

EuroCham Export Certification Support Program 2022 Success Stories

**In collaboration with GIZ
Business Scouts
for Development**





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EuroCham “Exporter Stories”

Interview Series

Introduction

If there is one thing we have learned through our various MSME and Export Support Programs, it is that starting to export Cambodian products to overseas markets is a challenging task – especially for micro, small and medium-sized enterprises (MSMEs).

MSMEs must navigate myriad obstacles to begin exporting – they must understand complex logistics processes, branding for target markets, overseas customer demands and preferences, online sales channels, packaging requirements, and how to prepare for and obtain relevant export certifications. Entry requirements set by importing countries are particularly complex, especially when it comes to food and beverages, fairtrade, or organic products.

On top of this, MSMEs must also negotiate these challenges while competing with companies from neighbouring countries such as Thailand and Vietnam, often with more advanced processing capacities.

Despite these challenges, export figures have been on the rise – even during the pandemic – with total exports increasing significantly from around \$14 billion USD in 2019 to around \$17 billion USD in 2021. Cambodia's exports to the EU amounted to around \$4 billion USD in 2021, accounting for around 23% of its total exports.

However, micro, small and medium-sized enterprises (MSMEs) are currently under-represented in these figures. MSMEs are the backbone of the Cambodian economy. According to the Global Alliance for Trade Facilitation (GATF), they represent 99% of the country's private sector, but only 10% of Cambodia's exports, compared to around 30% in other countries in the region.

Strengthening Cambodia's MSMEs, and promoting a more diverse export profile, particularly when it comes to processed food products, are both core priorities of the Royal Government of Cambodia, as evidenced by the inclusion of ambitious objectives in the Cambodia Trade Integration Strategy, the Rectangular Strategy, the Industrial Development Policy, and many more.

Objectives

Seeing the importance of exports to Cambodia's economy, EuroCham Cambodia and the GIZ Business Scouts for Development Programme, with the support of certifying bodies Control Union Cambodia and Bureau Veritas Group, organised the "Financial Support for Export Certifications" program, financed by the German Federal Ministry of Economic Cooperation and Development (BMZ).

The program provided support to companies operating in Cambodia as they navigated the complex world of export requirements and worked towards diversifying Cambodia's export profile. Eligible businesses could apply for this financial support scheme to compensate for the costs of obtaining export-relevant certification.

In order to identify and contribute to export success stories made in Cambodia, preference was given to companies advocating responsible business practices, exporting a new or innovative product, and clearly demonstrating the importance of the certification to their export performance.

Besides directly supporting eligible companies, a key objective for this subgrant program was to motivate successful MSMEs to act as role models and torchbearers to share their export journeys with the next generation of Cambodian companies. For that reason, contact details of both the successful applicants and their certifiers are provided within this brochure.

Following a thorough and careful assessment, 11 companies with the most competitive, sustainable, or innovative products were selected to receive the subgrant packages.

Achievements

Through the subgrant program, a total of \$19,011 USD was successfully disbursed to Cambodian exporting companies operating in agriculture, footwear, snacks & bakery, skincare & cosmetics, F&B and other sectors. The amount disbursed accounted for, on average, 40% of the cost of the certification obtained, though some certifications were fully covered.

The successful applicants are selling a variety of high-quality products, from the recycled-textile handicrafts of Ponlei Thamacheat, to the carbon-based fertilisers of Husk Ventures, to the Moringa products of Kamya AgriTrade. EuroCham and GIZ were continually impressed by the diversity of products being certified, and the new export opportunities each applicant company has been seeking to explore with their certifications.

We would like to express our sincere gratitude to the applicants, not only for taking the time to complete the rigorous application form, but also for their work in overcoming the myriad export challenges, for improving Cambodia's export profile, and for paving the way for more companies to follow in their footsteps in the future.

We are confident that this brochure can provide inspiration to future Cambodian exporters by providing relevant information on the successful applicants, the products they sell, and the reasons they applied for each certification. This being said, we hope that the subgrant program and this associated brochure can encourage more companies to take their first step on the export journeys.

We wish you, dear readers, a rewarding reading experience!



Mr. Thomas Hesketh,
Deputy Executive Director
EuroCham Cambodia



Mr. Christoph Janensch,
Business Scout for Cambodia
Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH

Key Program Details

Running Period:	April 2022 – June 2022
Total Applications:	14
Successful Applications:	11
Cost of Certificates:	\$47,446 USD
Amount Disbursed:	\$19,011 USD
Program Timeline:	<ul style="list-style-type: none">Announcement: 1st April 2022Application Deadline: 29th April 2022Assessment: 29th April – 27th May 2022Notification: 3rd June 2022Disbursement: June 2022
Certifications Obtained:	<ul style="list-style-type: none">B CorpJapanese Agricultural Standard [JAS]EU Regulation EEC. No. 834/ 2007 OrganicHACCPUSDA National Organic Program [NOP]
Assessment Criteria:	<ul style="list-style-type: none">Innovativeness of Export ProductsSustainability of Export ProductsCompany CSR InitiativesImpact of Certification on ExportsFinancial Need of the Company
Documents Provided by Successful Applicants:	<ul style="list-style-type: none">Application FormRegistration DocumentsProof of CertificationProof of Certification Service ProviderProof of Certification Contract/Invoice
Program Team:	<p>Ms. Sileap Rithy, Trade & Investment Analyst, EuroCham Cambodia</p> <p>Mr. Thomas Hesketh, Deputy Director, EuroCham Cambodia</p> <p>Mr. Christoph Janensch, GIZ Business Scout for Cambodia</p>

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Disclaimer:

The funding for this subgrant program was provided by The Federal Ministry for Economic Cooperation and Development, abbreviated BMZ, a cabinet-level ministry of the Federal Republic of Germany. Subgrant disbursement was implemented by the European Chamber of Commerce in Cambodia (EuroCham), with logistical support provided by Control Union, and Bureau Veritas, certifying bodies operating in the Kingdom of Cambodia.

