



COMMUNITY FARM ENTERPRISE, KG OA ULU GUMUM

MAKING BUSINESSES WORK FOR THE POOR



*Empowered lives.
Resilient nations.*



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

DEEPENING PROBLEM: IMPACT OF IRRESPONSIBLE LOGGING



2 ACRE ORGANIC FARM



FARMING



PACKAGING



BUILDING FAIR BUSINESS FOR A FAIR SOCIETY

Share **Profits** & partners in Value Chain

Owners: **Dignity** & Empowerment

Surplus Profits ploughed to sustain
COMMUNITY TRANSFORMATION



Current state : DEC 2015-SEPT 2019

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. EIDFYING
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 & entrepreneurial 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 own farms & enter 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



SSE 5P & SDG- NO ONE LEFT BEHIND

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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