



**Advantages, constraints, and key success factors of
establishing quality signs linked to the origin and traditions:**

**The case of Kampong Speu Palm Sugar Geographical
Indication, in Cambodia**

**Case study on quality products linked to geographical origin in Asia carried
out for FAO, by:**

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EXECUTIVE SUMMARY

Palm sugar production is a long tradition of Kampong Speu province. This area's sandy soils and low rainfalls combined with the know-how of producers, make Kampong Speu palm sugar particularly tasty, concentrated and aromatic. These specific characteristics provide notoriety to the product on the market and among consumers, leading to the misuses of « Kampong Speu palm sugar » name. No protection legal framework neither mechanism is yet implemented to protect agricultural and food quality linked to its origin in Cambodia. After it became a member of the WTO in 2003, Cambodia has prepared a draft law on the Protection of Geographical Indication and is presently in the process towards getting approval by the national assembly. In the meantime, the Ministry of Commerce executes since 2007 a pilot project for the implementation of Protected Geographical Indication (PGI) in Cambodia with funding support from AFD and technical assistance from GRET and CIRD. This situation is a strong driver that made producers and operators receptive and volunteers to start the preparation of an application for registration of their territory product as GI.

In the process to establish an inter-professional organisation (GI association) to manage and protect Kampong Speu palm sugar GI, a task force was officially formed (on 30/06/08) through election process comprising of 14 members who are representatives of producers, local authority and private actors. The main tasks of the task force are

- 1). To develop a draft association statutes;
- 2). To organize consultation meetings on book of specifications (BoS) with producers in all target villages and to develop a draft BoS;
- 3). To develop a draft work plan of the association;
- 4). Participate in GI zone delimitation with expert (2 districts in Kg. Speu: Oudong and Samrong Torng and 1 district in Kandal: Angsnuol were delimited due to its sandy soils (≥ 0.8 m), good drainage and low rainfalls); and
- 5). To do inventory of producers and exploited palm trees within the production zone.

The about tasks had been implemented with assistance from PGI project and 5 months later after having completed these tasks, the Foundation General Assembly was organised on 29 November 2008 to examine and discuss on the work done by the task force. The Foundation General Assembly approved the statutes of Kampong Speu Palm Sugar Promotion Association (KSPA) and elected a Board and Executing Committee to manage the association. Two following general assemblies were conducted in January 2009 to examine and approve on the association work plan and the BoS. With assistance from PGI project, the KSPA management committee had organized meetings with producers in all target villages in order to disseminate the BoS and KSPA's work plan and to train on quality improvement enable them to follow the BoS: production and processing techniques, proper use of production tools, improved cook stove making...

To improve supply chains, a specific study was conducted on the market of packaged and labeled palm sugar products and action-research is conducting to find the ways for improving packaging and labeling of Kampong Speu palm sugar as GI product. KSPA is playing a communication and coordination role in liking producers to new distributors in selling out their products. To ensure the quality, KSPA had established a quality control system and is presently implementing internal control. External control will be implemented as soon as an appropriate and eligible control and certification body is identified and contracted. KSPA is on the process for official registration of Kampong Speu Palm Sugar PGI