



# FLD in Action

## Review 2010

### Message from Executive Director

2010 has been a busy and exciting year for Farmer Livelihood Development (FLD). New projects have begun, some completed and several have made good progress, and important projects are planned in 10 provinces for 2011. Ratanikiri and Koh Kong are the newest additions, joining Preah Vihear, Oddar Meanchey, Siem Reap, Battambang, Prey Veng, Svay Rieng, Kompong Speu and Kandal as FLD target provinces.

A major aim for 2010 was developing identities and independence for parts of our operation. Our training division is now SKIL, a stand-alone unit with a large degree of financial independence. Our micro finance unit is developing similarly; now known to its growing clientele as 'Farmer Fund'.

FLD's trading arm, the social enterprise, Khmer Farmer Products (KFP), has expanded, and developed branding and packaging for several products. At the same time our publicity and profile material reinforces the principle that drives our enterprise, that "Shopping with KFP supports vulnerable farmers and their families."

These positive moves and the projects outlined in this review would not be possible without our partners and donors. Their support, understanding and advice, allows us to give Cambodia's disadvantaged farmers and their families real support.

Sok Somith  
Executive Director



### FLD Staff

Staff numbers best demonstrate FLD's growth and practical involvement in rural Cambodia. At the beginning of 2010, staff numbered 63; by 31 December there were 95 – 50

men, 45 women. Of them 46 were based in Phnom Penh, though many regularly travel to the provinces to work alongside the 49 staff permanently based in five provincial offices.



The annual staff retreat is always a highlight and was held in Monduliri Province in November. Over 70 personnel reviewed their achievements over the past year and set new milestones and guidelines for 2011. They took pride in recognizing that the majority of the goals they had set for 2010 were attained, and that when other opportunities arose they were taken advantage of.

**FARMER LIVELIHOOD DEVELOPMENT**



## SKIL Program

SKIL aims to improve the quality of life in agricultural communities with commercial training services for poor farmers and rural business people to respond to market demands and promote employability, including marginalized young women.

**SKIL** – Support, Knowledge and Inspiration for Life - the brand signals SKIL's stand-alone status. It's the result of studying of other training organizations and systems, and developing SKIL's own business strategies, marketing plans and a benchmark survey tool.

The growing demand for SKIL's technical agriculture and business trainers is underlined by achieving 100 per cent of its financial viability by the end of 2010. Total earnings were US\$120,000, with over US\$61,000 earned from work outside FLD's own projects – working with both international and local clients.

SKIL's success and growth will continue: energetic marketing and promotion, its own vehicle and continuing development of new courses that meet today's needs. These include: climate change; REDD; grain post harvest management; forum facilitation and career planning.



## Farmer Fund Program

Promotes job creation in rural communities by providing better access to micro-finance services that secure and sustain incomes for a better living by:

- (i) savings and lending activities in rural communities
- (ii) building the micro financial capacity of community VSLA's
- (iii) affordable, convenient and accessible micro loans to farmers.

Farmer Fund was the Community Job Creation Fund' (CJCF). It now has greater independence, a more commercial profile and greater visibility and transparency. This includes staff wearing a uniform and carrying an identity card when working in villages. Its 2010 outcomes included:

- five Village Savings and Loans Group Agents employed and trained
- utilized 98 percent of the US\$30,000 of donor funds earmarked for 2010
- problems with bad loans virtually eliminated
- implementation procedures have been standardized
- income from interest covers staff costs.

As of September 2010, FLD micro financial services – so-called "Farmer Fund" has assisted communities in 7 provinces to form 192 Village Saving and Loan Groups (VSLG) by which 3267 (2450 female) members agreed to deposit saving for their lending activities. Please find more detailed in below table. As a result, 130 out of 192 VSLA can manage their saving and lending activities on their own. Total accumulated savings is USD38676.24 (USD13227.24 in Kandal, Kompong Speu, Siem Reap, Oddar Meanchey, Preah Vihear and USD25449 in Prey Veng and Svay Rieng) as of Sept 2010.

Province	District	Comm	Village	Group	M'mbers	Female	Loan Client	Project funded by
4	3	10	43	72	1054	808	603	ACT
1	2	3	9	9	226	218	116	CAF IGP 2009-2011
1	2	5	14	24	339	267	256	ZNAID
					149	149	149	CAF
2	4	11	97	87	1499	1008	0	CARE
Total	11	29	163	192	3267	2450	1124	





## Khmer Farmer Products (KFP) Program

KFP is a social enterprise that aims to become a profitable business to sustain livelihoods in FLD's targeted communities. It trades on behalf of farmers and handicraft producer groups and food processors – all originally trained by FLD – who receive KFP assistance that:



- i. increases the quality of products made by rural producer groups
- ii. provides collective marketing support to those groups
- iii. places and promotes products in appropriate markets and outlets.



Three new KFP shops opened in 2010 – Svay Rieng, Siem Reap and Preah Vihear joining the Phnom Penh shop. There are now 40 retail outlets, fifteen enlisted during 2010 and door-to-door selling was introduced, with a motorbike and carrier box for deliveries. The 2010 gross income was US\$8,682, up on 2009, but insufficient to cover staff costs.

