



# PISAgro NEWS

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SPECIAL EDITION

## 1st Anniversary of PISAgro



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## Editorial Team

Chief Editor: Laksmi Prasvita

Associate Editor: Elizabeth Wairatta

Photos contributor: Members of PISAgro

### Partnership for Indonesia's Sustainable Agriculture

Plaza BII, Tower 2, 21st Floor

Jl. M.H. Thamrin No. 51

Jakarta 10350, Indonesia

Phone: +62 21 50 333 888 ext 8461

Facs.: +62 21 5019 4316

Email: [contact@pisagro.org](mailto:contact@pisagro.org)

Visit us: [www.pisagro.org](http://www.pisagro.org)

# Letter from Editor

The year 2013 marks the 1st Anniversary of PISAgro and we are delighted to introduce this PISAgro NEWS special edition in celebration of "One Year Aligning Partnership for Sustainable Agriculture".

As this is a special edition, the style and presentation differ from the normal format. In this issue, we provide you with the history of PISAgro, stories and pictures from each of the working group and the profiles of farmer champions. In the last part, you will find the interview with PISAgro's Co-chairmen about the future of PISAgro.

In this important occasion, editorial team would like to announce the addition of BT Cocoa and IDH as new members of PISAgro. BT Cocoa is known as specialist in the cocoa processing industry, producing high-quality processed cocoa products. IDH is a coalition of companies, civil society organizations and governments, working to transform markets towards sustainable production and consumption worldwide. We extend our warmest welcome to BT Cocoa and IDH. We believe, the additional two new members will spark PISAgro's work to be more impactful. Inviting new members and engaging broader stakeholders is key to ramp up PISAgro's next milestone.

Finally, we would like to thank our distinguished members and leaders of working group, all of our partners, co-chairmen, caretakers and staff of the secretariat of PISAgro who have helped develop PISAgro what you see today, and are tasked with its ongoing functioning. Today we salute all of them, their efforts and hard work. We would also like to give special thanks to Nestle Indonesia for hosting the 1st PISAgro Anniversary event in Malang on May 28-29, 2013.

We are proud to be part of the Partnership for Indonesia's Sustainable Agriculture, and we sincerely hope you believe that our efforts now, and in the future, with a commitment to the vision that launched us, will merit many more years to come.

### Happy 1st Anniversary PISAgro!

The Editor

# Going Back in Time

PISAgro was announced during the World Economic Forum (WEF) in East Asia, which was held in Jakarta in June, 2011 by Bayu Krisnamurthi, Vice Minister of Agriculture and Mahendra Siregar Vice Minister of Trade.

To bring the New Vision of Agriculture of the WEF into real action and to accelerate the changes that are needed to tackle the food security issue, the initiative by the Indonesian Government was quickly supported by seven private companies: Bayer Cropscience, Indofood, McKinsey, Nestlè Indonesia, Sinar Mas, Syngenta and Unilever to form a Public Private Partnership platform. The seven companies are known as the founder of PISAgro.

PISAgro was aspired to provide platform for collaboration among the different stakeholders in Indonesian agriculture sector. It was set up to facilitate dialogue, mobilizes commitments and new partnerships that connect the strengths of each stakeholders. Its objective is to achieve a target of 20% increase in agricultural productivity, 20% increase in farmers' income and 20% decrease in greenhouse gas emissions in each decade

Subsequently, PISAgro was formally established and legalized by a public notary with the Indonesian name "Kemitraan Pertanian Berkelanjutan Indonesia" on April 20, 2012.

The PISAgro Secretariat was set up as a coordinating body to support the partnership activities, which include a leadership level operating committee and commodity-based working groups. It also facilitates the alignment of the stakeholders, including global and Indonesian companies, international agencies, civil societies, farmers' organizations, and government ministries. The secretariat is also responsible for engaging new stakeholders and handling communications and media activities. In addition, it coordinates with the global platform of the New Vision for Agriculture initiative, leveraging its global and regional networks and expertise to achieve impact in Indonesia.

In a meeting with PISAgro NEWS in Jakarta, Bayu Krisnamurthi, Vice Minister of Trade expressed his insights on PISAgro.



