



Ongoing ADDA projects

ADDA is continuously seeking to find funding for new projects - especially from DANIDA, the Danish CISU, the EU and other public donors. Furthermore, we have increased efforts to get private foundations as donors to support ADDA's projects - most recently with a donation from Poul Due Jensen's Foundation (Grundfos) for a new water pump project in Tanzania.

The overview below shows the ongoing projects and funding sources. In most projects, the budget includes approx. 5-10% self-financing, covered by ADDA itself and our partners in the SOUTH.

News about projects in 2023

We have been granted 1 new project at CISU starting in 2023 in Cambodia (EDRO). At the same time, funding a continuation of the AMDT project in Tanzania confirmed and run until June 2023.

Project Titel	Project periode	Country	Budget, app. in DKK, and source of finance
Linking organic and conventional farmers to market and improving sunflower value chain	09.2022. – 06.2023	Tanzania	1.480.000 DKK Agricultural Markets Development Trust (AMDT)
Improvement of Dodoma Water Management for better food security	04.2022 - 07.2023	Tanzania	1.027.000 DKK. Poul Due Jensen/ Grundfos Foundation
VOF Strengthening the Voice and Capacity of Vulnerable Ethnic Minority Farmers in Climate Resilience in Northwest Vietnam	01.2019 – 09.2022	Vietnam	4.000.000 DKK. CISU
Empowerment of small-scale farmers through the unification of the organic PGS network (VOAA)	01.2022 – 12.2024	Vietnam	2.973.646 DKK. CISU
EAC: Empowering Agricultural Cooperatives and Civil Society in Siem Reap and Odder Meanchey	01.2023. – 12.2025	Cambodia	4.500.000 DKK. CISU
CSA: Climate Smart Agriculture roll-out	01.2021 – 12.2023	Cambodia	3.875.000 DKK. CISU
Organic Agriculture for Livelihood Improvement for the Pa-O Ethnic Group, Myanmar (ORGAP)	03.2022 - 12.2023	Myanmar	1.998.738 DKK CISU
Involvement of agricultural seniors in development work in developing countries	07.2021 – 12.2024	DK	84.766 DKK. CISU Engagements-pulje

Source: Adda

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Povl Nørgaard



Cover photo: Training of a Selfhelp Group from Siem Riep Province, Cambodia

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Our Mc'ADDA

CHAIRMAN'S WORD

By Søren Thorndal Jørgensen,
chairman ADDA

With ADDA, we aim to be the opposite of fast junk food and the throw-away culture, although both forms of behavior have seen their victory march across the globe. That is why it is even more important for us to continually be inspired by others and to rethink our concepts. Not because we need to get better at offering quick solutions over the counter wrapped in glitter paper and lots of advertising. But because we have to secure popular support and general support for development work, because it is slowly dwindling. It is a fixed task, that our work is always popular and understandable, but right now we need, so to speak, to tie our efforts better together with those, who have to finance it - i.e. the people of Denmark. Isolation and focus on one's own needs is the sure path to decline.

At ADDA, we have over time been extremely skilled at achieving solid local results via professional project management and close involvement of local organiza-

tions. We need to expand that form of cooperation so that we get the receiver and sender linked better together in a visible value chain, eg. through trade.

New value chain collaboration

In a new collaboration with warfair - a webshop that in Denmark sells imported food from war-torn areas, it is now possible to buy products produced by ADDA's farmers in Myanmar. It is an exciting and important concept for us. Of course, it requires some getting started and getting used to, but in the long term it can be a direction to make our projects part of a longer value chain, having the local farmers in Myanmar get access to a market they would otherwise not be near to. A similar model is applied to a project in Uganda, which ADDA is involved in. Before Christmas, a container of certified organic soy was sent from the farmers in the project area to the feed company „Vestjyllands Andel“. We are satisfied having it worked out. Finally, large quanti-

ties of soy and sunflower are on their way from Tanzania to the international market, some of which comes from farmers in ADDA projects. That result is a huge success to achieve in a country full of challenges.

