



CAMBODIA

Production of Specialty Dried Spices and Herbs for National and Overseas Markets



Relevance

Krassna Management Co., Ltd works on developing an integrated value chain model for specialised dry herbs and spices using green technology (solar dryer domes). The development starts with the support training and capacity building of growers, including purchasing dried products from the growers for packaging, marketing, and distribution through wholesalers, retailers, direct sales, and sales through tour operators. In addition, Krassna Management will be responsible for capacity building and training, and quality assurance and food safety systems, ensuring appropriate harvesting, processing, and drying. This model involves the value chain actors, including the public, private, and NGOs sectors in a partnership model.

Objectives



- To launch dried spices at least 10 items per year to the market
- To establish a viable international retail e-commerce marketplace
- To ensure consistent product quality standards and extensive Research & Development

Project Overview



Partner
Krassna Management Co., Ltd.

Duration
October 2021 to
May 2023

Total Volume
58,200 EUR





The Project at a Glance

Krassna Management aims to develop a sustainable ecosystem and postharvest value chain to encourage Cambodian farmers, communities, investors, and other support groups to promote premium and hygienically dried commodities such as spices and herbs. This project will guide the building of a green processing plant for premium specialty commodities in Cambodia. The solar drying technology will enable farmers to produce high-value commodities for sale in domestic and international markets. Krassna will also create unique business streams and product innovations for their farmers via market segmentation and diversification of products through their connections in various international and domestic networks. Moreover, this green technology is environmentally friendly and provide efficient way of producing specialty dried herbs and spices. Krassna Management will assume the role of the facilitator ensuring the flow of information, products, communications, and funds up and down the chain.



Through the partnership with the GIZ implemented Agrinnovation Fund in ASEAN, it assists in providing two solar dryer domes which will be installed one each in Preah Vihear and Siem Reap provinces. Whilst the company provides the land for the solar dryer domes, demo production sites, development of training materials, training to farmer and technical personnel.



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