**PISAgro NEWS:** What's so good about PISAgro?

**Bayu Krisnamurthi:** PISAgro is unique and inspiring. It unifies different players, translates a vision into workable business plan and executes it. PISAgro has turned out to be a platform of collective desire, of what has been wanted, not merely to be expressed in words but to be manifested into action. It becomes an inspiration to all. Because PISAgro is a platform, which implicates the whole stakeholders, including farmers. Overall, the whole society is involved. Within one year, PISAgro has performed plenty of activities.

**PISAgro NEWS:** Are you happy with the progress so far?

**Bayu Krisnamurthi:** As initial step, I am pleased with the progress. The results are very positive. Next, I hope PISAgro can inspire wider stakeholders. And, therefore the socialization and public communication should be intensified. The good lessons and experience during the first year of PISAgro should be communicated, as it can be valuable to be applied in other commodities and areas.



# Challenge Lies Ahead

With 1.48% growth per year, Indonesia's population is expected to reach about 400 million people by 2050. Indonesia will be the third largest country in the world after China and India in terms of population. In terms of food production, Prof. Dr. Bustanul Arifin, Professor of Agricultural Economics, University of Lampung predicts Indonesia will face serious problems in the strategic food crops production, which is expected to decline by 27.1 percent in 2050.

BPS data shows there is a decline in food crop production in the country. In the last 10 years, soybean production decreased 40% from 1.4 million tons in 1999 to 851,000 tons in 2011. Although rice and maize production has increased in the last 10 years but they have not been able to meet the domestic demand. On the other side, the rate of demand for food products in the last 10 years has increased by almost 100% from 4.62 gr/capita in 1999 to 8.03 gr/ capita in 2010.

Constrained food production due to shortages of land and water, inadequate infrastructure, lack of access to inputs and credit, and increasingly volatile climate, has led to extreme fluctuations in the prices of food and other commodities. In March 2013, inflation reached 0.63%. It is the highest record of inflation in the last five years. The main contributor to inflation in March 2013 was inflation on food that reaches 0.51%. The food inflation in return has unfavorable impact on poverty. This is due to 80% of expenditure of the poor is for food.

To feed Indonesian population sustainably is the challenge. It will require substantial changes to ensure production, distribution and consumption of sufficient food for all through viable business model that involves players in the agriculture sector supply chain. The business model to be developed must be country-led, market-based, and operate under the umbrella of the Indonesia's national agricultural sector plans.

PISAgro NEWS had the chance to meet Rusman Heriawan, Vice Minister of Agriculture to discuss about how PISAgro can meet the government's expectation and operate under the umbrella of the national plan.



**PISAgro NEWS:** Looking back one year of PISAgro, has PISAgro satisfied the Indonesian Government expectation?

**Rusman Heriawan:** Looking back one year, PISAgro has given good assurance to the government, in two ways. One, its intense coordination, both in terms between government and private sector as well as amongst the private sector itself. Two, report on the ground showed this partnership can create social and economic benefits for farmers. This is important because after all the government's concern is nothing but how to improve the farmers' welfare.

**PISAgro NEWS:** How PISAgro can continue to grow under the government's national plan?

**Rusman Heriawan:** I trust PISAgro can certainly continue to grow bigger by engaging more farmers and companies and make the network amongst all stakeholders stronger and more widespread.

**PISAgro NEWS:** How do you see PISAgro in 2020?

**Rusman Heriawan:** I believe, in the year 2020, PISAgro will become a strong business and social network, in-line with the government's program, and fully supported and loved by the farmers. Currently there are eight commodity-based working groups plus financing working group. In 2020, I believe there will be more working groups referring to its progress to pursue the vision of 20 20 20.

# In Action



After one year of the establishment of PISAgro, now the activities are under way in 8 strategic agriculture commodities: Cocoa, Coffee, Corn, Dairy, Palm Oil, Potatoes, Rice, and Soybean.

Each of PISAgro's working group develop a model for partnerships based on working with key stakeholders on identifying shared vision, common interests and goals, using the national agriculture sector plan as a starting point.

