



Looking Back:

CSmart and 20 Years of Entrepreneurship, Innovation, Collaboration, and Impact

iDE Powering
entrepreneurs
to end poverty.


NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Manatū Aorere

The Origin



The Cambodia Agribusiness Development Facility

is the programmatic name for a series of iDE-implemented value chain strengthening projects funded by the New Zealand Aid Programme, which aimed for sustainable improvement of agribusinesses in Cambodia's northwest provinces.

CADF was established in 2005 and has received over \$15 million of support from the New Zealand Aid Programme over the past 20 years.

CADF is the foundation for the CSmart project

Previous CADF Projects

CADF 1 (2005-2010)

Provinces: SRP, BMC

Value chains: Vegetables, fruits, pigs, mushrooms, silk

Result:

- 1,152 farmers trained across all value chains
- Micro irrigation system and other new inputs introduced
- Sweet melons introduced as a high value crop
- Improved pig rearing techniques (feed, disease control, and AI)

2005

2010

CADF 2 (2010-2012)

Provinces: SRP, BMC

Value chains: Fruits & vegetables, pigs

Result:

- 1,306 new vegetable farmers increased their annual income by an average of \$1,866
- 1,008 pig raisers increased their annual profit by an average of \$2,582
- Melon grower association established

AVAiL (2012-2014)

Provinces: OMC

Value chains: Fruits & vegetables, pigs

Result:

- 693 fruit & vegetable farmers increased their annual profit by an average of \$286
- 534 pig raisers increased their annual profit by an average of \$1,071
- 308 ha of land cleared by demining partner HALO Trust.

2014

2025

CODES (2014-2019)

Provinces: SRP, BMC, OMC

Value chains: Fruits & vegetables

Result:

- 518 farmers associated with high-value crops increased their annual profit by an average of \$3,890
- 3,059 traditional farmers who have transitioned to commercial horticulture increased their annual profit by an average of \$1,527
- Melon grower association had their own warehouse and 7 contracted buyers

CSmart October 2019 to April 2025

CSmart aims to significantly and sustainably increase:

- *climate-change resilience,*
- *farm and food safety,*
- *profitability, and*
- *market system support for small-scale commercial and semi-commercial farmers*



Climate change resilience: CSmart enables 6,000 small-scale producers to adopt climate-resilient, multi-seasonal horticultural technologies and practices.



Safe use of agrochemicals and pest and disease identification and control: CSmart promotes food safety through holistic “3S” horticulture (Safe for Farmers; Safe for Consumers; Safe for Environment) including alignment with CamGAP production and post-harvest safety.



Strengthening farmer and market system organization: CSmart strengthens the market system by improving technical and institutional capacity of 300 farm gate collectors, 35 local input suppliers, and the Melon Association.

Our Approach

1. We apply **value chain and market-based approaches**
2. We **build the capacity of market actors** – public, private, and development sector – including agronomic know-how, business skills, and market network
3. We **facilitate buyer-seller-service provider relationships**
4. We **use a multi-faceted approach for technology transfer, adoption, and commercialization:**
 - Training farms for promote farmer-to-farmer extension and “seeing is believing” experiences
 - Trainings, field days, exposure visits, farmer meet-ups, multi-stakeholder gatherings
 - Technical follow up from field staff, especially to new adoptive farmers
 - ITC system for training, extension and business operation
 - Training and extension material production
 - Research and innovation through participatory field trials



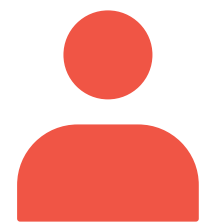
Market System Development: Applying a System Thinking and a Participatory Approach

