



# សមាគមលើកកម្ពស់ប្រេងកំពត "ស.ល.ប.ក" Kampot Pepper Promotion Association (KPPA)

*Making Geographical Indications work for Rural Communities in selected Asian Countries: Identify Products and Drafting of Disciplinary for Geographical Indication Registration*

## **THE CAMBODIA EXPERIENCES ON PROMOTING THE KAMPOT PEPPER**

Prepared by NGUON Lay, President of KPPA  
Phnom Penh, 11-12 December 2014

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# Content

1. History of “Kampot pepper”
2. Process of establishment of Kampot Pepper Promotion Association (KPPA)
3. Process of registration of Kampot pepper as GI product by the Ministry of Commerce of Cambodia
4. Control system and certification by accredited inspection and certification body (ECOCERT SA)
- 5. Promotion of Kampot pepper**
6. Protection of Kampot pepper after the registration
7. Price of Kampot pepper from 2009 to 2014
8. Challenges of KPPA
9. Next steps



# 1. History of Kampot pepper

- Pepper has been present in Kampot province since 13<sup>th</sup> century
- The original source of Kampot pepper is in Kampong Trach district of Kampot province
- In 1960, there was until 1,000,000 poles of pepper *(source: Farmlink on 30<sup>th</sup> October 2007)*
- In early 20<sup>th</sup> century, Cambodian had exported about 8,000 tons/year *(source: Farmlink on 30<sup>th</sup> October 2007)*
- Due to the war, most of Kampot pepper plantations had been destroyed.



## 2. Process of establishment of KPPA

- Organization of village general meeting to disseminate “GI concept” and then create interim committee to draft statutes and internal rules of the association
- Drafting statutes and internal rules of the association
- Organization of foundation general assembly on 03<sup>rd</sup> October 2008
- Registration of Kampot Pepper Promotion Association at the Ministry of Interior
- Building the capacity of the management committee of KPPA





**រាជរដ្ឋាភិបាលកម្ពុជា**  
**ក្រសួងមហាផ្ទៃ**

លេខ : ២៤៧ ចត. ២១



**ព្រះរាជាណាចក្រកម្ពុជា**  
**ជាតិ សាសនា ព្រះមហាក្សត្រ**

រាជធានីភ្នំពេញ, ថ្ងៃទី ១៤ ខែ ធ្នូ ឆ្នាំ ២០០៤

**ឧបនាយករដ្ឋមន្ត្រី រដ្ឋមន្ត្រីក្រសួងមហាផ្ទៃ**  
**ជំរាបមក**

លោក ខូន ឡាយ ប្រធានសមាគមលើកកំពស់ម្រេចកំពត

**កម្មវត្ថុ** : អំពីការសុំចុះបញ្ជីរបស់ **សមាគមលើកកំពស់ម្រេចកំពត** នៅក្រសួងមហាផ្ទៃ ។  
**យោង** : លិខិតលេខ **គ្មាន ចុះថ្ងៃទី ១៧ ខែ វិច្ឆិកា ឆ្នាំ ២០០៤** ស្តីពីការសុំចុះបញ្ជីរបស់ **សមាគមលើកកំពស់ម្រេចកំពត** ។

តបតាមកម្មវត្ថុ និងយោងខាងលើ ខ្ញុំសូមជំរាបលោកប្រធានថា ក្រសួងមហាផ្ទៃយល់ព្រម ចុះបញ្ជី **សមាគមលើកកំពស់ម្រេចកំពត** ដែលមានអាសយដ្ឋាននៃទីស្នាក់ការកណ្តាលនៅភូមិ **អន្ទរ ជ័យធិ១ ឃុំជំនីរកំកក្តុខខាងត្បូង ស្រុក កំពង់ត្រាច ខេត្ត កំពត** នោះហើយ ។ **សមាគមលើកកំពស់ម្រេចកំពត** ត្រូវអនុវត្តតាមលក្ខន្តិកៈដូចបានកម្ពស់ទុកនៅក្រសួងមហាផ្ទៃ និងធ្វើសកម្មភាព ការងារក្នុងក្របខ័ណ្ឌជាសមាគមអព្យាក្រឹត មិនប្រកាន់ពូជសាសន៍ មិនប្រកាន់សាសនា មិនប្រកាន់និន្នាការ ឧបាយកល មិនធ្វើសកម្មភាពបំរើអោយគណបក្សនយោបាយ និងមិនធ្វើជាឧបករណ៍គណបក្សនយោបាយ ។

