

# Quality Improvement of Salt Products in Cambodia

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## Abstract

The study examined the betterment of salt production, focusing on the quality, salt marketing, salt strategy-planning, and salt-quality sustainability. This study mostly focused on the key aspects of enhancing the salt production, such as quality, quantity, and sustainability of salt production in Cambodia. This study employed the qualitative research design to collect and analyze the data through secondary data analysis. The study highlighted the quality development of salt production and salt strategy-planning. The results of the SWOT analysis focus on the sustainability of salt production and salt marketing in Cambodia. The study also argued that the salt marketing transformation in terms of increasing the quality and quantity of salt production. This study proffered the potential contributions of designing an effective strategy-planning, salt-marketing transformation, trends of the salt production, and salt-production sustainability.

**Keywords:** *Quality, salt production, strategy-planning, salt market, transformation*

## 1. Introduction

Salt is essential to human daily life, and the salt demand in the food industry is expected to increase steadily. The supply of high-quality salt remains a challenge worldwide due to technical factors and climate change (MISTI, 2022). The salt sector needs strong support from the Royal Government in terms of the development and modernization of physical infrastructure to promote salt production, processing, and packaging through technology, promotion, and product marketing (MEF, 2021). Salt product is based on the weather (Ministry of Industry & Handicraft [MIH], 2015). Salt production is to improve quality, starting with a salt export industry (Kimsay, 2014; Vannak, 2017). With the failure of salt production, it is necessary to improve quality (Chann, 2018; MIH, 2015, 2019). Salt suitable for export to markets will increase production capacity, establish a refinery, and enable the export of sea salt, with encourage and promoting salt production (MEF, 2021). Similarly, the increase in salt productivity and development of salt-product quality

boosts the competitiveness of salt products and promotes investment in small and medium-sized enterprises and salt communities (MISTI, 2021).

With the challenges of salt-product markets, the salt-production quality is the requirement to be developed. Therefore, this study aims to examine methods, techniques, and strategies in developing the salt production quality, meeting local and international market demands.

## 2. Literature Frameworks

### *Salt-Production in Cambodia*

In the Cambodian context, salt production was carried out based on the weather, seawater, and family situations (MISTI, 2023). The salt product was challenged with the impact of waste and sewage discharge into sea channels and rice fields, the damage to seawater drainage channels into rice fields, the deterioration of the quality of seawater discharged into rice fields, the distance from the sea or sea channels, and the development trend of salt fields. These caused the salt production in Cambodia to have limited improvement in the quality and productivity (Aulia et al., 2022; MISTI, 2023). The salt-product cultures needed to be adopted by a government, institution, company, or individual (Samnob, 2016). The long-term development of salt products was the trend for businesses, companies, enterprises, industries, communities, and ministries/institutions with quality development (GSGDA, 2010). In this sense, the sustainable betterment through science, technology, and innovation was about the concern with salt-development strategy, linking agriculture and industry, improving transparency and accountability of the salt products, and accelerating economic growth and standard of human living (RGC, 2013, 2021).

Organization, process, and implementation were cultural tasks in developing the salt product (Eger, 2015). The process, methods, and trends of advancing the salt production and human resources (Carlson et al., 2006; Dessler, 2013). Production development played a vital role in the competitive trends, both national and global quality of the salt products (Dietz et al., 2006). Skilled planning of production development was the cultural practice of salt-product cultivation (Kotey & Folker, 2007). Salt production was the activity of producing and processing salt (MISTI, 2023). Salt production was in demand by people in the country, region, and internationally (Al-Amien & Adrienne, 2020). Salt production played an important role in helping to strengthen the business of salt farmers, increasing the income growth of salt farmers (Aulia et al., 2022; Kuswanto et al., 2024). Salt is a commodity with great potential for the people, with salt-market open (Chauhan et al., 2016; Diananing et al., 2021; Tanaka et al., 2015; Wenten et al., 2017).

### ***Salt Production for Marketing and Human Life***

Salt production was the most necessary for marketing and human life (RGC, 2020). Salt production supported and promoted the welfare of salt farmers, and it helped strengthen the people's salt business, increase the income of salt farmers, and provide innovation in salt production at the local level (Aulia et al., 2022). This helped reduce the people's poverty (Tim Nasional Percepatan Penanggulangan Kemiskinan [TNP2K], 2011). Based on the salt production, salt farmers were required to improve the salt quality and quantity (Al-Amien & Adrienne, 2020; Ihsanuddin et al., 2018; Izzaty & Permana, 2011; Konelya, 2021; Yektiningsih et al., 2020). According to Rochwulaningsih (2007), salt farmers on the Bali coast increased the productivity of salt farmers. Thus, salt production was important for national economic growth and promoted the business of salt farmers (Baihaki, 2013).

