



LEADER

To give without judgement - to receive without losing

*Leading article by
Søren Thorndal Jørgensen
ADDA Chairman and PhD studies at
KU-LIFE
(Copenhagen University – LIFE)*

Most people know the humiliating experience it is to receive economic help from others without being able to give something back. It takes a high self-esteem to receive money without losing face. To receive aid can become a pillow and in the worst case, humiliation that results in winding down instead of development. Denmark has also received aid, latest being Marshall Aid, and even though it was not a large amount (USD 385 million over 3 years) there is still a certain admiration and gratitude in the Danes' awareness towards the American contribution. The choice of method in modern development aid has been repeated in the way of help with budgets, where it is the countries themselves that define which areas shall have financial help. But in contrast to the Americans, we make more demands – also on delicate matters such as building up the society which is really the countries' own choice. I doubt that Danes would be ready to swallow some of the camels we present to some of our so-called co-operation countries. This is a knife edge we are walking on, and we must therefore be absolutely clear about what we say. So from my chair, I would like to say the following:

Reduce the number of demands in order to receive aid, and turn up result-related development aims.

Denmark is still one of the few countries that give 0.7% of our BNP to development aid, and this is the aim set by the UN. Therefore an enormous amount of goodwill regarding Denmark and Danes has been accumulated in recipient countries over time. This is an advantage for Danish companies, but also for the Danes' attitude, which has more effect than our small size justifies. But we have hope-

fully given aid without shady plans for a later selfish profit. USA reasoned that Marshall Aid was given based on a huge need for development in Europe after World War Two. Lack of development would increase the risk of new unrest and the risk of a fertile soil for a larger spreading of communism, which the Americans saw as the biggest problem. The same argument for giving aid can still be used, even



though communism should no longer be looked on as a threat to society. But have we become wiser? Yes, but development takes time, and it is still much cheaper than conflicts. There will always be a need for aid somewhere or other, and it is our duty to continue to give economic aid – in any case so long as “summer tyres contra winter tyres” is a subject that can stir up the nation most. Mutual respect forms the basis of ADDA’s work. The latest project we

have started is in Tanzania, where Vietnamese assist Tanzanians with all the experience and knowledge that has been accumulated during 10 years of ADDA-lead projects in Vietnam. Co-ordination and financing is made from Denmark. This triangle has already shown to be extremely effective in transfer of knowledge, and motivation is very high at the local partner in Tanzania. Vietnamese have a more concrete approach to development than we Danes normally have.

An initiative must pay for itself from day one! And manifestos are given without frills. The Tanzanian farmers love it.

“We are poor, not stupid” is something said by a woman from a developing country. I think this is a good quotation, which shows the need for keeping your self-esteem, even though you temporarily need economic aid. The poor must be able to receive our aid without losing self-esteem. We must give it without judgement.

The heart of the matter: why TOT and FFS work, when so many other methods don't

*By Bjørn Jensen,
ADDA's project co-ordinator in Vietnam*

In connection with the recent ‘Joint Campaign’ our training methods were presented for an audience. These methods, in particular, are interesting as they are the object of transferring knowledge from Vietnam to Tanzania.

From various parts inquiries were made as to what actually lies behind the many accounts of success. Why do these methods seem to work so much better

than other methods? Specific inquiries were made into the background of the trainers, as well as to their reactions to the very questions of plant biology and techniques of cultivation.

Here, I will make an attempt to explain the idea behind the training.

Initially, one must know that there are different phases in the programme. In an ADDA project they are usually like this

- 1) Choosing future trainers
- 2) ToT, training of trainers

- 3) Training of farmers, FFS, i.e. farmer field schools

- 4) Forming groups

- 5) The commercial phase in the groups

- 6) The groups being widely involved in the development of the village

The progress will be continuous as it is impossible to skip any of the phases. Any one phase is the conditional base of the next phase. Thus, we are conducting the phases 1 till 5 in order to end up at the goal, the phase 6. In this phase the groups take on a wider re-



Plants must be measured and described



Concentrated FFS participants

News & Views is issued biannually to the members of ADDA. Former issues may be found on ADDA's homepage www.adda.dk

Editor of News & Views no.19:
Anne-Marie Foged



ADDA News & Views / Agricultural Development Denmark Asia
ISSN: 1901-2314

ADDA's address:
Islebrovej 60, 2610 Rødovre.
Phone +45 97 40 29 98
Mail: adda@adda.dk

Printed by: Kolind Bogtrykkeri I/S

sponsibility by organizing various activities beneficial to the entire local society. The support from ADDA is no longer necessary. The groups are now self-propelling.