Certifier Profiles



Bureau Veritas (Cambodia) Limited

Background:

Bureau Veritas is a world leader in Testing, Inspection and Certification. Our mission is at the heart of key challenges: quality, health and safety, environmental protection and social responsibility. Through our wide range of expertise, impartiality and independence, we foster confidence between companies, public authorities and clients.

Our mission is to create value for our clients by providing services that enable them to continually improve their business performance and mitigate risk in a fast-changing world. Our services contribute to our clients' aims to achieve compliance, increase stakeholder confidence and achieve excellence. We support our clients' ambition to continually improve every day via our three core services: management system certification; social responsibility audits and customized audits; and training and certification of personnel. Our training provides clients with the knowledge and understanding they need to identify ways to improve organizational performance and mitigate risks.

Bureau Veritas' work as a certification body depends on our ability to listen to our clients, deliver services efficiently and maintain our integrity. To this end, we apply five principles in our day-to-day work: client focus, excellence, innovation, ethics and impartiality.

We listen to our customers, delivering high-quality service that meets their needs and creates value. We help our clients move forward by being innovative in our approach and the way we deliver services. And we maintain honesty and fairness in all situations, acting with independence to deliver professional and unbiased conclusions.

Sector :

Consultancy and Other Professional Services,
Trade and Services,
Real Estate & Construction

Examples of certificates you can obtain to start exporting:

- QHSE MANAGEMENT CERTIFICATION
- ISO 9001
- ISO 22000:2018
- ISO 45001
- GMP+



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Control Union (Cambodia) Co., Ltd

Background:

Established in 1920 as a family-owned inspection company for grain that was traded and transported on the rivers and canals of the Netherlands, Peterson has since grown to become the local, global expert for risk management and logistic solutions.

Peterson's scope of activities has expanded over the years, growing its product and service range to introduce the global oil and gas marketplace into its services. Peterson has provided integrated logistics services to the world's leading players in the oil and gas exploration and production industry since 1968, delivering cost-effective and innovative supply chain solutions that meet the highest possible standards of safety to man and the environment. Also originally developed for the agricultural sector.

Control Union was established alongside four European partners. After acquiring full ownership, Control Union expanded its network by developing a thorough knowledge of commodities, its markets and specific client requirements. Control Union is now made up of an international group of companies with specialities in independent, international cargo surveying and super-intending.

From our roots in agricultural inspections, we have been operating for nearly 100 years in the field of logistics, quality, certifications and risk management. To this day, Peterson and Control Union continue to be family-owned and now operate in more than 70 countries employing more than 4,000 people. Our in-depth knowledge and experience cover all aspects of the supply chain in many industries including agriculture, energy, forestry, sustainability and textiles. Upholding our integrity is paramount to Peterson and Control Union. We act with honesty and respect in everything we do

Sector :

Trade and Services,
Consultancy and Other Professional Services,
Agriculture and Agro-Industry,
Textile and Garment (incl. footwear, travel goods and accessories)

Examples of certificates you can obtain to start exporting:

- EU - Regulation EEC. No. 834/2007 of Organic Production
- ISO 9001:2015 - Quality Management System
- ISO 22000: Food Safety Management System
- USDA - NOP Organic regulation for USA
- JAS - Japanese Organic Regulation
- HACCP
- GMP



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GIC (Cambodia) Co., Ltd

Background:

Established in Singapore in 2002, GICG Singapore provides internationally-recognised testing, inspection and certification [TIC] services.

Today, our global presence spans five continents and we operate with competence, commitment and passion to deliver confidence and excellence for clients, customers and communities.

Our clients are organisations that seek to comply with relevant national and/or international regulatory standards as well as customer-defined standards and requirements. Often, these are manifest across different regions or markets and are crucial to help them gain business access and grow their customer base.

To convert competitive pressure into advantages, organizations need to constantly improve their operating performance systematically. GICG third party certification can assist in measuring your management system(s) against national and international best practices and ensuring that your products pass specific performance and quality assurance tests.

With GICG as your partner, you can move beyond compliance. Our audits will focus on areas and issues that are most critical to your operations, which will in turn enhance your systems, processes, and products to create value that supports sustainable growth for your business.

With more than 2 decades of experience and counting, GICG has grown exponentially from our beginnings as a certification provider to one-stop solutions provider – a global conformity assessment body providing a comprehensive range of solutions in testing, inspection and certification. Our areas of expertise include quality, environment, occupational health and safety, food safety, information security, social accountability, sustainability and more.

