

# Sourcing from Cambodia

## RICE

### Product & Supplier Brochure



Source: Freepik



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# Cambodia at a Glance

Cambodia has enjoyed over two decades of economic and urban development, averaging an annual GDP growth rate of 6% between 2010 and 2021. After a small post-Covid slump, GDP has continued increasing, from USD 27.2 billion in 2021 to USD 29.6 billion in 2022. Growth forecasts are 5.5% and 6% for 2023 and 2024, respectively.

The country's population is 17 million and increasing, with a relatively young median age of 27. Cambodia's middle class is growing, as is the urbanization rate, currently estimated at 25.3%. The presence of a young, growing and increasingly urbanized middle class suggests Cambodian consumer demand and spending will continue to grow steadily in the future, as has been the case for over two decades. Cambodia's GDP per capita is estimated at USD 1,784.79 for 2022 with household consumption being equivalent to 65.2% of the GDP.

The Government of Cambodia has embraced free market principles and sees the opening of the country to foreign investment as one of its priorities; it aims to bring the country to upper-middle-income status by 2030 and high-middle-income status by 2050. The Government has introduced various policy incentives to ease business engagement. One of them, called Qualified Investment Projects (QIPs), offers several benefits including tax holidays and duty exemptions on the import of construction materials.

Cambodia's international trade benefits from the country's favourable geographic location at the crossroads between Thailand and Vietnam – two major manufacturing economies and trading partners in the region. The recent signing of regional and bilateral free trade agreements (FTAs) is expected to strengthen Cambodia's connectivity with international markets. Examples of such agreements include the China-Cambodia FTA and the Regional



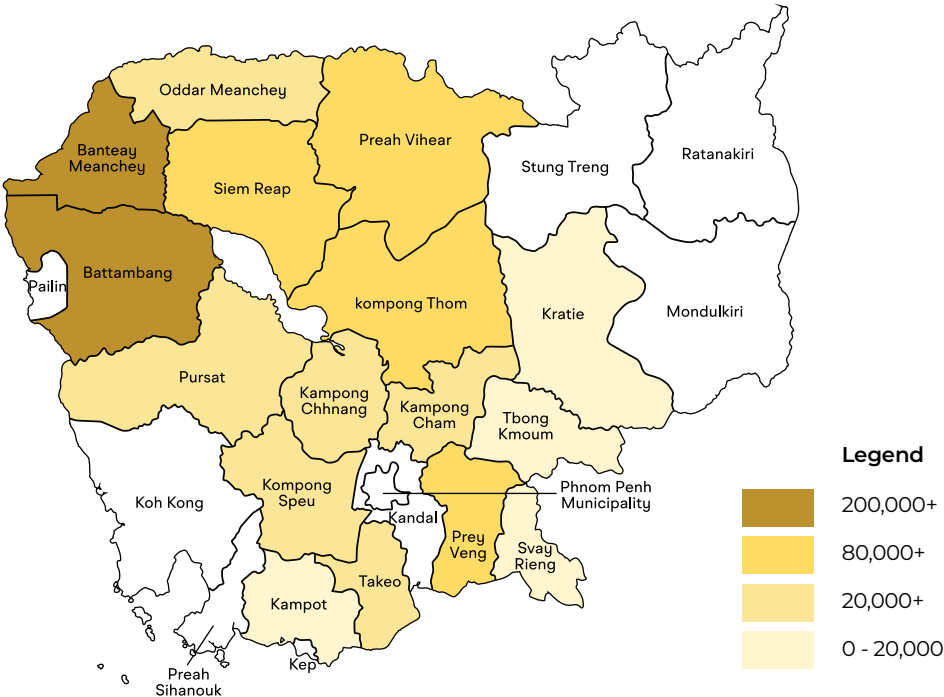
Comprehensive Economic Partnership (RCEP). Although there is no bilateral FTA between Cambodia and the European Union yet, trade links are significant. After China and the USA, the European Union (EU27) is Cambodia's third largest trade partner as of 2022 (followed by Vietnam and Thailand), with Germany being the top individual EU country.