CSmart engaged an array of market actors, including

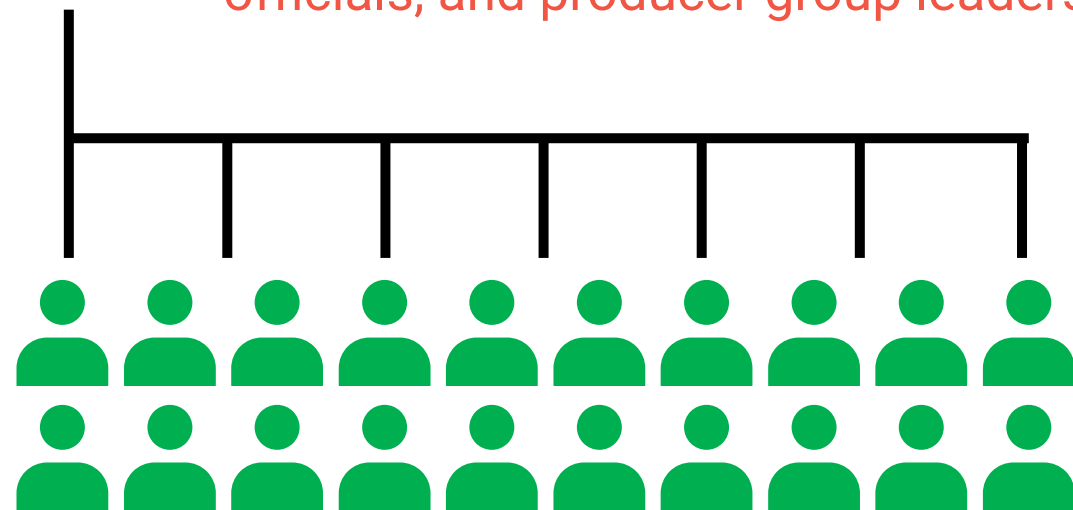
- Producers and producer groups
- Input suppliers
- Farmgate collectors
- Agri-entrepreneurs
- National input companies
- Large buyers
- Government officials.



