



CPSA

Annual Progress Report

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Prepared by:

CPSA

Submitted to:

Grow Asia, CPSA Core Committee

Executive Summary

The only certainty is the existence of uncertainties.

In the early days of the pandemic, many of us had to pause and focus on pivoting to new modes and mechanisms to deliver impact. It is incredibly humbling that despite these challenges we were - with the support of our donors and partners - able to adapt and keep CPSA's values and mission alive.

The vegetable core group members came together to pool funds to develop the working group's strategic plan. The strategic plan was completed in both English and Khmer, which is a major stepping stone. The core members also came together once again in mid-2021 to distill the comprehensive strategic plan into a 2-page overview to be shared with our partners and the farmers we work with. Having focused on national policy since 2020, our cashew working group has been exceptionally active in the development of the National Cashew Policy. The draft policy has been made and many consultation meetings and workshops have been held with the key stakeholders, including CPSA. It is determined that the policy will be finalized by the end of 2022. CPSA has worked actively with the pepper working group and in 2020 was among the committee forming the Cambodia Pepper and Spice Federation, which has since taken on the activities incubated in the CPSA pepper working group. We are thrilled to see these efforts coalesce into an independent federation, allowing us to learn from this experience and turn our sights to similar commodities that need our support.

Though there is much uncertainty ahead, we are confident that by responding quickly, and collectively, to existing and new challenges, we can continue to effectively support Cambodia's food system and the growers at its center. Going forward, CPSA is excited by the prospect of getting back into the field to deliver results through our working groups and partners, and identifying opportunities for us to collaborate with you.



Pranav Sethaputra

Interim Country Director, CPSA



Working Groups Update

CASHEW

WORKING GROUP (CWG)

CPSA has worked closely with the cashew working group on the National Cashew Policy.

Within the group, the Cashew Policy Task Force hired a consultant to develop a draft national cashew policy in English and translate it into Khmer. After the draft was made, CPSA helped with the organization and facilitation of a series of consultation meetings to review the draft and translated National Cashew Policy.

The meetings were participated by representatives from the Ministry of Commerce and other main actors from the public, private and NGOs; we gathered their inputs and comments on the current draft, and make necessary changes. We also work together push the policy towards its approval and implementation.

Besides the cashew policy, CPSA is working with one of our most active partners in the cashew sector, Top Planning Japan, on the development plan for the cashew database. It is determined that the policy be finalized by the end of 2022.

CPSA is looking at the possibility to restructure the working group and reengage the members as the previous mandate already ended.

Fruits and Vegetables

Working Group (F&V WG)

CPSA conducted the Vegetable Group Consultant Workshop at Era Phnom Penh Hotel on January, 5th, 2021 to design a three-year strategic plan for the vegetable group. We set a concrete plan and work to achieve our goal that benefits all of our members.

The strategic plan was developed and finalized by a consultant and the VG consultant group. In March, we have two meetings with the lead and co-lead to discuss how to disseminate the strategic plan and the next prioritized activities to be carried out.

CPSA worked with the vegetable group lead, co-lead and members to design and distribute the working group promotional materials including t-shirts, tote bags and leaflets. The working group members pooled collective funds to contribute towards the printing of the materials.

CPSA, in collaboration with [ICCO Regional Office South East Asia](#), organized an online workshop on "[Agri-tech Intervention of Horticulture Value Chain in Cambodia](#)". We would like to extend our appreciation to our speakers from [World Vision Cambodia's](#) MASE II AVRDC-World Vegetable Center Angkor Green Department of Agricultural Land resources Management.

AGRI-FOOD SMES WORKING GROUP

CPSA successfully completed a learning event on Digital Marketing Solutions for Agri-Food SMEs. Our main speakers were representatives from [Khmun eShop](#). About 50 people coming from different backgrounds including agriculture, agri-food SMEs and other types of small businesses, participated in the event. They were especially interested in the e-commerce platform and some were able to get connected for future collaboration and business.

CPSA and the [Partnership for Indonesia Sustainable Agriculture \(PISAgro\)](#) organized a joint webinar on "[Understanding the opportunities and challenges from the agri-food partnership model with SMEs smallholders in Cambodia and Indonesia](#)". The interactive session aimed to:

1. Facilitate learning, knowledge sharing, and exchange of practical experience, particularly on partnership models with SMEs and smallholders in the agri-food sector.
2. Address priority issues and challenges in the supply chain for the agri-food sector.
3. Identify any potential market linkage between Cambodia and Indonesia.

In late 2021, we started to work on a project proposal on market linkage, focusing on young women entrepreneurs. The project potentially could bring a lot of benefits our agri-food SMEs working group as they will be our prioritized target group to be equipped with skills and knowledge that could help them access the local market and retail chain more effectively.