KFP promotes and sells on behalf of rice growers, wild honey hunters and food processors, plus the extensive product range made by former vocational skill trainees in the Young Women Entrepreneur, Kuoy Entrepreneur and Farmer Market Development projects. Several promotion and branding projects were developed: a product catalogue, labelling and packaging for rice and snack foods, shop identity and promotional signage. By the end of the year additional rice packaging, a shopping bag, clothes labels and staff uniforms were being designed for release early 2011.



## Livelihood Development Program

So that poor rural households (farmers, women and children) can consistently secure their family's income and food supply. The focus is on:

- i) food security initiatives
- ii) income generating activities
- iii) raising farmers' 'voice' to gain better support services for farming techniques and product marketing
- iv) climate change adaptation to sustain livelihood activities

## SAFPHAM Project



Sustainable Actions to Fight Poverty, Hunger and Malnutrition' is a joint project with World Vision that focuses on poor and very poor rural villages – 39 in Oddar Meanchey and 30 in Preah Vihear – total 4,093 are direct beneficiary households.

Funded by the European Union (EU), its focus is on food security improvement, capacity building and agricultural development through training. Topics include rice intensification, vegetable and mushroom production, chicken and pig rearing and fish farming. The project's emphasis in 2010 has been primary data from 28 out of 69 villages, and the formation of farmer groups for training and information sharing.







**YWED Project** 

2010 was the first year of the Young Women Entrepreneur Development project, following on from the successful three-year EEOYW project; both funded by Charities Aid Foundation (CAF). Their 2010 achievements included:

- forming 286 young women into 27 groups for vocational skill training
- 33 existing groups were strengthened with further assistance, boosting average incomes by 10 to 15 per cent
- seven skills were trained – sewing, chicken and pig raising and four different basket weaving courses, each with a different natural, local material
- 60 representatives from 20 new groups began business planning, registration, packaging and quality control training in November
- scholarships for 20 students
- opened 10 local commune shops selling locally produced snack foods, clothes, stone carving and poultry products
- YWED makes a major contribution KFP to ensure its former trainees have market access.



**Kuoy Entrepreneur Development Project** 

The **ILO** funded KED project ended in December and worked with 90 trainees in six different groups for business training with representatives from each group attending courses in business planning and finance. All 90 trainees received vocational training in either stone carving or two weaving courses. One with bamboo, the other with Kchheng leaves. A shop to sell their goods was opened.

Both the KED and YWED projects work with women aged 18 to 27 who are also an important labor force for their families, which can create pressures for both the young women and course organizers. Other problems include low literacy levels and the availability of qualified trainers.

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## FMDM Project



The Farmer Market Development Model project in Prey Veng and Svay Rieng has four main streams, micro finance, vocational training, marketing local products, and institutional capacity building to self-help groups. Funded by **CARE** the project was to finish in December but was extended for three months and by the end of 2010 it had achieved several milestones:

- 95 Village Savings and Loans Associations (VSLA) groups formed, with 87 of them actively saving *and* lending.
- 227 VSLA representatives attended a knowledge sharing workshop, with 61 from weaker groups attending a special workshop to meet their needs
- 11 VSLA agents trained in VSLA concepts and facilitation methods
- 138 youths trained in either sewing, motorbike repair or bamboo weaving
- nine business groups formed among former sewing and weaving trainees
- three training courses for Self Help Group (SHG) executive members in small business, financial and operational management
- facilitated business plans for 80 SHGs.



## Civil Society, Pro-Poor Market Support Project



Based in Kompong Speu, and funded by Catholic Relief Services **CRS**, it focused on community capacity building, particularly with CBO/CSO leaders. The project was completed in October and at its peak trained nearly 2,900 villagers, over half of whom were women.

## Village Market Network Project



Funded by the Wildlife Conservation Society **WCS** this Preah Vihear based project with the Kuoy concluded in October. It successfully supported a wide range of farm-based training and marketing projects to relieve pressure on the surrounding forest and its inhabitants. Community leaders were also given capacity building training.



## Farmer Opportunity Project



For the first half of 2010, with **Asia Foundation** funding, *O-kes Kassekar Farmer Opportunity* broadcast 22 live, rural radio discussion and talkback programmes for farmers and rural business people. A post-series survey showed 85 per cent of listeners gained new ideas, knowledge and confidence.

A broader based, two year Farmer Opportunity project began in December. This will include 40 *O-kes Kassekar* programmes and continue the work of two of the above projects. The Village Market Network programme will be intensified in Preah Vihear. And there, and in Kompong Speu, the new Commune Forum concept of quarterly, whole community meetings about agricultural matters will be established. The project will also introduce another Cambodian first, a phone in farm consultancy service. This project will be implemented throughout 2011-2012. As part of the Demand for Good Government Programme it is funded by the **World Bank**, through the Asia Foundation.



## FLD in 2011

FLD and CARE have secured a major, three-year contract in Koh Kong Province for a new vocational skill-training programme. Called Young Women in Business it will train 1,700 young women during the three years.

Following discussions during 2010, FLD have an undertaking from CARE in Rattanakiri to implement micro finance and capacity building in 25 indigenous villages, around 400 individual households.



## Creative Industry Support



This project works with Kuoy cultural handicraft producer groups in Preah Vihear. Funded by the **UNDP** Creative Industries Support Programme, the sixmonth project began in October to improve product quality, market on the groups' behalf, and establish a KFP shop in their provincial town to sell their goods. By 31 December 2010 the new shop was ready to open the next day.

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