We hold fast to our history and principles while remaining poised and dynamic for the 21st century. Enabling Trust in A Changing World is a reflection of how GICG provides assurance for businesses to take the next step in ever-evolving markets.

Sector :

Trade and Services,
Consultancy and
Other Professional Services

Examples of certificates you can obtain to start exporting:

- ISO 9001: 2015
- ISO 22000: 2018
- ISO 45001: 2018
- ISO 14001
- SS 590/SS 444 HACCP



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TechNeola Co., Ltd

Background:

TechNeola Co. Ltd. is a registered consulting company offering customized solutions to your technical and management problems. No matter your company's size, we are committed to helping your team make decisions in strategy, organization, technology, and operations. Our team of dynamic and experienced consultants can customize approaches to match your specific goals and capabilities. We are as passionate about your results as you are. Our mission is to work for the success of the people we serve.

Quality management has become an essential part of all businesses. Maintaining high-quality standards is the way to keep your customers and consumers buying your product and service. Like every other aspect of your business, quality has a cost. However, the most obvious costs - such as those for establishing and maintaining a quality management system are not always the most significant. The costs of non-quality may include lost sales, increased inventory, decreased capacity, delivery failures, lost time, higher costs, fines, legal actions etc.

In the competitive and ever-changing world, organizations are looking to improve the way business is done. You may need to simplify your work processes, identify areas for improvement, optimize operation costs or maintain your success.

Organizations frequently operate under volatile or complex management systems leading to miscommunication, regulatory non-compliances, increased inventory and downtime, low productivity, high operation costs and bad quality of product or service. Work procedures ensure consistent performance of a task but they are often unavailable or incomprehensible by operators.



TechNeola is your partner of choice for implementing a lean system on your road to excellence. We offer services in the business diagnosis and assist your team to find solutions for your technical and management issues.

We understand your eagerness to make things better for your customers.

Together, we build relationships and confidence.



TechNeola Co., Ltd

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Sector :

Consultancy and
Other Professional Services,

Examples of certificates you can obtain to start exporting:

- GMP
- HACCP
- ISO 9001:2008
- ISO 22000
- ISO 17025

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Company Profiles



Branch of Lexmin PTY Ltd



Kingdom of Wow



Handcrafted Cashew Nuts
Stung Treng



Hesed Agriculture Trading
Co., Ltd.



MAU Cambodian Spices
and Fruits Co., Ltd



Ponlei Thamacheat



Samaki Rohas Meanchey
Agriculture Cooperative



Agri House Co.LTd
(CricketHouse)



FUCHS (CAMBODIA) CO., LTD



Husk Ventures



Kamya AgriTrade

Branch of Lexmin Pty Ltd



Description:

The Branch of Lexmin was registered in Cambodia in Sept 2018, the name of the company and the logo are registered as Trade Marks both in Australia and in Cambodia.

Lexmin is located in the heart of Geographical Indexed land Chuuk District, Kampot Province, Cambodia. Lexmin's products are organically farmed and manufactured in Cambodia, we strive to ensure we continue to practice responsible, ethical and clean farming and manufacturing by acquiring and passing both local Cambodian and international (ECOCERT, Vegan AU, Euro Assessment body) audits for our farm, production, manufacturing to a retail unit.

Our vision is also to ensure our activities, technology and farming skills are transferable to local farmers, and it will educate them on the benefits and value of consuming chemical-free produce that will not only prevent further soil contamination but also elevate their knowledge to become more responsible farmers.

Towards this end the Cambodian Ministry of Agriculture Forestry and Fisheries has inked an MOU with Lexmin to lift local horticultural farmers' skills to cultivate safe Agri food to International safety standards.

Product overview:

Lexmin has a diversity of high value nutritional food crops to produce Nutritional Dietary Food Supplements (currently, the global trade for nutritional dietary food supplements is a USD 70 billion industry worldwide in 2021).

Lexmin is cultivating Moringa oleifera, Black Turmeric, Black Ginger, Rosella, etc. Lexmin has also a contract farm with a European company to supply annually a minimum of 50 tons of organic food crops like yellow turmeric, ginger, galangal, and three different types of chillies.

Moringa powder is high in protein, Iron, potassium, calcium, Vitamin A, Vitamin C, Magnesium, Phosphorous, and antioxidants, and rich in essential amino acids.

High in antioxidants, potassium is known to be beneficial for hair, skin and bone health. Antioxidants work as a wonderful protecting agent against free radicals and as an anti-inflammatory agent for the body, Iron and protein are good in improving haemoglobin levels and overall protein content in our body.

Suitable for vegans, gluten-free and fat-free.

Versatile, can be taken as is and/or added into food, cooking, baking, smoothies, juices, shakes or any other drink.

Purpose of applying for the selected certificate:

The accreditations enabled Lexmin agri-produce to be exported to any part of the world, including meeting any situational and regional requirements.

The certificates and credentials confirm the quality of Lexmin's products comply the International food safety standards.

Impact of the certificate on the company's export performance:

We believe our products stand out against the rest because Lexmin Organic Moringa Leaf Powder is certified Organic by ECOCERT in compliance with USDA, Canada Organic, and NON-EU and is also Vegan Australia and Halal Certified.

These certifications will put Lexmin's brand on par with other world-class organic products and make us the FIRST sustainable organic plant-based food supplement manufacturer and exporter in Cambodia.