PEPPER WORKING GROUP

CPSA facilitated a meeting with key actors in the Pepper Sub-sector in Cambodia. The topics actively discussed by participants were the following:

1. Key challenges for pepper export / international pepper market
2. How to improve buying capacity/investment of your company (Cambodian pepper)
3. Recommendations/suggestions for government interventions

The meeting was joined actively by [Amru Rice Cambodia Co., Ltd](#), [Signatures of Asia](#), Cambodian Rice Mill & Exporter, [Sela Pepper Cambodia](#), [Kurata Pepper Cambodia](#), Cambodia Pepper, and [Spice Federation \(CPSF\)](#), EU Land and Pepper Investment, La Plantation, Vithey Agriculture Trading, FUCHS and Olam.

CPSA participated in Cambodia Pepper and Spices Federation (CPSF)'s meeting with exporter and processor members. The objectives of the meeting were to:

1. Understand the possibility of quantity of pepper planned to export in 2021
2. Understand the challenges faced by processors and exporters during COVID-19 pandemic
3. Understand about the possible solutions and mitigation strategies during COVID-19 pandemic.

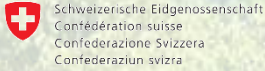
CPSA has worked actively with pepper working group and in 2020 was among the committee forming the Cambodia Pepper and Spice Federation. Since then, the focus and members' resources were shifted on the federation. Being among the forming committee and the one supporting the working group to this stage, we are happy to see them graduate into an independent federation, allowing us to be able to put our work with them into our portfolio and start studying other commodities that might be needing more support.

PARTNERSHIPS

In 2021, our team focused on stakeholders' engagement, both with existing partners and with new ones. These partnerships cover different areas of sustainable agriculture, ranging from contract farming to gender equality, from responsible investments to agriculture technology, e-commerce and more.

Together with our partners, World Vision International Cambodia – MASE II and [Khmer Organic Cooperative \(KOC\)](#), we have carried out our first gender trainings with vegetable farmers and agricultural cooperative (AC) coordinators. The training focused on two main topics - Gender-Awareness Building Business and Financial Literacy. The training was delivered to 42 farmers (21 of whom are women) from 7 districts in Takeo and Kandal provinces. After the training, they are able to explain why gender awareness raising is important for building up business, as well as for family to reduce violence, support family's economy, share benefits, and promote women participation and decision making in business development. They showed better understanding of gender concepts such as sex and gender, distinguished between sex and gender, identified gender stereotypes and better aware of the effect of gender stereotypes in business. Participants also learned about gender roles and how those roles can influence the division of labor between men and women, how gender roles can be burdensome for women and men and create inequalities between the two. Training of trainers (TOT) was also provided to the AC coordinators and CP staff. As we do not have direct activities with farmers in the past, what was very helpful for us is we could learn about and practice the facilitation and training style to be used with farmers and the communities. We understood the language, materials, and prompts that can help engage and encourage the farmers' participation during training sessions.

PROJECTS PIPELINE



Swiss Agency for Development and Cooperation SDC



Jointly with the [Grow Asia](#) Secretariat, CPSA has also started a project funded by the [Swiss Development Cooperation \(SDC\)](#), on Responsible Agricultural Investments. The regional project focuses on the promotion and implementation of ASEAN Guidelines for Responsible Investment in Food, Agriculture and Forestry (ASEAN RAI), adopted by the ASEAN Secretariat in 2018. CPSA supported three ASEAN RAI private sector case studies, including [Amru Rice: a case study on Responsible Investment into Rice in Cambodia](#), [Angkor Harvest: a case study on Responsible Investment into Mango in Cambodia](#) and the one of Socfin.



In 2020, CPSA has been an active member of the Cambodia Responsible Agriculture Investing (RAI) Alliance led by MRLG and seeing the participation of [FNN](#), CPS, [Oxfam](#) and DAI/MAFF. The RAI Alliance members jointly developed the concept note and workplan for project that starts in early 2021 with a focus on supporting the government in gathering evidence from the ground to provide inputs to the development of the contract farming law and explore other agri-business investment models; document farmers experiences and build awareness and capacity of key stakeholders on RAI principles and good practices with a specific focus on private sector.



CPSA started collaborating on a concept note with Khmer Enterprise (KE), a unit under the Ministry of Economy and Finance with a vision to become the national platform for promoting entrepreneurial activities in Cambodia. KE and CPSA will officially launch a 3-year project, the Enterprise Agriculture Cooperative Incubation Programme, in February 2021. As of the end of 2021, we have finished the incubation and have sent batch one participants for their apprenticeship at agricultural cooperatives in the target provinces.