ក្រោយពីច្បាប់ស្តីពីសមាគម និងអង្គការមិនមែនរដ្ឋាភិបាលចូលជាធរមាន សមាគមលើក កំពស់ម្រេចកំពត ត្រូវដាក់ពាក្យសុំចុះបញ្ជីសាជាថ្មីអោយបានត្រឹមត្រូវតាមច្បាប់ ។

អាស្រ័យហេតុនេះ សូមលោកប្រធានផ្តល់ជំនួយ និងស្នើសុំការប្រកាន់ខ្ជាប់ ។  
សូមលោកប្រធាន ទទួលនូវការរាប់អានដ៏ស្មោះស្ម័គ្រអំពីខ្ញុំ ។



- ម ធុ ខ ជ ខ :**
- ទិស្តីការករៈរដ្ឋមន្ត្រី
  - លើកឡើងជំរាប
  - សាលាខេត្តកំពត
  - លើកឡើងមូលដ្ឋាន
  - ឯកសារ - កាលប្បវត្តិ



### 3. Process of registration of Kampot pepper as GI product

#### A. Development of Book of Specification of Kampot pepper

- Product name
- Type of product
- Product description
- Geographical indication and proof of the origin
- Production method
- Justification of the link of territory
- Control
- Labelling



































### 3. Process of registration of Kampot pepper as GI product (Con't)

#### B. Development and implementation of control and traceability system

- Book of matter accounting
- Development and implementation of control system
- Auto-control, internal control and external control