Cambodia's trade performance has been very impressive in the last 10 years. The country's exports have grown by an average of 16% per year, while imports have grown by an average of 12% annually. This has led to a significant increase in the country's trade surplus: In 2022, Cambodia's exports totalled USD 16.3 billion, while imports totalled USD 12.7 billion, resulting in a USD 3.6

billion surplus. The garment industry is the country's single largest export sector, accounting for about 70% of total exports. However, there are also rising opportunities for the export of local agricultural products, such as rice and cashew nuts. Going forward, Cambodia's trade performance is expected to remain strong. Besides the country's traditional exports, the Government is working to diversify the country's export base, including new agricultural products.

Cambodia will continue developing as a sourcing destination of high-quality products for the international market.

Cambodian rice production (in tons), by region





# Cambodia Factsheet

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**Currency**

Riel (KHR): 1 USD  $\approx$  4,100 KHR. Dollarised economy (82-84%)

**GDP**

28.3 USD billion (2022)

**GDP growth rate**

5.3% (2022)

**GDP per capita**

1,771 USD (2022)

**Official language**

Khmer, English widely used

**Capital city**

Phnom Penh

**Major cities**

Siem Reap, Sihanoukville, Battambang

**Government type**

Constitutional Monarchy

**Head of State**

His Majesty King Norodom Sihamoni

**Population**

17 million (2023), annual growth 1.08 %, <27 years old: 50%

**Economy**

Garments, Tourism, Construction, Agriculture

**Climate**

Wet season: May to October

Dry season: November to April, average temperature: 27°C

**Major religion**

Buddhism (95%)









Source: Freepik

# Introduction

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*Oryza sativa*, commonly known as Asian rice, is the most widely consumed staple food for over half of the world's population, particularly in Asia. The long-grained indica and the short-grained japonica are the most commonly cultivated subspecies and come in many varieties with different characteristics, such as length of the grain, size, texture, and uses. For example, Jasmine and Basmati are two well-known indica rice varieties. Many Cambodian varieties also belong to the indica subspecies, the most popular being Phka Rumduol, Phka Malis, and Angkor Malis, along with other minor varieties.

Rice has been grown in Cambodia for thousands of years, dating back to 5,000 BCE. During the Khmer Empire, which ruled the region for six centuries from its bases outside the modern city of Siem Reap, efficient irrigation systems allowed the God-Kings' followers to cultivate three or four crops per year. Scenes of rice harvesting are engraved on the walls of the famous Angkor Wat temple, reflecting its significance. After the fall

of the Khmer Empire, rice remained the most important staple food for the population, although production declined. After becoming a French protectorate in the mid-nineteenth century, rice cultivation was revived, with vast fields being established in Battambang Province, turning the area into the Kingdom's rice basket. Rice remains the main staple food for Cambodians today, and it remains of enormous cultural importance to the population to this day.

With improved technological capabilities and know-how, Cambodia is fortunate to be able to develop some of the world's most desirable rice varieties. Cambodian fragrant – or Sen Kra Ob - rice won the "World's Best Rice" title from the International Commodity Institute (ICI) three years in a row at the annual World Rice conferences of 'The Rice Trader' (TRT) in 2012, 2013, and 2014. And in 2022, Cambodia's Phka Romduol rice has been crowned the best rice in the world at the World Rice Forum.





Rice holds immense cultural significance in Cambodia, going beyond its role as a staple food. It is deeply intertwined with the country's traditions and beliefs, symbolizing prosperity, fertility, and good luck. Revered as a representation of life itself, rice takes center stage in various ceremonies and rituals throughout the nation.