They set priorities and shared agenda for action. In developing the plans and initiating action, each of them also set the key performance indicators and milestones. Finally, they monitor the progress and assess the learning to ensure the pilot projects have the desired impact and lessons that can be shared to accelerate the progress.

The partnership under PISAgro follows a set of principles. It is aligned with PISAgro's vision on increasing food security, environmental sustainability and economic opportunity. It implements market-based strategies for sustainable agricultural growth. Anchor activities in national plans or strategies led by local stakeholders. It engages relevant stakeholders, including government, global and local business, farmers' associations, civil society, international organizations, and research and academia.



# Cocoa

Since the last 10 years, the Indonesian cocoa production has been declining mainly due to aging trees and non-optimum cocoa plant management.

The Government launched GERNAS KAKAO (National Cocoa Movement) program during 2009 – 2011 with the objective to improve the productivity, production and quality of Indonesian cocoa through revitalization, rehabilitation and intensification. “The Government’s efforts need to be supported so 1 million tons national cocoa production target can be achieved,” said Director of Supply Chain Nestlé Indonesia, the leader of PISAgro’s Cocoa Working Group, Wisman Djaya.

PISAgro’s Cocoa Working Group in collaboration with the regional government of West Sulawesi has launched an initiative to develop “a model” for sustainable cocoa farming for the farmers. “PISAgro’s Cocoa Working Group is a realization of public private partnership, aimed to change the model of cocoa farm management of about 10,000 cocoa farmers in West Sulawesi, to increase the productivity by 100 %, and at the end to improve the farmers’ income by 90%,” added him. The program is carried out through the establishment of demo plots in Mamuju regency - West Sulawesi. The farmers are given the “grafting” method with the aim to build their capacity to revitalize their farm. The working group also provides training on good agriculture practices, cocoa beans fermentation, and offers competitive market access to farmers. National roll out of the cocoa farming development model would benefit 1.6 million Indonesian cocoa farmers and make the realization of 1 million tons production of Indonesian cocoa beans possible.

Members of Cocoa Working Group are: Nestlé, ICCRI, BT Cocoa, IDH and Swisscontact. If the PISAgro’s Cocoa Working Group model can be implemented throughout Indonesia, it is expected 1.6 million Indonesian cocoa farmers can enjoy income improvement by 90% and the national sustainable cocoa production can reach 1 million tons, all by taking care the social aspect and environmental sustainability.





# Coffee



It is estimated about 30% of Indonesian smallholders' farmers' coffee trees are aging and less productive. "To improve the coffee quality and productivity, since 1994 Nestlé has been collaborating with coffee farmers in Lampung, by providing technical assistance on good coffee farming, distributing high quality coffee plantlets that are more productive and resistant to disease, and providing market access with direct procurement system, which allow the farmers to get better price", said Debora Tjandrakusuma, Director of Corporate Affairs Nestlé Indonesia.



Led by Nestlé, the PISAgro's Coffee Working Group will scale up the sustainable coffee-farming program by intensifying farmers' capacity building and revitalization of coffee farms in Lampung. The members of coffee working group include Nestlé Indonesia, Indonesian Coffee and Cocoa Research Institute (ICCRI), Nestlé Plant Science R&C Center - Tours, France and PT. Syngenta. The group plans to distribute 400,000 quality coffee plantlets, establish 6 nurseries, demo plots and farmers field schools on sustainable and good coffee farming, enhance farmers knowledge on coffee 4 C (Common Code of Coffee Community) **4C ASSOCIATION** certification, strengthen farmers institutions and provide market access to farmers.

In 2015, the working group aims to train 25,000 farmers, work on 25,000 ha land, produce 25,000 tons coffee 4C certified, and distribute 1,600,000 quality coffee plantlets for coffee farming revitalization.

"We welcome other stakeholders' support such as the regional government of Lampung Province, and micro finance institution to join the effort in increasing the productivity and quality of coffee in Indonesia, improving the livelihood of coffee farmers while at the same time preserving the environment", said Director of Supply Chain Nestlé Indonesia, the leader of PISAgro's Coffee Working Group, Wisman Djaya.