Sensorial analysis



Internal inspection on pepper plantation



Preparation of documents of internal inspection

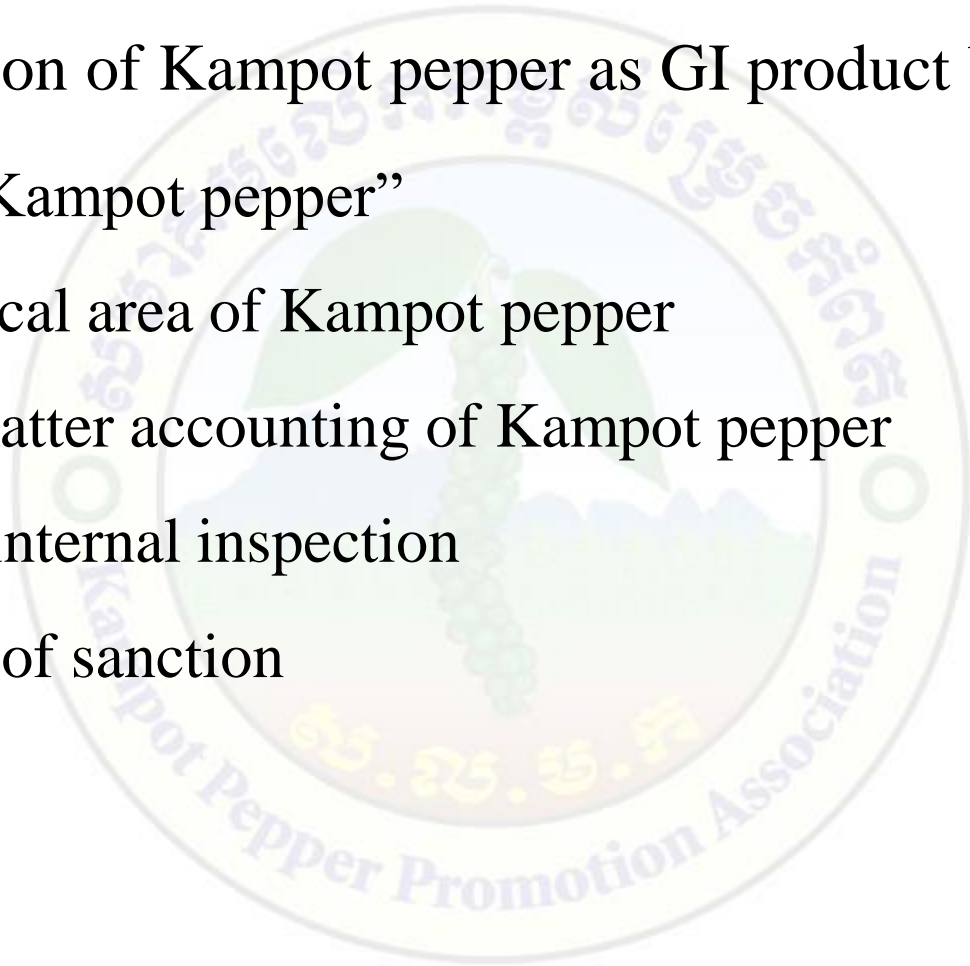




### 3. Process of registration of Kampot pepper as GI product (Con't)

#### C. Registration of Kampot pepper as GI product by MoC

- Book of “Kampot pepper”
- Geographical area of Kampot pepper
- Book of matter accounting of Kampot pepper
- Report of internal inspection
- Catalogue of sanction
- ...etc.





**ព្រះរាជាណាចក្រកម្ពុជា**  
**KINGDOM OF CAMBODIA**  
**ជាតិ សាសនា ព្រះមហាក្សត្រ**  
**Nation Religion King**  
**នាយកដ្ឋានកម្មសិទ្ធិបញ្ញា**  
**DEPARTMENT OF INTELLECTUAL PROPERTY RIGHTS**

**ក្រសួងពាណិជ្ជកម្ម**  
**MINISTRY OF COMMERCE**

**បញ្ជីដើម**  
**PRINCIPAL REGISTER**  
**ឃ័កសម្គាល់ភូមិសាស្ត្រចំនីក្យ**  
**(GEOGRAPHICAL INDICATION)**

កាលបរិច្ឆេទចុះបញ្ជី  
 Date Registered: **02 APR 2010**

លេខចុះបញ្ជី  
 Registration No: KH/GI/00001/10

ឈ្មោះឃ័កសម្គាល់ភូមិសាស្ត្រ  
 Geographical Indication Name: **ក្រូចកំពត**  
**Kampot Pepper**

លេខដាក់ពាក្យ  
 Application No: KH/GI/00001/09

កាលបរិច្ឆេទដាក់ពាក្យ  
 Filing Date: 21-10-2009

ជំពូក: ៣០  
 Class/Good: 30-Pepper

អ្នកស្នើសុំ: សហគមន៍ពិភាក្សាភ្នំកំពត  
 Applicant: **Kampot Pepper Promotion Association**

អាសយដ្ឋាន: ភូមិអង្គជ័យ១ ឃុំជំណាក់ក្រូចតាងក្យុង ក្រុងកំពត ខេត្តកំពត  
 Address: **Angkor Chey I Village, Damnak Kantuot Khang Tbaung Commune, Kampong Trach District, Kampot Province**



ចុះបញ្ជីសម្រាប់រយៈពេល ១០ (ដប់) ឆ្នាំ ចាប់ពី ២១- ១០-២០០៩ ដល់ ២១- ១០- ២០១៩  
 Registered for a term of 10 (ten) years from 21-10-2009 to 21-10-2019

អ្នកពិនិត្យ  
 Examiner: **YAR ROTHE SAN**

ភ្នាក់ងារសម្រាប់ទំនាក់ទំនង: ភូមិអង្គជ័យ១ ឃុំជំណាក់ក្រូចតាងក្យុង ក្រុងកំពត ខេត្តកំពត  
 Agent for service: **Angkor Chey I Village, Damnak Kantuot Khang Tbaung Commune, Kampong Trach District, Kampot Province**

ដើម្បីជាសាក្សី ខ្ញុំសូមចុះហត្ថលេខា និង ប្រដាប់ព្រាណៃក្រសួងពាណិជ្ជកម្មថ្ងៃនេះ  
 In witness whereof, I have hereunto affixed my hand and the stamp of the Ministry of Commerce today

ជំពូកសញ្ញាជាតិ ឃ័កសម្គាល់ភូមិសាស្ត្រ  
 National Geographical Indication Logo

**CHAM PRASIDH**

D/TPRs MoC
Registration No. KH/GI/00001/10
Page 1 of 6







## 4. Promotion of Kampot pepper

### A. Development of promotional tools

- Leaflets
- Banners
- Videos
- ...etc.