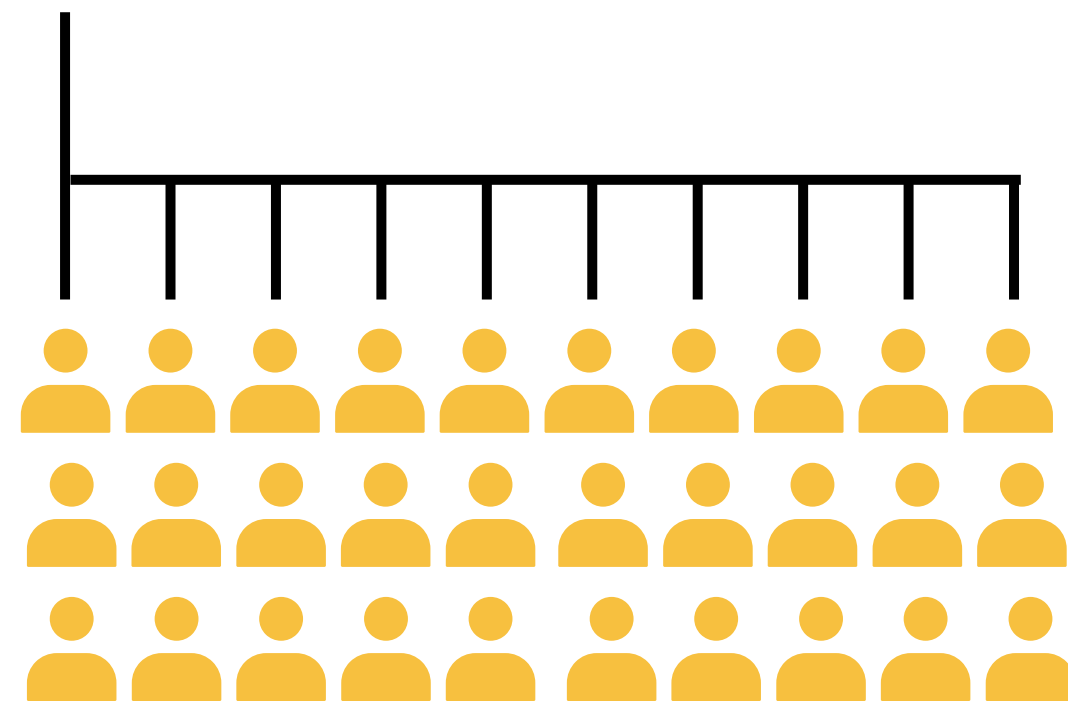
The 6,000 Farmstead Challenge



CSmart field staff each worked with lead farmers, local input suppliers, farm gate collectors, national companies, public sector officials, and producer group leaders to support smallholders



Lead farmers and training farmers served as a key conduit for multi-stakeholders support for producer groups



Formal and informal clusters of farmers benefitted from the support of their lead farmers and the various market actors providing products and services.



Results

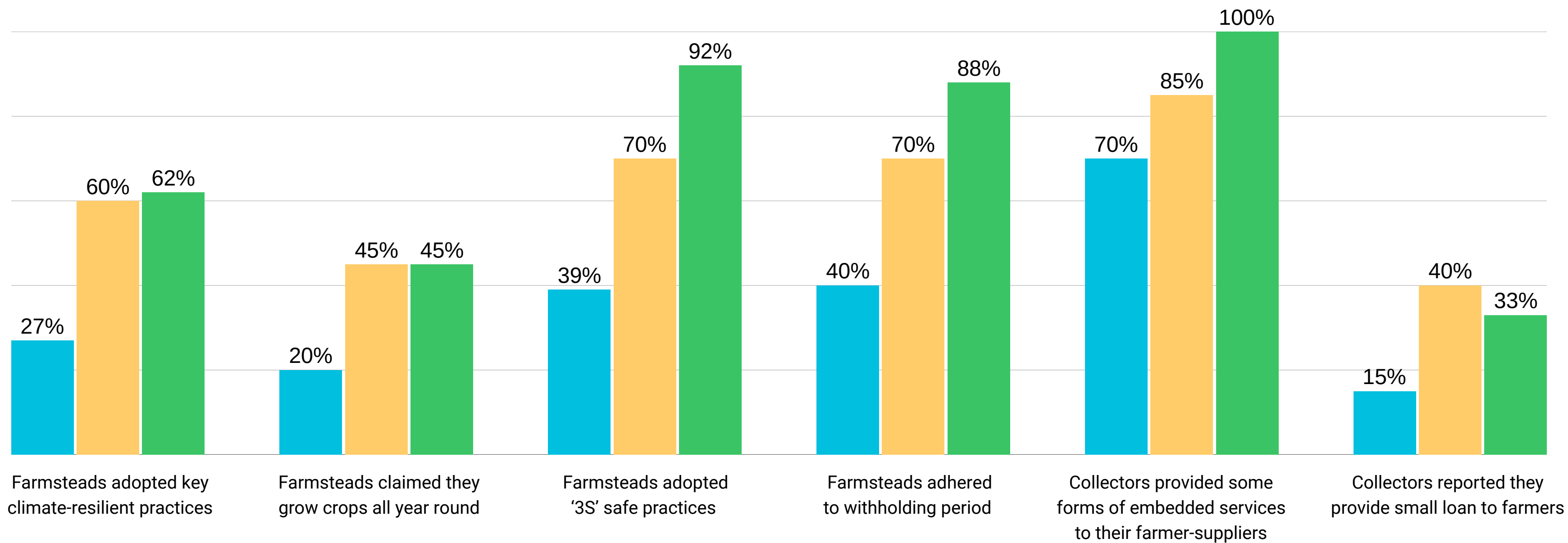
We achieved or exceeded targets for project Output Indicators