So – at the moment we have tested the value chain concept in several countries and it works. Now we need to scale it up. What is special about our new concepts is that they connect to a growing international market for ethical trade. The benefit is that i.a. Danes get access to a lot of exciting products with a completely different profile, than ever seen before. For many years to come, there will probably be many, who will still choose the well-known hamburger. But I wonder if, over time, we would see a desire to break with monotonous eating habits, which, on top of that, don't really bring us any health or lasting satiety. The time is ripe to sink your teeth into the new sustainable Mc'ADDA!



Water Management schemes in Dodoma region, Tanzania

Pie Munksgaard and Bjarne Christensen,
ADDA Country managers, Tanzania

Funded by the Poul Due Jensen Foundation/Grundfos, Denmark, ADDA initiated in May 2022 a project to demonstrate how locally adapted investments in irrigation systems and drinking water supplies can have a significant positive impact on the development of villages in the Dodoma region

Dodoma region in Tanzania is located in what is called Arid and semi-arid land (ASAL) with an increasing unpredictable rainfall and raining periods. Climate change has further increased these challenges, put stress on water both for human consumption and agricultural production, and thereby for food security. The harsh weather conditions also increase erosion, which could have a devastating long-term consequence for the area.

Financed by Poul Due Jensen Foundation/Grundfos, Denmark an intervention was set up in May 2022 to demonstrate how well designed and managed small scale irrigation schemes/drinking water investments, can have a significant impact on the livelihoods of the targeted communities in Dodoma re-

gion. The project is aiming at improvement of the agriculture sector's productivity and reduction of rural poverty and food poverty. This contributes to the achievement of the core Sustainable Development Goal (SDG) ADDA Tanzania implements this project in collaboration with government officials, the local farmers' organization, Mviwata and the farmers themselves in all phases of implementation.

The project has been working with Regional and Districts offices, beneficiaries including farmer groups, civil society leaders, NGOs working within irrigation schemes and water management through a participatory process for project identification, design and implementation. ADDA is the coordinating body for these parties including project implementation. The beneficiaries have been carefully assessed, trained and exposed to all project technical and managerial aspects to ensure ownership and sustainability of the investments.

The initial survey and desk review was conducted in April-May 2022 through visits and assessments in ten potential communities. Three communities - Mkoka, Matumbulu and Tubugwe - were selected on the basis of the established criteria, includ-

ing organization around water and irrigation and commitment. In meetings with the farmers involved, site-specific challenges were identified which must be addressed in the project.

The major challenges for the communities are:

- Lack of small-scale irrigations
- Water catchment or lack of the same, which also has a big impact on erosion
- Smallholder farmers insecure access to affordable, good seed for the next season
- The financial institutions hesitate lending money for even profitable investments, since very few farmers and communities can supply the requested collateral for even small loans
- Relatively poor organization of communities such as management, legal registration, constitution etc.

QDS – Quality Declared Seeds

In Mkoka the project addresses the challenge in having good seed. We are working with Sunflower Quality Declared Seed producing farmers (young men and women) and we have succeeded in more than doubling the yield from 228kg/acre to 488kg/acre due to small scale solar driven irrigation system. 1 acre will increase a farmer's income from TZS 204,750 (DKK 620) to TZS 487,500 (DKK 1478) which corresponds to an increase of 138%.

Our goal this year is to reach 715 kg/acre in November 2023. With an average land



◀ *Inauguration ceremony of the pumping plant is held in the shadow of the solar panel supplying power to the pump*



▲ *The village's farmers admire the renovated water supply system*

size of 3 acres this will increase and stabilize the farmers income considerably, and at the same ensure local food production and food security.

The system was handed over to the local farmers in Mkoka 8 March 2023

Stable all year-round horticultural production

In Matumbulu 2 women farmer groups are selected and the irrigation system will ensure stable all year-round horticultural production of Green Beans, Green Pepper, Baby Corn/Carrots, Chinese Cabbage, Coriander, Chilies, Tomatoes, and Grapes.

