

Partnership with Agrisud



Presentation

Agrisud's expertise

Agrisud is known for its commitment to **sustainable economic development**. Since its creation in 1985, the NGO has set up over 13,000 micro-projects and contributed to the birth of nearly 400 micro-businesses involved in agricultural development.



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Why this partnership?

- ▶ This partnership contributes to the **fight against poverty and financial uncertainty** in the provinces of Siem Reap in Northwest Cambodia, and to supplying vegetables to consumer markets by supporting local populations on the road to economic and social development by **creating micro-businesses**.
- ▶ The partnership was created in 2004. It has developed and evolved from a partnership of solidarity and addressing local poverty, to a **durable** partnership for sustainable development allowing the Sofitel Anghor Phokeetra Golf and Spa hotel to buy local products from the micro-businesses Accor supports.

Implementation and results

Accor's partnership with Agrisud has produced ongoing added value for farmers by diversifying products and market outlets:

- ▶ The creation of **180** fully operating **agricultural micro businesses** involving 750 people;
- ▶ **In 2009 alone**, more than 215 tons of agricultural products (189 tons of fresh vegetables, 24 tons of mushrooms and 1,500 kg of meat) were produced, amounting to a turnover of over \$79,000;
- ▶ Most of the production is marketed by wholesalers, with **5 to 7%** of total production being routed to the Sofitel Angkor Phokeetra Golf and Spa Resort.



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Promotion of local development and sustainable response to the needs of local hospitality & catering markets:

- ▶ Annual production: 400 tons of vegetables, fruit, mushrooms & meat, part of which goes to Sofitel;
- ▶ Regular supply of diversified products, about 50% of total production, to various hospitality & catering markets;
- ▶ Strengthening of local marketing networks by supporting coordination between farmers and wholesalers.

Following this successful project, ibis in Brazil approached Agrisud in order to support its local supplies while making the local offer of agricultural products more dynamic. Two missions were led in Rio de Janeiro in 2009 which objectives were:

- ▶ To identify the demand, the local production and supplying channels, and the support processes;
- ▶ To launch primary pilot actions.

By year-end 2009, the first supplying tests identified two types of breakfast cereals.

Financial aspects

Accor's Sustainable development Department donated more than **100,000 Euros between 2004 and 2010**.

Outlook

With the upcoming opening of a Sofitel in Phnom Penh, a pilot project was launched in 2008 in the Province of Kandal aiming to develop diverse activities such as raising pigs and poultry and cultivating mushrooms. Accor is also studying the implementation of a new partnership with Agrisud in the Ouarzazate and Zagora regions in Morocco. The aim is to professionalize local agriculture by reinforcing 120 micro businesses in technical, economic and organizational areas.