The positive impacts will be felt most tremendously by small horticulture farmers who are struggling to find an international export market for their produce.

In general, these small horticultural farmers must rely on middlemen from Thailand or China. This will break this dependency and link the small holder's supply chain to the global market through a cooperative system.

As a collateral benefit, the Cambodian agriculture GDP will also increase by a measurable amount based on its annual export and accompanying benefits to the smallholders.



Organisation Name: Branch of Lexmin Pty Ltd
Certifying body: EcoCert
Type of certification: Ecocert: EOS & NOP
Organic certifications in compliance with USDA, Canada Organic and NON-EU.
Certification value: \$ 15,000 USD



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Kingdom of Wow

Description:

Relaxing in “pothees” from the age of eight, Godie van de Paal is a forever fan of these hand-crocheted comfy cosy slippers. When the time came for the original artisan to hang up her crocheting hook and retire, fulfilling a desire to keep alive an amazing handcrafted product and a passion to produce ethically, it felt natural for Godie to take over the business. Combining nostalgia with new design “pothees” soon became KOWs. And the journey into the Kingdom of Wow! began. Their products are handmade with commitment and care. Different from on-trend fast fashion brands that are often disconnected from manufacturing. They also manage our entire design and production process from their Cambodia-based workshop, letting them embrace slow fashion principles and remain connected at every step. A giant leap for a small company that wants to lead change and influence the wider manufacturing sector to implement good working practices as an industry standard.

Product overview:

Our footwear is a work of love. Our workshop provides a safe and healthy work environment for our team, a place where our footwear is created with care and commitment to the sound of friendly chatter and laughter.

As an ethical business, we strive to minimize the impact we have on the planet. We mostly use biodegradable materials for our products. And the little carbon we create is offset by supporting the protection of the natural rainforest. Our footwear is a labour of love, not only in its design but in its creation. We take pride in doing things right, this means producing our footwear responsibly, the only way to get things done in our book!

Our workshop provides our team with a healthy and safe workplace. A nourishing environment where our staff can flourish and earn fair wages to support themselves and their families. At the same time, we offer secure employment and benefits over and above legal minimums set by the Cambodian Labor Law including insurance and free wholesome lunches.

Purpose of applying for the selected certificate:

For an ethical manufacturer like KOW Lifestyle whose products are sold mainly in the Western world [EU and US], claiming to be ethical and sustainable is simply not good enough anymore. We have now reached a level of size that we can - and should- provide proof of our claims through a certification like Bcorp.

Going through the process of certification will also help further improve the way we operate by going through a very thorough analysis of our operations. And not just upon first application, but continuously as Bcorp requires regular updates and improvements verified by a recertification every 2 years. It will make our company better, and the certification will allow us to access more niche platforms that require certified proof of social and environmental operations, thereby increasing our sales market.

Bcorp is a certification that measures a company’s entire social and environmental impact. A Bcorp-certified business has to meet high standards in accountability, social and environmental performance and transparency. Bcorp companies also have to make a legal commitment and adjust their corporate structure to be accountable beyond the shareholders only. It is the most all-around certification for a company that values not only environmental but also social and governmental high standards.

Impact of the certificate on the company’s export performance:

As mentioned, many sales platforms and retailers already require some form of certification, and these would open up to us with Bcorp. With all the greenwashing going on, potential customers and retailers are increasingly conscious when comes of unsubstantiated claims. We will be able to increase our customer base with a Bcorp certification.

Greenwashing has been picked up by EU legislation and will -rightfully so- likely be picked up in more international legislation. Without a certification, in the future, we would potentially not be legally allowed to share our ethical and sustainability efforts with our customers through marketing. As the story is an important part of our product, this would be detrimental to the success of our business.

Being part of the Bcorp community will provide more brand exposure and will allow us to share our business model (which we think should become the norm in the manufacturing industry).



Organisation Name: Kingdom of Wow
Certifying body: B Lab
Type of certification: Bcorp
Certification value: \$10,650 USD



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HandCrafted Cashew Nuts Stung Treng



Description:

Handcrafted Cashew Nuts Stung Treng was established in early 2021 with a vision of inclusive growth, prospering the local community by keeping a bigger part of the value chain at home.

HCST is produced by local farmers in Stung Treng, northeast of Cambodia – making us the first and only cashew processor in Stung Treng. HCST hopes to promote local products and provide employment for farmers. Also, we are striving to offer high-quality, delicious, and healthy food for the benefit of consumers.

We are proud that our semi-mechanized cashew nuts processing enterprise in the Siem-Bouk district, Stung Treng province, feeds not only our roasters (80% of whom are women!) and their families, but our engineers and vendors, and their families, and the local small businesses they patron.

Our motto is “WE GROW TOGETHER”.
Our slogan is “Cashew nut is incomplete without our heart”.

Product overview:

Our cashew nuts were carefully selected to make sure our consumers would get the maximum satisfaction with the rich nutty flavour of organic cashew nuts. We aim to provide high-quality cashew nuts to both retail and wholesale customers as well as to export our product to East Asia, Europe, and North America.

We offer both semi-final products and final products which are coated with various unique flavours from milky sour cream to hot & spicy. We manufacture ready-to-eat cashew nut goods and snacks from raw cashew nuts supplied by our farmers.