A solar driven pump from the restored bore-hole provides water to two tanks and from there drip irrigation is led. The water quality is drinking water. The real benefit for the women is, that they can produce in the dry season. Based on results from similar set-ups, an raise of income on 2 - 300 % is possible.

Water intake and distribution system

In Tubugwe we have rehabilitated an old gravity irrigation system. In cooperation with

the farmers a total new water intake and distribution system was created. This has solved an old problem of upstream farmers taking the available water and downstream farmers often being left without water.

We have provided a substantial training in community development. Tubugwe farmers are producing food and cash crops as maize, beans, sorghum and horticulture - mainly onion, cabbage and green/red pepper.

Next step

The intervention has proven to save water, ensure stable production, increase yields and incomes in the targeted communities and contribute to improved food security. Moreover, it provides access to drinking water for both humans and livestock.

During the handover ceremonies, the farmers and their leaders have given us a unique response and specially stated some specific wishes for the final months of the project. This enables tailormade completion of the interventions. The wishes relate to capacity building and strengthening of the organizations and their legal status. Legal protection of ownership and organization will help securing the future of the projects.

Directly 378 small scale farmers are involved. Indirectly including service providers more than 700 people. Total budget from Grundfos DKK1,023,000. Total local farmer contribution DKK 632,758,00



▲ *Bjarne Christensen, ADDA hands over responsibility for the irrigation system to the village*



“Empowering Democratic Rural Organisations and livelihood of rural poor post COVID-19” (EDRO) launched in Siem Reap

By Project Manager Yun Sinang and Kjeld Vodder Nielsen

The COVID-19 pandemic created global supply chain bottlenecks, market imbalances, rising energy costs, inflation, unemployment, record debt and increased poverty in Cambodia. Additionally, the Ukraine war and sanctions imposed on Russia are having major implications on global food and energy markets

Supply chain bottlenecks combined with rising inflation and record debt have disrupted economic recovery from the COVID-19 pandemic of many countries – including Cambodia, where the tourist sector collapsed in 2020.

Having only app. 20% of former touristic visitors returned to Siem Reap in March 2023, the majority of hotels, restaurants and other services have had to close. Food security and nutrition has severely declined in Cambodia.

Higher cost of living, unemployment, indebtedness, risk of widespread land losses, higher costs of fuel and fertilisers, comparatively low market prices on paddy rice are major challenges faced by rural poor and their Agricultural Cooperatives following the above-mentioned challenges.

Agricultural Cooperatives and their unions formed in Siem Reap and Oddar Meanchey have improved member services and increased their interactions with private and governmental stakeholders during previous interventions. However, further support is requested to upgrade and advance these Democratic Rural Organisations post COVID-19, because their long-term objectives and potentials have not been reached. Interventions of the project: “Empowering Agricultural Cooperatives and civil society in SR and OMC” (EAC) were hampered by the pandemic.

About the EDRO-project

Fortunately, the new project: “Empowering Democratic Rural Organisations and

livelihood of rural poor post COVID-19” was granted support by CISU. EDRO commenced on 1st of January 2023.

The project is aiming to:

- “Make Markets Work for the Poor” (M4P) post COVID-19 to improve market linkage and income of rural poor
- Expand the scale of operation for the Agricultural Cooperatives and their Unions, including power of negotiation
- Advance organisational capacity, daily management, accountability and self-reliance of the Agricultural Cooperative Unions to deliver next level member services
- Increase capital and commercial sustainability of the cooperatives
- Upgrade the dialog and influence on Cambodian rural development issues at provincial and national levels in the context of severe challenges post COVID-19

The project was officially launched on 16 March in Siem Reap with extensive support

◀ *Many farmers have learned better cultivation methods in the Clima-Smart Agriculture (CSA) project. Here it is cabbage cultivation*



◀ *Mr. Phong Sareth from Pouk District*

by all main stakeholders, including representatives from 21 Agricultural Cooperatives, 2 AC Unions, the Nation Alliance of Agricultural Cooperatives, the Cambodian Department for Agricultural Cooperative Promotion, Representatives from the provincial Governor of Siem Reap, local authorities at all levels, Departments and the Chamber of Commerce, Micro Finance Institution, private companies and Non-Governmental Organisations. The dedication of the project partners – ADDA, READA, CIDO and the two AC unions in Siem Reap and Oddar Meanchey and the support expressed by stakeholders is very important to reach expected results, and to improve livelihood of the poor.