The article here concerns the phases 1 till 3 as this is when the decisive differences materialize. In the long run they are the differences ensuring sustainability.

Choosing future trainers

When looking for future trainers, it is of utmost importance that we find the right people.

We go out to interview the possible candidates and after this we choose the ones we believe will become the best trainers. The initial screening is performed by our partner, usually the local farmer's union, who identify a larger group. After this these people will be interviewed and assessed according to the following criteria:

- They are interested in farming and they have experience in the specific crops we are talking about.
- They are interested in developing their local area and they are willing to contribute to the development.
- They are members of a partner organization.
- They are well spoken and extrovert
- They can see themselves as a teacher.
- They do not have a large income.
- They do not hold an honorary office or have other jobs.
- They speak Vietnamese as well as the local ethnic language.
- They have a family capable of taking over their duties in relation to looking after the house, the field, and the children, while they are participating in the long training, i.e. the ToT..



Collecting data in the field

Photo: Nguyen Phi Thuong

There is no formal demand of education, previous job, gender, or age. We just need to be sure a) they are loyal to the partner, b) they will stay in the project for at least two years, and c) they are capable of attending the ToT for 18 weeks. This last criterion is usually the most difficult one.

Training of trainers, ToT

On the ToT the 35 participants will learn a lot about one definite crop, they will learn how to organize and to carry out an FFS on a practical level, and they will learn a lot about how to facilitate an educational course.

A ToT takes 18 weeks, and it is taught by 5 Master Trainers. There is a permanent daily programme that follows the crop throughout the growing season, and the participants are only able to go back home once or twice during the 18 weeks of the ToT. One has to remember that the participants live several hundred kilometres away from the

er ratio, choice of plant varieties, establishing plants, pests and diseases, harvest, and economic calculations.

As an integrated part of the ToT we implement 5 real FFSs in the neighbourhood. Here, the participants, 7 participants supervised by 1 Master Trainer, will have to plan and to implement a real FFS with 30 farmers in each FFS. Through these practical training-FFSs the participants will not only learn to teach in the practical and participant centred manner, they will also get invaluable experiences as to how a group functions, as well as just how the par-



A trainer facilitating the discussion

Photo: Nguyen Phi Thuong

school where the ToT takes place. They are taught from morning till evening all seven days of the week, and it covers all aspects of the crop. This includes working the soil, fertiliz-



Presenting the conclusions of the group

Photo: Nguyen Phi Thuong

ticipants in a group can support each other and achieve fruitful knowledge without a teacher telling them the answer. The team plans every single day of the FFS together, they are responsible for the teaching delegated to members of the team, and then they evaluate each other afterwards. In particular, they spend a long time evaluating each other's skills of being a facilitator as this is by far the most difficult task.

Books and other printed material are never used in the education. In this way they are not presented with any 'fixed knowledge' about for instance amounts of fertilizer, best varieties, optimal plant distances, and other things. All teaching is planned so that the practical exercises followed by the discussions, will generate knowledge between the participants. The consequence is that all conclusions are based on concrete observations between the participants and to a lesser extent on the knowledge of the teacher.

Training of farmers, FFS

When the FFS education starts, it is evident that our trainers do not start teaching 'from the black-board'. All experience shows that if we solely tell people how things work, only a very little part of the farmers will trust that it actually does work. This is why it is so very important that all teaching has its base in practical examples, so that the farmers

can try see for themselves and try out the various ways in a practical manner. It is the curiosity in the farmers being the motivating factor for learning. On a practical level this happens by having three fields in connection with an FFS. The first field is used for different experiments and for various practical tests. This field is not accounted for in the final calculation of economic differences. The second field is cultivated by the FFS participants on the basis on what the class agrees on. The third field is cultivated traditionally by one of the neighbouring farmers.

Throughout the growing season, the participants at the FFS meet early in the morning once a week.

They are working in teams and each team goes into the field to observe according to a set schedule.

The observations form the base of the analyses of the status of the field. The schedule leads to a discussion of what actually has to be done in the field. It is implicit that the farmers themselves are the ones implementing what they have agreed upon. Often discussions arise during presentations, and different ideas of what ought to be done in the field are examined in the discussion. At this point it is decisive that the trainer is not tempted to cut in and offer a 'dose' of the true answer. In stead, he or she has to facilitate the discussion so that all ideas are thoroughly looked into. They

get hold of the participants having a certain idea and pursue this idea. Obviously the discussion must be guided in a way that the students are able to get to the right solution, but preferably this solution arises during the discussion so that the farmers themselves identify the answer. When this is not the case, say for instance that two of the participants insist that their idea is the right answer, the trainer will have a catalogue of little simple experiments useful to put light onto the consequences of the different ideas. Here the first field might be of use, or an illustrative example can be put up in the classroom like for instance an insect-zoo, insects in a closed system where their functions, their life cycle or their food chain may be observed. For this reason it is important that the trainer knows the right answer and knows little illustrative experiments so that the discussion can be facilitated without, at any time, revealing the right answer. The right answer must be discovered by the participants.