Province	Training Farms		Adoptive Farmsteads		Collectors		Input Suppliers	
	Total	Female	Total	Female	Total	Female	Total	Female
SRP	99	38	3,320	1,581	127	106	22	11
BMC	80	16	1,907	537	112	100	16	6
OMC	52	12	1,131	461	87	84	13	5
Total by April 2025	231	66	6,358	2,579	326	290	51	22
Project Target	200		6,000		300		>35 local	

Results

We achieved or exceeded targets nearly all project short-term outcomes (STOs)

● Baseline ● Target ● Endline

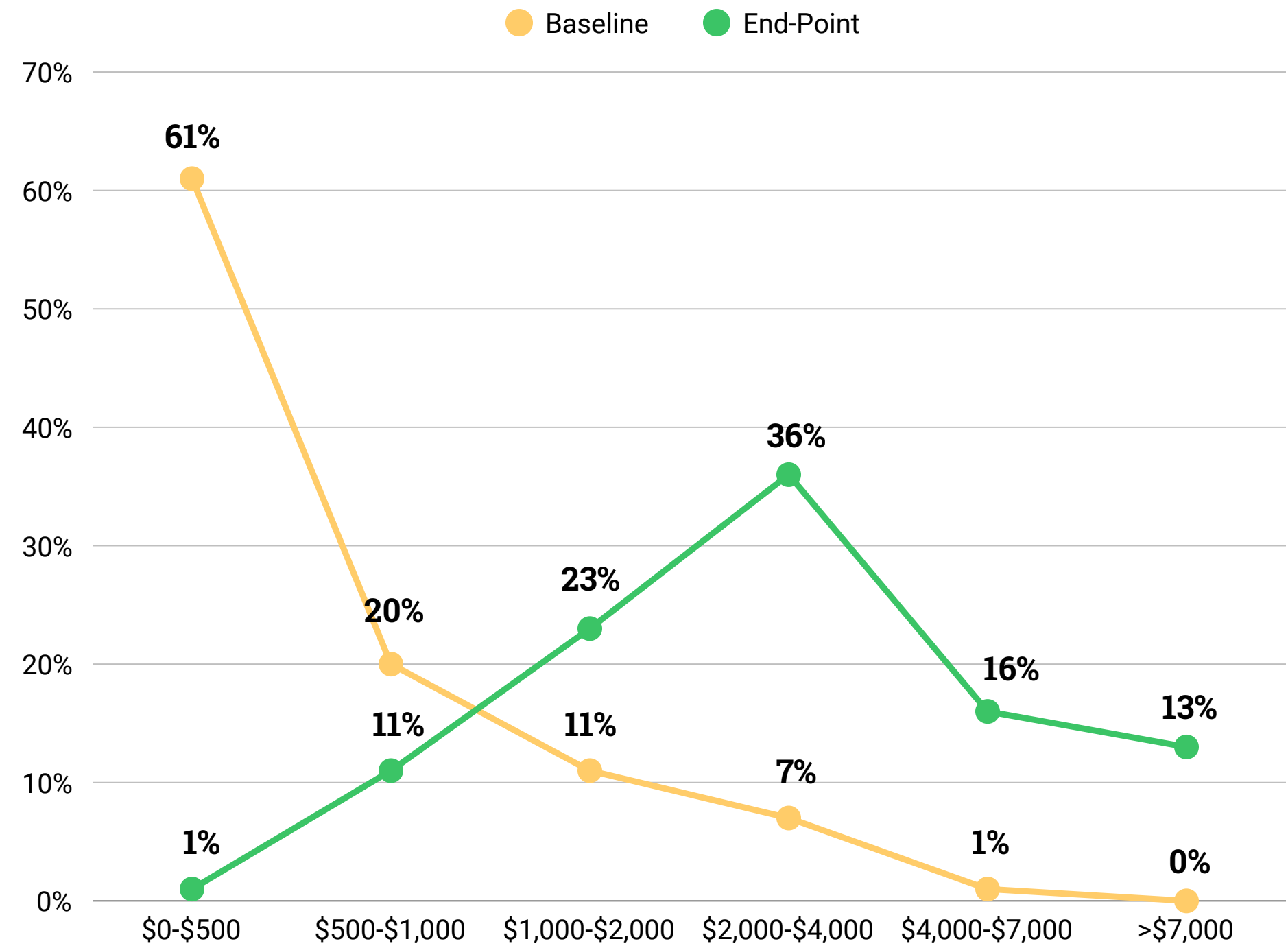


Results

We achieved or exceeded targets for project medium-term outcomes (MTOs)