In addition to rice cultivation, Cambodians have a rich history of producing rice wine, known as "Sraa Tram." This traditional alcoholic beverage is meticulously crafted by fermenting rice in clay pots, resulting in a distinct and flavorful drink. Often enjoyed during social gatherings and celebratory occasions, rice wine brings people together, fostering a sense of camaraderie and shared merriment.

Rice in Cambodia transcends its culinary and libationary purposes and becomes a medium for artistic expression. Talented artisans showcase their skills by creating intricate rice sculptures called "Neang Kong Rey." These remarkable works of art feature meticulously arranged colored rice grains, forming captivating patterns and designs.

Through this unique form of artistic expression, rice becomes a canvas, captivating spectators and celebrating the beauty of Cambodian culture.

Among the multitude of celebrations in Cambodia, one particularly significant event is the "Bon Om Touk" or Water Festival. This grand occasion signifies the culmination of the rainy season and the bountiful harvest of the main rice crop. The festival is a vibrant spectacle featuring exhilarating boat races on the rivers, accompanied by traditional music and dance performances that showcase the rich cultural heritage of Cambodia. The night sky is illuminated by dazzling fireworks displays, adding a touch of enchantment to the festivities. The Water Festival attracts both locals and tourists, who come together to revel in the joyous atmosphere and partake in the celebration of Cambodia's deep connection to rice and its abundant blessings.



# 04 Varieties

Today, Cambodia is home to a wide range of rice varieties (estimated more than 2,000), including Premium Fragrant or Cambodian Jasmine Rice, Fragrant, Long Grain White or Premium White, White, and Brown. The most famous type, Phka Rumduol, was named the best rice in the world in 2012-2014 and in 2018. Among the manifold options, the varieties highlighted below are most prevalent in Cambodia.



Source: Freepik



### **Phka Rumduol**

*Premium Fragrant (Wet Season)*

Phka Rumduol is a variety of premium fragrant rice that belongs to the Phka Malis family, which also includes other types such as Phka Romeat, Phka Rumdeng, and Neang Malis. It is known for its extra-long grains, soft texture, and tender nature. Furthermore, it boasts a delightful and unmistakable aromatic flavour.



### **Sen Kra Ob and Sen Pidao**

*Fragrant (Dry Season)*

Sen Kra Ob and Sen Pidao are long-grain, fragrant rice that are grown in the dry season. It has a strong aroma and a slightly chewy texture. It is often used in Khmer cuisine for meals such as prahok ktis, a stir-fry dish made with fish paste, vegetables, and rice.



### **Phka Knhey and Phka Chansensar**

*Premium White (Wet Season)*

Phka Knhey and Phka Chansensar are both medium-grain, non-fragrant varieties of superior white rice. Despite lacking fragrance, they possess a distinct scent and offer a comparable tenderness and pleasant taste to fragrant rice after being cooked. The rice kernels of both varieties feature a translucent endosperm.



### **Brown Rice**

*Brown Rice*

Unmilled rice leaves the bran and germ intact. This gives brown rice a nutty flavour and a chewier texture than white rice. Brown rice is also a good source of Vitamin B1, B2, B3, B6, Vitamin E, fiber, antioxidants, and more.



# Production

# 05

Rice is the main crop in Cambodia, and it is grown in many regions of the country. Its cultivation is estimated to employ around 3 million people in the country, with paddy production occupying around 75% of Cambodian agricultural land. The average yield of rice in Cambodia is about 3.5 tons per hectare, and in 2022, total production was approximately 11.6 million tons of paddy (or unmilled) rice.

Cambodia's rice production follows a double cropping pattern, enabling the country to produce two rice crops annually. The first crop is planted between late May and July, with transplantation occurring during the summer months and September. The main harvest for this crop takes place in December, spanning several weeks. The second crop, known as the dry-season crop, is planted in November and harvested from January to February, lasting approximately three months. Rice cultivation in Cambodia encompasses four distinct ecosystems: rainfed lowland, rainfed upland, deepwater, and irrigated. Among these ecosystems, rainfed lowland is the predominant one, accounting for approximately 70% of rice cultivation in Cambodia.

