



PGS organic vegetables are available at Super Market, Organic Shops, and Wet Market in Cambodia

The Natural Agriculture Village (NAV) started in 2014, as a wholesaler of veggies grown by Cambodian farmers free of chemical fertilizers and pesticides, and is the first company that starts selling the PGS organic veggies in Cambodia.

In 2016, PGS was brought in Cambodia by FAO and ADB, and in close collaboration with the General Department of Agriculture to provide Training of Trainers (TOT) and to pilot it with farmers of 10 PGS groups. The Natural Agriculture Village is the first company selected for the ToT at national level, and as the vendor of the PGS organic vegetables, which grown by three groups of Cambodian farmers in 2016, and by three more groups in 2017. In 2018, four more groups of farmers are being developed and supported to grow these PGS organic veggies. GRET/ALiSEA provided a small grant to the Natural Agriculture Village Company in 2017 to train more PGS farmers, and to promote PGS to consumers. The PADEE project has been also involved in promoting these PGS organic veggies in the target areas of the company, focusing on planting techniques and net house building. Currently, there are many other organizations and projects that have turned to farmers to promote the PGS organic vegetables in Cambodia.

The Natural Agriculture village has been successful in selling PGS organic vegetables, with purchase orders made by many supermarkets and some organic vegetable shops. Many buyers, consumers and farmers from different regions, retailers and supermarket representatives have visited the farmers' PGS organic gardens, at least 30 times a year. The company has received support from both consumers and retailers, including supermarkets. Previously, AEON Mall, a Japanese standard supermarket, would not allow us to label our PGS organic vegetables as the market only recognizes international standards. Due to many site visits made by the market representative, along with the company's further explanation and the trust and loyalty building in supplying the produce, now, AEON Mall has recognized the quality of the PGS organic vegetables, and provided a separate shelf to sell the PGS organic veggies in every branch of the mall. Additionally, other supermarkets, including Lucky Market, has also provided a separate shelf to our farmer groups of the company's PGS organic vegetables.

Before 2016, there was no present of the organic vegetable on the market in this natural agriculture village, but only vegetables which were grown with free of chemical fertilizers and pesticides, as organic certificate was far too expensive. Currently, the company can label PGS Organic Vegetables, and sell them confidently. The company enjoys a lot of trust from stakeholders, both consumers and technical partners from the ministry and relevant NGOs.

I have moved forward with confidence because I was loyal to not only my customers, but also to my farmers. I work with them all the time to solve all problems associated with the promotion of our PGS organic vegetables domestically. Based on my experience, key factors to make PGS organic success are the great deal of engagement from external stakeholders and market to the farmer's gardens, the high commitment of farmers to produce compost and botanical insecticides, as well as regular implementation of peer review, explained Ms Bun Sieng, Company's chief.