In this way also, the participants will easily remember what actually happened, and they will have the possibility of trying out some new ideas on a crop that isn't their own directly. They will not, then, run a personal risk experimenting, and when establishing their own fields for the next growing season, they will already have experience in how to optimize cultivation.



Small illustrative experiments

FFS as an effective mean of knowledge transfer



Foto: Nguyen Phi Thuong

Comparing plants grown in different ways

By Bjørn Jensen,
ADDAs projektkoordinator in Vietnam

From 2007 to 2009, ADDA and the VNFU have conducted 512 Maize FFS (Farmer Field Schools) in the Northern parts of Vietnam. The project was financed by Danida and has focused on the Ethnic minorities living in the North, which also means the poorest part of the Vietnamese population. A total of 15.412 ethnic minority farmers were trained through an entire season in an FFS. A recent impact study, based on 300 farm interviews, 50 randomly selected farmers from each of the 6 project provinces, suggest that the FFS is a very effective way to train the farmers and thereby contribute significantly to poverty reduction in the rural area.

The impact study shows that on average yield has increased with 40%, and that the income derived from maize pro-

duction has increased with 57%. Maize prices increased by 17% over the survey period, and when income and yield are adjusted accordingly, the income as well as the yield both increased by 40%. In absolute figures this means 85 USD extra per Farmer per season as an average for the entire project area. There are, however, large differences from one province to the other. In Ha Tinh, where the maize fields are only 574 m², the farmers are only having 18 USD extra per farmer, as opposed to Son La, where each farmer has app. 9,000 m² maize fields and an extra income of 192 USD per trained farmer.

Data collected from the training fields of the 512 FFS themselves show that the potential for maize production is app. 8.7 ton per hectare for the 6 provinces. As the interviewed farmers are reporting on average a yield of 5.5 ton after having

been trained, this indicates that still not everything from the FFS has been applied in the farmer's fields.

The most commonly reported change in practices are 1) larger spacing between the plants and thereby using less seeds for establishment of the crop; 2) use of different varieties; and 3) increased use of manure, urea, NPK and K for plant development. However, the higher use of chemical fertilizer is also combined with 4) more efficient fertilizer application methodologies and timing. Pesticide use and phosphorous application remained basically zero after training. After the training the farmers have increased their expenditures on various inputs with 77%, but the return on the extra input is 2.27 on average.

The interviewed farmers also reported a spreading effect to neighboring farmers. On average the trained farmers informed 7 other farmers of the improved agricul-

tural practices, mostly family members and close relatives. However, in order to conclude on the effect of the project on these non-trained farmers, another survey needs to be conducted. Further to the direct economical impact of the FFS, the FFS also provides the basis for the farmers to organize themselves in producer groups or cooperatives. Through the FFS they will learn to cooperate and appreciate the advantages of working together. During this project 293 farmer groups have been established, and they all have been established with a commercial objective. The economical impact data from these groups have not been included in the above figures.

The return to all 15,400 trained farmers is 1,350,000 USD per season, which can be compared to the total cost of the project, which is 267,000 USD per 6 months (equal to one season). These project costs are not only for the farmer training but also include capacity building activities for the project partner, group formation, group activities, administration etc.



Foto: Nguyen Phi Thuong

Investigating collected insects, larvae and parts of plants

Since the implementing partner is the nationwide Vietnamese Farmers Union, the project can rather easily be replicated and expanded, provided that further funding is identified.

For more details and information, please contact the ADDA office in Vietnam: **Bjorn Jensen, ADDA Representative Vietnam**, bjornadda@gmail.com or **Nguyen Thi Thu Hang, Project officer**, hangadda@yahoo.com



Foto: Nguyen Phi Thuong

Experiments in the field

ADDA's ongoing projects

ADDA's many projects are overlapping and it can be difficult not to lose track of what and where something is happening. See overview of present projects, including by whom they are financed, below. Most projects finance themselves by 5 to 10 p.c. Read more about the individual projects on www.adda.dk