- Annual farm profit of farmsteads was US\$2,892/farm (US\$830 at baseline, target was US\$1,500).
- Average yield of major crops was 3-kg/m² (1.3-kg/m² at baseline, target was 100% increase).
- Daily supply volume of Collectors was 960-kg from 19 farmers (350-kg at baseline, target was 500-kg).

PROFIT RANK COMPARISON



Results

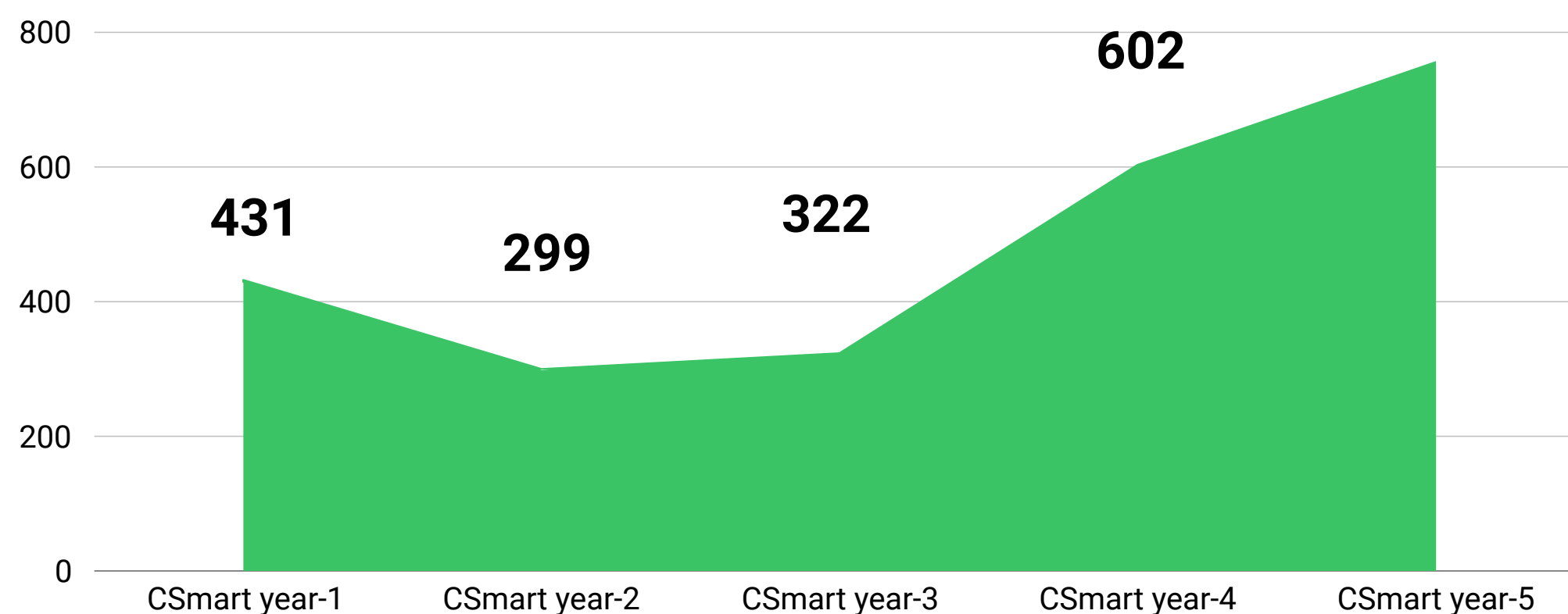


MASC Logo

The Melon Association (MASC)

- A farmer-run association focused on sweet melons and other high-value crops.
- Operating as an effective, modern business with strong governance, membership services, and professional employees and systems.
- Supplies over 60% of total demand consumption for sweet melons.