We are committed to producing high-quality cashew nuts that capture the hearts of people of all ages all over the world; therefore, obtaining international food standards certification (GMP/ HACCP) is critical in order to secure good livelihoods for the roasters and contract farmers in our small remote communities.

Purpose of applying for the selected certificate:


We commit to promoting sustainable rural economic development, working with families in rural communities to make cashew with high productivity across the value chain; preserving and protecting the environment that produces it; and complying with international food standards.

The certification ensures that our operations follow sound management practices as well as safety and hygiene standards, which are required by many international buyers. We are in the process of obtaining GMP/HACCP certification, which is required by overseas purchasers before they can order our products. Purchasing HCST products not only benefits the company but also ensures long-term economic development for individuals living in rural communities near our factory in Srae-krasang village, Srae-krasang commune, Siem-bouk district, Stung Treng province.

Impact of the certificate on the company's export performance:

First of all, the certification is the proof that we are a legitimate company that follows the Good Manufactured Process guideline, for safety, hygiene, and quality standard that meet international buyers' requirements. Moreover, it also proves that our employees are qualified and skilled in the processing line.

Secondly, food safety has become a vital component of the company's sustainable future as it is a strong requirement for a company to export their products overseas. With this certification, it will be easier for us to find international markets. Furthermore, this will increase the company's annual revenue, which will benefit all supply chains such as farmers, and their families, employees and their family, vendors, and our community.



Organisation Name: Handcrafted Cashew Nuts Stung Treng

Certifying body: Guardian Independent Certification

Type of certification: GMP & HACCP

Certification value: \$5,100 USD



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Hesed Agriculture Trading Co., Ltd.



Description:

As a social enterprise and provisional member of the World Fair Trade Organization, Hesed conducts inclusive business by producing, processing, trading, and exporting agricultural products such as palm sugar, additive-free dried fruit snacks, cashew nuts, eggs, and antibiotic-free meats.

Following their mission to develop sustainable business practices and empower local communities, Hesed is serving the Cambodian market and exports to several countries, with the USA and Korea standing out as primary trading nations.

Hesed is proud of its products and operations, and has received several awards including for its inclusive business model and sustainability practices.

Product overview:

100% pure
 Palm sugar palmyra palm is a natural sugar made from the sap of the Borassus flabellifer tree. The product is all-natural: its unique colour, taste, and aroma set it apart from white, processed sugar. and has a low glycemic-index. It tastes best when stored in an airtight container, away from direct sunlight and moisture.

A more meaningful thing about this is that palm sugar is a good income source for Cambodian farmers, traditionally, in the dry season when they cannot farm agricultural items.

Purpose of applying for the selected certificate:

Our purpose in applying for the selected certificate [Organic certificates] is to increase the sales potential of Cambodia palm sugar [GI and organic].

Increasing value addition through branding and product development: Although Cambodians have farmed palm sugar since ancient times, it has only recently become a commercial commodity.

GI schemes are supporting the growth of the palm sugar sector, export markets play an important role in the commodity [GI and organic products] and local markets are rapidly growing. However, we want to see the sector realise its great potential for further growth in the long run.

Impact of the certificate on the company's export performance:

- 100% increase in farmer's income: Palm Sugar Farmers' Income Survey Results \$125 \$252.83
 - Increase productivity: 4.5ton → 60.05ton / per 1year
 - Increase the quality of palm sugar
 - 75 job creations: Create good and stable jobs for rural area.
 - Reduce carbon emission [New production method]
 - * Green House solar dome for drying palm sugar
 - * Heat-efficient stove for boiling palm sugar
- Therefore, the certification helps us to further contribute to achieving the SDG goals.



Organisation Name: Hesed Agriculture Trading Co., Ltd.

Certifying body: Ecocert SA

Type of certification: Ecocert Organic Standard & USDA Organic

Certification value: \$3808.28 USD



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MAU Cambodian Spices and Fruits Co., Ltd. (The Pepper Hill)

Description:

MAU was the first Kampot Pepper Farm in Cambodia to obtain organic certification for its production and processing activities. MAU’s business philosophy is focused on environmentally friendly, ethically and socially responsible business practices.

Product overview:

MAU Cambodian Spices Fruits’ organic certifications [EU, NOP, JAS] cover the entire production of about 20ha of farmland and its small-scale, on-farm processing operations in Kampot Province. MAU’s main product is Kampot Pepper. MAU (correctly, its predecessor company/farm “The Pepper Hill”) was Cambodia’s first certified-organic Kampot Pepper producer. However, in response to the growing need for risk diversification and to further solidify MAU’s position as a model farm for certified-organic production, MAU opted to diversify and add certified-organic Durian, Long Pepper, and Makrut Lime to the product line. Certifications also include bananas, mangoes, sacha inchi, ginger and turmeric. MAU also has a small, certified-organic processing facility that produces organic mango jam.

MAU has supported other Kampot Pepper Farmers in their organic certification and buys Kampot Pepper for export to the EU. To expand its smallholder support, MAU has a cooperation project with GIZ, supporting around 10 Kampot Pepper farmers and their families in diversifying production and obtaining organic certifications for their farms. The project is still in its initial stage and explicitly excludes cost coverage for certifications. Hence, our application is under the “Financial Support for Export Certification” project.