# Corn



“The Indonesian government is required to increase the national corn production up to 9% per year to be able to reduce the rate of maize import. With the conditions that exist today, which is an average productivity of 4.8 ton / ha and 0.5 ha of land per farmer, Indonesia is required to do land expansion of around 400 thousand ha” said Chris J. Peterson, CEO of Monsanto Indonesia.

In order to resolve this matter, the PISAgro's Corn Working Group will work gradually up to 1 million ha in the existing corn fields.



“In collaboration with the Assessment Institute for Agricultural Technology (AIAT), PISAgro Corn Working Group also plans to conduct training programs to 5 million corn farmers,” added Lim Jung-Lee, President Director of Syngenta Indonesia.

With productivity target of 8 tons/ha, the working group will provide additional corn production of 3.2 million tons. This additional production exceeds the 1.4 million tons per year of corn imports need. With the intensification and efficiency of production, Pisagro's Corn Working Group will be able to contribute to national maize production on the existing land area. This effort will directly and indirectly reduce the rate of forest conversion into agricultural land. PISAgro's Corn Working Group is expected to be able to increase farmer's income by 52% and reduce greenhouse gas emissions from the forest conversion.





# Dairy



Although milk is an essential nutrient for children, fresh milk consumption in Indonesia is low. It is only 12 liter per year per person. While on the market side, Indonesia depends 75 % of its milk consumption on import.

Since 1980, the government has been working to increase the milk consumption nationally and to develop dairy farming locally with the aim to increase fresh milk production by improving the quality and productivity of dairy farming. The low productivity of the dairy farming in Indonesia is a reflection of non-optimal feeding rations and farming practices.

Under the leadership of Nestlè, PISAgro's Dairy Working Group PISAgro takes the initiative to double the daily fresh milk production through improving feeding ration by introducing corn silage as a better alternative forage, promoting better farming practices and rolling out biogas system in the dairy farming region of East Java. The group works in collaboration with DuPont, Evialis and supported by the regional government of East Java.

Corn silage is an excellent feed for cattle as it contains plenty of protein (8% protein on dry silage) and energy (starch) furthermore it can be digested easily. The working group has started introducing production technique of corn silage to several corn farmers and dairy cooperatives. The corn farmers would benefit from alternative between growing corn for grain and/or silage. As silage price is relatively stable, corn farmers could opt to secure earning when corn grain commodity prices is on a low curve. Dairy farmers would benefit from the availability of corn silage as a better alternative to grass during dry season.

“The result of the corn silage pilot project implemented in East Java has been very good. It improved the productivity by average 64%, and also improved the health of the cow. In the next 5 years we expect to witness important changes in milk production and cows’ health. When the model is applied nationally, we could expect a total daily production of fresh milk of 2,600 ton. This would reduce Indonesian reliance on milk import to meet domestic demand” added Wisman Djaya.

Furthermore, the national rollout following this model would benefit more than 600,000 smallholder dairy farmers in Indonesia (in average having 3.6 cows/farmer) to increase productivity by 64%.



# Palm Oil



Oil palm has been grown on commercial scale in Indonesia since 1911. The development of smallholder began at the late of 1970s but effort to accelerate the development was initiated in the early 1980s through a nucleus estate smallholder project. The total oil palm planted area in 1980s was 290,000 ha and was significantly increased in 1990s to become 1.3 million ha. The acceleration was focused on smallholder plantation from 2% to 25% of total planting area. Accordingly, about 40% of palm oil area in Indonesia under smallholders ownership are at the end of maturity production with low productivity. Oil palm plantations generally remain profitable for 25 years, after which they need to be replanted. Programs for oil palm replanting should be undertaken through a systematic replanting plan, and should incorporate the usage of high quality seeds and improved technology and management system. For that reason PISAgro's Palm Oil Working Group plans to launch an innovative financing scheme for oil palm replanting for smallholder farmers.

"The working group has published a book on an innovative financing model for oil palm replanting for smallholder farmers in February 2013, featuring the inclusion of farmers' living expenses in the cost components of the replanting, ensure the implementation of GAP, organizing farmers and cooperatives to receive more favorable interest rates with 12 year loan period including 4 years grace period", said Harry Hanawi, Director of Corporate Affairs, SMART and the leader of PISAgro's Palm Oil Working Group.