Rainfed lowland areas play a crucial role in Cambodia's rice production, utilizing natural rainfall as the primary water source for crop growth. These areas are characterized by their ability to retain

water for longer durations, enabling rice to thrive during the rainy season.

While rainfed lowland is the major ecosystem utilized for rice cultivation, the other ecosystems also contribute significantly to Cambodia's overall rice production. Rainfed upland areas rely on seasonal rainfall and are suitable for rice cultivation with limited irrigation. Deepwater areas, as the name suggests, are characterized by their ability to withstand flooding, allowing rice to grow in submerged conditions. Lastly, irrigated areas are equipped with artificial water supply systems to ensure consistent water availability for rice cultivation. By leveraging these diverse ecosystems, Cambodia's rice farmers are able to sustainably produce rice throughout the year, meeting the country's domestic demand and contributing to its status as a key rice-producing nation.

The Cambodian Rice Federation is the leading business association in the rice sector, with about 350 members including rice millers, small farmers and cooperatives, exporters, as well as service providers related to rice.

According to Cambodia's latest rice production statistics broken down by region, Battambang, Banteay Meanchey and Siem Reap were the largest rice-producing provinces.

**Rice production in  
thousand tons per region  
(1 July 2018 - 30 June 2019)**

Province	Volume
Battambang	339.6
Banteay Meanchey	231.9
Siem Reap	90.9
Prey Veng	86.2
Preah Vihear	55.3
Kampong Thom	51.9
Takeo	38.3
Kampong Chhnang	35.1
Pursat	34.4
Kampong Speu	29.6
Oddar Meanchey	28.5
Kampong Cham	24.1
Svay Rieng	16.8
Kampot	13.6
Tboung Khmum	13.5
Kratie	3.4
<b>Total</b>	<b>1093.1</b>

*Source: Cambodia Inter-Censal  
Agriculture Survey 2019*



Source: Freepik



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## Regulations

Paddy rice production and rice export have been key priorities in Cambodia's agricultural sector since their inclusion in the Royal Government of Cambodia's Rectangular Strategy Phase II in 2008. To achieve agricultural development, the government has implemented a three-pronged strategy: productivity enhancement, diversification, and agricultural commercialization.

This involves measures such as infrastructure development, improved extension services and inputs, land management reform, access to finance, marketing initiatives, strengthening farmer organizations, and institutional building and coordination. These efforts aim to promote sustainable and commercially viable agriculture in Cambodia.