About two farmers' path to important positions

Mr. Phong Sareth from Prey Thlok village in Pouk district

Mr. Phong Sareth has built capacity on farming, leadership and Agricultural Cooperatives. He is now democratically elected President of Siem Reap Agricultural Cooperative Union

Mr. Phong Sareth from Prey Thlok village in Pouk district is from a farming family taking part in field work from early childhood. He is curious, ambitious and eager to improve skills, techniques as well as overall conditions for the farming community.

Mr. Phong Sareth is a strong, visionary leader with sound commercial competences, which drives the Cooperatives towards a better future and improved livelihood of the farming community. He possesses outstanding training capacity on cooperative business planning, management, record keeping, leadership, agricultural production and contract farming.

He says: “18 years of development work have greatly enriched me. Recent years; I have strengthened my capacity from project training on leadership, communication, negotiation, business planning, marketing, monitoring, AC book keeping. This has given me capacity to lead the AC in a better way. We have reached far, but we still have a way to go before we reach our ambitions.”

Career and qualifications of Mr. Pong Saret

- 2005: Farmer and member of a self-help group. At an age of 23 he became a Community Professional; providing training to farmers on animal raising techniques, vegetable growing, and developed self-help groups. Skills and capacity increased. He advanced to village veterinary agent and vegetable expert
- 2015: Elected Board Director of AC Khum Khart Samaki Rongroeurng
- 2018: Elected Board Director of the Provincial Union of Agricultural Cooperatives in Siem Reap
- 2019: Elected Board Member of the Cambodian Agricultural Cooperative Alliance

Mrs. Vong Sopheap, Oddar Meanchey province

Mrs. Vong Sopheap has built capacity on farming, leadership and Agricultural Cooperatives. She is now democratically elected President of Oddar Meanchey Agricultural Cooperative Union.

▶ *Mrs. Vong Sopheap from Oddar Meanchey province*

She is always diligent and dedicated to her leading role with a strong will to facilitate and bring more successes to the AC Union.

She says: “I am really happy, and I would like to thank ADDA, READA, CIDO, RCEDO and KBA for providing me with a lot of guidance and training, which has enabled me to help my family and the community to reach good results. My family has built capacity to earn extra income, we have become more prosperous, and are recognized and loved by those around us”.

Career and qualifications of Mrs. Vong Sopheap

- 2012: Elected chief of the monitoring committee of the Ponleu Thmey Pha'ong Agricultural Cooperative - located in a small remote area of Oddar Meanchey province
- 2012: Recruited and trained as a Community Professional
- 2017: Recruited full-time staff of RCEDO as Community Facilitator
- 2021: Elected President of the Board of Directors of Oddar Meanchey Akphiwat Agricultural Cooperative Union (OMACU)



A Brazilian's impressions meeting the culture of Southeast Asia

Lucas Ferreira has been ADDA project manager in Vietnam since August 2022 and assisted our local partners in the implementation of activities. Here, he talks about his first impressions of the country and especially the hospitality he encounters during visits to farmers in the local villages

During my first months in Vietnam, I was able to follow the daily life in the capital, Hanoi, a place geographically „on the other side of the world“, as we say in Brazil. For me it was an encounter with a completely new culture, a new language, a new diet and new habits. I felt very welcome by the great hospitality of the Vietnamese people.