The model will need government support and endorsement, as well as buy-in from farmers and financial institutions. With the model being well accepted by all stakeholders, the working group is planning to work on 2 million ha of land, helping 1 million farmers to increase their productivity by 150%, while reducing impact on the environment by 2020





# Potato



Potatoes are becoming important alternative staple food to rice, especially for the urban population in Indonesia. Per capita consumption of fresh potatoes increases annually by an average of 4.5%. However, the increasing demand of potatoes is not supported by the increase in quality and quantity of potatoes supply, due to inadequate supply and poor accessibility to good quality seeds (either local or imported), stagnant yield per ha at 15ton/Ha/year and high risk of harvest failure.

"To respond to these challenges, the PISAgro's Potato Working Group plans to increase crop productivity through training farmers on good agriculture practices and to enhance the farmers' accessibility to high-quality seedlings," said General Manager of Corporate Communication of PT. Indofood Sukses Makmur Tbk and the leader of PISAgro's Potatoes Working Group, Stefanus Indrayana.



PISAgro's Potato Working Group works together with the Vegetable Research Agency of the Directorate General of Horticulture (BALITSA) to develop high quality G0 Atlantic seeds. The seed development project is done in Garut, West Java and Sempol, East Java. Working group also formed a pilot project of potato good agriculture practices (GAP) training in Sembalun Lombok, West Nusa Tenggara. The inaugural harvest has resulted in an increased productivity from 13 tons/ha in 2010 to 17 tons/ha in 2012. By 2020, this group is planning to train 2,400 farmers on 2,500 ha of land, to increase the productivity by 33% or 20 ton/ha, bringing 76% income improvement to potato farmers in Indonesia.





# Rice



Indonesian government has set a target of 10 million tons surplus of rice in 2014. In line with the government target to tackle the food security issues in Indonesia, PISAgro's Rice Working Group works to bring together various stakeholders in the supply chain of rice.



On the upstream side, PT. Bayer Indonesia is prepared to work in the fields to assist farmers to improve the quantity and quality of the yield. On the downstream side, PT. Tiga Pilar Sejahtera Food Tbk is prepared to work on the fields to coach the farmers in post-harvest aspects and provide guarantee to purchase the qualified products.



The first pilot project was launched in Subang, West Java. Farmers in Kotasari and Blanakan villages received technology assistance from PISAgro's Rice Working Group together with the extension service facilitators of Subang.

"High enthusiasm in adopting the technology by the farmers was high due to the market guarantee," said Joko Moginta, President Director of PT. Tiga Pilar Sejahtera Food Tbk.



"The harvest of the first phase of pilot project achieved 10.2 tons of dry grain per hectare. The result is higher 17% above the average rice productivity in the area, due to the discipline by the farmers to follow the good agriculture practice," added Kuku Ambar Waluyo, Director of Development and Regulatory Affairs Bayer Crop Science Indonesia, the leader of PISAgro's Rice Working Group.

PISAgro's Rice Working Group is now entering the second phase of the pilot project, expanding to Central and West Java with the aim to assisting 2,500 farmers over 300 hectares of land. In 2020, the rice working group is targeting 5 million farmers to train on 1 million paddy fields in Indonesia.





# Soya



In the last 10 years, soybean production in Indonesia decreased by 40% from 1.4 million tons in 1999 to 851,000 tons in 2011. While the domestic consumption in 2011 reached 2.6 million tons. Recognizing the big gap between supply and demand of soy, the working group focuses on the farmers' capacity building.



"Learning from the successful farmers training program in black soybean, now the soy working group is planning to replicate the model to boost yellow soybean productivity in Indonesia", said Sinta Kaniawati, General Manager Unilever Foundation Indonesia, the leader of PISAgro Soy Working Group.



The project will establish a pilot plot to train farmers on GAP, sustainable farming techniques and help link smallholders to better inputs, finance and markets. By 2020, the working group is planning to reach out to 4.3 million farmers on 2 million ha of land with 40% increase of farmers' productivity and bringing 40% improvement in farmer's income



# Champion Farmers

Supporting smallholder farmers is the most effective way of stimulating economic development and reducing poverty. The working groups under PISAgro work directly with farmers to improve their agriculture practices.