Source: Freepik



# Development Cooperation

# 07

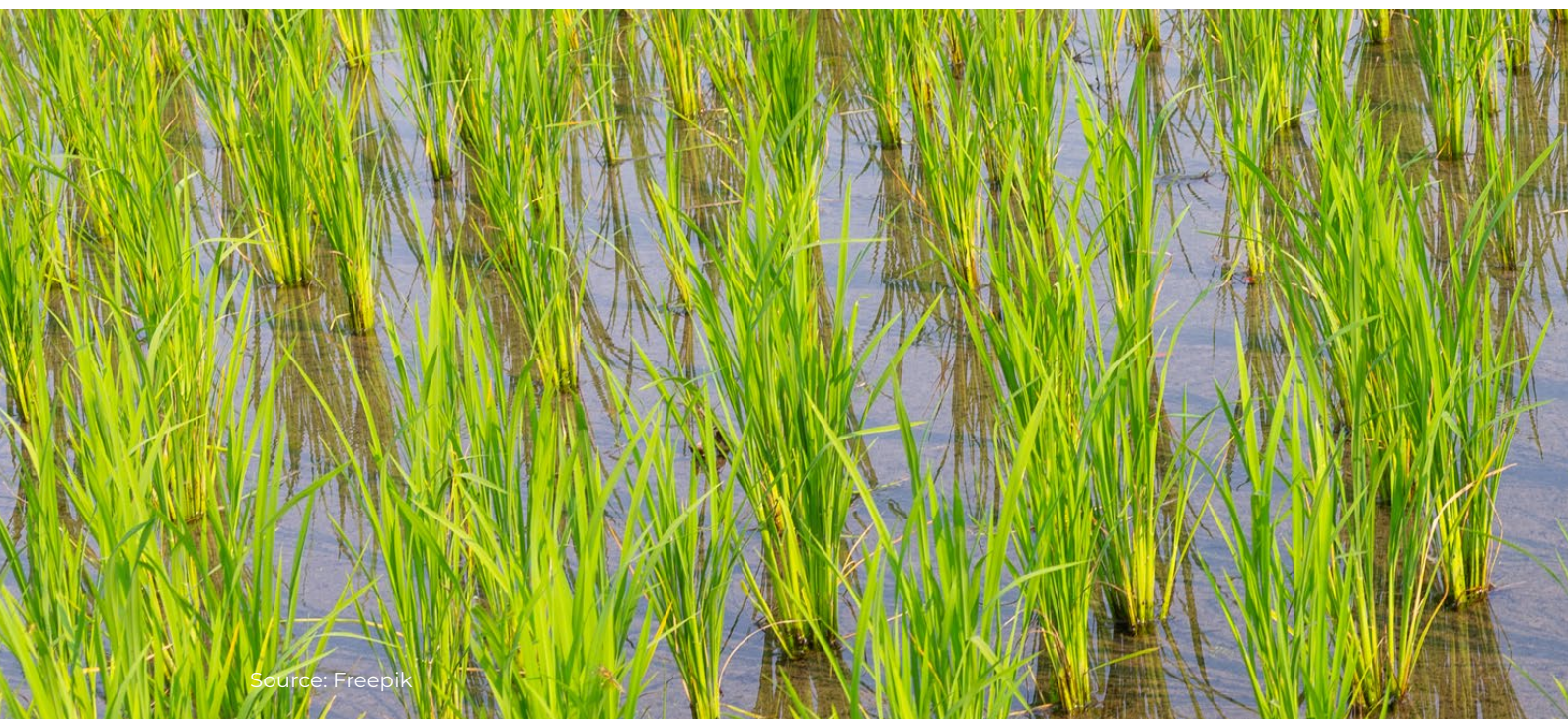
Cambodia has been the beneficiary of several large and small-scale development-cooperation projects from international partners, aiming to develop rice production and improve livelihoods.

A legacy of the successful Cambodia-Australia Agricultural Value Chain (CAVAC) development project, the Cambodia-Australia Partnership for Resilient Economic Development (CAP-RED) is an eight-year (2022-2030) programme that builds on the successes of CAVAC and aims to further improve the productivity and incomes of smallholder farmers in Cambodia.

The Climate Resilient Rice Commercialisation Sector Development Program (CRC-SDP) is a program funded by the Asian Development Bank (ADB) from 2013 to 2024. Its main goal is to support the implementation of the Strategy on Agriculture and

Water (SAW) and the Policy on the Promotion of Paddy Production and Rice Export (the Rice Policy). The program prioritizes strengthening the rice value chain, improving the regulatory framework for agricultural land management, enhancing access to credit, and boosting paddy production and productivity through irrigation improvements, post-harvest facilities, and crop insurance pilots.

The Rice Seed Production and Promotion Project (RSPP), funded by the Japan International Cooperation Agency (JICA), was implemented from 2017 to 2022 with the aim of enhancing the quality and availability of rice seeds in Cambodia. The project focuses on establishing a network of rice seed production and distribution centers, offering training programs on rice seed





quality management, and reinforcing the regulatory framework for rice seeds. By implementing these initiatives, the RSPP seeks to contribute to the overall improvement of rice seed accessibility and quality in Cambodia.

