

# Geodata for Agriculture and Water- Angkor Salad Project

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# Target Group

## Farmers and B2B clients use the information service



**100,000** Farmers



**50%**  
Women

**20%**  
Youth



**350**  
B2B clients

## Farmers implement GAP

**70,000** Farmers



Women 50% Youth 20%



VEGETABLE FARM  
PRODUCTIVITY  
INCREASED BY **20%**



THE PRICE OF HARVESTED  
VEGETABLE  
INCREASED BY **15%**



NET INCOME  
INCREASED BY  
**20%**



**20%**  
Improvement in fertilizer use

## Improved efficiency of inputs use

**25%**



Improvement in irrigation  
water use



## The needs/requirements of the target group (Famer)

- Farmer's need:
  - Market information (**top priority**) **high demand variety, who and where are buyers.**
  - Soil advice, Fertilizer recommendation
  - Irrigation advice, Weather info, Climate forecasts
  - Pest and disease advice:
  - GAP advice





## The needs/requirements of the target group (B2B Client)

- Irrigation advice
- Fertilizer advice
- Crop management advice (planting, harvesting, etc),
- Market information advice (market prices, finding buyers)
- GAP advice/instructions,
- Pest and disease management advice,
- Innovation/technology to improve production



# Partnerships



Nelen & Schuurmans



# Angkor Salad Service Advices

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Irrigation Advice



Fertilizer application Advice



Crop management Advice



Market information Advice



Cam GAP Advice

# Challenges

## **Challenges**

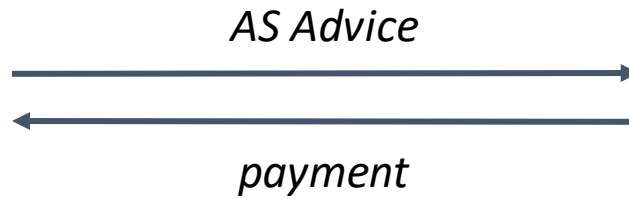
- ❑ Project focus large areas, currently implementing in 16 provinces
- ❑ Project covered too many varieties ( 16 varieties)
- ❑ Soil fertility/texture map not available

## **Solutions**

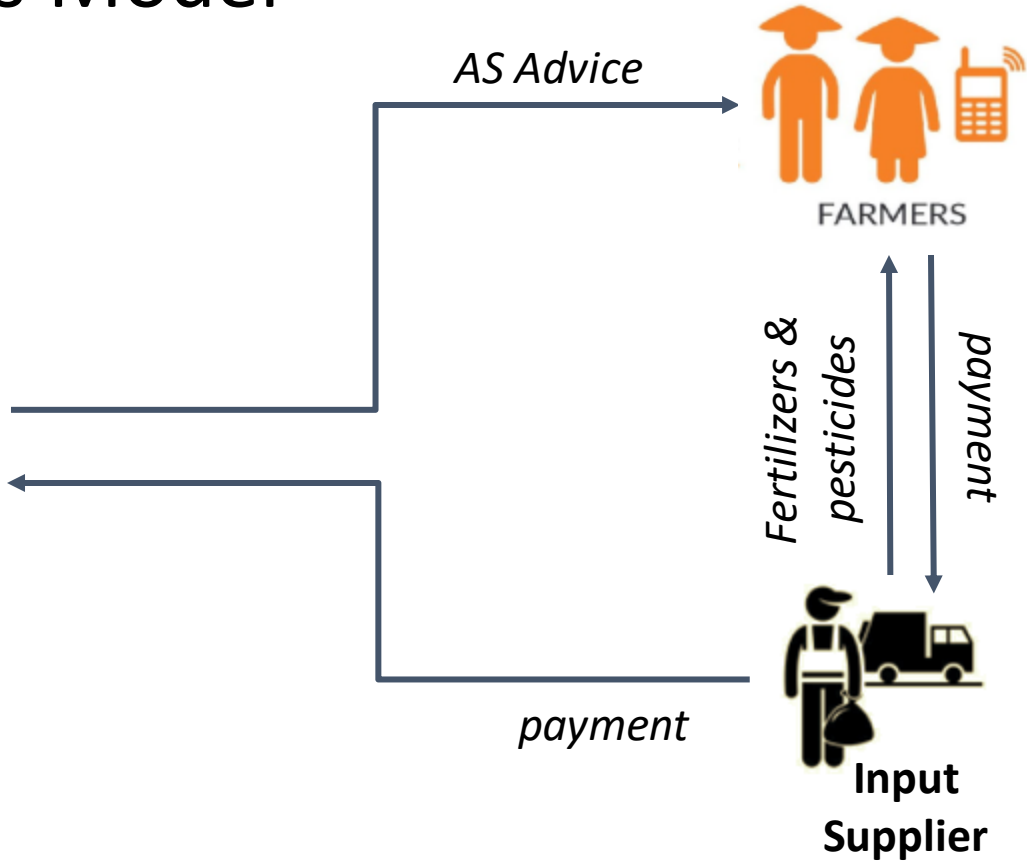
- Focus on 7 provinces and scale out
- Focus on high demanded varieties ; Long bean, tomato, cucumber, eggplant, cabbage, bitter melon, Okra, heading green mustard..
- Set up basic soil fertilities map