Purpose of applying for the selected certificate:

Certified-organic production and processing have shielded MAU from the main marketing problems with Kampot Pepper in recent years. In the long-term, certified-organic production will be key, in particular for smallholder producers, to find markets and sustainable business partnerships.

The GI specifications for Kampot Pepper already provide great potential for clean and sustainable production, which is key in high-quality and high-price product markets. Margins in certified-organic markets are generally larger than in conventional value chains, enabling better prices for smallholder producers and better revenues for the company. MAU’s customers in main target markets [EU, USA, Japan] demand certified-organic qualities and in return, offer possibilities for long-term partnerships and development.

Impact of the certificate on the company’s export performance:

MAU is focusing its business on the production, trading, processing, and exporting of certified-organic products. MAU is planning to develop and expand from its small but committed customer base that values environmentally friendly and socially responsible business practices to more international buyers.

The current expansion of MAU’s certified-organic business relies on its certifications (and the planned certifications of its smallholder partners) to increase its product range and customer base. It is significant to maintain certifications and expand outreach through partnerships, training and contract farming. MAU relies on its certifications to contract with new buyers in different parts of the world. MAU chose the EU, NOP, and JAS certifications for its operations due to the certifications’ equivalence in other countries.MAU choose the EU, NOP and JAS certifications for its operation also because of the equivalence of the certifications in other countries.

MAU is expected to increase partnerships, volumes and export destinations in the current 2022 season and beyond.



Organisation Name: MAU Cambodian Spices and Fruits Co., Ltd
Certifying body: Control Union
Type of certification: EU Organic, JAS and USDA NOP
Certification value: \$3,630 USD



Mr. Andreas Groetschel, Co-Founder
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SEPAKAM PONLEI THAMACHEAT



Description:

A Cambodian woman created Ponlei Thamacheat in 2017 with the aim of promoting handmade products in Cambodia. Their products are recycled using raw materials grown by farmers in the community and produced with quality, efficiency and safety first. This business has created job opportunities for local women and can improve the livelihood of farmers who grow seedlings to supply this processing handicraft.

Product overview:

Ponlei is a raw material that we process into handicraft products for customers. Furthermore, , and it can also ponlei can be processed into products for polishing the skin products used to treat , especially for scratches or bruises. For sprouts, the raw material is very important for our processing work, so we need to work closely with partner farmers.

Purpose of applying for the selected certificate:

With the support of this certification, Ponlei Thamacheat is better able to compete with other regional producers and export high-quality goods outside of Cambodia. This certification will bring us one step closer to launching our high-quality items on the global market. HACCP shows that our products have met the standard requirements.

Impact of the certificate on the company's export performance:

First, the certification proves that we are a legitimate organization that adheres to the Good Manufactured Process (GMP) guideline for safety, hygiene, and quality standards that match the criteria of international buyers. It also demonstrates that our staff are qualified and knowledgeable in the processing line.

Second, food safety has become an essential component of the firm's long-term success, since it is a major necessity for a company to export its products internationally. With this accreditation, we will be able to reach worldwide markets more easily. This will also enhance the company's yearly income, which will help all supply chains, including farmers and their families, employees and their families, vendors, and our community.



Organisation Name: Ponlei Thamacheat
Certifying body: Control Union
Type of certification: HACCP
Certification value: \$ 950 USD



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Samaki Rohas Meanchey Agricultural Cooperative

Description:

This agricultural cooperative is considered the largest producer of organic cashew nuts in Cambodia, the cooperative itself has been technically and financially supported by a few development partners to arrive at the stage of the market entry point. This cooperative has roughly 527 smallholder farmers divided into 12 groups, from which approximately 700 tons of organic cashew nuts are produced. Furthermore, all of the production groups are well-organized in a structure with equal benefit-sharing systems in their communities.

Product overview:

The organic cashew was certified in 2019 and exported to Europe for the last two years. This cooperative has a track record of working with multiple organic exporters; however, this year's rainy weather has resulted in a decreased yield of the product, despite the fact that the cost of operation, which includes certification, has remained constant. As a result, the cooperative may find it financially challenging to continue applying for an organic certificate this year.

Purpose of applying for the selected certificate:

The Samaki Rohas Meanchey is representative of 12 cooperatives in Preah Vihear province, hence this cooperative is a certificate holder coverage of another site of organic cashew growers. The members of all cooperatives financially contributed to sustaining organic certification and the cooperative used to obtain three certificates in raw such as JAS, EU organic and USDA. This cooperative might fail to establish raw material supply to buyers if the organic certificate is not issued for their legal procedure and steps for export to EU markets. It is explained that the cooperative has faced a production decrease whereas profited margin could not cover the cost of the certificate this year. This is why the cooperative enthusiastically find this supported certification sub-grant very significant to sustain the cooperative's business operation and organic cashew nut value chain in Cambodia.

Impact of the certificate on the company's export performance:

This funding support directly benefited 500 organic smallholder farmers, whose organic products are already matching market demands. The trend of buyer engagement has now increased from one buyer to four buyers. The cooperative is in negotiations with new Japanese consumers to absorb purchase a few thousand tons of organic cashew nut. The organic cashew producers are delighted with a premium price which principally values add around twenty per cent away from conventional cashew nut. The additional money benefited the communities and helped to build an environmentally friendly environment that complies with climate resilience.