The Tonle Sap Basin Development Project is being funded by the International Fund for Agricultural Development (IFAD) from 2009 to 2024, with the objective of reducing poverty and enhancing the livelihoods of smallholder farmers in the region. The project aims to achieve this by providing agricultural production training, improving market access for farmers, and strengthening natural resource management practices.

Finally, ARISE Plus Cambodia, implemented by the German development agency GIZ and co-funded by the Euro-

pean Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ), has been providing support to the Cambodia Rice Federation (CRF) in obtaining an ISO 9001:2015 certificate for implementing a quality management system. This assistance is part of ARISE Plus' Export Development Strategies (EDS). The ISO certification aims to enhance transparency by ensuring that CRF's administrative procedures and processes are verified and accessible to all its members.

Other, smaller-scale development initiatives include community-based seed banks, farmer field schools, and microfinance schemes.





# International Trade

Cambodian rice is a high-quality product that is in demand in many countries around the world. Like all rice, it is traded under Harmonized System (HS) code 1006.

## Exports

Cambodia is a major exporter with a strong trade performance in this sector in recent years. The volume of rice exports increased by 12% from 572,878 tons in 2018 to 641,735 tons in 2022, worth USD 415.9 million. The main destination for Cambodian rice exports is China, which accounted for 39% of total exports in 2022 (USD 163.8 million). The next largest export markets are France (USD 62.9 million), Malaysia (USD 31.2 million), the Netherlands (USD 25.1 million) and Gabon (USD 17.1 million).

Cambodia's rice exports have benefited from a number of factors, including the country's favourable climate for rice cultivation, the increasing demand for rice in global markets, and the signing of free trade agreements with key trading partners (South Korea and China).

## Imports

Cambodia's rice imports represent only a small fraction of the country's total rice consumption and have been decreasing in recent years. Import volumes fell from 23,260 tons in 2018 to 7,868 tons in 2022, worth USD 3.4 million. The main source of Cambodian rice imports is by far Vietnam, which accounted for 67% (USD 2.3 million) of total imports in 2022, followed by the United States (USD 0.7 million), Thailand (USD 0.1 million), India (USD 0.1 million) and Japan (USD 0.07 million).

Cambodia's rice imports have been driven by the increasing demand for rice in the country, as well as the Government's efforts to improve food security. However, with increasing domestic rice production, the need for imports has decreased.

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## Company Profiles

**The following section features selected Rice companies.**

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Source: Freepik





## AMRU RICE

AMRU Rice has been a provider of high-quality Cambodian rice since 2009. With a focus on quality control, environmental awareness, and customer service, the company sustains 10,000 jobs for low-income farmer households, with 60% of beneficiaries being women. Additionally, AMRU Rice creates 250 jobs in milling, packaging, export, and the manufacturing of rice paper and rice noodles. The company emphasizes fair practices, effective human development, and a well-trained workforce to ensure product quality and workplace excellence.

## MAIN PRODUCTS

**Cambodian Romduol Rice (500 g)**

**Cambodian Organic Jasmine Rice (1, 5 & 25 kg)**

**Royal Super Dragon Rice (10 kg)**

**Tian Fu Brand Jasmine White Scented Rice Milagrosa (20 LBS)**

**Emperor Dragon AAAAA Jasmine White Scented Rice Milagrosa (25 & 50 LBS)**

## CERTIFICATIONS

**EU Organic**

**USDA Organic**

**BRC**

**BRCS**

**GMP**

**HACCP**

**ISO 9001**

**ISO 22000**

**SAS**

## CONTACT

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No. 13A Borey Rith, Phum Boeung Salang, Sangkat Russey Keo 120703 Phnom Penh



## FED RICE

FedRice, a subsidiary of the Duval Group, supports local economies, particularly in Cambodia. It works closely with farmers' associations and NGOs, building lasting relationships with over 3,000 producers. FedRice offers pre-financing and quality control advice to rice producers through its team. It also certifies agricultural agreements promoting sustainable development and organic farming in Cambodia. Producing over 35,000 tons of rice annually, including 24,000 tons of head rice, the company has won the "Best Jasmine Rice in the World" award three years in a row. FedRice employs a team of over 50 full-time staff, ensuring gender equality at the management level. It pays salaries above Cambodian labor market averages and provides fully covered health insurance. Accommodation is also provided near the factory. The company's processing plant in Cambodia is certified for high-quality rice production under international food safety standards.



