



# COMMUNITY FARM ENTERPRISE, KG OA ULU GUMUM

MAKING BUSINESSES WORK FOR THE POOR



*Empowered lives.  
Resilient nations.*



# YKPM

**YAYASAN KAJIAN & PEMBANGUNAN MASYARAKAT**



# CASE STUDY KG ORANG ASLI ULU GUMUM, MALAYSIA

50 Jakun families in semi forest area:

- ❑ Hunters & Gatherers up till 2008
- ❑ Helplessness & Hopelessness- 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

- ❑ **Diminished natural resources** & access to clean drinking water
- ❑ Poverty RM500 (US\$125) household.
- ❑ Poor housing/roads
- ❑ Poor access to health and education
- ❑ Low literacy rates
- ❑ Low **access to fair markets**
- ❑ Fragile Community Unity



# 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- May 2020

## **SKILLS & PRODUCTION IMPROVED**

- 30 types of vegetables & 10 types of traditional herbs
- Harvest 1,600kg -2,500kg on 3 acre of land

## **INCOMES**

- Farmer RM500 (USD\$125 ) TO RM1,000-2,000 pm (USD\$500)
- Stop fertiliser subsidy – Jan 2020.

## **OWNERSHIP**

- Farmers grow- 8-36 farmers
- 5 groups replicated farm
- Second village replicating farm – Jan 2020: 12 farmers

## **IMPACT**

- Improved nutrition. RM40 (USD\$10) saved & consumption doubled
- Surplus Income- buy motorbike, expand house, pocket money doubled, Purchase own 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

## ( FAVOURS SOCIAL INCLUSION )

**Includes socially excluded:** ( Cooperation over Competition)

- Poor and Elderly given spaces to farm & no minimum volume demanded
- Facilities are shared for common use eg tractor, water pumps
- Poor can get loan for seed capital to start farms
- Women in management committee 2/5
- 2% surplus profits put into community fund

**Democratic Participation:**

Leaders are democratically elected and work on consensus & oversight by Village council .

Eg Major policy decisions are made in discussions with all farmers-

## 2. EDIFYING VALUES

(COMPASSION :SOLIDARITY, MUTUAL RESPECT, EQUITY & JUSTICE, INCLUSIVITY )

**SSEO Social Mission:** Fair Businesses for a Fair Society

### PEOPLE AND PLANET BEFORE PROFITS

**People Well Being first-** Flexi work , no minimal production, Loans for seed capital

- Facilities shared & work collectively for economy of scale.
- Surplus veg given to poor, service fees are regulated to be affordable.
- Farmers rewarded by individual harvest & efforts.

**Planet before Profits-** Use Green technology ( organic farming ) and conserves water catchment area

- Surplus profits of 2% shared with the community and for forest conservation activities

**ADVOCACY:** Lobbying JAKOA to promote eco farming to other OA communities







# 3. SOCIAL DEVELOPMENT

( BENEFITS TO COMMUNITY AT LARGE )

- Work creation in the village & increased incomes
- Flexi hours and village base- Be with family
- Hope and future for others- Organic farming skills- teaching others
- Strengthened Leadership & Unity : Form management committee to protect water catchments & clean water
- Surplus vegetables given to those in need
- Fair Markets for other village produce

## 4. ECOLOGICAL CONSERVATION (ENVIRONMENT)

- Organic Farming- non use of chemicals, soil conservation
- Organic Farm : 1 acre and can sustain 4 families & not necessary to chop so much Trees.
- Surplus economy Enables community to conserve their forest
- Now exploring how to set up a water catchment management system



# 5. ECONOMIC SUSTAINABILITY

( PARTNERS IN SUPPLY CHAIN )

- OA own farms & partner with fair trade coop to market produce.
- FAIR TRADE PLUS model- fair price. (40% of retail price )
- INCOME increased from RM500 to RM1,000 - RM2,000 p/m (USD\$250- 500)
- Link with end retailer for fair price. ie Jaya Grocer- a premium supermarket chain to provide fair markets.
- Operational Cost 90% covered. Investment Cost- insufficient.

# 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!

E-Mail:

[enquiry@oaorganics.my](mailto:enquiry@oaorganics.my)

