



A Global Marketing Partnership for SRI Indigenous Rice

Cambodia, Madagascar, Sri Lanka



Partners

Cornell International Institute for
Food, Agriculture and
Development, USA (Research)

Centre d' Etudes et de
Développement Agricole
Cambodgien, Cambodia (NGO)

National Federation of
Koloharenas, Madagascar
(network of farming
organizations)

Community Camp Programmes,
Sri Lanka (association of farming
organizations)

Farming communities, a research institute, NGOs, and businesses collaborate to market indigenous varieties of rice grown with SRI (System of Rice Intensification) methods, thereby improving incomes, conserving biodiversity, and benefiting health and the environment.

Commercial rice cultivation in the developing world is becoming financially and environmentally unsustainable due to low market prices and the high cost of chemically-dependent cultivation practices. The spread of 'modern' rice varieties has also led to an alarming loss of rice biodiversity. Where many thousands of indigenous varieties grew in the past, only a handful now account for the bulk of rice production.

The SRI Global Marketing Partnership seeks to address both of these problems by encouraging the use of SRI (System of Rice Intensification) methods, simultaneously conserving rice biodiversity, improving the environment and significantly reducing the cost of inputs faced by small farmers.

By adopting a set of practices for rice cultivation that creates an environment in which the rice plant can maximize its genetic potential, farmers can usually double their yields while saving water and significantly reducing the use of chemicals.

Farmers can also expect to command higher prices for organically cultivated rice in sophisticated domestic or international niche markets. It is estimated that farmers in at least twenty countries are starting to use SRI methods and to generate marketable surpluses. However, there is no coordinated knowledge dissemination about marketing opportunities and requirements.

This initiative will introduce mechanisms for farmers in the three partner countries (Cambodia, Madagascar and Sri Lanka) to share information and help to develop a stronger presence in local markets, access the export markets of Europe, Japan and North America, and receive Fair Trade certification. Once trade links are established, the network will expand to other developing countries.

It is hoped that farmer organizations already working with SRI around the world will join the network and add their experiences to the growing wealth of information on SRI techniques.

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