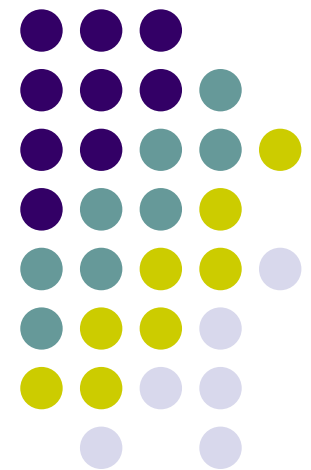


Poultry Sector Vision for Cambodia: Production

Sopha Ear, PhD
Rapporteur
Members of Working Group 2
Sokha Beach Hotel
Sihanouk Ville, Cambodia
11 October 2008



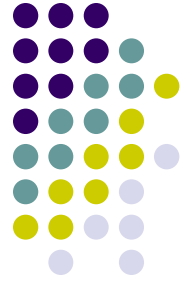
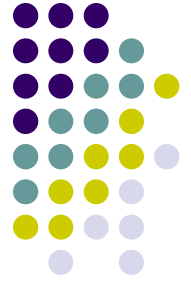


Table of Contents

- Context
- Define the goals for your issue
- Create a strategy for reaching your goals
- Concrete suggestions to reach the goals
- Detour: Stakeholder analysis at the decision-making process level
- What would you recommend to the political (macro) level?



Context

- 16 million poultry
- 90% are backyard poultry
- 35% of Cambodians live below poverty line, overwhelmingly rural
- Thailand is a heavy chicken producer
- Vietnam is a heavy duck producer
- Thus, Cambodia does not (officially) export poultry or poultry products
- Double-digit GDP growth in recent years coupled with urbanization will increase demand for protein

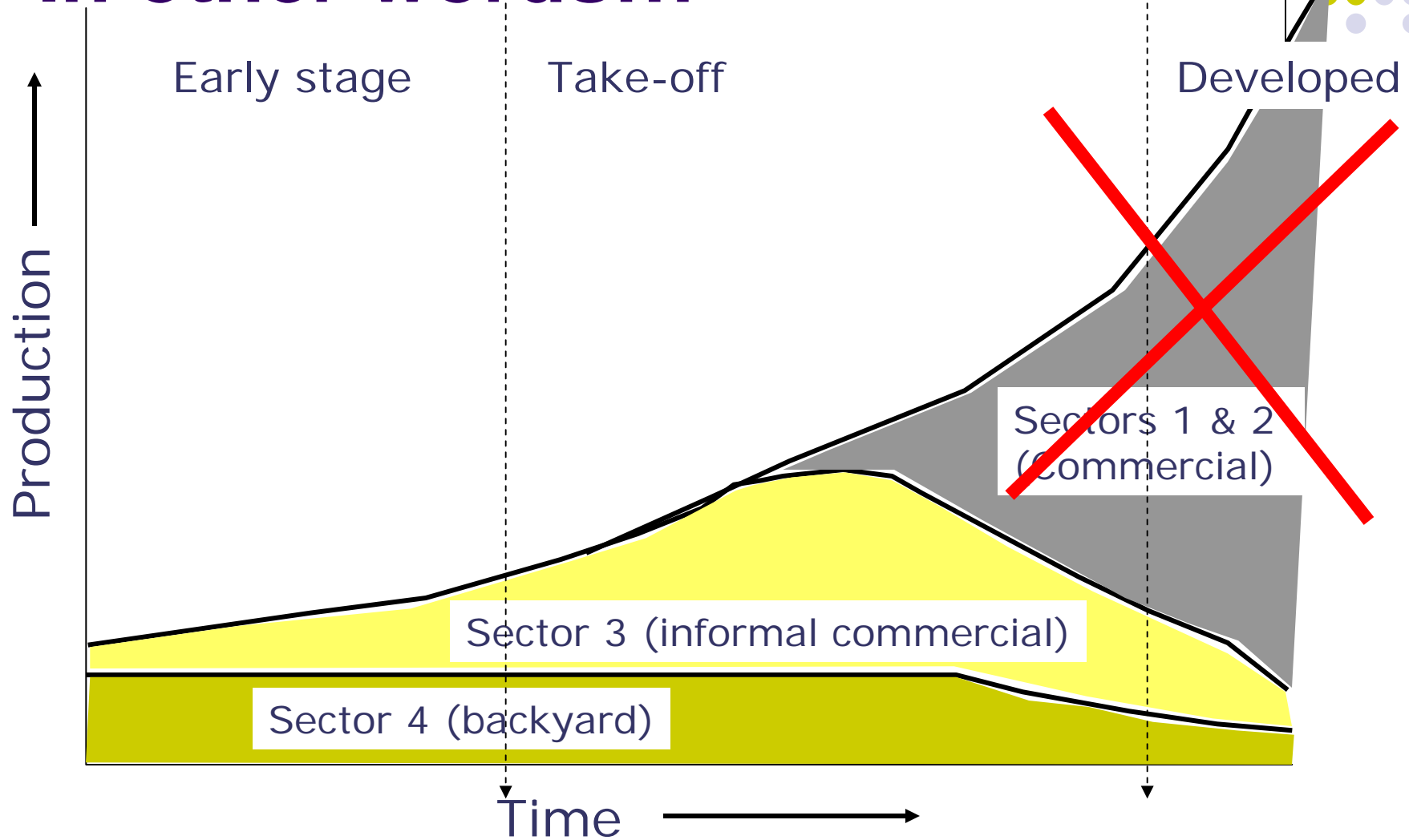
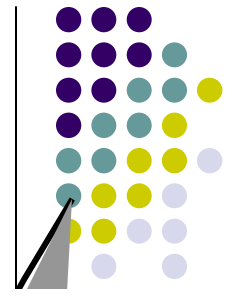
Define the goals for your issue