The end of the VOF project

In September 2022, I followed ADDA-Vietnam and the local partners' completion of the project: „Strengthening the Voice and Capacity of Vulnerable Ethnic Minority Farmers in Climate Resilience in North-west Vietnam – VOF“. In that project, the Climate Resilience Farmer Community (CRFC) model was successfully tested in six villages in two different provinces, Son La and Lai Chau.

The project has generally improved the skills of farmer groups as well as the co-operation between the residents of the individual villages. It has created significant changes in the village population's awareness of climate change and of the importance of being proactive in the way of organizing agricultural operations. It has also given increased decision-making power in issues, that had to be solved by the residents and local authorities jointly. Finally, it has improved farmers' access to new markets between the individual municipalities and local villages.

In one of the project's final workshops, I met representatives of all the project's stakeholders, and I especially noticed the farmers' happy faces and excitement about what they had been participating in - a fantastic proof of good utility as well as sustainability of the project.

Impressions of the ESUP project

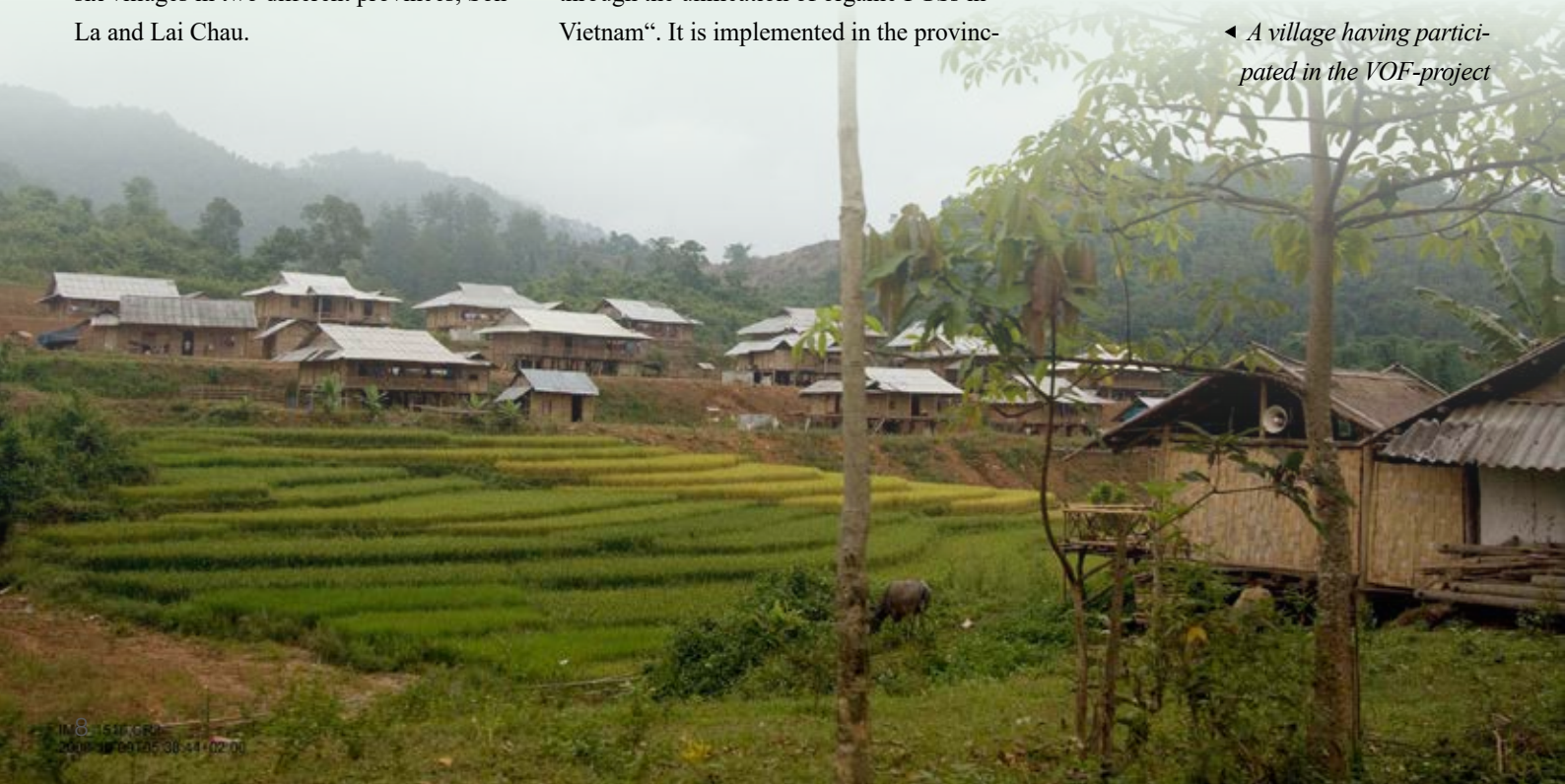
In a partnership between ADDA and VOAA, the ESUP-project has started in 2022: „Improving the capacity of farmers through the unification of organic PGSs in Vietnam“. It is implemented in the provinc-