Projekt	Period	Land	Budget (DKK) - financed by
IWEP II (second phase of the IWEP): Empowerment of living conditions for women in farming areas	04.2009 – 03.2012	Cambodia	8.115.500 DKK Danida
ADDA-ESO : Development of rural areas in three of the poorest provinces	11.2007 – 10.2010	Cambodia	7.215.000 DKK – EU
ADDA-LEAP : Empowerment of living conditions for women in farming areas	09.2010- 05.2011	Cambodia	275.000 DKK Verdensbanken / WorldBank
ADDA-INFOSE : Innovative approaches to food insecurity for urban and peri-urban poor in Siem Reap	02.2011 – 02.2015	Cambodia	7.500.000 DKK EU
The VLA-project : Legal aid to the rural population.	01.2008 – 12.2010	Vietnam	4.800.000 DKK Den Danske Ambassade i Hanoi
Song Da-project II (second phase of Song Da): development of local societies for ethnic minorities	01.2010 – 12.2013	Vietnam	11.055.433 DKK Danida
The Ecology project : development of conditions for organic production and marketing	09.2004 – 10.2012	Vietnam	13.500.000 DKK Danida
Tanzania : Locally based organizations interested in agriculture. Pilot project to test methodology and co-operation	08.2009 – 07.2011	Tanzania	5.078.165 DKK Danida

This table shows the result of the investigation undertaken by interviewing 300 farmers. For each of the 6 provinces it shows the outcome of the harvest of maize before and after the FFS, the improved income and the changes in input, such as seeds, fertilizer and pesticides.

Province	Farm area (m2)	Farmers trained	Reported spreading	Before FFS					
				Maize area (m2)	Yield Kg/field	Price per kg maize	Yield Kg/ha	Output VND/ha	Input VND/ha
HB	7.434	3886	5	1.586	589	3.252	3.923	12.863.784	2.737.765
SL	13.308	2848	5	9.004	5.696	3.118	6.140	19.083.995	3.904.117
DB	6.644	2779	4	2.194	859	3.580	4.363	15.644.144	2.766.040
LC	6.682	2610	3	2.914	1.142	3.830	4.128	15.675.036	2.820.351
NA	7.640	2299	10	2.320	760	3.374	3.199	10.759.921	3.894.391
HT	3.254	990	18	580	102	3.900	1.651	6.295.605	3.485.944
Average	7.494	15.412	7	3.100	1.525	3.509	3.901	13.387.081	3.268.101

After FFS						
Province	Maize area (m2)	Yield Kg/field	Price per kg maize	Yield Kg/ha	Output VND/ha	Input VND/ha
HB	1.648	897	3.764	5.469	20.615.092	6.229.656
SL	8.918	6.874	3.302	7.468	24.675.261	5.414.464
DB	2.194	1.085	3.942	5.590	22.055.947	4.777.311
LC	2.921	1.479	4.210	5.317	22.350.790	4.321.131
NA	2.340	1.254	4.186	5.734	24.144.790	6.846.444
HT	570	189	5.158	3.144	16.034.549	7.170.066
	3.099	1.963	4.094	5.454	21.646.072	5.793.179

Analysis per hectar									
Province	Ekstra yield (kg/ha)	increased yield (%)	Increased value	Increased input costs	Return of extra input	Profit before	Profit after	Net profit after	increased profit (%)
HB	1.546	39	7.751.308	3.491.891	1,22	10.126.019	14.385.435	4.259.416	42
SL	1.328	22	5.591.266	1.510.347	2,70	15.179.877	19.260.797	4.080.919	27
DB	1.227	28	6.411.803	2.011.271	2,19	12.878.104	17.278.636	4.400.532	34
LC	1.188	29	6.675.754	1.500.780	3,45	12.854.685	18.029.660	5.174.975	40
NA	2.535	79	13.384.869	2.952.053	3,53	6.865.531	17.298.347	10.432.816	152
HT	1.492	90	9.738.944	3.684.122	1,64	2.809.661	8.864.483	6.054.822	216
	1.553	40	8.258.991	2.525.077	2,27	10.118.980	15.852.893	5.733.913	57

Province	Extra	Extra	Extra	Total extra income
	Income per farmer per season (VND)	Income per farmer per season (USD)	Income per farmer per season (DKK)	for maize production for 1 season (DKK)
HB	702.122	37	203	789.814
SL	3.639.364	192	1.054	3.000.368
DB	965.565	51	280	776.746
LC	1.511.507	80	438	1.141.983
NA	2.441.279	128	707	1.624.671
HT	345.234	18	100	98.937
			DKK	7.432.519

Change in input amount kg/ha								
	HB	SL	DB	LC	NA	HT	Average	
Seed	-1,9	-1,9	-16,2	-16,9	-5,6	-19,2	-10	
Manure	688,4	-2,1	91,1	68,5	2631,6	2898,0	1063	
NPK	368,8	143,8	205,3	131,0	191,6	227,6	211	
Urea	105,2	105,5	73,1	72,9	76,3	76,0	85	
P	7,2	-3,3	9,8	-13,7	-1,2	-1,7	-0,5	
K	19,0	1,8	73,3	78,9	48,2	68,4	48	
Pesticide	0,1	0,0	0,0	0,0	0,0	0,1	0,05	

The end of ADDA-ESO project in Cambodia

By Helge Brunse, previously Project Co-ordinator, now ADDA Senior Project Advisor

The ADDA-ESO project was wound up on October 15, 2010 after 35 months of work. Financing came from the EU and was ADDA's first EU-financed project.

