An "opening the market"
early adopters led extension model
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Challenges in Agriculture

There is a need for the Cambodian agriculture sector to reinvent itself by shifting from increased production through land expansion and excessive use of inputs towards sustainable intensification.

- Small holder farmers are particularly vulnerable to climate change given their high dependence on rainfall and minimal crop diversification.
- Cambodian agricultural lands are under threat of degradation and soil fertility depletion due to deforestation.
- 42% of land in Cambodia is under strong degradation.
- The annual cost of land degradation in Cambodia is estimated at USD 677 million.
Need for Sustainable Intensification Solution

Sustainable intensification looks at optimizing resource utilization and management whereby farmers produce greater yields by using fewer inputs and without increasing land area. Among the key components of sustainable intensification, CA is one of them.

**EFFICIENCY**
better use of on-farm and imported resources

**SUBSTITUTION**
focuses on the replacement of technologies and practices

**REDESIGN**
(transformative) to harness ecological processes and connect scales (field to markets).

**CONSERVATION AGRICULTURE**
LEADS TO:

- Healthy soil
- Increased resilience of the production systems

**THREE PILLARS OF CONSERVATION AGRICULTURE**

1. MIMIMUM OR NO SOIL TILLAGE
2. PERMANENT SOIL COVER
3. SPECIES DIVERSITY & SPATIAL ARRANGEMENT
Historical Transition from Research to Development

With the interest being picked up by the private sector, it is now important to show them the new markets so that the private sector can promote the sustainable intensification techniques and technologies.

- **STEP 1**: RESEARCH
- **STEP 2**: SERVICE PROVISION
  - started from projects, government
- **STEP 3**: PRIVATE SECTOR ENGAGEMENT
  - private sector start entering
- **STEP 4**: POLICY DIALOGUE AND EXTENSION
Different Initiatives Towards the Transition

Small holder rubber development project (SRDP II)

Projet d’Appui au Développement de l’Agriculture au Cambodge & PAMPA

By R4D NW uplands CE SAIN/SIIL (ASMC & WAgN)

Cover crops & machinery CASF, MIGIP/SDC

CASIC Dialogue politique

Agroecology and Safe Food Systems Transition in SEA (ASSET), WAT4CAM, CE SAIN/SIIL (ASMC2, S3), ISA, MetKasekor

2004

2007

2008 - 2013

2014 - 2019

2018...

2021

AFD, FFEM (PAMPA)

USAID, Agropolis, AFD, CCCA

USAID, AFD/EU/FFEM, SDC

Sustainable Agriculture and Natural Resource Management (SANREM) Collaborative Research Program

SERVICE PROVISION

ENGAGEMENT OF PRIVATE SECTOR

POLICY DIALOGUE AND EXTENSION
MetKasekor is an “opening the market” early adopter led extension service model. MetKasekor focuses on opening the market for private sector investments on Sustainable Intensification via government agents and the private sector to smallholder farmers in Cambodia.
Unique Features

**Public Sector**
Involved in “opening the market” for the private sector

**Private Sector**
Accompany the public sector during the sensitization of the farmers and provide the services on a commercial basis

**Early Adopters**
Agree to take the SI services and use their land to showcase the results to other farmers

**Government Extension**
Embed MetKasekor into the Government Extension System
Model

DAEng: Department of Agriculture Engineering
DALRM: Department of Agriculture Land Resources Management
DEAFF: Department of Extension of Agriculture, Forestry and Fisheries
PDAFF: Provincial Department Agriculture, Forestry, and Fisheries

Social Network

Training, Service & Products

Coordination & Information

Feedback & Outreach

Private Sector

Training

Feedback

Demonstration & Guidance

Community Respect

Spokes | Early adopters

Small Holder Farmers

Social Network

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Current Status

MetKasekor will be piloted in two provinces: Battambang and Preah Vihear (2021-24)

The pilot will be monitored by a Steering Committee within the Ministry of Agriculture, Forestry and Fisheries (MAFF)
Aspiration

1. MetKasekor fully integrated into the existing extension system of government, including provision of resources

2. MetKasekor model promoted by climate change and extension initiatives

3. Private sector demand to be part of MetKasekor and co-sharing resources with the Government

4. Metkasekor is studied by academic institutes and additional practices of sustainable intensification are integrated
Metkasekor Steps

**IDENTIFICATION**
Identification of potential agricultural cooperatives, farmers and service providers

**DEMAND CREATION MEETING**
Demand Creation with agriculture cooperatives, service providers and smallholder farmers

**FIELD SHOWCASE**
Field Showcase by early adopter farmers of SI Operational Sequences

**COMMERCIAL DEMONSTRATION**
Large scale demonstration led by private sector to showcase SI practices and technologies

**ANNUAL MEETING**
Annual Meeting to review progress of the model (during pilot phase)

**PROMOTIONAL MEETING WITH PRIVATE SECTOR**
Promotional Meeting to enlarge the pool of private sector
MetKasekor Model shown to be transparent, with Swisscontact being neutral and government partners provide technical supports. It allows private sectors like us (AMK) to fully take ownership and easily implement such as providing products and promotional supports, especially, in term of financial clients where farmers/lead farmers are the target groups. This model also practical for farmers where AMK able to help the whole chain of farmers who practicing CA.

I am excited to implement this model and also is interested in each step of MK, first it started from search and demand creations for farmers based on their need. The linkage between all stakeholders allows smooth implementation, producing effective results. MetKasekor also provides good trainings and capacity building for all the actors including private and public sectors and our ground team by connecting and networking with different stakeholders.
Testimonials

The model is very effective for promoting CA and sustainable agriculture, starting from step 1 – step 6 it helps my team a lot where all the resources are used without any waste and the implementation is a promise activities that we can really reach the targets that we have projected.

Mr. Leng Vira
Project Coordinator, CASC

Metkasekor works well as a model in the Cambodian context. The model seeks to marry the public with the private sector to ensure legacy on the ground and serves to scale-out innovations from public research institutions.

Mr. Marc Eberle
CEO, SmartAgro
Results to Date

- 500 farmers
- 25 machinery sold
- 4 private sector involved
- 12 service providers
- 2 provinces
- 1000 ha of land covered
- 6 Seed producers
- 17 tons of cover crop produced
Contact Us
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Expanding
your business in the sustainable intensification (machinery, credit, inputs, etc)

Providing
support to expand the MetKasekor model or parts of it in other parts of Cambodia

Doing
more research on how sustainable intensification can scale up in Cambodia