



OPPORTUNITY, CHALLENGES AND STAMINA – WORKING FOR FARMERS IN INDONESIA

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THE BUSINESS OF FOOD SECURITY:

Profitability, Sustainability and Risk

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Classification: Public

Alignment of Strategy – foundation to successful PPP

Vision

20-20-20



- Active participation
- Freedom to innovate



DEPARTEMEN PERTANIAN



MINAHASA SELATAN

syngenta

the
good
growth
plan

One planet. Six commitments.

Public-Private Partnership in Sustainable Agriculture

Opportunities

Challenges

Stamina

Public-Private Partnership in Sustainable Agriculture

Opportunities

- Business Development
- Thought Leadership

Challenges

- Inclusiveness
- Experiment with unproven models
- Resources & leveraging

Stamina

- Pilots vs Scaling up
- Increase complexity
- Additional resources

Business Development Objectives



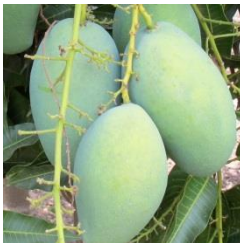
Extending market leadership position



Developing a virgin market



Increasing our geographical footprints



Re-entering the fruit sector

Thought Leadership



Stakeholder Engagement at the Highest Level

Stakeholder Engagement at Operational Level



Public-Private Partnership in Sustainable Agriculture

Opportunities

- Strategy & aspirations
- Business Development
- Thought Leadership

Challenges

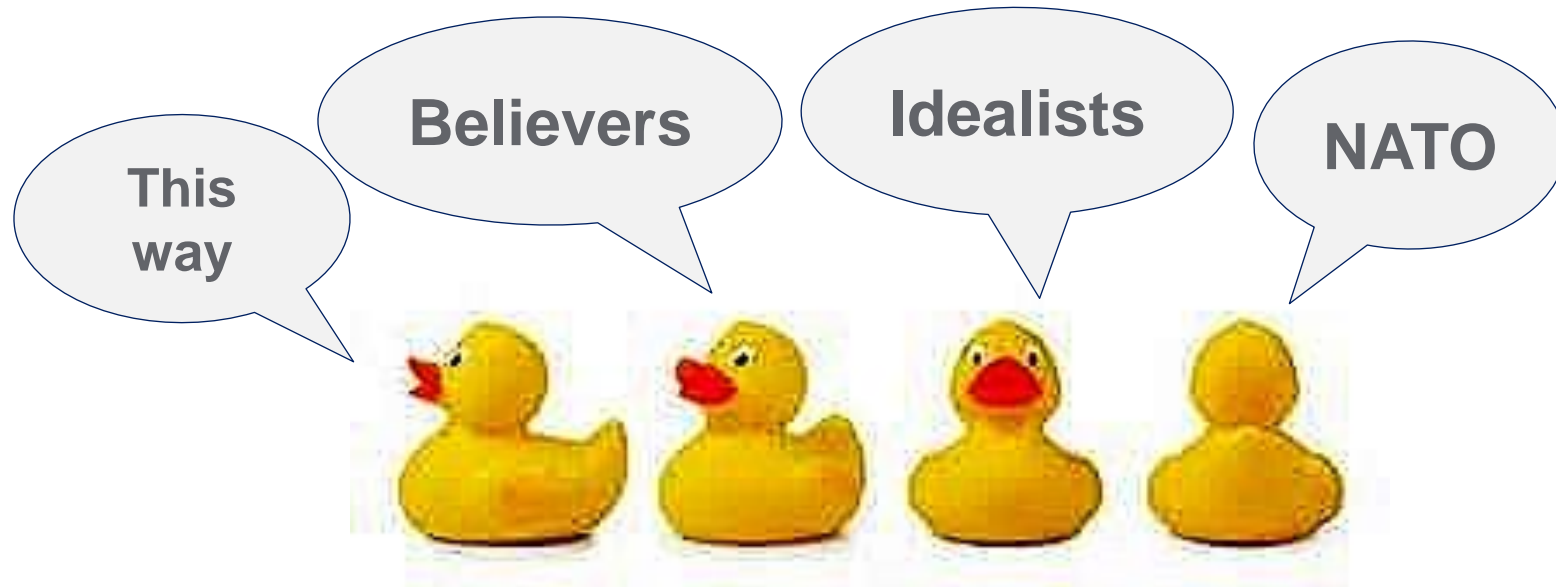
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Different Ideology, work cultures and agenda

