



# Scaling up Economic and Political Growth of Rural Swine Enterprises Through Improved Local Made Feed Production.

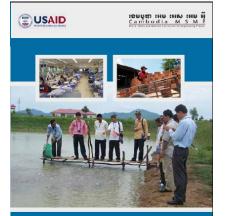
Vothana Prum and Boreth Sun

DCED Seminar on Trends and Results in PSD Session 4, Thursday 19 January

Implemented by







Cambodia Micro, Small and Medium Enterprise Project



# **Overview of MSME Project**

•\$26.5 million, two-phase project, over 7 years

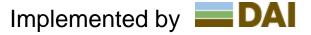
•MSME facilitates comprehensive assistance to more than 7,000 firms and 600 government officers – more than **256,000 Cambodians** benefit from Project activities.

# Main Objectives

**1.** Facilitate improvements in productivity, cooperation, and competitiveness.

**2.** Facilitate improvements in confidence of the private sector – from fearing the government and other firms; to partnership with the government and other firms.

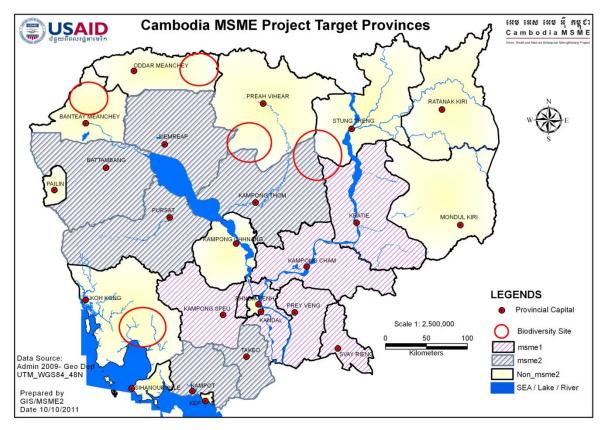
**3.** Facilitate improvements in the public sector to move from management by decree and intimidation to partnership in support of economic growth.



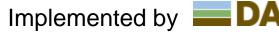




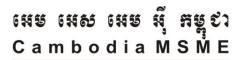
## **17 Targeted Provinces and 9 Sectors.**



- Swine
- Aquaculture
- Clay Roof Tiles
- Honey
- Tree Resins
- Eco-tourism
- Potable Water
- Household Latrines
- Garment Industry







#### **Three Integrated Components:**



#### Value Chain

Build Relationships Improve Competitiveness Identify Technical and Business Issues and Solutions



Build Confidence through Working Groups and Associations

Encourage Private and Public Sector Relations and Dialogue

Manage Issues to Resolution



Better Regulations and Business Environment

Train Government to Write Better Regulations

Encourage Private Sector Input into Regulations

> Pry Open Economic Space



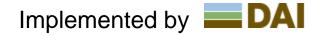


### **Swine Enterprise Demographics**

- 70% of rural families (micro firms) raise swine.
- 24% of these firms are represented by women.
- 90% of firms are within 30 km of markets.
- 67% of enterprise owners are literate.
- Average family size is 5.2 persons.
- Most firms have more than one incomemaking business – swine, fish, rice, retailing, input supplies, veterinary, trading, and so on.





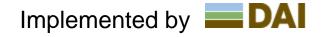






# Challenges in the swine value chain

- Access to Quality Feed
- Upgrade to better Breeds
- Bio-security and Disease
- Linkage to Markets and information
- Competition with imports







# Two Critical Issues to Enterprise Growth

- Keeping Economical Space Open
- Ensuring Political Space and Voice in Decisions





