

Success Story

Mobile Shop for Selling Organic Vegetables of Ms. Puth Khiev

Ms. Puth Khiev is an active young women farmer of project on Development of Natural-Based Integrated Farming Model for Adaptation to Climate Change in Tbaung Khmum province. She is 34 years old and has one daughter who lives in Vihear Khpos village, Sangkat Suong, Suong district, Tbong Khmom province. Her husband serves as construction worker at the city. She was selected to be a farmer beneficiary for the project since June 2015.

She has experience in planting vegetable with her parent in her belonging land around 3,000 square meters for the past 10 years already. Before the project, the family applied traditional method and using chemical inputs for her farming and still facing the problem with insect, pest, diseases, much inputs cost spent and low production. Most importantly, she spent a lot of money on farm but the income from farm's production is lower, can't settle production cost due to lower price and unstable market for her products. She said that "my farther told me to stop growing vegetable using chemical fertilizer and pesticide and find other ways to feed their lives"



After attending the awareness raising workshop conducted by the PDA in June 2015 at meeting hall of Sound district, she knew that project not only provides the practical knowledge on organic agriculture and climate change adaption techniques but enhances the market for products especially the new attractive market method with the mobile store, therefore she decided to join in project since then.

She expressed that "my organic vegetable products will have a good market through exhibition and selling at mobile store in market; so this is the time for me to start growing vegetable with my parent again".

After she was selected as a beneficiary farmer, she got a series of training and exchange visit to several super markets and organic vegetable shops in Phnom Penh and finally PDA selected her as model demonstration farmers in the project. Ms. Khiev also learned from training the technical steps to prepare the compost and biofertilizer, liquid organic fertilizer and botanical insecticides, set up mobile shops, etc. After the training, she shared their land size of 400 square meters for the farm demo. They started to plant gai lan (in Khmer called "Spey Changkeus") on the 400 square meters land. She made biochar and compost then mixed these two substances together, liquid compost, and botanical pesticide at home for application on their field. They were also using insect traps and weeding regularly to protect the crops. Ms. Khiev expressed that "my farm land become softer, with more humus, more moisture remain on the soil. The most important gain is good health as the vegetable (gai lan) are organic products.



As her keen and high commitment, she was selected to manage the mobile store and also sell other farmer's products at Suong town. The mobile store is arranged to stand at the market from Friday to

Sunday and travel in villages at Monday to Thursday. She can sell all kind of vegetable around 60 Kg per day which the products from her farm and other farmers. She said that “right now my organic products from my store is well known and increasing high demand for consumers, I am working with farmer group to increase planning organic vegetable, I am proud of being an organic store seller and so happy right now”.



Ms. Khiev mentioned that these current organic vegetable productions prices are rather high on the average is 2,800 Riels per kilogram (equal to US\$0.7/kg), comparing with the conventional vegetable that she produced before, she could sell around 700 Riels to 1,000 Riels per kilogram (equal to US\$ 0.18 to US\$ 0.25). Moreover, she has to bring the vegetables to sell in the market in Suong city. In average, she could earn around 15\$ per day from selling products at store, so it's enough to feed her family especially support to her daughter's study. For her farm, in order to meet the increasingly, right now, she decides to expand farmer's size on the rest of their land area of 2,600 m² for organic vegetable production. She has also started to think and prepare crop plantation calendar so that she can harvest vegetable daily to meet the market demand.



Lastly Ms. Khiev expressed a sincere gratitude to CASP2 TA 8163 project to initiate and implement the project in her community, it not only improve the knowledge of organic planting for adaption to the climate change right now but create the market for her and community's products, she is requesting for further support for the project especially market linkages to outside like shops or restaurant in Phnom Penh, while the local market demand is met in future.