Three Segments

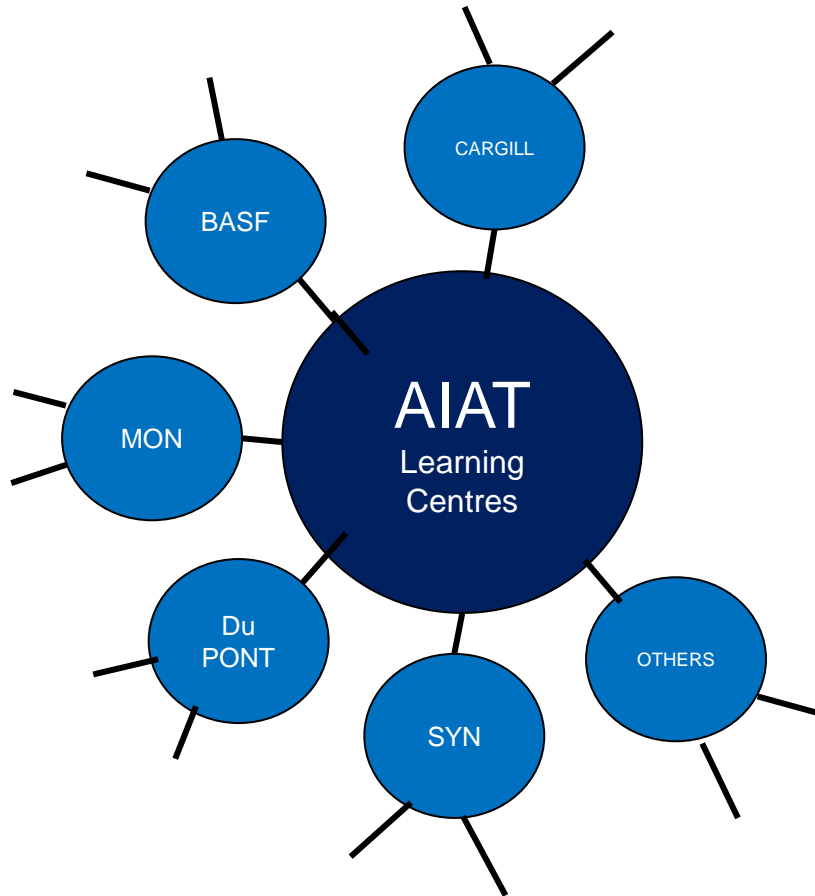


Getting competitors to work together

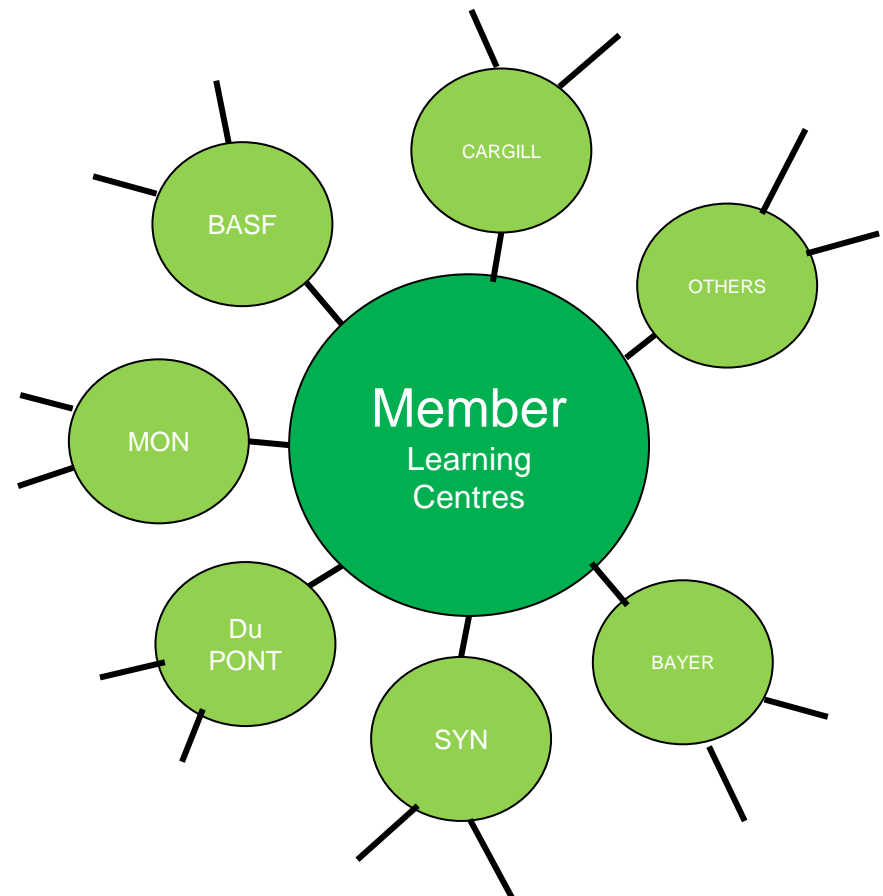


- Can we promote inclusiveness in a competitive environment?
- How can we share information?
- How can we leverage on each other's strenghts?

Failed Experiment - Two-Prong Approach to reach more farmers



- targeting “slow adopter” farmers
- 50 champion farmers + 500 farmers /location
- managed by AIAT
- tailored to needs of members
- costs paid to AIAT directly



- target “high adopters”
- leveraging member’s data base
- 20,000 - 50,000/member
- managed by members
- funded by members

Simplicity is the key to its success



- Target “Believers”
- Clear roles
- Common agenda
- Agree & implement action plans



- Education and Training
- Early season production in sustainable manner
- Improve the welfare of mango value chain community.

Year-to-date achievements:

8,100 farmers trained

5X income increase

- **6 Partners (DFAT, UNRAM, BTPT JATIM, AIP-Prisma, PT SMAS, Syngenta)**
- **Clear roles & leveraging strengths**



- Education and Training
- Micro-financing
- Sustainable improvement in yields & quality