Tons of Sweet Melons Produced by CSmart Farmers



Results

Fallow rice field production of watermelons:

- Piloted and popularized by CSmart.
- 2 -3 crop cycles a year for some areas generated incremental profit after rice for ~ 400 families
- 20-30% increase in rice yields on watermelon plots.

CSmart Fiscal Year	Watermelon Farms	Area (ha)	Profit \$/ha	Total Profit (\$)	Hired Labour (person-days)
Year-1	461	1,168	1,200	1,401,600	58,400
Year-2	443	715	1,000	715,000	35,750
Year-3	246	605	1,500	907,410	30,247
Year-4	520	1,372	1,500	2,058,000	68,600
Year-5	557	1,841	1,000	1,841,000	92,050



Results

A test bed for innovation

- Smartphone app “Crop Health”(សុខភាពដំណាំ), with the Agrinovation
- Protected agriculture/shelter structure/pergola system
- Solar pumping system with Agros and others
- Coco-peat for healthy seedlings, with the entrepreneurs
- ICT for training, extension, information exchange
- CamGAP certified product with the Melon Association & PDAFF
- Crop insurance, with the Syngenta foundation & Forte
- Research on use and impact of plastics in the horticultur sector and the market for plastic alternatives
- Gender smart agriculutre cooperative acceleration program



Results

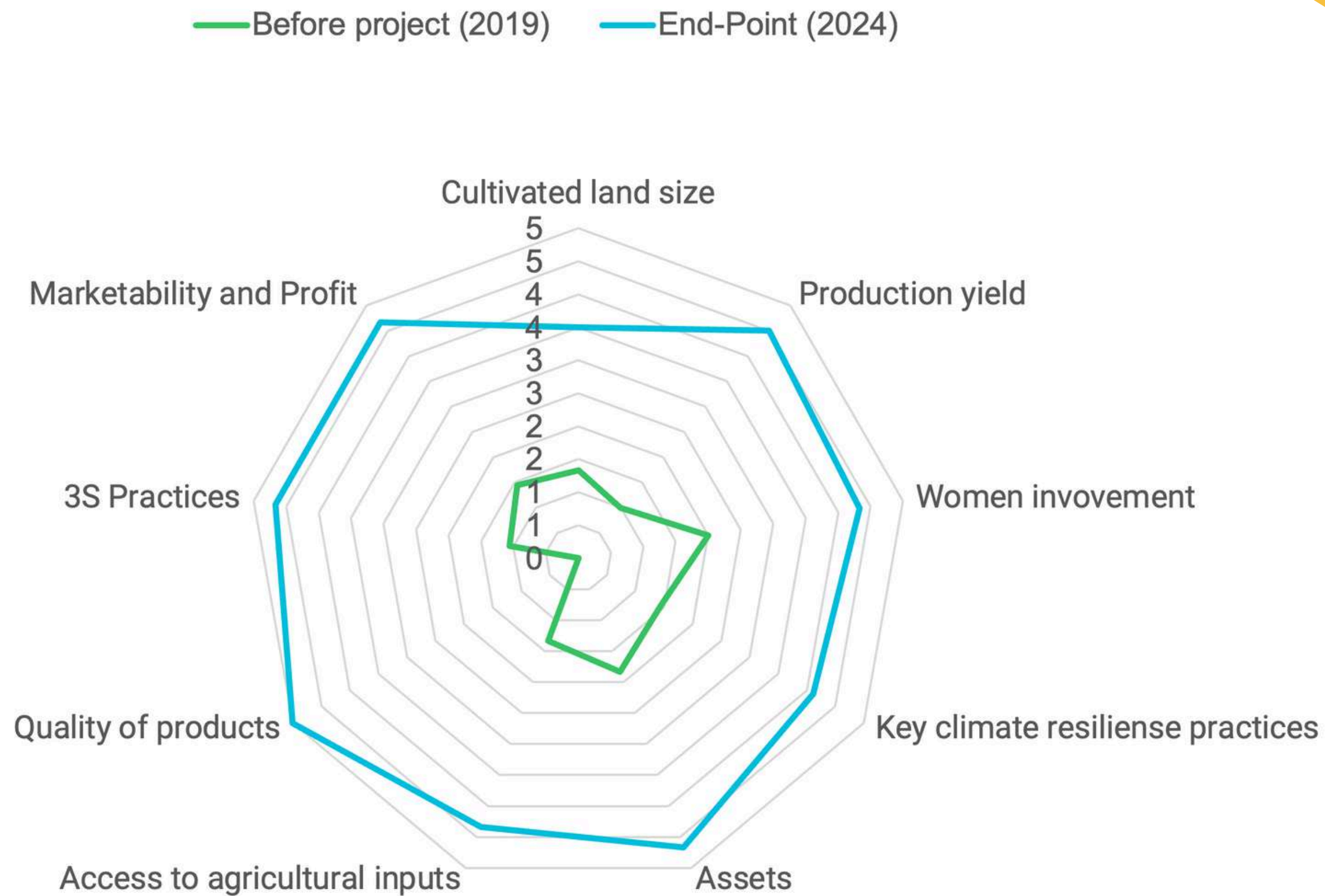
Gender equality and social inclusion (GESI):