DAI



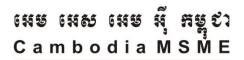




#### MSME Project's Value Chain Approach

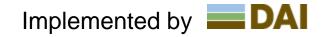
	Impact Logic: Capa	city Building of to Reduce Pig Feed Costs (Dec 2011)		Impact Logic: Capacity Building of to Reduce Pig Feed Costs (2009-2011)
Impact at The Poverty Level Impact at The Enterprise Level	nabanita: Assuming that a pig raiser raises pigs in two clycles, then he saves 480USD per year. If 546 pig raisers benefit from intervention, then additional income created is 245,700 USD per year and 491,400 USD in total.	More income (USD 491,400 after two years) (Sept 2012) More profit (USD 225 per pig cycle) (Sept 2009-Sept 2010)	Impact at The Poverty Level Impact at The Enterprise Level	By the end of third quarter of year 3, the 99 CWG pigs feed producers clients sold Kgs 1,328,423 with the average benefit price of USD 0.14 per KG. Therefore, by this period the clients can save cost of
	Per kg, each pig producer can save USD 0.15. In total per production cycle each pig needs 300 kg of feed, so for each pig, cost saved is USD 45. We say on an average each pig raiser has 5 pigs, so he saves USD 225. Each lead pig producer makes additional feed and sells it to another 7	Reduction in the cost of production cycle per pig producer(USD 225) (Sept 2009-Sept 2010) Pig producers (546) start using low cost feed (Sept 2009-Sept 2010)		Each kg of formulated pig feed can save USD 0.14. In total per production cycle each pig needs 300 kg of feed, so for each pig, cost saved is USD 25 (if compared with commercial feed), we say on an average each pig raiser has 5 pigs, so he saves USD 125 per cycle. Totally, the clients can save USD 250 per year. Reduction in the cost per production cycle per pig producer(USD 250) (Sept 2009-Sept 2011) Training: 2,772 people (891), Advisorg: 1,980 people (594), Copying/Crowding-in: 693 (198).
Service Market Outcomes	50% of the lead pig producers start producing low cost feed	Lead pig producers (78) start producing low cost feed (Sept 2009-Sept 2010)	Service Market Outcomes	year 3, the 99 pigs feed producers clients sold Kgs 1,328,423. They can access to the technical and market by themselves.
Activity related Outputs	70% people who attend the training become more knowledgable	Lead pig producers (157) more knowledgable on how to make low cost feed and where to buy the ingredients and equipment to produce the feed - Sept 2010		d Among 610, 230 Lead pig producers formed into 99 Pig Feed Making Groups with its 577 members gained more knowledgable on how to make low cost feed and where to buy the ingredients and equipment to produce the feed - Sept 2011
Activities	In total 15 trainings will be conducted, where in each training 15 people attend.	ed making - producers (225) to visit leading poste feed producers / groups , selling su places of raw materials and feed lead	Activities	Training (with demo) of 610 lead pig producers on feed making - (May 2009-Sept 2011) Cross exposure trip of lead pig producers (230) to visit leading feed producers / groups, selling places of raw materials and feed mill and big forage farm owners (May 2009-Sept 2011) Training provider (PDA staff) selected, training module poster on feed making created- October 2011



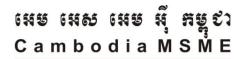


# UNDERSTANDING OF THE KEY WORDS

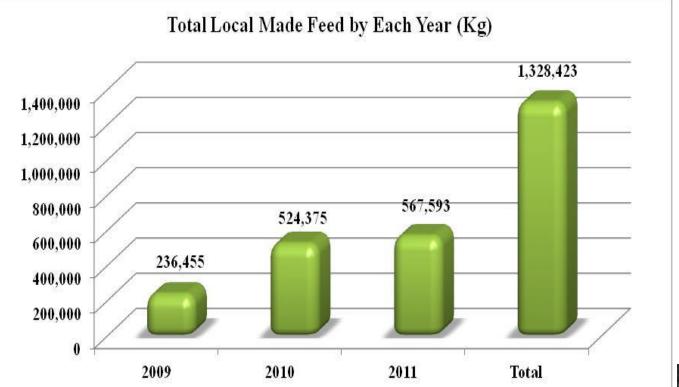
# Local Made Feed Vs Commercial Feed.







#### Impact of Local Made Feed.









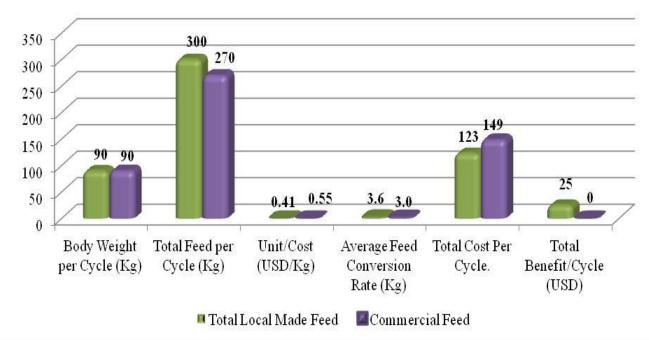






#### Impact of Local Made Feed.

Economic Analysis of A Swine Raising between Local Made Feed and Commercial Feed Per Cycle.





