

## **CAPACITY BUILDING WORKSHOP ON AGRI-BUSINESS DEVELOPMENT AND MARKETING IN VALUE CHAIN**

By FNN: December 22, 2014

The Farmer and Nature Net (FNN) organized a capacity building workshop on “Agri-Business Development and Marketing in Value Chain” on December 18-19, 2014, at Baitong restaurant, Phnom Penh, with financial support of Medium Term for Cooperation Program-2 (MTCP-2) through technical support of Asian Farmers' Association for Sustainable Rural Development (AFA). Twenty-nine people, including three women, attended the workshop whom included Mr. Uon Sophal, former FNN/AFA’s chairperson, agricultural cooperative representatives of FNN and CFAP, and secretariat staff of the two organizations. Mr. Pan Sopheap, FNN’s Executive Director, and Mr. Chhong Sophal, FNN’s Program Coordinator, co-facilitated and organized the workshop, while Mr. Neang Chantha, Chairperson of Agricultural Development Cooperative of Svay Rieng Pig Producers, was a key resource person.

### Objectives of the workshop were:

- To open space for members of FNN and CFAP could share and learn from each other with regard to successful management and challenges of self-help saving groups and their cooperatives; and
- To give opportunity to both members of FNN and CFAP could learn and share about advantages, disadvantages and practical experiences on agri-business development and marketing in value chain and set strategic plan for their cooperative development.



Key resource person, Mr. Neang Chantha (standing), presented about the best experiences of pig producing and marketing.

Q & A session

### Results achieved:

The workshop provided greater understanding to participants about concepts of bargaining and negotiating powers; disadvantages/advantages of farming contract/agreement; costs of basic production, marketing and advantages, costs of packaging, processing, transportation, and post-harvest management; knowledge of calculation of gain/lost post-harvest management, stock expenses, capital costs, and application of market information. Furthermore, participants are extremely encouraged and inspired by successful experiences of Agricultural Development Cooperative of Svay Rieng Pig Producers. They learned about historical background of successes and challenges of the coop and they particularly have learned about best practical experiences of leadership, management and good profit making of the coop. In general observation, the participants were very happy and satisfied with the workshop processes and results. The majority are strongly determined to improve and develop their coops after the workshop. Good leadership with clear management produces good results for each cooperative.