



# World Vegetable Center

## The 36<sup>th</sup> International Vegetable Training Course “Vegetables: From Seed – Table” Module 2

### Development Action Plan

BY: MR. YONG YENG

1<sup>st</sup> December 2017

# Content



## Part I

Personal information and  
work experiences

## Part II

Development Action Plan  
(DAP)

# Personal information and work experiences



- Name: Mr. Yong Yeng
- Education:
  - Bachelor Degree of Agronomy Science, in Cambodia
  - Master of Business Administrative (MBA) of General Management
- Work experiences:
  - 2005 – Present: Work with various companies and NGOs related to agriculture sector mostly vegetables
  - Current career: An agriculture specialist with WVC for project called "Deploying Vegetable Seed Kits to Tackle Malnutrition in Cambodia"

# About Cambodia



## Where is Cambodia?

- Population: 16, 085,769 (UN Estimates)
- 80% is doing agriculture
- Area: 181, 035 square kilometers



## Flag of Cambodia





# Project Overview



- Funded by USAID (Bureau Food Security, Washington DC)
- Four staff (PM, PC and 2 agriculture specialists), WVC
- Six local NGO partners (36 staff)
- Households reach: 3,537
- Child < 5 years old supported: 4,576 (2,230 females)



# Project Overview



## □ Main activities:

- 1- Vegetable Trail
- 2- Capacity building to NGO partners staff
- 3- Home garden demonstration sites
- 4- Nutrition awareness



# Project Overview-**Main** activities



## 1- Vegetable Trail

12 commodities and  
70 varieties were  
tested in Siem Reap  
2016-2017



# Project Overview-**Main activities**

## 1- Vegetable Trail



## Promising variety





# Project Overview-**Main activities**



## 1- Vegetable Trail

## Promising variety





# Project Overview-**Main activities**



## 1- Vegetable Trail



## Promising variety





# Project Overview-**Main activities**



## **2- Capacity building to NGO partner staff**



**TOT training to NGO partners staff in vegetable home garden production**





# Project Overview-**Main activities**



## **2- Capacity building to NGO partner staff**



**TOT training to NGO partners staff in Nutrition Awareness**

# Project Overview-**Main activities**



## **2- Capacity building to NGO partner staff**



TOT training to NGO partners staff in doing data collection by smart phone



# Project Overview-**Main activities**

## 3- Home garden demo site





# Project Overview-**Main activities**



## 4- Nutrition Awareness



# The three topics in module 2 which are most useful



## 1- Postharvest Management

- Storage
- Packaging
- Pesticides residue

## 2- Vegetable Value Chain and Market Analysis

## 3- Monitoring and Evaluation



# Development Action Plan



## Horticulture Value Chain in Cambodia



# Why?



- Cambodia agriculture sector is growing very fast now
- Increased production area
- Horticulture has lagged behind due to competitive pressure from neighbor countries (lower prices cause)
- Limited of production yield and postharvest management

# Where?



We will work in some target provinces which are one project called Cambodia HARVEST have been done well in horticulture production such as Battambang, Pursat, Siem Reap and Kampong Thom provinces.

# Objective



To improve the volume of  
vegetable selling in better prices



# Activities



## **1- Market linkage:** use of market driven approach

- Buyers: to select the buyers with specific address and demand
- Producers: to select the groups of farmers and produce what are the buyers needed

# Activities



- Build partnership
  - Organize workshop to identify specific needs and problems of buyers and producers
  - Create production business plan with training course
  - Promote contract farming
- Manage the progress

# Activities



## **2- Improve production yield (in year round)**

- Technical production (GAP)
- Use of good quality of seeds (high yield and resistant to pests and diseases)
- Use of new agriculture inputs



# Activities



## 3- Make inputs available and reduce inputs cost

- Government
- Input companies
- NGOs





# Activities



## 4- Postharvest management

- Grading
- Packaging
- Storage





# Resource persons



- NGO staff
  - Value chain facilitators
  - Agronomists
  - Postharvest specialists
- Department of agriculture staff
- Private sectors
- Government

# Potential challenging



- Competitive of vegetable products from neighboring countries (Cambodia has been importing vegetables from neighboring countries such as Pepper, Tomato, Carrot, Onion, Cabbage, Potato, Cauliflower from Vietnam every day ranges 200-400 tons)
- High price of agriculture inputs



# Activities plan



Activities/Time frame	2018												2019												2020	2021	2022
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D			
Staffing and develop strategies	↔																										
Implement activities			↔																								
Review activities													↔														
Scaling up activities															↔												

# Budget plan



Items to be spent	Estimated \$
Staff	5,250,000.00
Workshop	750,000.00
Cost subsidize with producers/buyers	5,250,000.00
Travelling	2,250,000.00
Consultant	750,000.00
Others	750,000.00
Grand total	15,000,000.00

# Thank you for your attention!



Question and comment?