### B. Promotion activities through:

- Website, radio, television, magazine and other medias
- Participation in exhibitions in Cambodia and abroad





## 4. Promotion of Kampot pepper (Con't)



*The taste of heritage*



*Un patrimoine, des saveurs*

Gas<sup>1</sup>/<sub>2</sub>ydæan<sup>3</sup> PUmigGArC<sup>1</sup>/<sub>2</sub>yTI 1 XuMdmNak;knPÜtxagt,Úg RsukkMBg;Rtac

Address: Angkor Chey I,

Damnak Kantout Khang Tbong, Kampong Trach

TIUrsBb<sup>1</sup>/<sub>2</sub><sup>3</sup> 855 (0)92 75 25 72 hğ 855 (0)17 29 35 60

GuIEm·l<sup>3</sup> knpa2008@yahoo.com eKhTMB<sup>1</sup>/<sub>2</sub>r<sup>3</sup>



**KAMPOT PEPPER**

*The taste of heritage*

# KAMPOT PEPPER

ម្រេច កំពត



Famous Chef Luu Meng  
from Mols Restaurant, Phnom Penh



## RECIPE

### Beef Skewers with Kampot black peppercorn

#### Ingredients (serves 2)

- |                                  |                             |
|----------------------------------|-----------------------------|
| 300g Local Beef Sirloin (sliced) | 1 Red bell pepper           |
| 4g Fine Salt                     | 1 Green bell pepper         |
| 20g Kampot Black Peppercorn      | 100g Beef Stock             |
| 10ml Lime Juice                  | 20g Kampong Speu Palm Sugar |
| 80g Red Curry Paste              | 10ml Fish Sauce             |
| 5g Prahok - Fish Paste           | 10g Unsalted Butter         |
| 10g Shallot                      | 10ml Sunflower Oil          |

#### Method

1. Cut the beef in thick slices
2. Let the beef marinate with the Kampot black peppercorns and the red curry paste for 10 minutes
3. Slice the shallot, green and red bell peppers, and fry in a pan with salt and crushed pepper
4. Add the marinated beef to the hot pan and fry until the beef turns a golden colour
5. Serve on a plate with pickled green papaya on the side and a Kampot pepper and lime sauce.

Recipe from Luu Meng, Mols Restaurant, Phnom Penh - Cambodia

Visit our website: [www.kampotpepper.biz](http://www.kampotpepper.biz)

Kampot pepper's specificity comes from the mildness of its spice, the freshness and complexity of its aroma, and its exceptional lingering taste.



Kampot pepper unique flavour and taste make it one of the best peppers in the world – unchallenged king of spice in the kitchens of the most renowned chefs.





# GEOGRAPHICAL INDICATIONS

Protecting territorial brands for the benefit of rural producers



# Kampot Pepper



Kampot Pepper has very distinct flavor and smell. It develops an enthralling aroma, strong and delicate.

Between mountain and sea, Kampot province special climate and soils, as well as the experience from generations of farmers, make it unique.