COMMUNICATIONS & VISIBILITY

Communicating and distributing what CPSA has been doing is essential not just to keep everyone participating in the project informed, but also to raise awareness of our work among other stakeholders. With that being said, CPSA has been more active on our social media channels in order to convey our message and progress to our stakeholders in 2021.

Our main website has been renovated from time to time to equip our audiences with the latest information about our work and our publications. [Our Facebook Page](#) also received a total of 2880 likes with over 175 posts over the year. [Our telegram channel](#) also offers daily updates about the agricultural news to more than 670 subscribers. In addition to this, our followers [on LinkedIn](#) also approximately reached 702 followers from all various countries.

We also managed to distribute our bi-weekly newsletter to more than 800, both local and international audiences as well. On this note, our Communications would like to express our appreciation to our online and offline audiences for the active engagement and the support to ensure an inclusive and prompt information about the agricultural field in the Kingdom.

COVID Response and Adaptation

CPSA has switched to carrying out online meetings among our team and with our partners, especially the working group core members. We also made effort to conduct online events, which we had not have done in the previous years. The results of the online events were satisfying given the kind and knowledgeable speakers agreeing to join us, the number of participants in each event, the amount of interaction (questions asked, discussions had) and the good results from our post event surveys.

We have created extra social media channels, specifically Telegram Channel and online newsletter, to keep engaging with our network and pooling new partners through information and knowledge sharing, event and opportunity announcement and the promotion of our activities and project. We also have become much more active on our other communications channels including Facebook, LinkedIn and YouTube.

CPSA used to print and distribute our membership forms for interested institution to register with us whenever we have any events. Online membership form was utilized in 2021 when we were not able to hold face-to-face activities. We tried to share the online form during at the end of online meetings, events and whenever possible.

Focus Areas for 2022-2023

This year and the next, CPSA focus areas identified and implemented in line with [Grow Asia's](#) four flagships including:

1. Agri-Food Innovation
2. Women's Economic empowerment
3. Responsible Agricultural Investing
4. climate change adaptation and resilience

and few other areas that are of priority for CPSA's work especially for post-covid recovery.

Agri-Food Innovation

We are bidding new projects focusing in large part on supporting Agri-Food SMEs in Cambodia through enabling market access by utilizing digital platforms including e-commerce markets, mobile phone applications, social media or websites. Besides, we aim to develop the SMEs' interest and capacity in marketing, branding, and packaging innovation (including but not limited to attractive and sustainable packaging).

Women's Economic Empowerment

CPSA started implementing gender mainstreaming activity with the above-mentioned gender awareness training. It is a great start for us, and we believe we could do much more with support from and collaboration with Grow Asia and its Country Partnerships across Southeast Asia. Trainings on topics such as gender economic empowerment, gender in leadership, etc. would be our priorities. We also aim to go beyond training and open for discussion or collaboration on any other types of activities that contribute to female farmers' economic empowerment and leadership.

Responsible Agricultural Investing

Please refer to our **Project Pipeline** under the work with [Grow Asia/SDC](#) and MRLG for our ongoing work on responsible agricultural investing

Climate Change Adaptation and Resilience

Under the ASEAN Green Recovery through Equity & Empowerment (AGREE) project funded by IDRC, CPSA, Grow Asia and our country partnerships – [PPSA](#) and [PSAV](#), are conducting research and piloting value chain actions by private and public actors that raise women's knowledge and capacity to adopt

climate-positive practices and demonstrate women's roles as a critical to economic recovery and sustained prosperity.

Other Focuses

As the country is now more open for meetings and gatherings, we are focusing on reengaging with our partners and establishing new partnerships in whatever picture possible to collaborate on activities and projects that correspond to the strategic and programmatic areas of Grow Asia and CPSA for the following years.

CPSA will still be focusing on strengthening governance as ways to present more accountability and transparency to all partners and stakeholders. Moving forward, we are working on strengthening advisory board members to support our sustainability model. We will also be working with partners and stakeholders coordinate the implementation of the Grow Asia and CPSA's activities in Cambodia.

FINANCE & ACCOUNTING

Our Finance team has been working on many aspects to coordinate and rearrange the financial-related aspects to help CPSA function well.

-Activities:

- Prepared for internal audit for 2021
- Finalized CPSA internal Travel Policy
- Finalized Chart of Account Version 1 - 2021
- Updated current address with affiliated ministry, taxation, and NSSF
- Prepared annual tax declaration 2021
- Completed annual financial report 2021
- Prepared for annual budget for whole organization and by project
- Created new company for accounting system (QuickBook)

Engage

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