Most of farmers show high enthusiasm to join the partnership. In marking the celebration of PISAgro 1st anniversary, the PISAgro Awards are granted to honour the outstanding contributions of the farmers who are driving innovation, having learning spirits and delivering outstanding results in the face of vast challenges on and off the farms.

The PISAgro's working groups all nominated their outstanding farmers. The selection has been rigorous and all of the farmers engaged in PISAgro's working group should be immensely proud of what they have achieved.

## Su'eb



Su'eb is the founder of Farmers Group Gapoktan Sri Jaya, one of the best farmers group in Subang.

In December 2012, the PISAgro's Rice Working Group was set to implement their 1st pilot project. After series of meeting and observation, the village Kotasari in Subang was selected as one of the pilot projects'

locations. PISAgro's Rice WG decided to work in this village due to its location and the high motivation and good spirit shown by Su'eb and the farmers.

Su'eb, who is always determined to do better, was keen to ensure his fellow farmers to join the partnership. They have been told from the very beginning that the pilot project was not an aid project, but collaboration amongst the players within the rice supply chain. In the partnership,

the farmers provide land, labour and fertilizer. While the private companies provide full assistance and agriculture inputs as well as market guarantee for the harvest.

In mid of December 2012, the planting project started. To ensure high productivity and good quality of rice, Su'eb had to follow recommendations on how to apply proper fertilizer and pesticide by Bayer Crop Science. Series of discussion among farmers, rice working group members and local extension service staff were routinely held. As a leader, Su'eb has the responsibility to motivate his fellow farmers to look after the rice field as recommended. He is also responsible to report the progress regularly.

The hard work was paid off. In mid of April 2013, Su'eb harvested his rice field. He was able to produce 9.7 ton/ha. It's 17% higher than the average rice field in Kotasari village. "With perseverance and discipline in applying the good practice based on recommendation of the PISAgro's Rice Working Group, I was able to produce high yield," said Su'eb. He quickly added: "Moreover PT. Tiga Pilar Sejahtera buys the dry grains with better price. No doubt in the future I will carry on planting rice applying the method that I learned during the pilot project".

## Anace



Anace (39) is a Torajanese cocoa farmer who lives with her husband and her three children in Mamuju in the province of West Sulawesi. She is one of the successful alumnae from the Cocoa Farmer Field Schools held in September 2012 by the Nestlé Plan.

In her twenty years engagement in the cocoa sector, she has tasted the bittersweet of planting cocoa. In her family's two hectares cocoa farm, which has been planted with 1,000 cocoa trees since 1986, she and her husband put their fortune of how they are going to support their family. "With an adequate level of knowledge and skill on how to plant cocoa properly, at that time my cocoa farm surprisingly could yield up to 1.8 tons per year," she shared.

"However, the glory of planting cocoa crops did not last long until recent years most cocoa farms in my area including my farm were attacked by cocoa pests and



diseases. This circumstance triggered to a pitiful situation to my family. Our hope of better economy from cocoa became less and less along the year," she explained with a plaintive tone.

In such an unfortunate situation, I got a breath of fresh air when I heard that Swisscontact in collaboration with Nestlé and the local Government held a cocoa development program. I did not waste this opportunity and signed up as the participant of the farmer field school. I attended the field school for three months. With patience, I applied the lesson-learned I gained in my farm. Further, to rehabilitate my unproductive cocoa trees, I applied side-grafting and using superior clones of S1 and S2 to improve the farm condition. To meet my own need of good seedlings to replace my unproductive trees, I also established my own nurseries in the garden. Regarding this skill that I obtained from the field school, not infrequently my fellow cocoa farmers come to ask about how to do chupon-grafting because according to them the way I do the technique is properly and always succeeds.

Currently, I am pleased with the positive changes in my cocoa farm. Moreover, I have been able to re-increase the production again to 1.8 tons per year. I am optimistic that if this situation remains, my family's economy will be improved and the most important is that I can provide education as high as possible for my three children so they can have brighter future than their parents.

I thank Swisscontact and Nestlé very much for the valuable knowledge and skills I received. I encourage other farmers to put lots of efforts and maximize the benefits from the program so there will be more successful cocoa farmers from Mamuju.