- The overall involvement of women in various CSmart activities was 50%.
- 40% of the participating farmsteads were women-led, benefited from labor- less intensive technologies and year-round production.
- Women remain very dominant in financial market-side activities, except transports.
- Gender smart business accelerator program for agribusinesses and ACs, collaborating with PDAFFs.
- Mrs. Vai Phors, a local input supplier who participated in CSmart, said, ***“The training empowered me to understand profit, manage risk, and grow my business”***



Results

Significant progress on project KPIs from baseline to endline:



External Evaluation Feedback

- “ CSmart’s performance was good, achieving, and sometimes exceeding, the planned Outputs and Outcomes.
 - “ The long-term Outcomes of CSmart that relate to income increases have been strong.
- “ Farmers and market actors benefited from the interventions, gaining confidence in doing business and improving their household living conditions.
- “ Some farmers and other market actors not directly reached by the CSmart’s work also benefited.



Challenges



COVID pandemic



**Fluctuation of selling prices
and increasing input's price.**



**Access to water and land
for year-round production.**



**Adverse weather events,
pests and disease outbreak.**



**Farmers and market actors
can be resistant to the risks
associated with change.**



Lessons Learned!

Year-round growing, more crop diversity, and appropriately sizing growing plots found to be very helpful in distributing production and market risks.

Information, know-how, and firsthand experience increase farmers' confidence and willingness to take risks and make investments for improving profit.

Ability to provide the field training and technical follow-up to farmers is crucial for embedding new practices into the farming system.

MSD research and innovation fund was very useful for testing, validating and disseminating new ideas, practices and innovations for systems change.

The CSmart including the previous projects is about CHANGE. The pathway to change is through the pocket.



CADF's Impact

20,000+
smallholder
farmers

~\$1,990
weighted average
increase in profit
over baselines

550+
agribusiness





THANK YOU!

To our clients, partners, PDAFFs, district agriculture, the CSmart and iDE teams, and MFAT, our donor

We deeply appreciate your partnership.

Together, we made a great impact for the people of Cambodia

iDE Powering entrepreneurs to end poverty.

