Understanding of Agriculture and Food Value Chain in Japan	Possibilities of applying this concept to improve agriculture and food value chain in Cambodia
	On-site visits both factory and market	Build up confidence on Japanese products sold in Cambodia



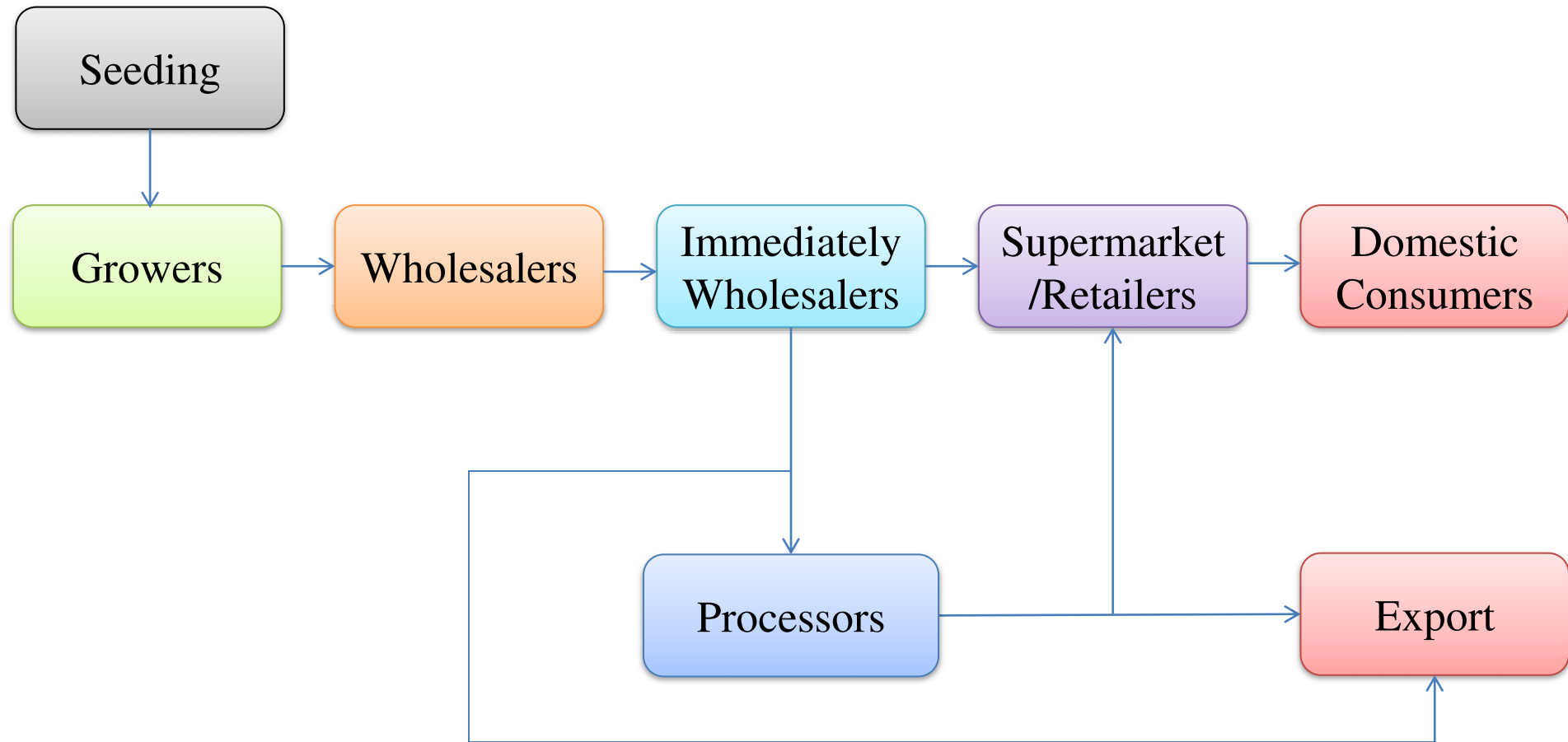


## 4-What we have learned and benefits to Cambodia

	What we learned	Benefits to Cambodia
4	Opportunities of our young group coming here	Get information employments with Japanese food company in Cambodia and global
	Opportunity to know other groups from other countries	We can build up network, in name of Cambodia, with other ASEAN countries



## 5-Value Chain Strategies Initiatives



## 5-Value Chain Strategies Initiatives

<b>Actors</b>	<b>Responsibilities and Corporation</b>	<b>Certification</b>
Seeding	Research farms and MAFF	
Growers	Research farms, communities and MAFF	GAP
Wholesalers	Private companies under the support and control by the government	
Immediately Wholesalers	Register and Control by the government	
Processors	Investment with other countries and government	GMP, HACCP



## 6-Potential of food-health produces to be added value

Cambodia Potential of food- and health-related produces could be add the value by Japan Technology, into herbal packaged products for healthy

Corossolier



*cinnamomum*



kampot pepper



*Noni*



## 7-Conclusion

- This program **considerable** improve our **capacity** and **network** in food-related sector in Cambodia and ASEAN countries as well.
- We **understand deeply** about Japan in both **technology, culture and food sector**.
- This program build us **more confidence** on how to **improve food value chain** in Cambodia.
- We found the **possibility** to add the value to Cambodia herbal produces through **cooperating/exporting** the **raw/crude** produce **to high technology** country like Japan.

Thank You

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ありがとうございました



ขอขอบคุณ  
คุณ

cho tôi biết

ຂອບໃຈ <sup>23</sup>



## *Some Data on Growing Land*

Crops	Area (ha)	(%)
Rice	2,795,892	74.9
Maize	213,622	5.7
Cassava	206,226	5.5
Soybean	103,198	2.8
Mungbean	69,206	1.9
Vegetable	52,732	1.4
Sesame	43,206	1.2
Peanut	20,041	0.5
Sugar cane	17,207	0.5
Sweet potato	11,452	0.3
Tobacco	10,062	0.3
Jute	594	0.0

