The Black Ginger & Vine Handicraft Value Chain in Phnom Kulen National Park, CAMBODIA

Presented by: Ms. Bopreang KEN
Deputy Director, Department of Biodiversity
General Secretarial for the National Council for Sustainable Development, Ministry of Environment (GSSD/MOE)
Outline

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2) Main implementing partners
3) Selection of the BBP(s)
4) Main activities/steps in the Black Ginger & Vine Handicraft value chain development
5) Main results & achievements
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Where does BBP work in Cambodia?

Phnom Kulen National Park:
- The most Sacred Mountain
- Great religious, cultural & archaeological significance,
- A popular tourist destination
- Rich biodiversity and a complex environment in Cambodia
- Proposed for UNESCO World Heritage Status
Where does BBP work in Cambodia?

- **3 target villages:**
  - Anlong Thom: 20 households
  - Thmor Chruonh: 8 households
  - Thmey: 27 households
Main Implementing Partners for the BBP VC Development

• **Government**: Ministry of Environment: General Secretariat of the National Council for Sustainable Development (GSSD) & General Directorate of Local Communities (GDLC)
  - Role in the BBP VC: steering the implementation of the VC activities; mainstreaming of value chain activities into commune plan, linking to national level policies, e.g. ABS etc.

• **Private sector partners**: Keo Mony Association (KMA), Angkor Handicraft Association & other buyers/processors
  - Role in the BBP VC: regular business partners for community members, buyers and processors of raw material; trainer; facilitation of market access for final products.
Selection of the BBPs

• Gap Analysis:
  • propose top-ten BBPs with highest potential, using selection criteria, e.g. abundancy, fast vegetation of the species that maintain the local biodiversity, local community knowledge, income opportunity through available or potential market)
  • community workshop to verify the selected 2 BBPs
  • **Vine/climbing fern**: way to control invasive species; good substitute for diminishing rattan resources for handicraft
  • **Black ginger**: high value for traditional medicine in South East Asia, vaguely known to communities around PKNP, large market potential.
Selection of the BBPs

- Villages were selected based on accessibility, local community knowledge on the BBPs, willingness to participate in the project
- Business partner selection: passion/willingness to participate and to support local communities; market access and promotion opportunities
Main Activities/Steps in the Black Ginger VC Development

• Black Ginger Value Chain Group formation
• Set-up the BG-VC Group By-Law including internal rules; approval by the Commune Chief and accepted by the Director of the PKNP;
• Orientation workshop with the villagers for better understanding and ownership;
• Conducting numerous training courses on BG cultivating, BG crop maintenance, improved harvesting, & storage techniques;
• Trainings on value chain, market linkages, pricing negotiation for their products;
• Establish linkage to different buyers, such as Keo Mony Association (KMA) who processes the raw material into black ginger tea;
• BBP project supports the KMA in packaging, branding & labelling, and marketing, e.g. online promotion and radio spots;
• KMA will be a reliable business partner and buyer for villagers in the future, also after project end
Main Activities/Steps in the Handicraft VC Development

• Formation of a vine handicraft value chain group (VH-VC Group);
• Set-up the VH-VC Group By-Law including internal rules, approved by the Commune Chief and accepted by the Director of the PKNP;
• Orientation workshop with the group;
• Training on value chain, market linkages, pricing negotiation for their products and leadership in order to manage their group;
• Various technical training courses, conducted by AHA, on weaving techniques & sustainable harvesting of vines;
• Conduct study tour to high-end handicraft markets in Siem Reap to learn about the quality of products, pricing, and marketing linkages;
• Linking the group to different buyers and markets through AHA facilitation. AHA is also acting as buyer and retailer.
• AHA continues to facilitate the VH-VC Group to produce the VH baskets and other products for the orders from different buyers and train them in new designs if needed.
Main Results and Achievements in the Black Ginger Value Chain

• Upgrading/ adding value from growing black ginger for home consumption or small trade only to increased growing and selling to reliable business partner (Keo Mony Association) for professional tea production and marketing

• Black Ginger is suitable for intercropping so no need for agricultural land expansion

• Villagers’ skills were strengthened in group formation and management and improved planting, tending and harvesting techniques

• Only one harvest planting & harvesting cycle since field work only started in June 2018

• KMA bought ca. 200kg from villagers; some kg were sold at local market or to neighbours who want to start growing black ginger too; each Household kept ca. 16kg of previous harvest for planting in 2019

• More Households now want to join as they see the benefit and the connection to the market/buyer

• The villagers have full trust on regular market for their BG products at a stable market price

• Less encroachment/ cutting of forest was observed by PNKP Rangers
Main Results and Achievements in the Handicraft Value Chain

• New handicraft production established – also income opportunity for those who had no employment before, e.g. women and elderly people
• Use of invasive species controls its expansion, also substitute for rattan which is not available anymore at PKNP
• AHA as business partner trained villagers skills for new handicraft production
• AHA also connects village producers to different buyers, e.g. flower shop in Phnom Penh or restaurants
• Products which do not meet high quality demand of larger buyers can still be sold at local markets – guaranteed profit for local producer group
• AHA also sells baskets and napkin rings in their shop in Siem Reap and will continue to further facilitate market access for the products and train new designs based on orders
• The villagers have full trust on regular market for their VH products at the stable market price.
Main Challenges during the BBP VC Development

• Limited trust by the villagers at the beginning: lack of confidence towards market demands, then lack of trust about getting additional incomes;
• Villagers needed to adapt to the new knowledge and skills;
• Villagers to change behaviors (e.g. more free time for chatting);
• Issue related to pricing limitation by the buyers;
• Difficult to find right partners, extend to further business partners for market promotion;
• The partners are new to the area and the communities – took time to establish relationships;
• Lack of supporting policies/ regulations;
• Process to get product registration, bar code for the products, license for export markets, etc.
Conclusion

• This BBP VC model supports the PKNP management, such as reduction of forest cutting, no expansion of the cashew nut tree plantation.
• Both VC groups are happy about increase in income.
• Both BG VC & VH VC Groups are closely linked with markets/buyers already, so that these villagers will continue the activities.
• The private sector (association/buyers) will continue to support the villagers for their profits too, Win-Win Situation for both sides.
• Draft policy brief on BBP VC developed by GSSD/MoE; it is expected that it will become action plan for implementation by GDLC/MOE.
• The GDLC is in the process to expand this BBP VC development model under other donor projects implemented by MOE.
• Expectation – other donor projects and NGOs will use this model to expand this BBP VC development activities under their projects.
• For the Phnom Kulen Black Ginger Tea – there needs further supports by Gov’t & other project(s) to further get product registration, bar code for the products, license for export markets, etc.
• Concerned Gov’t partners will have to support communities on ensuring Access Benefits Sharing by all parties.
THANK YOU !!!