



World Vision

Creating Shared Value

Case study – The MASE project

Micro-franchised agricultural service expansion project

Cambodia

Around the world, farming communities rely on the land to survive. Without the help of modern agricultural techniques, quality inputs, up to date training and market linkages, farmers struggle to provide for their families.

In an effort to address the complex causes of poverty faced by Cambodian farmers, and ensure sustainability of the social impact created, World Vision has partnered with iDE and Lers Thmey to develop the Micro-Franchised Agricultural Service Expansion (MASE) Project (2016-2017). Adopting a pro-poor market systems approach to agriculture, the MASE project has considered key questions on how economic value or cost savings can be delivered, private sector engagement and the potential to scale.

The farm business advisor model

The goal of this project is to improve farmers' livelihoods through the Farm Business Advisor Model," says Nem Chheco, the MASE Project Manager in the Takeo province of Cambodia.

Chheco works with World Vision's trusted partners, international NGO iDE and their local social enterprise, Lors Thmey. The Farm Business Advisors at the centre of this project are micro entrepreneurs who work for Lors Thmey.

Through the project, World Vision supports Lors Thmey to recruit and train more local entrepreneurs in Takeo to become Farm Business Advisors.

These advisors play a dual role. They help farmers improve their yields by selling agricultural inputs produced by Lors Thmey, like seeds and drip irrigation.

They also provide farmers with much needed agricultural technical support to increase production yields.



Farm Business Advisors provide training and support to help local farmers increase their production yields.

"Through this project, we connect local farmers to agricultural markets. By equipping them with technical skills and new growing techniques, farmers have also produced higher yields."

– Huot Long, Lors Thmey Brand Manager in Takeo

Achievement highlights



The goal of this project is to improve farmers' livelihoods through expanding iDE's Farm Business Advisor model in Takeo.

In the last two years, the MASE project has reached over **1,500 new farmers** and recruited and trained **41 Farm Business Advisors** across **four different communities** in Takeo province.

Expanding the total pool of economic and social value

The MASE project is creating economic value for all stakeholders in the value chain, in a way that also creates value for the household and community by addressing cost constraints and access challenges previously faced.

Like the Farm Business Advisors, Lors Thmey plays a vital double role. The social enterprise supplies quality inputs directly to farmers to improve their yield. It also buys a significant portion of the produce from the farmers to sell on the broader market and grow their business.

By improving production techniques and focusing support on clusters of smallholder farmers, the project is improving yields, produce quality, sustainability, and efficiencies along the value chain. This creates more value,

increasing the size of the pie available to all market players – including the farmers themselves, the enterprises that provide farm inputs and services, and those that aggregate, transport, process, package, and deliver the farm produce to consumers.

Like many small-scale farmers around the world, in the past Krong Thoeun was forced to travel long distances to work as a labourer. The high cost of transport and low income meant that Krong was struggling to provide for his children.

After receiving support through the MASE project to buy quality inputs more locally, cucumber farmer Phat Sarun has seen his crop yields and income double in just months.

At first, I didn't know about this model, but I discussed it with my family and we started growing cucumbers.

As a result, I now earn enough money to support my children with their schooling and to buy food for my family."

– Krong, farmer in
Boreicholsar District

"With this plantation, I plan to build a new house next year for my family."

– Phat, farmer in
Samrong District

Achievement highlights



Creating market connections

Since the partnership began in 2015,
180 farmers have commenced selling to Lors Thmey directly.



Improving productivity

They have produced a total **1,039 tonnes of cucumber, wax gourd and long bean, bitter melon, chilli, eggplant, sweet pepper, water spinach and mustard greens, generating US\$ 228,156 in revenue for farmers.**

Increasing profits in the project's first year, Lors Thmey has sold over **US\$ 258,000 in total revenue from a combination of high quality farm inputs direct to farmers and high value produce sold directly to local markets,** showing a **186 percent increase in yearly sales.**

By the end of 2017, the project is on track to increase
Lors Thmey's original sales volume by 363 percent.

A winning approach

The MASE project creates a 'win-win' situation for all involved, including smallholder farmers, Farm Business Advisors and LORS Thmey.

By empowering smallholder farmers in Cambodia, and around the world with the right skills, knowledge and market connections they will be able to create a better future for themselves and their families.



The MASE project empowers smallholder farmers with the tools they need to improve their livelihoods.

iDE's Farm Business Advisor project in Cambodia was the 2010 Winner of the Nestle Prize for Creating Shared Value.



To find out more, please visit **worldvision.com.au**

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