The aim of the project was to combat poverty through increased productivity in the agricultural sector, but the aim was also to strengthen the civilian society in local areas with focus on making equality for women and men.

The project strategy was to develop and support sectors of agriculture including livestock and aqua-culture through improved consulting service. The project was active in 3 provinces in northern Cambodia.

Results have been considerable. In percentage, the level of poverty in the relevant villages was reduced by 23% compared to the expected 7.5%. The Province Governor's office was very pleased about this. It may also end up with an extension of the project.

The biggest success of the project was the efforts to increase rice yield in the project area. One of the most important factors to achieve this was to ensure access to good seed material. There is a tradition in Cambodia that you keep a little seed for the next planting season and this gradually results in a lower yield and more plant diseases. Therefore the project had contact to Cambodia's state trials with rice as well as



Harvesting the popular vegetable bitter cucumber. Photo by Helge Brunse

a rice test centre in one of the project provinces in order to ensure that the farmers had access to new quality seed. We had access to basis seed of high yield rice strains. These strains were given gradually to 9 small newly established rice growers associations with 3 in each province. The rice growers in these associations grew more than 400 tons of improved seed during 2008 and 2009 – which was enough for sowing 9,000 – 10,000 hectares with rice. The rice yield of growers who followed the project guidelines for improved rice production was doubled measured per hectare, from 1.5 to ca. 3 tons per hectare. This is not so much when you look at the figures with Danish eyes, but it means a lot to a Cambodian farmer that he gets 30 sacks in yield compared to 15 previously. Most farmers have about 1 hectare with rice. In mon-

ey, this means that each farmer gets USD750 against USD350 previously. These positive results were amongst the most important for the project.

We also had success in establishing vegetable plots at the farmers. Many of the population, especially women and children, are pale and eat too few vegetables, so a supplement of vegetables in their daily diet means a lot for improving health.

At the moment this is written (November 2010) ADDA is compiling a comprehensive report to the EU, and we would like to note that the sustainability of our efforts could have been improved if there was a little more time. We could especially use a couple of more years to support the rice growers associations and the local advisory efforts.



Meeting in one of the rice growers associations in the EU project



Local production of bio-pesticides

Thank you to Helge Brunse for 8 years in Cambodia and Welcome to Kjeld Vodder Nielsen

By Project Manager Bodil Pallesen

ADDA's project coordinator in Cambodia – Helge Brunse – is about to say Farewell. Helge has through 8 years been a fantastic leader first of the agricultural school project at Prek Leap in Phnom Penh from 2002 until 2005, and then leader of ADDA's office in Siem Reap, where the rural women's project IWEP (Integrated Women Empowerment Project) started in 2005. Helge was celebrated by all employees, our partner READA, and other partners in October 2010 in connection with the termination of an EU project, and for a good reason.

Luckily, Helge will continue for a while to a minor degree as a Senior Advisor in ADDA.

Helge was praised in several speeches and was thanked for his huge contribution by, amongst others, Project Manager Bodil Pallesen, who has been Helge's "Project Manager" during all the years. "You process exactly what is needed: the highest capacity of good leadership, good management and fantastic teambuilding. You process authority, respect, humour, good spirit, spreading empowerment among your staff and managing team, among the beneficiaries, partners and your ADDA backing in Denmark. You have spread the good spirit among the staff, making them give their very best, and making them being proud of their work, responsible and very skilled and having fun in their work. That's a result of good leadership, and essential of achieving success. You have also given a constant push in the projects, always led to more outputs than required, and for this reason our projects are so highly respected and well known in Cambodia, in Denmark and also outside these two countries. You are willing to stand up for ADDA's vision and encourage the persons around you. Always ready to enter discussions without losing the overall perspective.



The whole office was excited. Most of the employees had been involved all day with preparing food for more than 50 people. The party was held at ADDA's office, where it was decorated and arranged for the celebration.

As your project manager, I will give you the highest tribute I can think of, I could not have had a better person in the front of the ADDA activities in Cambodia (since 2002). I am proud of you, ADDA is proud of you, and all the staff is proud of you. Helge – you have done it your way!"

