



# JICA volunteer helps villagers with appropriate packaging of their produce

## អ្នកស្ម័គ្រចិត្ត JICA បានជួយអ្នកភូមិ ជាមួយនឹងការចង្អុលផលិតផលរបស់ខ្លួន

Ms. AOKI Yukiko, a JICA volunteer who works with a local NGO Svay Rieng Agro-products Cooperative (SAC), demonstrates how to improve vegetable packaging for shipment to the AEON Mall, the grand Japanese shopping mall that opened in Phnom Penh in 2014.

In the beginning, it was difficult for the villagers to imagine the appropriate ways of packaging for a modern supermarket, as there is no such retail style in Svay Rieng Province. Ms. AOKI used photographs to show various ways of packaging, and discussed with farmers the importance of appropriate presentation for effective marketing and better sales of their farm products.