

CEDAC and APSARA-TV

On Wednesday, September 16, 2009, a video production team from APSARA-TV visited two of CEDAC's targeted areas: Romun village, Beung Trankhang Cheung commune, Samrong district and Trapaing Pring village, Popel commune Tram Kak district, Takeo province. APSARA-TV came to shoot the new products from the local farmers and producers including products from the Animal Feed Processing Cooperative and Khmer Rice Wine Distillation.

During their visit, the TV team interviewed Mr. Saig Chanthy about his Animal Feed Processing Cooperative and Mr. Larch Khly about his Khmer Rice Wine Distillation. The APSARA-TV team also interviewed Mr. Him Neurn, project coordinator of CEDAC and Mr. Loun Sokhom, the technical support officer, for more information on their program. After visiting from Animal Feed Processing Cooperative, the TV team took video of the farmers' pig raising, chicken raising and fish raising farm.

As a result, a video documentary will be broadcast on APSARA-TV on **Sunday, September 27, 2009 at 9:00 AM; Monday, September 28, 2009 at 4:45 PM; and on Thursday, October 1, 2009 at 6:00 PM.**

Both the Animal Feed Processing Cooperative is the new components of CEDAC that are directly supported by the Poverty Reduction Among Subsistence Rice Farmers through the Promotion of Sustainable Livelihood System (PRS-EU) project.

Cooperative media efforts like this work to promote CEDAC's programs as well as share experiences and knowledge with other rural farmers and their families.

