COMMUNITY FARM ENTERPRISE, KG OA ULU GUMUM

MAKING BUSINESSES WORK FOR THE POOR
CASE STUDY KG ORANG ASLI ULU GUMUM : STILL LEFT BEHIND

50 Jakun families

- Poverty: Average RM500 (USD125) household.

- Helplessness & Impoverished: Logged Forest & Market Economy

- State: OA not recognized as distinct forest people whose identity, culture & livelihood depend on being one with the forest.
JOURNEY OF ORANG ASLI BECOMING A FARMER & SSE FARM

- Poverty RM500 (US$170) household.
- Poor housing/roads
- Poor access to health and education
- Low literacy rates
- Low self esteem
- Low access to fair markets
- Fragile community unity
- No experience in productive farming - Hunters & Gatherers in 2008
- Poor access to clean drinking water
DEEPPENING PROBLEM: IMPACT OF IRRESPONSIBLE LOGGING
2 ACRE ORGANIC FARM
FARMING
BUILDING FAIR BUSINESS FOR A FAIR SOCIETY

Share Profits & partners in Value Chain

Owners: Dignity & Empowerment

Surplus Profits ploughed to sustain COMMUNITY TRANSFORMATION
SKILLS & PRODUCTION IMPROVED
• 20 crop cycles & 30 types of vegetables
• Harvest 300kg -2,500kg on 3 acre of land
• Sales July 2019  Rm27,000

INCOMES
• Farmer RM500 TO RM1,000-2,000 pm
• Stop allowance and fertiliser subsidy - Feb & Sept 2018.

OWNERSHIP
• Farmers grow- 8-14 farmers
• 3 groups replicated farm (own resources)
• More OA want to sell via fair trade coop.

IMPACT
• Improved nutrition. RM40 vegetable saved & doubled consumption
• Surplus Income- buy motorbike, expand house, support education, seeds & equipment

HOPE & DREAMS
Farm scaling up, Conserve their forest
OUR ORGANICALLY GROWN PRODUCE
MEASURED IMPACTS: SOLIDARITY ECONOMY 5 DIMENSIONS MODEL
BEN QUINONES

1. GOVERNANCE
2. IDENTIFYING VALUES
3. SOCIAL DEVELOPMENT
4. ENVIRONMENT
5. SUSTAINABILITY
1. GOVERNANCE

- **Voluntary**: Collective farming and inputs are bought at bulk and sales are collective with higher bargaining power. Leaders are democratically elected and work on consensus. Farmers collaborate on village activities & is subject to oversight by Village council.
- **Includes socially excluded**: Elderly given spaces to farm. Women in management committee 2/5.
- **Shared Profit**: Profit structure - farmers contribute 2% profits to community fund for benefit of the whole community.
- **% of Profits ploughed back to community**: Farmers contribute 2% of surplus profits to the community.
- **Stakeholders Free to enter & exit**: Yes, OA own their own farms.
2. EDIFYING VALUES
(SOLIDARITY, MUTUAL RESPECT, EQUITY & JUSTICE, INCLUSIVITY)

- **SOLIDARITY**: Farm facilities/equipment shared & Farmers work collectively to achieve economy of scale and higher prices.
- **MUTUAL RESPECT**: Leadership shared and decisions on consensus basis. Democratic as Farmers are represented by 5 leaders. Farmers rewarded by their individual harvest & efforts.
- **EQUITY & JUSTICE**: Social enterprise is open to all who want to farm. Farmers form 18 out of the 50 families.
- **INCLUSIVITY & DIVERSITY**: Young and old, women and all faiths are included. Animist, Christians and Muslims participate.
3. SOCIAL DEVELOPMENT

( PRODUCTS & SERVICES )

- Hope and future- Enhanced Organic farming & entreprenuerial skills- teaching each other
- INCOME increased from RM500 to RM1,000 - RM2,000 p/m
- Work creation in the village & be with family
- Surplus for Savings. Motorbike , house extension, Education support.
- Clean water & forming management committee
- Health – access to organic vegetables.
- Leadership & Unity.- systems of governance
- Fair Markets
4. ENVIRONMENT

- Organic Farming - non use of chemicals, soil conservation
- Organic Farm: 1 acre and can sustain 2 families & not necessary to chop so much land
- Reduce Climate change
- Enables community to conserve their forest
- Now exploring how to set up a water catchment management system
5. SUSTAINABILITY
( PARTNERS IN SUPPLY CHAIN )

- OA owns farms & enters partnerships with fair trade coop to market produce.
- FAIR TRADE PLUS model - fair price & profit benefits community. (40% of retail price )
- Partner with end retailer for fair price
- Jaya Grocer - a supermarket chain adopt OA farm as CSR and provide fair markets.
- Suppliers give discounts on inputs
- Public buy vegetables at premium rates.
MARKETS EXPANDING: JAYA GROCER – 8 OUTLETS

[Image of people shopping in a grocery store with a sign about organically grown produce.]
11 out of 17 SDG goals are met. Sustainable farming, Fair markets, partnerships, Soil & forest conservation, small producers, culture.

**SDG GOALS**

End Poverty 1
End hunger, food security & sustainable livelihoods 2
Health & Well being 3
Gender Equality 5
Clean water 6
Reduce Inequalities 10
Responsible Production 12
Climate Change 13
Livelihood Opportunities 15
Governance 16
Partnerships 17
THANK YOU FOR YOUR SUPPORT!

If you have any further questions, please do not hesitate to contact us!

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