# PISAgro: Next Chapter

To this end, twelve big MNCs, national companies and NGOs support PISAgro. In total, PISAgro works in partnership with more than thirty institutions comprised of ten private companies, three NGOs, two international development agencies, business associations, cooperatives, and government institutions. Eight jointly led public-private working groups around eight agriculture strategic commodities: cocoa, coffee, corn, dairy, palm oil, potato, rice and soybean are established. Each working group has launched pilot activities that range from seed multiplication, farm management training, innovative financing scheme for replanting to post-harvest training and arrangement to access to market. In accumulation, all of the working groups under PISAgro have worked together with 50,000 farmers on 12,000 hectares of lands in 10 districts in Indonesia.

PISAgro's co-chairmen Arshad Chaudhry and Franky Widjaja reflect on key issues from the first year and look forward to a future that they believe is full of promise for the agriculture industry in Indonesia.



**PISAgro NEWS:** Looking back on one year of PISAgro, what have been the most significant developments?

**Arshad Chaudhry:** With the formation of PISAgro we were able to motivate and inspire various stakeholders to come together and establish partnerships to create models of sustainable agriculture development for important crops. The response from the Government, Non-Government Organisations, Private and Public sectors has been absolutely sincere and genuine. We are extremely encouraged by the effort of all the PISArgo members so far and we believe that their contribution will play a crucial role in the realization of Governments vision for sustainable agriculture development in Indonesia.

**Franky O. Widjaja:** High spirit and interest from the multi player within agriculture sector to improve the Indonesian agriculture by joining the partnership and put more time and efforts to run the program in the field. In the beginning there were only several companies joining this platform. But up to date we have total 12 members and there are coming several new members within couple weeks. And we have presently 8 commodity working groups in total, and from the last general meeting, we may establish couple new working groups.

**PISAgro NEWS:** Will the partnership developed in PISAgro work?

**Arshad Chaudhry:** Looking at the sincerity, involvement, willingness and most importantly the progress so far, I am very confident that the partnerships in PISAgro will only strengthen with time and will produce promising results.

**Franky O. Widjaja:** Yes, of course. Started with seven commodity based working group, now we have new commodity working group: coffee. It shows good progress within the partnership as part of creating a sustainable agriculture. Each

working group has set up plan and target which some of the working groups have started the pilot project and look forward to the scale-up project.

**PISAgro NEWS:** Please name 3 workable solutions that can be offered by PISAgro to solve the agriculture problem in Indonesia?

**Arshad Chaudhry:**

1. Empower farmers with good pre and post harvesting practices through technical assistance and training.
2. Mobilize Research and Development resources around the world to provide technical solutions to the farmers in order for them to increase productivity of their crops.
3. Mobilize technical and financial resources to facilitate the farmers with high yielding and disease resistant plant materials.

**Franky O. Widjaja:**

1. High aspiration: each stakeholder should have high aspiration to reach out its goal and dream, otherwise no progress can be achieved;
2. Modular: together create a working plan/module that should be able to be replicated on a nation wide scale;
3. Inclusive: this partnership is open to any institution that is interested to improve the Indonesian agriculture as well as involve farmers as part of important player within the commodity supply chain.

**PISAgro NEWS:** How do you see PISAgro in 2020?

**Arshad Chaudhry:** I believe PISAgro will continue to strengthen with time and serve to create lighthouse of good sustainable agriculture models. The success of PISAgro will continue to depend on the motivation and interest of the members to create inspiring lighthouses. I am very confident that PISAgro will play a crucial role in the realization of Governments vision for sustainable agriculture development in Indonesia, which at the end will help to ensure food security for the nation.

**Franky O. Widjaja:** If we can maintain the partnership model and able to show the result of designed target of each working group, then this partnership will turn to be the role model in developing sustainable agriculture not only in Indonesia, but throughout Asian and worldwide.

## Small is Beautiful but Big is Necessary

Pilot projects under each of the working group have been running under PISAgro. The next question is: how to scale up?

