Geographical Indication

A Testimony



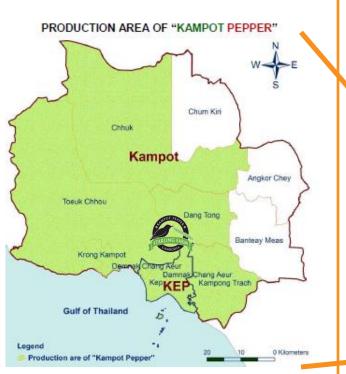




Starling Farm - Background

- Starling Farm is located in the center of the GI territory for Kampot Pepper
- Family owned, intention was to grow pepper for the commodity market
- Started from scratch in 2002
- Land cleared and first planting in 2003, ½ hectare 2,700 vines
- First commercial harvest 2010
- Price increases led to continued expansion
- Today 4 hectares, 35,000 vines

Located at the heart of GI Territory





Effect of GI

- The primary effect of getting recognized as a GI product has been on the price
- The premium paid is more than double the commodity price at the farm gate
- Retail pricing is substantially higher, as much as \$400 per KG in Europe
- Direct improvement in farmer living standards
- Increased income leads to better healthcare and education access
- Increased employment across a number of sectors, farm, construction, tourism, retail
- Additional sources of income from ancillary sources, eg. tourism

Importance of Quality & Branding

- The success of Starling Farm has been largely due to controlling the output
- Every step of production has rigorous quality controls
- Ensuring the highest quality product delivers much additional value
- Highly visible branding and quality packaging
- Adds substantial value to the product, up to 3 times in price











Challenges

- Understanding and application of the Book of Specification standards
- Lack of enforcement of the protection, local and international
- GI certified Kampot Pepper not produced in accordance to standards
- More than double "Kampot Pepper" is sold than is produced
- Non GI "Kampot Pepper" is much lower quality and affects the reputation
- Shortage of labour and materials due to increase in production

Direct Economic Benefits

Pre GI (2010)

- SF Employees 15
- Average take home pay \$35
- Land Price \$1,500 per hectare
- Pepper per KG \$5 (farmgate)
- Production circa 3 tons
- ♦ Vines under cultivation ~10,000
- Tourism Zero

Today, 4 Years Later

- SF Employees 55 (90 at harvest)
- Average take home pay \$100
- Land Price \$15,000 per hectare
- Pepper per KG \$18 (farmgate)
- Production circa 25 tons
- ♦ Vines under cultivation ~ 150,000
- Tourism major draw to the area

Additional Income Source

- The success of GI has created additional income sources
- Tourism is the primary benefit
- Many farms now have daily tourist traffic, prior to GI there was no interest
- At Starling Farm tourists started coming in 2011
- We opened a small pepper shop and selling cold drinks due to demand
- In 2012 we opened a restaurant and cafe
- In 2014 we have opened a Plantation stay resort
- This has been directly due to Kampot Pepper having GI

Has GI Been a Success?

- Emphatically YES
- Having GI more than doubles the price at the farm gate
- Moving up the value chain to retail delivers much more benefit
- GI has been a major boost to the region
- Land prices have soared as new farms are developed
- Living standards have improved substantially
- Employment has increased dramatically
- Tourism driven by Kampot Pepper has grown exponentially



THANK YOU