

Press Field Trip to Takeo Province

December 16, 2009

CEDAC organized a Press Field Trip to the Poverty Reduction among Subsistence Rice Farmers through the Promotion of Sustainable Livelihood Systems (PRS-EU) Project in the Samrong District of Takeo Province. Twelve journalists representing newspapers, magazines, radio, and television attended this field visit.

The first stop on the visit was at Samrong District Meeting Hall where 63 farmer representatives and local authorities were meeting to share the experiences and results of the PRS-EU project. There the journalist interviewed farmers as well as the District Governor about their agriculture production this year, at which time some key productivity was reported. One of these reports was that the rice yield had increased from 2.5 tons to 3.2 tons per hectare this year.

The visit continued to the Bati District where the teacher's forum was organizing the formation of a Teacher Saving Group for Self-Reliance. Mr. Hour Sreng, a CEDAC staff member, told the journalist that CEDAC now is working with teachers in 10 provinces to form saving groups and to encourage the application of agricultural technique at their school campuses.

After the teacher's forum, the trip continued with a visit to a farmer's farm where the journalist and CEDAC staff members had lunch. During this visit, many interviews were profiled and reported, including a live report from the field by some radio reporters.

Beginning in 2008, CEDAC has organized regular Press Field Trips for journalists every two to three months to targeted project areas where journalists can see the real impacts of ecological agriculture and rural development. These trips allow journalist to file, take pictures and report back to their news and publication/broadcasting organizations. It is also a chance for farmers to have their voices heard in public - particularly in the government allowing them to more easily respond to the farmer's problems and needs.