es of Hanoi, Hoa Binh, Tuyen Quang, Hue and Hoi An. The goal is to support PGS networks (for certification of organic production) to operate more efficiently and transparently in the selected provinces, as well as to expand their markets to other localities, in order to motivate more farmers to expand their organic production.

Visit to former ADDA employee

In November, together with the ADDA-Vietnam team, I visited Mr. Ngo Van Nghi, the first trainer of the ADDA project in 1999 and now head of PGS Intergroup in Trung Na village, Thanh Xuan commune, Soc Son district. It was impressive to see, that Mr. Nghi is currently the head of Trung Na Farmers' Cooperative, which was organized in 2014 and head of PGS Intergroup in Trung Na village, Thanh Xuan commune. This group cultivates a total area of 3.5 ha, includes 17 households that have participated in a PGS network since 2015. The farmers' average production is 500-600 kg/month/household, and the average income is 650 million dong/ha/ year.

◀ *A village having participated in the VOF-project*





◀ *A Vietnamese farmer making compost*

It was a pleasure to see, that projects developed by ADDA had been able to teach smallholder farmers to use Climate Smart Agriculture (CSA) methods and to farm organically. Those initiatives had improved their production and income and they also protected the environment better.

Visit to ADDA projects in Cambodia

In the past few months, I have visited projects developed by ADDA in Cambodia together with local partners READA, CIDO, RCEDO and local cooperatives. It has been an incredible opportunity to see, how ADDA projects create value for the poor rural population. In the CSA project, I accompanied the employees on their field days and training days in the villages and visited some demonstration fields in the two provinces, Siem Reap and Oddar Meanchey. The CSA project targets both rice and vegetable production and good results have been achieved with the new climate-smart oper-

ating methods. According to quarterly reports, yields in the CSA demonstration area of both rice and vegetables have been higher than in areas with regular operating practices.

In my direct meetings with the farmers, I found that project activities were extremely useful for them. The farmers involved participate actively in the activities, ask questions, talk about their experiences in their own areas and interact with each other. It is often not easy for small farmers to change practices, as it leads to uncertainty about having to do something else and whether the yield will be good. But the results from the CSA-project are very encouraging, which reinforces the importance for farmers of having the opportunity to participate in ADDA projects and learn new things in a useful way.

Concluding remarks

Life here in Southeast Asia surprises me every day. I often say, that my experience working with small farmers in both Cambodia and Vietnam reminds me a lot of the farmers, I worked with in Brazil. What they have in common is, that they face difficulties and unpredictable problems, however, they are nevertheless always happy to welcome guests to their farms. They are interested in explaining to the visitors, what they are developing and what has improved in their area. They have a special passion for the country they live in. What particularly positively surprises me is their collective understanding and their mutual desire to help each other and to create improvements together with their cooperatives and local partners.

An example: An agroecological approach not only strengthens ecological and economic resilience to current climate, water and energy crises, but also offers a path to food security and sovereignty. Agroecology is also an opportunity to develop agriculture with respect and strengthening of traditional people's tradition, culture and history, which ADDA projects have done very well.

