



The role of private sector in agricultural extension in Indonesia

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PISAgro : Partnership for Indonesia Sustainable Agriculture

- PISAgro : Initiative created at World Economic Forum in Indonesia to address food security problems.
- Multistakeholder collaborations between Government, private sectors and international organisations to address Indonesia's food, climate change and poverty challenges.
- Aim : 20% increase in commodity yields, 20% reduction in CO2 emissions, 20% poverty reductions.
- 7 priority commodities : soybean, rice, palm oil, potato, cocoa, corn

Source : Franky Oesman Widjaya (2012) The Global Food Challenge and Introduction to PISAgro.



PT. Tri Usaha Sari Tani



Private sector : Nestle – Creating Shared Value

- Since 1994 Nestle cooperating with Indonesian Coffee and Cocoa Research Institute helps 10000 coffee farmers at Tanggamus, Lampung giving advice on how to increase their productivity and product quality.
- Since June 2010 Nestle also cooperating with HIVOS, Dutch NGO helping cattle farmers with biogas installation.
- Nestlé's Cocoa Plan in Indonesia will invest \pm USD 4 million over four years to train farmers, provide plant expertise, support supply chain transparency and to create an experimental and demonstration farm in cooperation with Government of West Sulawesi Province and Indonesian Coffee and Cocoa Research Institute. The works including building Cocoa ED Farm (Demonstration plot for Cocoa) and facilitating Nestle Cocoa Cluster, an agribusiness cocoa area using improved technology with area 20.000 to 50.000 ha, complete with mini processing. Marketing will be helped by Armajaro and Petra Foods.



Source : Indonesia Domestic Biogas Programme
<http://www.snvworld.org/en/ourwork/Documents/Indonesia%20Domestic%20Biogas%20Programme%20Brochure.pdf>

Private Sector : Danone and Cargill

- Danone working together with Cargill Animal Nutrition and HKSP (Dairy Farmers Cooperative at West Jawa with 700 cattles) developing farmers training program and affordable feed supplement that used locally available feed stock.
- After eight months, average daily production of milk increase from 10 l/cow to 13 l, protein content increased 7 %; and cow's conception rate from 27.5 to 37 %. Danone get access to more and better milk, farmers get more income (36%) and Cargill get more consumers.

Source : Cargill News : July – August 2011.

Private sector : Syngenta Indonesia

- Reaching to the farmers as main consumers, Syngenta help farmers to get the highest value from the agriculture input produced by Syngenta.
- Farmers getting best value using Syngenta's product because beside product Syngenta offers technology and provide advice in agronomic practices.
- Syngenta Learning Center and Syngenta Model Farm help farmers to enhance their productivity
- Syngenta's Crop Advice by Mobile Phone facilitate farmers with technology assistance.
- In return, Syngenta getting feed back from the farmers and getting satisfied and faithful customers

“Syngenta Learning Center”

➤ Gunung Putri & Pasuruan Plant

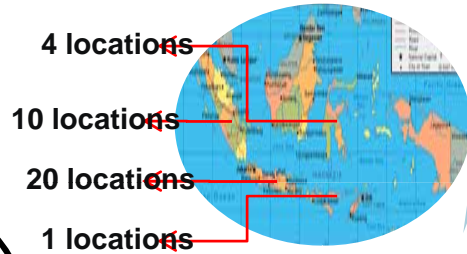


➤ R&D Station - Cikampek



➤ Trained field workers

➤ 35 locations



➤ Farmers testimony*



- ❖ 45,000 farmers trained (2011).
- ❖ 100,000 farmers (2012)
- ❖ 8 - 10 ton/ha – rice*
- ❖ 9 ton /ha – corn*



➤ Discussions between farmers



➤ Learning center



➤ Knowledge transfer



➤ info plant agronomy - cellphone



Crop Advice by Mobile Phone in Indonesia



Objectives

To provide timely and appropriate advice on crop solutions to smallholders via mobile devices. Providing this valuable service helps grower to increase their productivity and quality yield.

Business model

Syngenta sends crop, pest and weather information as well as product updates to farmers using SMS texts.

Key achievements

To date, Syngenta has developed the platform and is sending information to 3,838 farmers. Syngenta aims to send targeted communication to 5,000 growers by end of 2012.

Rice Phase Productivity Expo

Subang, Indonesia 1 – 2 Nov 2011



Cocoa intensification campaign - EID



➤ Sign off the forum of
Cocoa high productivity community



➤ Seminar with multi topics (Productivity, Pest & disease, Agronomy practice, Government support, Syngenta technology)



➤ Establish 100 key growers
as a member of the community

**Indonesia Cocoa grower Conference – Side grafting technology user
Jan 26, 2011**



➤ Grower testimony poster

- Syngenta facilitated the forum and connected to all cocoa stake holder.
- Attended by 100 key grower, Researcher, government, cocoa association, Swiss contact, trader, bean processor, university (150 participants)
- Grower testimony :
 - Side grafting + Syngenta technology help yield Improvement From 500 kg/ha to 1,500 – 2,000 kg/ha.
 - Crop more healthy, free from VSD and Good quality of grain



➤ Cocoa Fruit contest

NGO : Bina Swadaya (Self Reliance Development Foundation)

- NGO working in community empowerment, microfinance development, agribusiness development, development communication, alternative tourism development, printing services and training facilities.
- Bina Swadaya improving farmers economy through cooperation with various donors from private sectors, international NGO and other fundings.
- Among its work in agricultural extension in partnership with Cargill, Bina Swadaya empowered corn farmers in Klaten, Central Jawa to improve their productivity and increasing their income. Bina Swadaya also works Danone to empower horticulture farmers in Central Jawa, provide assistance in technology, micro finance and marketing/ access to supermarket.

● Source : <http://www.binaswadaya.org/>, personal communication.

NGO : Yayasan Dian Desa (Light of The Village Foundation)

- Goal : To assist low-income communities in improving their living standards through the utilization of appropriate technology and participatory & self-help processes.
- Working in various aspects of community empowerment in the fields of water & sanitation, renewable energy, agriculture & aquaculture, small industry, waste treatment, water treatment and micro finance.
- In Central Jawa assists farmers/communities to maximize their income from garden/pekarangan and in Eastern Indonesia planting Jatropha (jarak) to be used as natural fuel.

Source : http://diandes.org/Detail_Activities/Entries/2009/1/7_Agriculture_%26_aquaculture.html

Conclusions (1)

- Nowadays, a lot of cooperations between private sectors, governments and international agencies are happening to address food security issues.
- Private sectors helps transferring technology, doing extension to the farmers related to their business and get faithful customer, better products and creating better business. This relations will sustained in the long run and giving benefit to both parties.
- NGO mostly doing extension as a part of their mission in community empowerment, they are working with various national and international donor agencies.

Conclusions (2)

- Private sectors – focused areas related to their businesses, NGO – related to the donor.
- Need a better coordination between government, private sectors and NGO not only to improve technology transfer to the farmers but more integrated approach from before planting to the market creation.

Insights

- Because of severe competitions – quality of the extension done by private sector become better and better. Branding can not be achieve by giving low quality information.
- Farmers will choose and try best practices.
- CropLife Indonesia trying to make coordinated efforts especially in pesticide application stewardship and fighting counterfeit products.