Year-to-date achievements:

220,000 farmers trained

44% income increase

2 micro-financing models **1** *intercropping model*

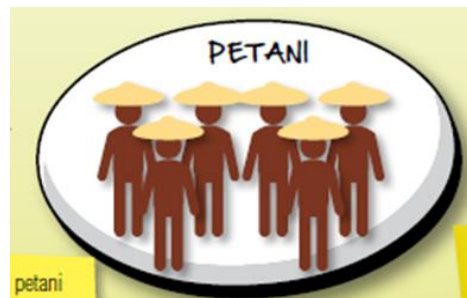
- Work with 'Believers'
- Simplify via sub-committees
- Friendly competition

Corn Microfinancing Model



Provide loan to farmer to enable farmers to purchase agricultural inputs i.e. seeds, fertilizers, CP products and hire manpower

Micro Financing Scheme



Seed & CP Producers

Provide agronomy know-how and GAP training to farmers before planting and during harvesting

Corn Trader



Provide financial literacy to farmers

Guarantee to sell produce to Corn Trader and receive increase yield with affordable solutions and increase in income

- As off-taker who purchase produce from farmers at above market rate; responsible to pay directly to bank to off-set loan of farmers
- Provide post-harvest training
- Initiated coconut-corn intercropping model

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- Target 350,000 farmers



- Target 5 mil farmers

Conclusion

**“Changing the lives of farmers is a tough journey.
Pooling our resources will make this journey more pleasant”**