- Preserving, expanding, and improving Sector 4 poultry production. (10 votes)
- To a lesser extent Sector 3. (3 votes)
- To facilitate the establishment of Sector 1. (2 votes)

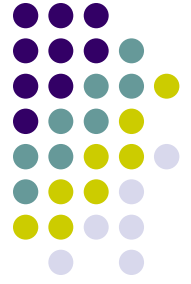


In other words...



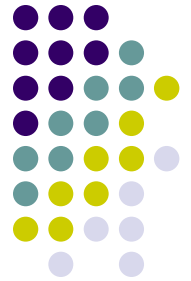
Source: adapted from Rushton et al

Create a strategy for reaching your goals



- The strategy is to improve animal health and production.
- Strengthen veterinary services.
- Improve institutions.

Concrete suggestions to reach the goals



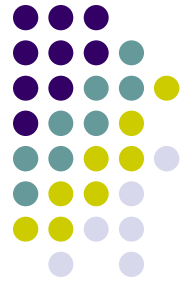
- Establish and increase collection point
- Newcastle vaccination
- Development of production and marketing cooperatives
- Training on safe poultry production
- Establish veterinary legislation
- Strengthen the capacities of veterinary services
- Private agent performing the role of middlemen
- Initiate formal and non-formal education re: Livestock
- Facilitate opportunities for marketing
- Increase information sharing between farmers and veterinary officers
- Decrease mortality through improved poultry management
- Improve communication and education on technical issues to vets and farmers
- Strengthen existing grassroots movements
- Increase access to microfinance
- Establish price information system through TV and radio

Detour: Stakeholder analysis at the decision-making process level



- *Key entry point:* the Public relations, the informal network to build trust among policy makers;
- Secretary level within the Department of Animal Health and Production (DAHP);
- Prime Minister and Deputy Prime Minister;
- Minister of MAFF;
- Other Ministries (Ministry of Health, Ministry of Commerce, Rural development);
- Gatekeepers Advisors;
- Village chiefs;
- NGOs, civil society, Donor countries .

What would you recommend to the political (macro) level?



- Shift the focus from a AI program to a Poultry development program
- Reinforce existing successful programs
- Strengthen Department of Animal Health and Production
- Investment of national resources from the Gov in the sector
- Strengthen the farmers associations and voice their objectives
- Enactment of progressive legislation favoring appropriate business environment
- Improve infrastructure / market access in the long-run