Organisation Name: Samaki Rohas Meanchey Agricultural Cooperative
Certifying body: Ecocert
Type of certification: EU Regulation EEC. No.834/ 2007 Organic
Certification value: \$9,026 USD



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Agri House Co.Ltd (CricketHouse)



Description:

Agri House (Cricket House) is a Khmer led & Khmer owned start-up bringing secondary income sources to vulnerable communities through technology-controlled insect farming. Based in Cambodia, the team brings together over 15 years of combined agriculture, engineering, and sustainable development experience - united with the vision to create the future of farming. Harnessing the global demand for sustainable low impact nutritional protein sources, Agri House produces cricket powder, roasted crickets and many others.

Product overview:

We are aiming to export our natural cricket powder into international markets in the near year. As currently, we are working with WFP on developing new nutritious snacks for children of school ages using our cricket powder as the main source of protein, we commit to making our cricket powder more popular not just in the country but also on the international stage.

We are the first in Cambodia to reinvent cricket manufacturing from the conventional method to a new sustainable solution by using solar energy to optimize the environment, such as humidity, ventilation, and other energy usage in the entire breeding processes, which supports Cambodia’s clean energy goal.

Our cricket powder is produced from the crickets that are harvested from our own cricket breeding system. We work with Cambodian local farmers in the country which allow them to have a second income. Having the ability to export our cricket product means more green job opportunities for Cambodian farmers and a new revolution of the first Cambodian led enterprise of cricket powder production to the international markets

Purpose of applying for the selected certificate:

Why HACCP first? It is an effective and rational means of assuring food safety from harvest to consumption. While GMP and GHP address generic requirements for manufacturing safe food, HACCP addresses certain hazards specific to certain goods and processes, such as alternative protein.

Obtaining HACCP certification means that our production fits the international standard for human consumption and is safe from farm to fork and throughout the whole production of cricket powder. This will allow us easy access to obtain further global regulations for such edible insects in powder form. This means that our product is ready to export for any international sales through suitable retail partners.

Edible insects are known as novel food as d new types of food for human consumption that has not been consumed before 15 May 1997, according to the EU Food Safety Authority. So the next step is to obtain ENTOTRUST’s label, an independent organisation that works to provide a global label for customers to recognise such product’s safety in food production that contains edible insects on our products’ package. By this, we will reach a wider market across continents in the near future.

Impact of the certificate on the company’s export performance:

Applying for HACCP certification seems like a big step for us as an SME in early stage however, a long term vision we see from this decision will help in promoting future products, especially the upcoming nutritious snacks that we are developing within the WFP accelerator program to replace unhealthy snack for children in school ages.

Cricket powder underpins our business models since it is the main ingredient in our products. Having a HACCP certification on our cricket powder will boost customers’ trust, especially internationals. This indicates that any future products developed using our cricket powder as the primary protein source are safe for human consumption, making it easier for us to get any additional worldwide food certifications. It will also demonstrate to our clients how Khmer food production has improved and now meets international standards for safety, quality, and sustainability, which we are delighted to aim for as the first Cambodian company to do so. We aim to export our protein powder products at least 1 ton a month and partner with at least 200 more local farmers in Cambodia in producing crickets by 2023.



Organisation Name: Agri House Co.Ltd (CricketHouse)
Type of certification: Control Union
Certification value: \$2,000 USD



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FUCHS (Cambodia) CO., LTD

Description:

The Fuchs Group actively influences the quality and enjoyment of its products along the entire value chain, from the raw material to the finished product. For example, the company only buys whole, unground raw goods and processes them in its own production facilities and spice mills in Germany to ensure the highest product quality and the best possible preservation of the ingredients in the spice.

We do Trading and Exporting pepper on behalf of the mother company. Awareness-raising in the chemical sector is based on feedback through our guidelines and requirements. Capacity building by frequently informing farmers about the changing market situations, requirements and impacts of chemicals. Our requirements are based on international requirements, and customer and consumer demands. Close contact with farmers and cooperatives to ensure a stable supply chain.

Product overview:

We purchase black pepper from almost all regions of Cambodia. The close cooperation with cooperatives enables us to also purchase pepper from small farmers. The ever-increasing quality requirements make a constant analysis of our products necessary. We not only provide the farmers with the analyse reports but also advise them on possible improvements in cultivation.

Purpose of applying for the selected certificate:

The purpose and use of the grant are to renew our organic certificate. Although the international demand for organic products is increasing, the trade with organic goods from Cambodia is still very much in its infancy. The renewal of the certificate was questionable in the meantime, but we definitely want to serve this sector as well.

Impact of the certificate on the company's export performance:

Our company branch introduces itself to a larger clientele. As mentioned before, the demand for organic products is increasing worldwide. As it is our aim to serve third-party customers in the future, it is necessary to maintain the status of an organic trader.



Organisation Name: FUCHS (CAMBODIA) CO., LTD
Certifying body: Control Union
Type of certification: EU Organic
Certification value: \$1,800 USD



Mr. Richard Bahlke, Country Director
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Description:

We produce organic biochar, carbon-based fertilizers and natural pesticides for smallholders. Biochar is a pure, high carbon form of charcoal that helps regenerate soils by enhancing water-holding capacity, and nutrient uptake as well as stimulating microbial activity in the soil which improves resistance to unwanted pests and disease. HUSK biochar products are suitable for all types of crops and can increase yields from the first application.