Welcome to Kjeld Vodder Nielsen – new Project Coordinator in Cambodia

Kjeld is employed as the new Project Coordinator on part-time. He is educated as an agronomist and has long ex-

perience in agricultural consultation in Denmark and has specialised in vegetable production and farming technology. Furthermore Kjeld has experience in solving part-time assignments in Eastern European and third-world countries. He has management experience from the Knowledge Centre for Farming and AgroTech. Kjeld will also work as a private consultant at the same time as his work for ADDA. He was a member of ADDA's board during the late 1990ies.

We are looking forward to working with Kjeld, who is already fully active in Cambodia and earns big respect.



The diploma for the World's best Coordinator was given to Helge by Visal and Sophin and the other employees when Helge was paid tribute to in Siem Reap. Helges' way of managing and motivation of employees has meant a lot for the good results that have been achieved.



Project Manager Bodil Pallesen thanks Helge well supported by Sokthea, leader of READA, who also made a good speech for Helge.

"Freedom from poverty" –making progress in Cambodia

By Project Coordinator Kjeld Vodder Nielsen, previous Project Coordinator Helge Brunse and Project Manager Bodil Pallesen

The poor in Cambodia who are participating in IWEP (Integrated Women Empowerment Project) are making progress. Half have moved a step up from the worst poverty level and even more (73%) have moved from being poor to a middle class according to Cambodian standards. This is shown in a new, independent report that is based on interviews and a comprehensive questionnaire compiled from participants in the IWEP project, which Danida finances.

The main findings are shown in Table 1. The poorest group covers people who live in primitive huts – or are homeless. They often have several children, and hunger occurs during several times a year. They own nothing, have no education and no access to public health and cannot – or have difficulties – in borrowing food and money. The people in the “rich” group have assets in land, reasonable dwellings, a motorbike, or even a car. They have often established a small business and can borrow money for continuous development of their activities. The group is characterised by selling goods and services to the local community, just as they sometimes establish short-term credit to the poor.

According to the report, IWEP has given rise to a bigger and more varied production of vegetables and fruit, just as productivity in chicken farming has improved. This is not in the least due to the farmer field schools, which in a very demonstrable way have been able to demonstrate good and sustainable methods that poor adopt, and can adapt to their own production. The women in the IWEP project have really got a firm grip on production – both for their own use and for selling. The use of commercial fertiliser has

Poverty grouping*	Number who have moved group during the project	Percentage who have moved group during the project
From very poor to poor	28	50%
From poor to middle	166	73%
From middle to rich	64	32%
Number who have moved one step	258	53%

**The investigation covered nearly 500 participants.*

More than half of the participants in the IWEP project have moved up a stage in the poverty classification, and have achieved better conditions during the course of the project.

fallen between 30 and 60% because it has been possible to use green fertiliser and compost in a much better way. The use of pesticides has correspondingly fallen by 30 to 80%, because the introduction of alternative methods has succeeded. It has been pointed out that self-help groups are a strong and sustainable element which will contribute to not losing the momentum of the results when the IWEP project is phased out in 2013. Self-help groups are formed after a learning sequence where participants are taught in farmer field schools. The women meet in self-help groups to start common savings from their own means. These savings can later be used for individual or common projects such as investing in a store for rice, or a loan to start business with seeds or fertiliser.

Loans for individual purposes are often used to finance vegetable or livestock production, just as they can be used to ward off acute suffering in the family. It is emphasised that the group savings work well and are transparent for the members and that there is strong confidence between the group members. All the group members pay back their loans, and there is still growth in both savings and the number of members who are organised in self-help groups.

The self-help groups are the starting point for education in a number of subjects: production, economy and budgeting, establishment of small businesses, nutrition and health, equality of the sexes, visions for the group as well as a number of other economic and social matters. It is



Savings and loans to the group have been essential for the development and possibilities for the self-help groups. The groups' members have been strengthened and brought out of the worst poverty during the IWEP project. Photo: Bodil Pallesen



Mrs. Lam Maove

also here that the members have the chance to actively participate in the group's decisions and to build up self-confidence.

According to the report, the members feel ownership and want continuous growth. The report concludes

that there is better equality between the sexes, progress in the economic, environmental and social areas. The poor are better at exerting influence on planning in the local communities, and finally, a strong local advisory service has been established.

There is, of course, more to be worked on. It is recommended that the present activities are supplemented in the future by:

1. Improve advisors competences in value growth by preparing and packing of farming and horticultural production, sales and optimisation of the value chain from primary production to the end-user
2. Establish closer contact between the self-help groups and existing lenders in Siem Reap in order to increase lending and external financing of the groups' activities
3. Co-ordinate and ensure that there is no overlapping of existing similar activities that are also offered by other donors
4. Work out an exit strategy that ensures that ADDA's partner READA gets the best possible basis for supporting and continuing achieved results when the IWEP project is phased out.