According to the report on salt production by Mr. Hort Pheng, representative of the Ministry of Industry, Science, Technology, and Innovation (2020), salt production in Cambodia faced many challenges, such as extreme weather conditions, a lack of salt production techniques, and funding to support salt production and storage. Salt production played a vital role in the development of the country and human live (Office of the Council of Ministers-OCM, 2022), business running, and salt product marketing (Sudaryana & Pramesti, 2018; Nuswardani, 2019; Rahayu et al., 2021). Salt production empowered salt farmers to be economically successful in salt farming communities by increasing salt production in quantity and quality (Utami, 2016; Wulandari, 2021; Pranowo & Muhadjir, 2015; Amanda & Buchori, 2015; Sari et al., 2015; Wardono & Istiana, 2014). Salt farming communities created productive networks through social cohesion, fostering interaction and collaboration (Syarifudin & Ishak, 2020).

Pandopotan (2019) suggested that salt production was a producer's economic activity, living in accordance with the social needs of global civilization. Salt production management can be the key aspect in the long-term development of communities (Sumada, 2017). An important aspect of the development of salt production was that the community-based policy that defined a series of concrete actions in decision-making and decision-making methods in solving specific life-problems (Hill & Varon, 2021). However, salt production control was a perspective of public policymaking, focusing on decision-making networks (Sabatier & Mazmanian, 1980; Sari et al., 2015; Wardono & Istiana, 2014). (Sumada, 2017). Salt production policy aligned with the sustainable development tasks involving networks of local activities and organizations to respond to local conditions and interests (Monaghan, 2009; Sefyang & Smith, 2007).

### ***SWOT Analysis of Salt-Production Quality in Cambodia***

Quality of salt production was a set of developing salt production for people's daily utilization (RGC, 2017). This aimed to qualify the salt production by increasing production values, with competitiveness, development and quality assurance (Probosari, Ardhanariswari, & Wijayani, 2021). The development of salt production is the basic requirements of business companies, industries, and enterprises, which are the pillars of development of economic sector and the financial system (RGC, 2021). The salt development played an important role in formulating a salt strategy to develop the sustainable salt production and to promote food security and nutrition (CSSDS, 2022). The policy of bettering the salt production aims to meet the local and global salt demand (Yonvitner & Surya, 2018). Salt production development was the potential for the salt sector to produce the qualified salt in the national salt protection area (DKP Sumbawa Regency, 2020; Syafruddin, 2020).

Accordingly, SWOT analysis was an important option for developing the salt production (Danu Kusbandono, 2019; Rahmayati HM, 2015). The strategy of salt production advancement can be an important mechanism in increasing the strengths and opportunities of decision-making (Ninik Probosari, 2019; Probosari et al., 2021; Rangkuti, 2008). With the SWOT analysis, Rangkuti (2013) argued that a systematic identification was the key factors to develop a company's strategy in producing the salt quality. However, Susanto (2014) pointed out the framework of the salt production development and identified factors conducive to achieving quality of salt products (Dess, 2018). Further, the development of salt product quality required the salt farmers to have the nutritional and salt production market (Montejo et al., 2024). In this sense, the salt farms need to bridge the knowledge gap in qualifying salt production. Market competition and product quality were important for formulating the policies to enhance the salt production quality (Francisco et al., 2022; Montejo et al., 2024).

### **3. Methodology**

This study used a qualitative research design (Chhorn, 2021, 2024; Collins, 2018; Creswell & Creswell, 2018; Denzin & Lincon, 1995; Gates, 2008; Ivankova & Creswell, 2009). This study used the secondary data analysis. The content analysis (Harwood & Garry, 2003) was employed to analyze and interpret the research results. Therefore, the secondary analysis played a vital role in analyzing and addressing the betterment of salt product quality, with research ethics.

### **4. Critical Arguments**

#### ***Strategy-Planning for Enhancing the Salt Production***

The strategy-planning is part of developing salt production. Salt production mostly depends on the temperature, humidity, rainfall, wind speed, and solar

radiation (Helmia & Sasaoka, 2018; Roland et al., 2019). With the climate change, strategy-planning plays a role in helping salt farmers and industries qualify the salt products (Francisco et al., 2022; USAID, 2017). Improvement of salt product quality requires the equipment and tools, such as salt pans, bulldozers, tractors, dump trucks, and sand dredgers (Tan et al, 2022). The salt industry needs to have the potential strategy-planning and conciseness of action plan, and budget plan (Chanco, 2022; De Leon 2022; Moran, 2018; Santos, 2022; Tan et al. 2022). Strategy-planning help increase the domestic salt production with opportunities for the local and salt enterprises (Chanco, 2022).