## MAIN PRODUCTS

**Premium Jasmine Rice**

**Premium Fragrant Rice – Sen Kra Ob**

**Long Grain White Rice**

**Red Jasmine Rice**

**Black Rice**

## CERTIFICATIONS

**GMP**

**HACCP**

**ISO 22000**

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## CONTACT

<https://www.groupeduval.com/en/our-activities/supporting-local-economies/foods/fedrice/>

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## SIGNATURES OF ASIA

Signatures of Asia, a Cambodian-Chinese rice business with over 15 years of experience, began as an agricultural trader in 2007. In 2011, the company expanded by exporting conventional rice to Europe. In 2014, it invested in a parboiled rice plant with expertise from Brazil and India. By the end of 2015, Signatures of Asia diversified its products to include organic rice and organic palm sugar. It has gained recognition as one of the top 10 exporters of conventional rice and the second-largest exporter of organic rice from Cambodia since 2017. The company focuses on quality through contract farming arrangements and was accredited by Inclusive Business Cambodia in 2021 for its Direct Sourcing of Rice Paddy. With a commitment to improving rural livelihoods, Signatures of Asia demonstrates its dedication to the rice industry through diverse products, quality focus, and inclusive business practices



## MAIN PRODUCTS

**Cambodian Premium Jasmine Rice/MALYS ANGKOR**

**Cambodian Premium Fragrant Rice/SKO**

**Cambodian Fragrant Rice/SRO**

**Cambodian Parboiled Rice-Hard & Soft Texture**

**Cambodian Red/Brown Rice**

**Cambodian Broken Rice**

**Organic Cambodian Jasmine Rice**

**Cambodian Palm Sugar (organic & conventional)**

## CERTIFICATIONS

**Ecocert (Organic farming)**

**EU Organic**

**USDA Organic**

## CONTACT

[www.signaturesasia.com](http://www.signaturesasia.com) | +855 92 989 999 | [info@signaturesasia.com](mailto:info@signaturesasia.com)

No 4B (SKD), National Road #5, Sangkat Km 6 Khan Russey Keo, Phnom Penh



## MAIN PRODUCTS

**Jasmine Rice**

**Cambodian Fragrant Rice**

**White rice**

## ANGKOR BAYON RICE CO., LTD

Angkor Bayon Rice Co., Ltd, a startup located in Pursat province, is a sister company of Phour Kokky Rice Mill. Phour Kokky has been supplying high-quality rice since 1990. In 2019, Angkor Bayon Rice was established to facilitate rice exportation. The family-owned business has expanded its milling capacity and controls the entire rice production process, ensuring premium quality at competitive prices. The company's primary goal is to introduce Cambodian premium quality rice to global markets. It offers a variety of rice types, including jasmine and white rice, catering to diverse customer preferences. With a commitment to exceeding client expectations, Angkor Bayon Rice aims to establish itself in international markets.

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## CONTACT

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## CITY RICE

City Rice Import Export Co., Ltd, a prominent player in the rice industry, has received prestigious recognition. They were awarded the National Best Jasmine Rice and National Best Fragrant Rice Awards from 2014 to 2022. Additionally, their Cambodian rice was crowned "The World's Best Rice" for the fifth time at the TRT World Rice Conference in 2022. Established in 2012, the company continues the family rice mill business of Lay Se Rice Mill, which has over 33 years of experience. City Rice has expanded its reach to international markets, maintaining strong relationships with Cambodian farmers. The company ensures consistent quality through thorough inspections and adherence to hygiene practices and ISO9001-2015 standards. Committed to exceptional quality and customer satisfaction, City Rice stands as a reputable player in the global rice market.