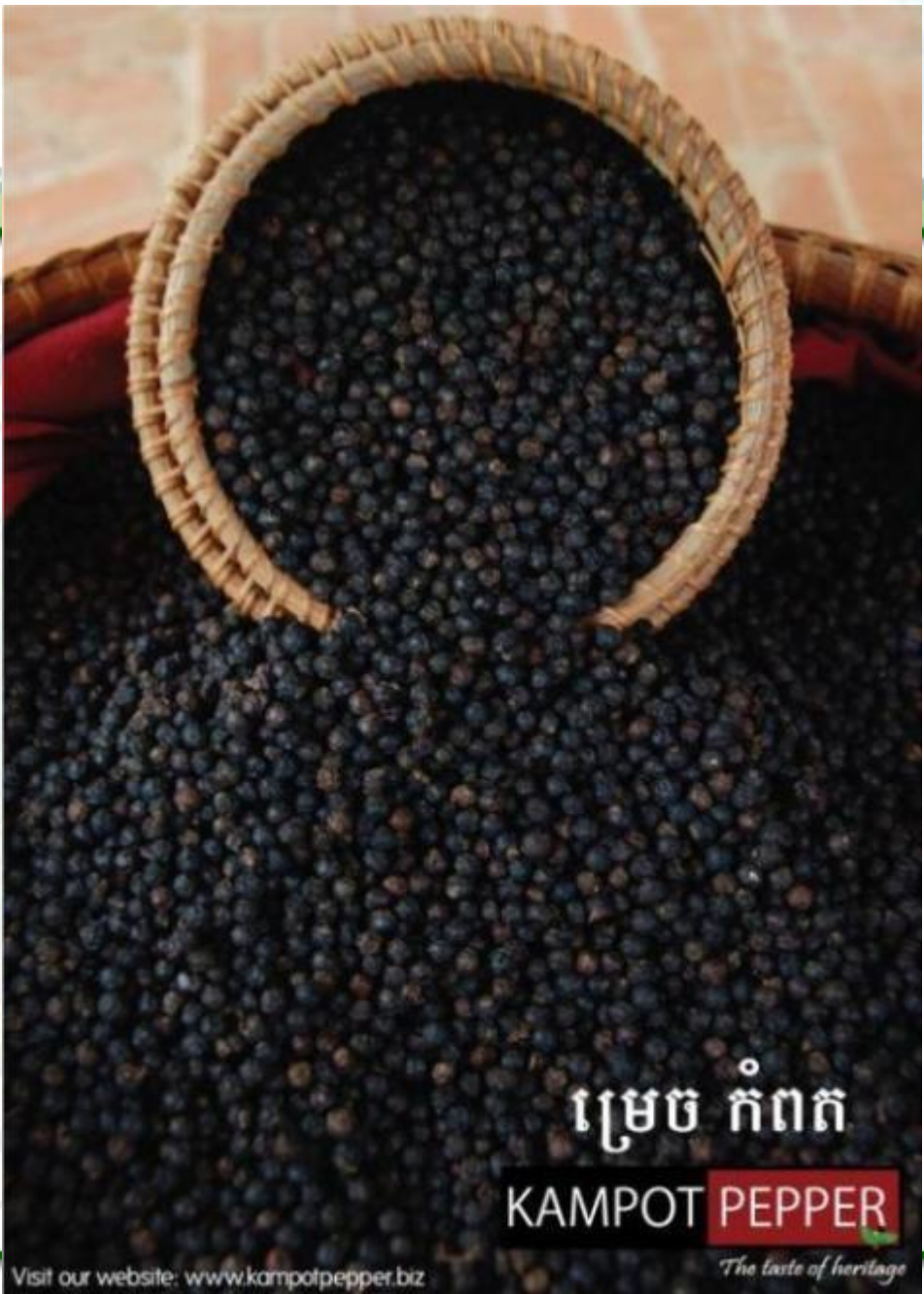


has the potential to be registered as a protected Geographical Indication



supported by  Pilot Project for Geographical Indications Protection in Cambodia

Implemented with the support of  



ម្រេច កំពត

**KAMPOT PEPPER**

*The taste of heritage*

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# ម្រេច កំពត

# KAMPOT PEPPER

*The taste of heritage*

## Ingredients (serves 2)

- 300g Local Beef Sirloin (slice)
- 4g Fine Salt
- 20g Kampot Black Peppercorn
- 10ml Lime Juice
- 80g Red Curry Paste
- 5g Prohok - Fish Paste
- 1 Red Bell Pepper
- 1 Green Bell Pepper
- 10g Shallot
- 100g Beef Stock
- 20g Kampong Speu Palm Sugar
- 10ml Fish Sauce
- 10g Unsalted Butter
- 10ml Sunflower Oil
- 200g Green Papaya Pickle

## RECIPE

### Beef Skewers with Kampot black peppercorn



Visit our website: [www.kampotpepper.biz](http://www.kampotpepper.biz)

## Method

1. Cut the beef in thick slices
2. Let the beef marinate with the Kampot black peppercorns and the red curry paste for 10 minutes
3. Slice the shallots, green and red bell peppers, and fry in a pan with salt and crushed pepper
4. Add the marinated beef to the hot pan and fry until the beef turns a golden colour
5. Serve on a plate with pickled green papaya on the side and a Kampot pepper and lime sauce.