Freedom from poverty – "Case story" from the report (shortened version)

Mrs. Lam Maove is a 42 year old woman, who lives in the village of Thnoldach. 231 families in the village live there under the poverty level (1 USD per day). She is married and has 5 children. In 2006 she took part in a farmer field school and has since joined a self-help group, where she is still active. She took part in the IWEP activities because "she wanted to learn more". Today she belongs to the middle class – and "...my neighbours even say that I am rich". Before she was poor, but the family had a little plot of land and a little field with rice. She had previously grown vegetables, but the yield was often poor, and she could only grow once a year because there wasn't enough water. At farmer field school she learnt how to improve the soil for growing vegetables and she got new knowledge about how to best use compost and manure. The yield improved tremendously after she started using the new methods. She also began to grow different vegetables and increased the cultivated area; both the area with vegetables and rice. She borrowed money from the self-help group to dig a water reservoir, which made it possible for her to grow more vegetables from several times a year. Her income from the sale of these products rose from USD 50 to around USD2,000 a year, so now there was money for food, health care and not the least, school for the children. There was also room for building a new house (9 x 7 m)

and a motorbike so her husband can take the vegetables to the market. The local consultant (Village Extension Worker) has helped with advice and guidance during the whole course of events. It has not only been an economic advantage: the environment has also benefitted by very poisonous insecticides (parathion) being replaced by more environmentally friendly products.

Lam Maove's husband was very sceptical about the meetings in the self-help groups at the start and was frightened that he would lose money that was saved. "Today he supports me being a member of the self-help group and he helps in the field when I am at a meeting with the group." "Apart from farming, I have learnt more about equality of the sexes, domestic violence and HIV" says Lam Maove. Her husband beat her previously, but he does not do it anymore and she now has a much better relationship to her husband. She thinks that the violence has stopped because she has a higher status in the village. He has also stopped drinking. This has happened at the same time as he started working more on the farm. Today Lam Maove has greater self-confidence and knows her rights.

Mrs. Lam Maove has an ambition to grow more vegetables and she hopes that she can buy a tractor and an irrigation system. She would like her children to have an education and good jobs.

ADDA has started a pilot project in Cambodia with support from the World Bank

By Project Manager Bodil Pallesen, ADDA

It was knowledge from ADDA's project about "Women Empowerment" (full title "Integrated Women Empowerment Project" – abb. IWEPP) of poor country women by self-help groups in Cambodia that was the reason the World Bank approached ADDA in autumn 2009. An approach which, after a lot of footwork, led to approval and funding of a pilot project which started on September 1, 2010. The project is scheduled to run in the first instance for 8 months, but it may lead to a bigger project after the pilot phase.

It isn't every day you experience a donor who contacts you directly. The World Bank (WB) contacted ADDA after reading about the IWEPP project

on the internet. ADDA was invited to participate in a meeting in the Ministry of the Interior, which administrates WB funds in Cambodia, and WB visited ADDA in autumn 2009. They were convinced after a 2 day trip to the new self-help groups and a meeting with ADDA's staff in Siem Reap. Representatives from WB were so impressed with the IWEPP project strategies with meeting discipline, savings in the group and loans to group members, management training, and execution of activities, e.g. building a henhouse and breeding of chickens with special crossbreeding which gave more meat and eggs. After different meetings in spring 2010 between the provincial Governor, WB and ADDA, ADDA was encouraged to make a project proposal about establishing 20 self-help groups (SHG) in new com-

munes. The proposal was based 100% on the methods that were developed for the IWEPP project.

The results of the discussion process was approval of a pilot project called LEAP (Livelihood Enhancement and Association of the Poor) to run over 8 months. The project started on September 1, 2010 and the first small Training of Teachers (TOT) has been run and establishment of the 20 SHGs is well under way. The project shows good synergy with the active IWEPP project that is funded by Danida. ADDA has employed experienced junior consultants for the project.



