

Fish on Farms Case Study: Marketing Group



Consistent markets and good prices



Ms. Roat selling some vegetables

Each household in the *Fish on Farms* project belongs to a marketing group that works to ensure that the households can consistently sell their products for good prices. The households receive training sessions on marketing and work as a group to identify products that will be most profitable based on local needs. The marketing group is responsible for identifying and maintaining marketing channels such as relationships with wholesalers, village vendors and consumers. Each of the marketing groups selects a leader to be guide and organize the group.

Mr. Pha Lly is one of these marketing group leaders. He lives with his wife Ms. Sak Roat and their four children in Pou Plok Village, They Commune, Pa Pnom Distric. Although Mr. Lly is the official group leader, he shares his responsibilities with his wife. Mr. Lly explains that his marketing group is very active.

They have had seven meetings to discuss their production plan, and they have attended the project's

marketing sessions. About three times a month Mr. Lly collects produce from the members of his marketing group. He then takes all the products to the market to sell them. Through this approach all of the members of the marketing group are assured a market for their surplus goods.

Mr. Lly explains that before *Fish on Farms* it was often difficult to sell his surplus produce, but since the establishment of the marketing group he receives a better price for his product, and can consistently sell everything. The people in the village have



Ms. Roat packages morning glory to take to the market

become very concerned about chemical pesticides in the past few years, and so the marketing group has worked to publicize the fact that *Fish on Farms* households do not use chemicals. Because of this, people know that the fruit and vegetables from the project households are safe to eat, and so they are willing to pay slightly higher prices. Additionally, Mr. Lly explained that the quality and quantity of the fruits and vegetables is very high; in the past the vegetables had holes in them from insects, or did not grow very big, but now they are very high quality. The group's vegetables are now well-known throughout the surrounding areas and so people often come directly to Mr. Lly's house to buy them. Mr. Lly now makes about \$5USD a day which represents a large increase in income. The other members of his marketing group have experienced similar increases in income, and so all of their livelihoods have been improved! Mr. Lly and his wife are extremely happy to be involved in *Fish on Farms* because it is helping to improve their lives, and their community.



Mr. Lly and Ms. Roat in their garden

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