Product overview:

CBF (Carbon Based Fertilizer) and ONIX (granulated organic fertilizer). 100% of the raw materials in these products are produced or sourced in Cambodia.

We produce biochar from rice husk and blend it with other ingredients. IPCC (2018) established biochar production as a climate-positive technology.

Environmental benefits: Regeneration of degraded soils, enhanced diversity in soil biome and increased resistance to soil pathogens, reduction in chemical pesticides & fertilizers, reduction in fossil fuels for water pumping, long term carbon sequestration.


Social benefits: affordable, organic inputs in emerging markets, improved revenues for rural communities (+ ROI), increased resilience against climate change, and an improved waste management system for the rice sector (circular economy).

Purpose of applying for the selected certificate:

After 4 years in the Cambodian market with proven benefits, we are ready for export to Asian markets. We think the organic certification will be appreciated, inside and outside Cambodia, especially for organic certified farms. So the purpose of applying for the organic certification is to reach the target customers that share our approach to sustainability, regenerative agriculture, organic farming and safe vegetables (no chemical fertilizers or pesticides).

Impact of the certificate on the company's export performance:

We are ready to begin exporting but have yet to do so. We believe that organic certification will have a significant impact on our export success because it will allow us to enter a more competitive market niche. Because it is impossible for a small company like us to enter the vast agriculture sector, we must focus on smaller and specialty areas such as organic farming, horticulture, orchards, and so on.




Organisation Name: Husk Ventures

Certifying body: ECOCERT group

Type of certification: EU Regulation EEC and USDA-NOP Organic

Certification value: \$611 USD



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Description:

Kamya Artisan Foods is part of the Kamya Group, where we practice a strict focus on certified-organic production and processing of the finest nuts, spices, fruits and more.

Product overview:

Kamya's organic certifications (EU, NOP, JAS) cover the entire production of about 60ha of farmland and the processing operations at Kamya's facility and sub-contractors. The main products are raw cashew nuts (RCN), Long Pepper, pepper, and Moringa. Certifications of processed products also include roasted and spiced cashews, cashew milk, cashew cheese, Moringa tea, powder, tablets, and fermented pepper. Kamya also sources certified-organic raw materials from Cambodian smallholders, processes and repacks for exports. Kamya's certification also includes the operations of other smallholder producers and SME processors that are supported by Kamya for their organic production and processing.

Kamya's (and its linked sub-contractors) certified-organic operations were one of the first certified-organic businesses in Cambodia. The certified farming operations are also a model for other interested and/or cooperating smallholders, demonstrating sustainable, environmentally friendly and climate change resilient production techniques; the certified processing operations use only high-quality Cambodian raw materials to retain value in Cambodia and provide high-quality export products.

Purpose of applying for the selected certificate:

Kamya's business philosophy focuses on environmentally friendly, ethically and socially responsible business practices. We believe that certified-organic production and processing can shield producers and processors from the generally high fluctuations in prices for agriculture commodities. Cambodia has a great potential for clean and sustainable production, and it can cater for quality-conscious customers/buyers who value holistic approaches. Margins in certified-organic markets are generally larger than in conventional value chains, enabling better prices for smallholder producers and better revenues for the company. Customers in Kamya's main target markets (EU, USA, Japan) appreciate the qualities and offer long-term possibilities for long-term partnerships and development.

Kamya is currently also working on obtaining HACCP, GMP and ISO22000 certifications to further expand opportunities, including for its raw material supplying partners.

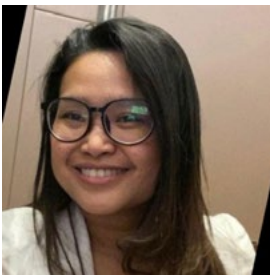
Impact of the certificate on the company's export performance:

Kamya's core business is the production, trading, processing and exporting of certified-organic products. Kamya has a small but committed customer base that values environmentally friendly and socially responsible business practices. The current expansion of Kamya's certified-organic business relies on its certifications (and the certifications of its suppliers) to increase its product range and customer base.

With the increasing interest that Kamya (and others) have raised in certified-organic Cambodian products, it is of significant importance to maintain certifications and expand outreach through partnerships, training and contract farming. Kamya relies on its certifications to contract with new buyers in different parts of the world. Kamya chooses the EU, NOP and JAS certifications for its operation also because of the equivalence of the certifications in other countries. Kamya is expected to increase partnerships, volumes and export destinations in the course of 2022.



Organisation Name: Kamya AgriTrade
Certifying body: CERES - Certification of Environmental Standards GmbH
Type of certification: EU organic, JAS and USDA NOP
Certification value: \$9,871 USD



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Ms. Sam Sokneang
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Mr. Meas Holy
Vice Managing Director
of Kirirom Food Production



Ms. Merce Domenech
Product Manager
of Husk Ventures



Mr. Andeas Groetschel
Owner & Director
of Kamya AgriTrade



Ms. Godie van de Paal
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Ms. Dikra Yagoubi
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