## MAIN PRODUCTS

**Cambodian Jasmine Rice**  
**Sen Kra Ob**  
**Long Grain White Rice**  
**Phka Knhey (Ginger Rice)**  
**Neang Khon Rice**  
**(Pearl Rice)**  
**Red Jasmine Rice**  
**Brown Jasmine Rice**

## CERTIFICATIONS

**GHP**  
**HACCP**  
**ISO 9001**

## CONTACT

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**INDOCHINA RICE MILL LIMITED**  
**东南亚米业有限公司**

## INDOCHINA RICE MILL LIMITED

Established in 2014, Indochina Rice Mill Limited is a leading producer of high-quality rice and rice vermicelli, serving customers worldwide. Strategically located in Kompong Chhnang Province on National Road No. 5, en route to Pursat and Battambang provinces, the company benefits from the region's prime location for cultivating the best fragrant jasmine rice. The area's rich and fertile soil is a natural blessing for farming, allowing the production of exceptional quality rice.

Indochina Rice Mill is committed to selecting the finest quality paddy for its premium milled rice. With a modern warehouse capable of storing up to 30,000 metric tons and equipped with advanced machinery, the company ensures optimal storage conditions. It exports premium rice and rice vermicelli to various destinations, including Europe, the USA, Australia, China, Hong Kong, and more.

## MAIN PRODUCTS

**Cambodian Jasmine Rice (Phka Romduol)**

**Cambodian Fragrant Rice (SKO 01)**

**Premium White Rice Soft Texture**

**Long Grain White Rice Hard Texture**

**Fragrant Broken Rice A1 Super and A1 Super Extra**

**Rice Vermicelli**

## CERTIFICATIONS

**HACCP**

**HALAL**

**ISO 9001**

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## CONTACT

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## LOR EAK HENG SEK MEAS RICE CO., LTD. (LEH-SMR)

Lor Eak Heng Sek Meas Rice Co., Ltd. (LEH-SMR) is a prominent rice exporter in Cambodia, with a track record dating back to 1995. It has evolved from a small rice mill utilizing traditional production machinery to a modern facility equipped with state-of-the-art machines and a contemporary rice reprocessing system. The company's commitment to quality is evident as it provides top-notch rice for both the local and international markets. With over 25 years of industry experience, it has gained the trust of its customers, making the company a reliable partner to collaborate with. Its client base spans across all continents, including countries like France, Switzerland, Malaysia, China, Libya, Senegal, Mauritania, and the United States of America.

## MAIN PRODUCTS

Medium Grain  
White Rice  
Brown Rice  
Jasmine Rice  
Long Grain  
White Rice  
100% Broken  
Jasmine Rice

## CERTIFICATIONS

HACCP

## CONTACT

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# Other Contacts

## SECTOR STAKEHOLDERS

### **Cambodian Rice Federation**

<http://www.crf.org.kh/>

### **Cambodian Ministry of Agriculture, Forestry and Fisheries, Department of Agro-Industry**

<https://web.maff.gov.kh/?lang=en>

### **Cambodia Chamber of Commerce**

<https://www.ccc.org.kh/>

### **Cambodia Development Resource Institute**

<https://cdri.org.kh/>

### **Cambodian Federation of Employers and Business Associations**

<https://www.camfeba.com/>

### **Cambodia Partnership for Sustainable Agriculture**

<https://cpsa-growasia.org/en/>

### **Cambodian Ministry of Commerce**

<https://www.moc.gov.kh/>

### **European Chamber of Commerce in Cambodia (EuroCham)**

<https://www.eurocham-cambodia.org/>



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