



Sela Pepper Co., Ltd introducing Sela Pepper Science & Technology



Phnom Penh March 15, 2019. Last month Sela Pepper celebrated its 4th anniversary, an opportunity to reflect on the road the company took to unlock the potential of the Cambodian pepper industry. Thanks to optimal climate and soil conditions Cambodia's pepper has been famous worldwide yet due to lack of processing capacity and export knowhow, hardworking farmers have been selling their produce at farm gate to cross border traders and as result, the industry stays at the low end of the value chain. Determined to change this, Sela Pepper launched its high value-added supply chain.

In Memot, Tbong Khmum province the company set up the first modern, industrial-scale pepper processing facility in the country. Built to the highest standards the facility contains cleaning, sorting, grinding and steam-sterilizing technologies as well as laboratory to test for chemical and microbiological substances. Capable to process 1.5 ton pepper per hour the facility is a platform through which Cambodia's pepper can step up the value chain and reach international developed markets, directly, at a higher value point. In order to meet requirements of regulated markets, Sela Pepper carried out international audits and among other obtained BRC, HACCP, ISO 22000: 2005, GMP, Vegan and OU Kosher certifications. Yet the company did not stop at processing bulk pepper but aimed higher, at agro-food processing, further increasing the value added in Cambodia. It developed a whole line of pepper retail products including prefilled pepper grinders, ground pepper, black pepper sauces, spreads and much more, all finish-packed and ready as-is for the retail shelves and dining tables.

Alongside building its industrial base, Sela Pepper has been collaborating with smallholder farmers and farmer associations, training on good agricultural practices and educating on quality and international standards. The company hosted quality days where speakers shared knowhow with farmers, promoting sustainable farming.



In order to differentiate Cambodia's pepper from plain commodity Sela Pepper has been promoting the brand of Cambodia's pepper internationally. It attended industry events and international trade fairs, proudly carrying the flag of Cambodia's quality pepper. With its fresh vision, commitment and hard work, Sela Pepper has set up a unique model: high value-added supply chain for branded black pepper products, linking Cambodia's smallholders with retail customers overseas. In this system farmers benefit from fair and stable market to their products, Cambodia benefits from higher export income, inflow of agriculture and processing technologies and from the farming sector diversification, and Sela Pepper emerges as leader and pioneer.

While pepper produced in neighboring countries is suffering quality issues, Sela Pepper works to ensure that competitive qualities of Cambodian pepper, including pungent taste, long lasting aroma, high yield and low chemical residue are here to stay for many years to come, despite adverse environmental changes. Therefore, demonstrating its deep commitment to the pepper sector, the company is announcing today the setting up of *Sela Pepper Science & Technology*. Located in Memot commune, *Sela Pepper Science & Technology* will be a center of excellence in black pepper farming and processing technologies. It will gather, research, develop and share knowhow with farmers, promote sustainable and climate-resilient agricultural methods, and further enhance the value of Cambodia's pepper brand.

With private resources and dedication Sela Pepper has set up a world-class black pepper supply chain and it is well placed to carry the brand of Cambodia's pepper internationally. It faces this challenge willingly, trusting that its vision and commitment be shared by others as well.