

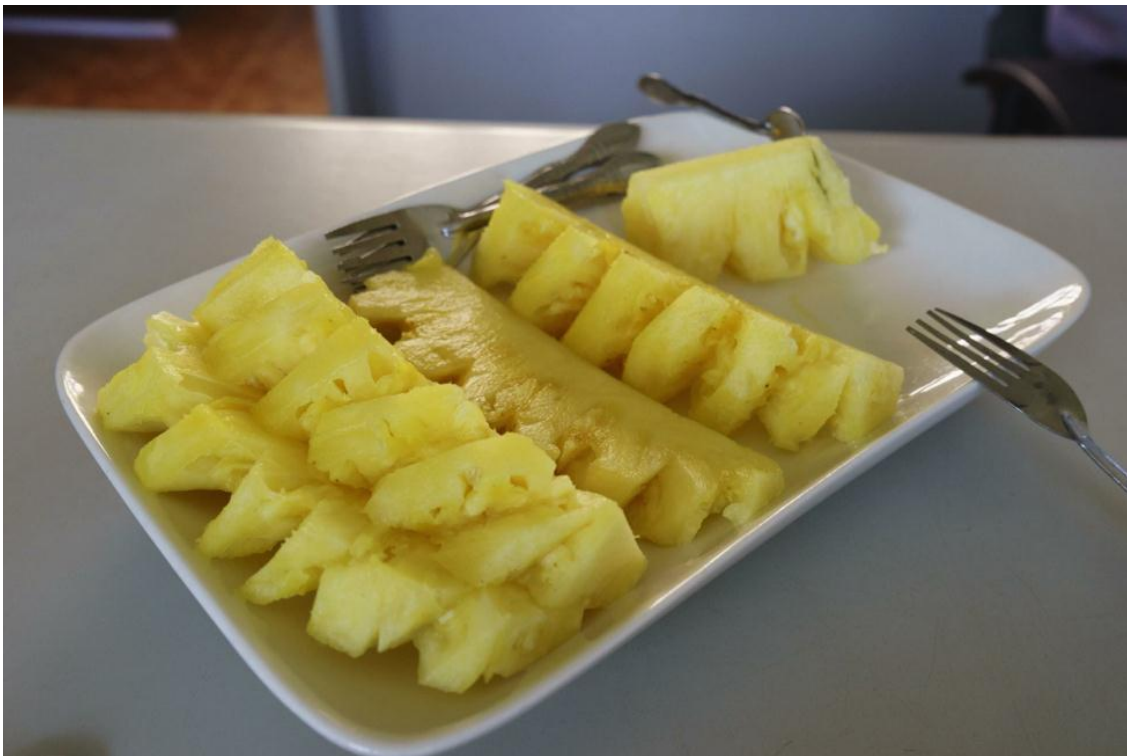


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Cambodian Organic Agriculture Association

COorAA's 5th Issue of E-Newsletter

Kim Sour Farm

Before any formal introduction, we were served a plate of freshly cut pineapples. "You can test it!", Mr Bean Kheangchou said warmly. While the natural sweetness spread in mouth, the word 'organic' emerged in our mind.



Established since 2011, Kim Sour Farm has been growing pepper on their farms located at the foot of Kravanh Mountains, with a scale of 100 hectares. Being an independent farm, Kim Sour Farm is currently processing fruits such as pineapples, mangoes and durians as well. Its famous product--pepper--has already been certified as organic by COorAA last year, facilitating its export to Taiwan.

In the processing room, three workers are working tirelessly in the extremely hot weather, fully dressed in sterilised costume. "We try to ensure the quality of our products in every process.", says Mr Bean Kheangchou, the general manager of Kim Sour Farm.



When asked about future plans, Mr Bean Kheangchou says "We want to get other products to be certified as well, but it is very difficult to find stable markets for organic fruits in Cambodia." Another challenge he highlights is that fruits easily get spoiled during transportation, so they have to focus on local market first before exporting overseas.



Kim Sour farm obtains partnership mainly through exhibitions organized by the government. Though the resources are limited, it is the most economic way. "We have considered advertising through TV or radio, but the high cost intimidated us. If we spend money on such advertisement, we have to increase the price to ensure profits." Currently Kim Sour Farm is not doing any form of marketing, "We hope COrAA could provide a platform for us to advertise our products that are certified." After the interview, the manager of COrAA, Mr Tum says COrAA is very willing to build a platform for its customers and this is the next focus that COrAA will be working on.

After joining COrAA, it became easier for Kim Sour Farm to find clients. The biggest supermarket in Phnom Penh--AEON--accepts the certificate given by COrAA and therefore exempted a series of complicated inspection process. Before that, AEON used to send samples to Thailand and Australia to ensure safety." We really appreciate the help from COrAA in guiding us through our production." Mr Bean Kheangchou also mentions that if COrAA could be recognized internationally, their products would be more competitive in the global market.

By gathering feedback from members, COrAA is now more clear with the needs of its customers, and hence the kind of help required by them. Member also could give feedback to COrAA through the official website and all suggestions would be favourably considered!

For more information, check out our official website, Facebook page. Email us if you have any inquiries.



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