# Direct Revenue Business Model

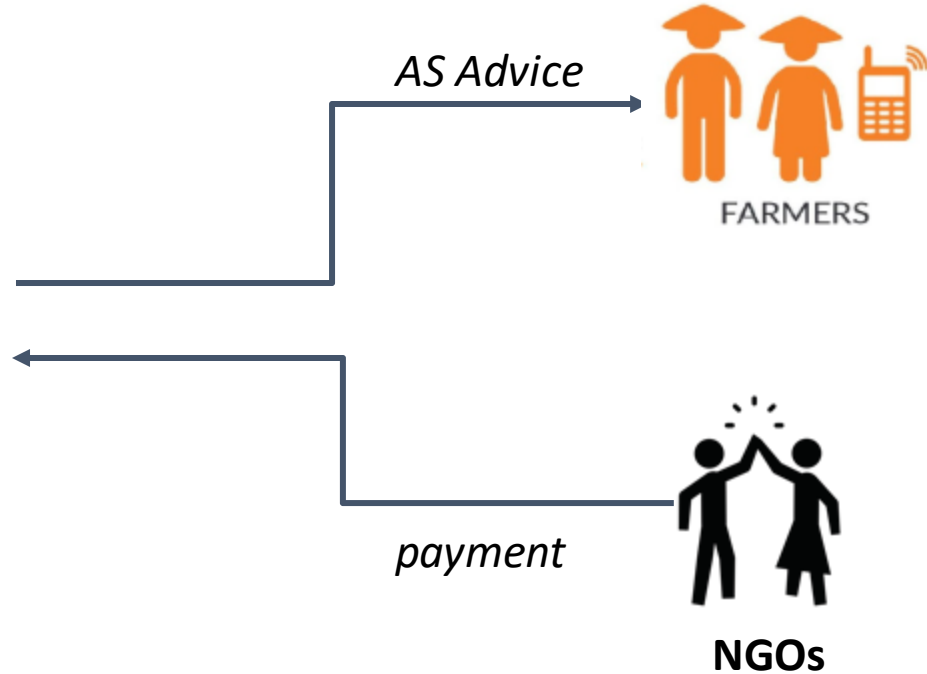


# Inclusive Business Model



# Service Business Model

**ANGKOR**  
**SALAD** ((P))



# Business model

- credit/risk profiling (A-CAT tool with geodata)
- farm profiles (input needs, farm performance)

**ANGKOR  
SALAD** (្ក)

*information products*



*payment*



**B2B CLIENTS**

- Index insurance
- tailor - made financing
- support services
- farm inputs



**FARMERS**



Thank You

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