Apron



Polo



Tee-shirt





# KAMPOT PEPPER

*The taste of heritage*

## KAMPOT PEPPER ម្រេច កំពត



### Kampot Pepper Promotion Association

[www.kampotpepper.biz](http://www.kampotpepper.biz)

This brochure was realized with the support of the pilot project for the development of geographical indications in Cambodia, under the supervision of the Ministry of Commerce of Cambodia, financed by the French Agency for Development and implemented with the technical support of GRET, CIRDA and the support of the Ministry of Agriculture of Cambodia. Geographical indications bureau: [biu.moc.cambodia@gmail.com](mailto:biu.moc.cambodia@gmail.com)







Promotion activities in Cambodia





Promotion activities in Cambodia





Promotion activities abroad (France)

Les consommateurs  
ont le droit de  
savoir  
L'achat d'un produit  
de piment d'Espelette

PIMENT  
D'ESPELETTE





**Promotion activities abroad (France)**





Promotion activities abroad (France)



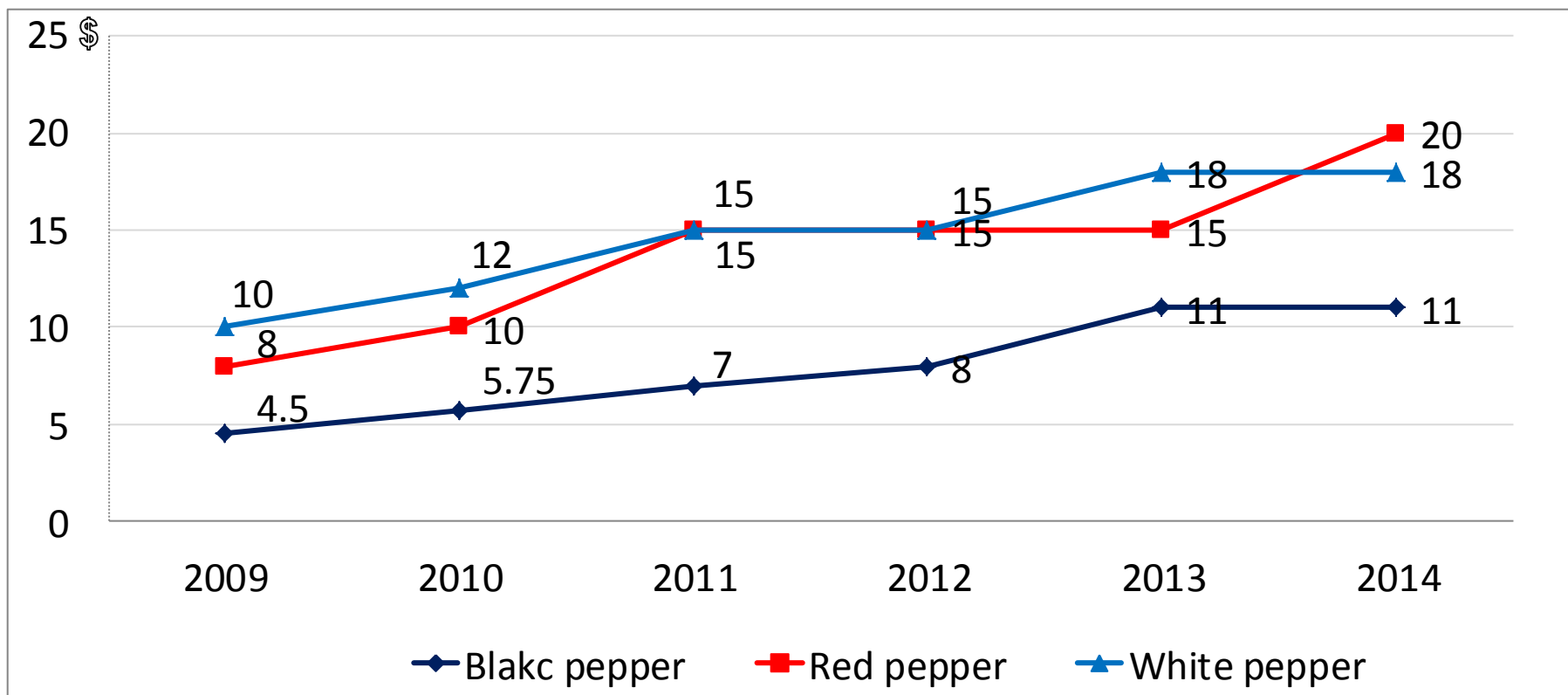


## 6. Protection of Kampot pepper after registration at GI product

- Fraud on the name of Kampot pepper by LY PISEY in Siem Reap province
- Fraud on the name of Kampot pepper by HEANG KHEANG in Siem Reap
- Case of Coyaba International in Kampong Some
- Case of Silk and Pepper
- Fraud on the name of Kampot pepper in Carrefour in France
- ...etc.



