



# Heifer Cambodia Strategic Framework 2020-2030 (In summary)

---

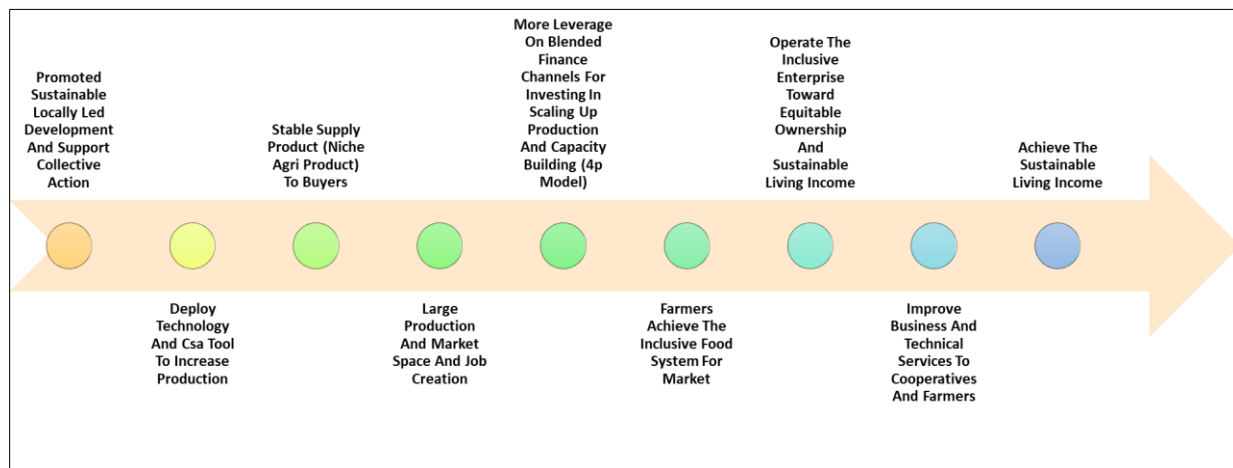
## About Heifer Cambodia:

Heifer International has had a presence in Cambodia since 1999. We are working alongside women farmers to enhance their ability to raise more, sell more, and earn more from chicken, vegetable, fruit, and fish value chains. We connect farmers with women-run self-help groups, agricultural cooperatives, and Social Entrepreneurs Union of Agricultural Cooperative (SEUAC) to join forces and access markets and financial capital. Our program is increasing food security, improving sanitation and hygiene, building agricultural skills and investment, and integrating Micro-Small and Medium-sized Enterprises (MSMEs) into inclusive agricultural market system and value chains, while strengthening sustainable community development networks at the local and provincial levels. Heifer Cambodia's impact goal is to help 300,000 families on the pathway to close sustainable living income gap by 2030. We support farmers to envision their own sustainable agricultural value chain and own enterprise developments. Our program is intentionally designed to reach scale, permanence of impact and partnership. Heifer Cambodia aims to increase the annual household income to \$7,700 by 2030.

<b>Vision</b> <b>A world of communities living together in peace and equity sharing the resources of a healthy planet</b>			
<b>Mission</b> <b>Ending Hunger and Poverty and Care for the Earth</b>			
<b>Goal</b> <b>Promote and support sustainable locally led development (personal transformation and community cohesion) while building inclusive, effective, and sustainable chain chains (economic transformation)</b>			
<b>Impact</b> <b>300,000 households earn a sustainable living income by 2030</b>			
<b>Objective 1</b>	<b>Objective 2</b>	<b>Objective 3</b>	<b>Objective 4</b>
Strengthen institutional capacity of SHG, cooperative, SEUAC (SLLD)	Mobilize resource and investment capital	Scale production (chicken, vegetable, fish and fruit) in the market and profitability	Enhance market system and distribution
<b>Key program activities</b>	<b>Key program activities</b>	<b>Key program activities</b>	<b>Key program activities</b>
1. Promote gender mainstreaming in economic empowerment	1. Deploy 4P model to invest in value chain	1. Engage private sector and bank to invest in livestock, vegetable, fruit,	1. Build branding the agri-product 2. Improve cold storage facilities

<ul style="list-style-type: none"> <li>2. <i>Increase social capital with value based holistic community development</i></li> <li>3. <i>Leverage catalytic funds to crowd in local investment</i></li> <li>4. <i>Promote youth and women in leadership roles and business enterprise</i></li> <li>5. <i>Strengthen business development services of cooperative and SEUAC to its members</i></li> <li>6. <i>Strengthen good governance (operational policy) and cooperative accounting system</i></li> <li>7. <i>Train and monitor farmers in climate smart successful management of crop, livestock (CAVE) and enterprises</i></li> <li>8. <i>Train and monitor farmers in successfully farming as a business to realize farmers own social enterprises</i></li> <li>9. <i>Transform farmers to be entrepreneurs and optimize resources by themselves</i></li> </ul>	<p><i>infrastructure and enterprise</i></p> <ul style="list-style-type: none"> <li>2. <i>Develop value chain platforms to facilitate systematic communication and ongoing improvement.</i></li> <li>3. <i>Enable access to investment</i></li> <li>4. <i>Support financial institutions to sustainably address value chain</i></li> </ul>	<p><i>and fish value chain</i></p> <ul style="list-style-type: none"> <li>2. <i>Identify and analyses the potential value chain with farmers and buyers</i></li> <li>3. <i>Increase application of technology for better crops, livestock, and business management</i></li> <li>4. <i>Integrate CSA and circular economy in poultry, vegetable and fish, fruit farming</i></li> <li>5. <i>Promote one health system</i></li> <li>6. <i>Promote use of renewable energy and solar irrigation for water solution and power</i></li> <li>7. <i>Modernize cooperatives and SEUAC to achieve collective action and mass production (invest in enterprise/farm owned by SEUAC and Co-op level)</i></li> <li>8. <i>Build poultry processing abattoirs and vegetable farm and cleaning lines</i></li> </ul>	<p><i>for food safety and meat hygiene to market</i></p> <ul style="list-style-type: none"> <li>3. <i>Improve logistic and transport for agri-product &amp; invest in commercial farms and plants</i></li> <li>4. <i>Promote digital market platform</i></li> <li>5. <i>Support cooperative and SEUAC to engage with buyers</i></li> <li>6. <i>Build the inclusive and sustainable agriculture market system</i></li> <li>7. <i>Increase access to markets</i></li> <li>8. <i>Improve food safety, quality and traceability of agricultural products</i></li> </ul>
---	---	---	---

## Expected economic benefits (impact):



## Heifer Program: New Business development and program partnership (Thematic areas)