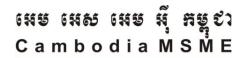




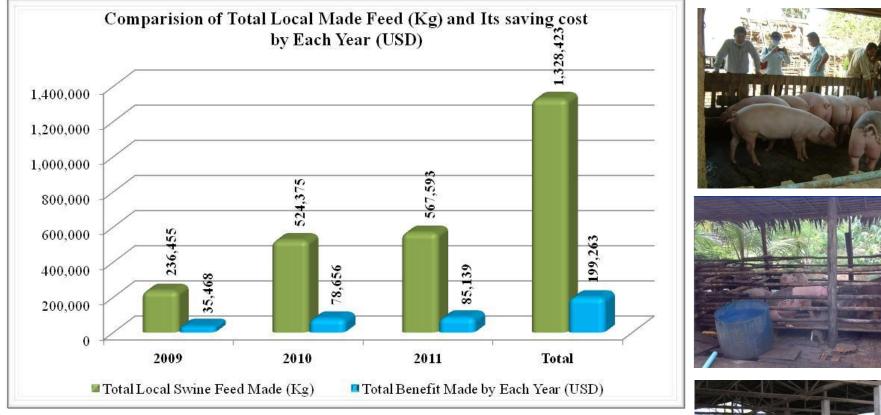








#### Impact of Local Made Feed.









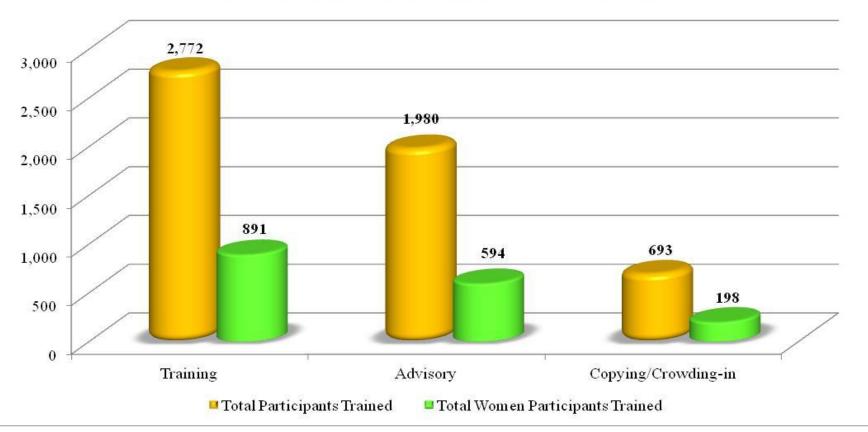


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# MSME Project's Value Chain Approach

Accumulative Beneficiaries of Training, Advisory and Copying/Crowding-in Clients on Local Made Feed Activity, from 2009 through 2011.





## **MSME Project's Value Chain Approach**

Total Labor Improvement of USAID-Cambodia MSME Project, from October 1, 2008 - September 30, 2011. 60,000 50.224 50,000 40,000 30,000 19,317 16.741 20.000 11,590 10,000 2,576 2,576 1,288 1,288 0 Large Scale Medium Scale **Small Scale Total Labor for** Micro Scale Enterprises Enterprises **Enterprises** all categories Enterprises Total labor at start with MSME Project Total Labor Improvement at Quarter 12 (October 1, 2008) (Sept. 30, 2011)

Implemented by **DAI** 



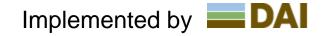


# The MSME Rigorous Database System (TAMIS)

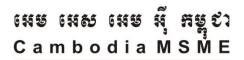
# The MSME TAMIS

# Technical and Administration Management Information System.

**Developed By DAI** 



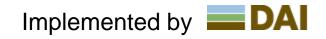




# **TAMIS TOOLS**

#### Technical Programs, include:

- 1. Interest Groups Formed
- 2. Trainings Conducted
- 3. Local and International Study Tours Facilitated
- 4. Workshop Facilitated
- 5. Trade Fairs Facilitated
- 6. Public-Private Sector Dialogue Forums
- 7. Business Membership Association Meetings
- 8. Client profiles
- 9. Media and Publications

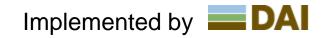




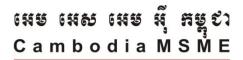


#### **TAMIS TOOLS**

- 10. Community Meetings
- 11. Business Forums
- 12. Community Working Group Formed
- 13. Legal/Regulatory Advisory Forums;
- 14. Success Stories
- 15. Radio/TV Broadcasts,
- 16. Sub-Forms for tracking the clients' annual business progress







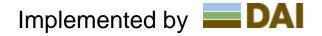
#### Presenters

**Prum Vothana** 

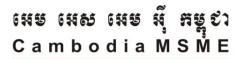
#### **Boreth Sun**

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#### Thank You !



#### **USAID-CAMBODIA MSME TEAM**