The base of salt production addressed the policy gaps and necessary support (Delos Reyes et al., 2021; Majaski, 2023). With the previous studies by some researchers (e.g., Moran, 2018; Chanco, 2022; Santos, 2022), it carries out the challenges to the domestic salt production. Strategy-planning facilitates operations in efficient manner and highlights the relationship with suppliers, customers, services, and competitors (Tan et al., 2022). Salt production strategy must comply with regulatory standards of food safety, sanitation, and quality and market salt-production price (Muyot & Asuncion (2022). Iodized salt testing is required to comply with the FDA standards of salt production (Llaguno & Palma 2017; Tan et al., 2022).

### ***Quality Sustainability of Salt-Production***

Sustainability of salt production is necessary for the development of the salt production (RGC, 2020). Salt production policy is the support for the salt sustainability and helps innovate the salt production (Aulia et al., 2022). The salt-quality sustainability helps increase the people's income (TNP2K, 2011) and improve the quantity of salt production (Al-Amien & Adrienne, 2020; Ihsanuddin et al., 2018; Konelya, 2021; Yektiningsih et al., 2020). However, salt production management is also important to keep the sustainability of salt production and national economic growth (Baihaki, 2013). With the policy measures of salt production, Cambodian salt production faces the challenges, such as technical support, weather conditions, and funding support to the salt production and storage. Salt production management plays an important role in developing the salt production (Nuswardani, 2019; OCM, 2022; Rahayu et al., 2021; Sudaryana & Pramesti, 2018). The salt-farming community might develop the salt productive through interaction and collaboration (Syarifudin & Ishak, 2020).

Policies of salt production development are economic activities of producers, with the social needs (Pandopotan, 2019). Salt production sustainability can be the key to long-term development of salt communities (Sumada, 2017). The key aspect of salt production sustainability is conducive to community foundations and public salt policies (Hill & Varon, 2021). However, the

perspective of salt product policy always plays a role in controlling over the salt production quality. The sustainability of salt production is a strategy that has the decision-making networks and salt-policy implementation (Sabatier & Mazmanian, 1980; Sari et al., 2015; Sumada, 2017; Wardono & Istiana, 2014). Therefore, the sustainability of salt product involves lower-level (local) actors in the decision-making process. Local salt policies are based on the concept of local innovation and are defined as sustainable development tasks involving local networks of activities (Monaghan, 2009; Sefyang & Smith, 2007). Indeed, the cooperation of local cultures embrace diversity based on empirical evidence, a willingness, and social experiences (Leach et al., 2012; Sefyang & Longhurst, 2016).

### ***Marketing Transformation of Salt-Production***

Transformation of salt marketing is a strategy of strengthening, promoting and developing the salt production (RGC, 2017), economic well-being, and competitiveness of salt production (Probosari et al., 2021). This increases business financing, salt-production development, salt production innovation, salt-supporting facilities and cooperation, and business associations of salt experiences to world production. The pillars of salt-marketing transformation are the development of financial systems (RGC, 2021) and salt production policies (CSSDS, 2022). The salt industry is the potential of salt-production demand (De Leon 2022) and salt import and export (Chanco, 2022; Moran, 2018; Santos, 2022). The salt-supply chain serves as the way of transforming the salt production (Tan et al. 2022).

The increase of domestic salt production is the opportunity for local and salt enterprises to transform their salt production in reaching the salt-marketing demands (Chanco, 2022; Delos Reyes et al., 2021). Transparency, negotiation and special treatment are the key aspects of salt marketing transformation to promote economic recovery (Majaski, 2023). The challenge of domestic salt production is to compete on price (Chanco, 2022; Moran, 2018; Santos, 2022). Marketing transformation of salt production is beneficial to increase the salt production prices, strengthen market positions, and improve access to capital (Tan et al., 2022). Salt production quality and price also are the salt-marketing aspects (Muyot & Asuncion (2022) in being a strong network of the chain salt production.

## **5. Conclusion**

The results of this study shed a line with the insights of developing the salt production quality. For this sense, the study carried out with the cultures of salt production and salt production strategies. This study, however, showed the key aspects of salt production market and demands, such as the number of salt productions, salt marketing competition, salt sustainability, and quality development of salt production.

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