The entire issue of scaling up is immensely important to achieve the 20/20/20 target. Moreover we are all interested in the sustainability and the breadth of impact of PISAgro's projects. Scaling up is not merely a question of mobilizing additional funds for approaches that have already proved successful. Scaling up requires a more systematic and proactive approach to replicating, adapting and expanding successful models of interventions to reach more partners in a sustainable manner.

PISAgro's scaling up plan will include improving financing and risk management to enable more investment through credit and insurance. Attracting stakeholders' investment in hard and soft infrastructure, such as post-harvest storage, transport, energy, water, policy, and farmers and institutional capacity. Enabling long-term implementation through institutions and mechanisms that enable coordinated large-scale action, and transparent monitoring and reporting.

PISAgro is well positioned and has a great opportunity to make a major contribution to addressing one of the most pressing challenges: eradicating poverty and increasing food security in a sustainable manner. It has identified the right strategic entry point. Now it is time to act on it in a considered, systematic and focused way in achieving the scale necessary for systemic transformation. It is our hope and expectation that more partners will join and strengthen the emerging community of learning and action alliance: the community of PISAgro.



# All the Good Wishes

Congratulations on PISAgro 1st Anniversary.

The journey of a thousand miles normally begins with the first step. PISAgro began the journey with the first 100 steps!"

**By Dr Lim JungLee - Syngenta**

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To ensure the success of achieving Indonesia's sustainable agriculture, it is important for all stakeholders to work together in the same platform.

Last year in April 2012, we have officially established the Partnership for Indonesia's Sustainable Agriculture (PISAgro). Key success lies on how to apply Good Agriculture Practices across all the crops, as well as high discipline amongst all stakeholders, I am sure PISAgro will go beyond 2020 to provide tangible contribution to Indonesian agriculture sector. Herewith, I would like to extend my sincere thank for all PISAgro's partners as well as the Government of Indonesia for the collaboration and continuously support to this initiative in the past one year. Together we can give more to improve Indonesian agriculture sector.

Happy 1st Anniversary, PISAgro

**Franky Oesman Widjaja - CEO Sinarmas & PISAgro Co-Chairman**

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On behalf of the World Economic Forum's New Vision for Agriculture initiative, we congratulate PISAgro and wish you a successful 1st Anniversary Celebration and Farmers' Day

This is a truly unique and innovative multistakeholder partnership, which has shown impressive momentum and strong progress across all working groups. We look forward to continuing our collaboration to support Indonesia's agriculture sector priorities.

**Lisa Dreier & Tania Tanvir**

**World Economic Forum and New Vision for Agriculture initiative**

Happy 1st Anniversary to PISAgro

May it continue to grow and contribute to the agriculture's development as well as to help increasing the Indonesian farmers' welfare. We hope that first, PISAgro would be ideal platform to encourage the implementation of best practices for sustainable agriculture. Second, it can be good opportunity to develop partnership that upholds justice, equality and shared prosperity, and third it can be a role model for other countries that want to develop a good partnership models

**Rusman Heriawan - Vice Minister of Agriculture**

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Happy 1st Anniversary PISAgro. Hopefully PISAgro continuously draws New Partners with diverse commodities. Hence all agriculture commodities produced in Indonesia are based on Good Agriculture Practice and all stakeholders can share good knowledge with each other for sustainability.

**Franky Welirang - Indofood**

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Congratulations PISAgro on your 1st Anniversary

Let's continue our journey to achieve 20 20 20

**Kukuh Ambar Waluyo - PT. Bayer Indonesia**

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When TPS joined PISAgro, we were optimistic but yet worried about the 20 20 20 target of PISAgro. It is very challenging and not an easy work to achieve it. However, there will be a way to reach our target if we build teamwork to think, to create, to act, to change.

We, the PISAgro Rice working group, will work hard, smart and fast so that we, hopefully, be able to reach the 20 20 20 target even before 2020.

Happy 1st anniversary PISAgro

**Joko Mogoginta, PT. Tiga Pilar Sejahtera Food Tbk**





# PISAgro



Bayer CropScience



BTCOCOA  
Good from the source



the sustainable  
trade initiative



McKinsey&Company

MONSANTO



syngenta



sinarmas  
agribusiness and food



MYMIL  
Yayasan Mercy Corps Indonesia



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