► *A group of farmers from Broma Village, Krobey Riel commune, Siem Reap city, Siem Reap province, Cambodia. Lucas Ferreira is in the front row to the left*



The Myanmar project has activities in 10 villages

Torben Huus-Bruun og Helge Brunse, ADDA
Country manager, Myanmar

Organic cultivation of chilies, avocados and other perennial crops is part of the project's training of 600 farmers, mainly women, so that they can get more out of their vegetable gardens and generate a little income by selling the crops, that the family does not consume themselves

The situation in Myanmar do still not allow foreigners to visit the project area, so our contact with the project employees still takes place primarily virtually via Teams. Fortunately, we have good local partners who carry out the project activities with great skill. This means that despite unrest, a high dollar exchange rate and high inflation, we are broadly able to follow the project plan.

The CISU supported ORGAP project in Myanmar has now been running for a year.

Our local partners in Myanmar are „Myanmar Institute for Integrated Development“ (MIID) and „Myanmar Organic Growers and Producers Associations“ (MOGPA).

The project builds on the results achieved in the pilot project supported by the Holkeg-aard Foundation and now includes a total of 20 villages - 10 villages that grow ginger and 10 villages that grow chili. There are a total of 600 participating farmers, half of them are women and half are men - all organized in the newly established „Hopong and Hsihseng Farmers Association“.

It is planned to create 24 savings groups with only women. The first 14 groups are established.

Sale of project crops in Denmark

Chili has been chosen as the new crop, because there is a good market for it, however, avocados and other perennial crops are also planted.

Last year, the pilot project exported a sample shipment of 60 kg of fresh ginger to warfair in Denmark, where they were sold in warfair's online store. This year, the project has sent a sample consignment of 20 kg of whole, dried red chilies to warfair. The chili, like the ginger, is grown according to organic principles and has been tested free of microorganisms and chemical residues in Denmark. It is now for sale on the warfair online store. Sales are going well and it is the expectation that we can continue to export this and other goods grown in the project to warfair.

It is a warfair business concept to trade with goods from countries affected by wars and conflicts.

Locally in Myanmar, there is also interest in organically grown crops. The local company „FAME Pharma“, which manufactures nutritional supplements and herbal medicines for the domestic market, as well as for export in Korea and Saudi Arabia, buys ginger from the project.





▲ U Khun Maung in San Lew Man village proudly displays his harvested chilies



◀ The chili product from Myanmar, which is sold in warfair's webshop

◀ A chili crop - the field to the right is grown organically and the field to the left is grown traditionally

General Meeting 2023

ADDA's annual general meeting takes place

Monday 22 May 2023 at 19.30

**Held virtually via Zoom - registration no later than the day
before by mail: adda@adda.dk**

The agenda according to the articles of association:

1. Election of moderator and reporter
2. The board's report
3. Presentation of annual accounts for approval
4. Presentation of the current year's budget
5. Proposals received from the board and members
6. Determination of membership fees for the following calendar year
7. Election to the board of directors
 - Up for election are Ove Gejl - does not want re-election - and Torben Huus-Brun, as well as two alternates
8. Approval of a state-authorized auditor nominated by the board for approval
9. If necessary

Topics and proposals that you wish to be dealt with at the general meeting must be forwarded to the board no later than 12 May 2023 by mail: adda@adda.dk

Proposals with reasons can be read on the association's website no later than 5 days before the general meeting. Minutes of the general meeting are published at www.adda.dk

With best regards

ADDA's board

Join ADDA now!

As a member of ADDA you contribute to the poor farmers in Asia and Africa improve living conditions through ADDA's projects under ADDA's motto: Help to Self-Help. You get two editions of the ADDA members' magazine, like the one you are reading right now.

Furthermore, you can follow our several projects by signing on for our e-mail newsletter follow ADDA on our homepage and on Facebook. Sign on via www.adda.dk.

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