One of the self-help groups in Prasat Bakong district had built the house for storing rice themselves. They got the money from their savings in the group. Photo: Bodil Pallesen, ADDA

Organic vegetables sales taking off in hanoi

By: Tu Thi Tuyet Nhung and Koen den Braber – ADDA Organic Project

Mr. Hung and all the other members of the Bai Thuong group get up every Tuesday and Friday morning at 05:00 to harvest their organic vegetables and prepare them for the market. The Bai Thuong group is operating their own organic vegetables box scheme, with the support from Action for the City (a Vietnamese NGO) and ADDA. Mr. Hung is assigned by the group to do the delivery and every Tuesday and Friday he brings bags of organic vegetables to around 300 families in Hanoi. The groups offer three types of bags, from 1 – 3 kg (or 2 – 6 kinds of vegetables), at a price of 19,000 VND/kg (or 5,10 DKK/kg). Through the box scheme, the Bai Thuong farmers sell 800 – 900 kg of vegetables per week. Interestingly, the demand from consumers is at least 1000 kg. To reach this demand the Bai Thuong group has recently agreed with two other organic groups in the village to form a cooperative to jointly operate the box scheme.

The Bai Thuong group is not the only group successfully selling its organic produce to the Hanoi market. In fact,



company staff packing organic vegetables for the supermarket.

15 other groups set up by the ADDA-VNFI Organic Project since 2008 sell their products to small companies or directly to consumers at a local market. Although the project had organized a social marketing campaign and trained most producer groups in marketing, the initiative for a lot of this trade has come from the companies. Interestingly, many of these companies had no

previous experience with organic products (or even agricultural products), except for one company that was involved in exporting organic tea to Europe and the US. Volumes sold by these companies are still small (100 – 200 kg/day) but step-by-step sales points and sales are increasing. But many small initiatives together can have a big impact: While in 2008 the supply was zero, Hanoi city is now provided with 10 – 15 tons of organic vegetables every month! Farmer's income from organic production is estimated at between 2.5 – 3.5 million VND (700 – 1000 DKK) per month. This is 20 – 30% higher than when growing conventional vegetables. The Hanoi city and Soc Son district authorities are also becoming increasingly keen on organic production. They have just made a big survey and intend to expand the area for organic production for Hanoi City

One of the companies has also developed linkages with one of the big supermarkets in Hanoi, which is very interesting since supermarkets (with the exception of the BigC) are not involved in selling organic products yet. The



Hanoi box scheme in action!

case of BigC is a special one. The project had a special activity to increase the market for organic vegetables in Hanoi though the development of a professional value chain from the farmers all the way to the supermarket. A specialized local consulting company (Fresh Studio) was hired for this activity. After a thorough analysis of the farmer groups and the companies, three farmer groups and one company (Phuc Dai Viet) were selected to work together with the BigC to develop the supply of organic vegetables. The farmers were supported with training on production planning, quality assurance and post-harvest handling. The project and the company furthermore supported the farmers with a (simple) packing facility. The organic vegetables were launched in Big C in May, with a big promotional campaign. During the campaign sales were very good but slowed down a bit after the project support ended. But still now, three months after the campaign,



Foto: Fresh Studio

Organic gourds, tomatoes and long beans ready for delivery to the supermarket.

sales continue to be 80 – 120 kg/day. Farmers are very happy with this because the price is good and Phuc Dai

Viet is also trying to expand and sell through other channels.



Photo: Fresh Studio

The organic marketing campaign in the BigC attracted many consumers.

Short News

Support for self-help groups donated by Y's-menettes in Northern Jutland

During recent months, the Y's-menettes in Region Northern Jutland have collected means for a great present of 25,000 Dkr to support Women-self-help groups, the SHG, in Cambodia.

The idea of supporting ADDA came about, when representatives of the Y's-menettes made a visit to ADDA's IWEP project and here met women-SHG in the Siem Reap area in Cambodia. They got so taken in by what they saw in the project that they chose to ear-mark the support for these women. The idea of the donation is to support the women saving up, in order to increase the total cash holdings of the group. The support will contribute to the reinforcement of the women and their families, and it will play a part of them being able to afford investments in their own agricultural production or in their marketing of their production.

In our newsletter, we are looking forward to tell about the investments made possible in individual groups, due to the money donated.

Bodil Pallesen, leader of project.



Will this be the self-help group profiting from the donation from the Y's-menettes?

A new EU-project approved in Cambodia

ADDA's application made it, and we have just been granted support of some 7,5 million Dkr for a 4-year project. The aim of the project is to support poor Cambodians living in the semi-urban areas of Siem Reap, in order to ease food insecurity. The project is focusing on capacity building and training enabling participants to start up micro businesses and being self-supplying through horticulture.

Establishing self-help groups will be a turn-point of the project. We expect the project to start sometime in February 2011, says Bodil Pallesen, the project leader.

In the previous issue of News and Views, it was mentioned that, so far, there is no state-eco- labelling. In order to ensure the organic standard of the vegetables, a participant controlled guarantee system, PGS, or Participatory Guarantee System, has been created by some of the farmers in ADDA's organic project in collaboration with dealers and consumers.

A folder just issued explains what organic products and PGS are.