# 7. Price of Kampot pepper from 2009 to 2014

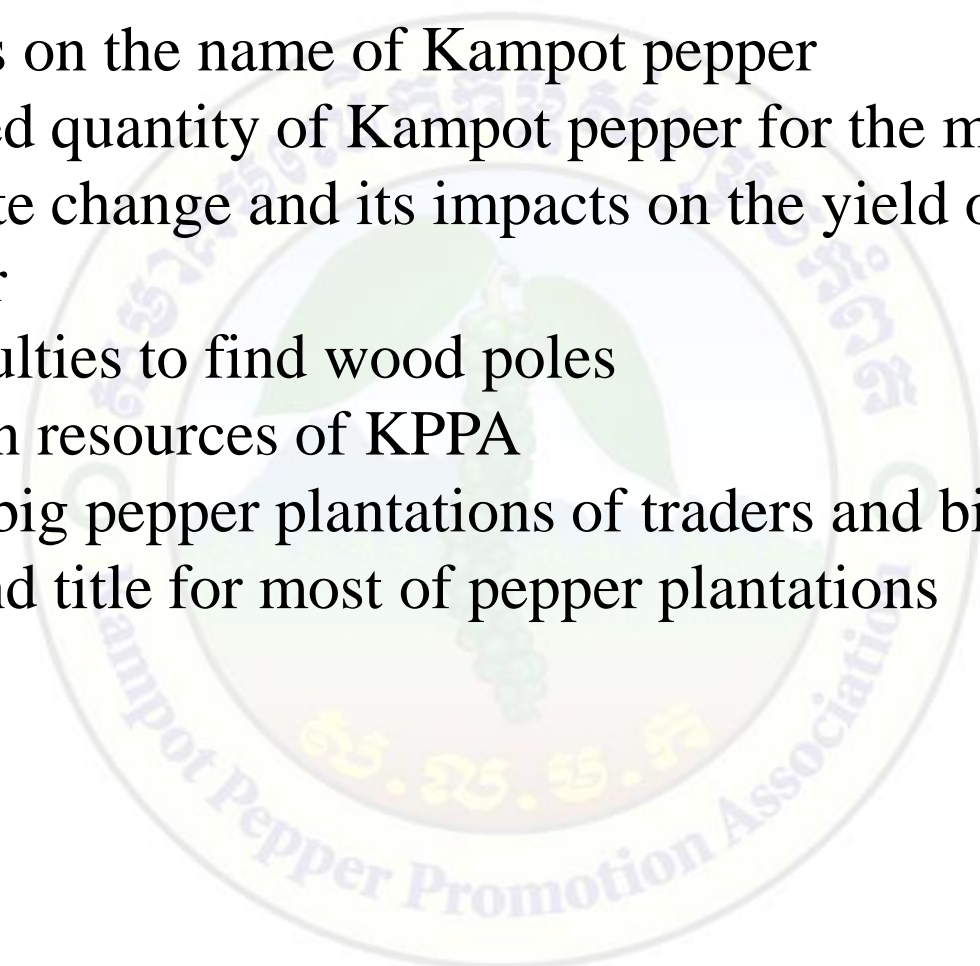






## 8. Challenges of KPPA

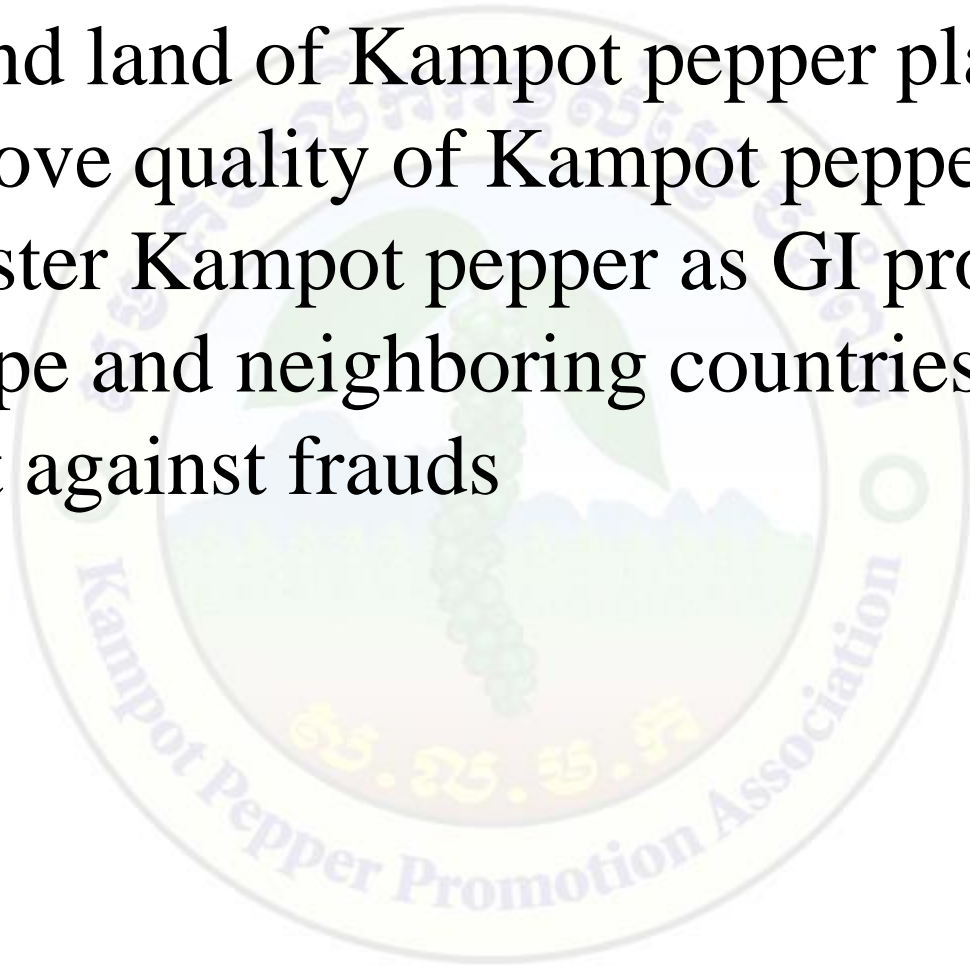
- Frauds on the name of Kampot pepper
- Limited quantity of Kampot pepper for the market
- Climate change and its impacts on the yield of Kampot pepper
- Difficulties to find wood poles
- Human resources of KPPA
- More big pepper plantations of traders and big companies
- No land title for most of pepper plantations





## 9. Next steps

- Extend land of Kampot pepper plantation
- Improve quality of Kampot pepper
- Register Kampot pepper as GI product in Europe and neighboring countries
- Fight against frauds







សុំ ទាក់ កូន

ស U m G r K u

ស U m G r K u

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