



PISA Agro NEWS

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**Enhancing Women's Skills
& Knowledge :**
a way to improve Indonesian agriculture

Women's Empowerment:
providing access to information & training



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Cover by Indofood | Potato Harvest in Sembalun, Lombok

PUBLICATION TEAM

- Laksmi Pravita ● Elizabeth Wairatta
- Frisca Imelda ● Yoke Wulansari

PHOTOS CONTRIBUTORS

- Indofood ● PISAgro
- Nestlé ● Unilever
- Widiandayani



Creating Shared Value
Nutrition | Water | Rural Development



Unilever



McKinsey & Company



Bayer CropScience



MONSANTO



W

elcome to the second issue of PISAgro NEWS!

Statistics show half of all farmers in the developing world are women. However, women have less access to technology and experts to help them be more productive.

In this PISAgro NEWS issue, we highlight some good actions in female farmers empowerment which have been conducted by several PISAgro members such as Indofood, Nestlé, and Unilever.

Strong support and commitment in female farmers empowerment should be given if the main goal is to achieve the sustainable agriculture in Indonesia. Let's encourage all stakeholders to give their best support to female farmers and encourage the Indonesian female farmers to contribute their best to Indonesian agriculture.

To welcome a New Year with fresh hope, we are happy to greet Laksmi Prasvita as the new Executive Director of Secretariat PISAgro and Yayasan Mercy Corps Indonesia as the newest member of PISAgro.

We hope you enjoy the PISAgro NEWS. All that remains is for us to wish you a happy, healthy and prosperous New Year 2013 and the Year of the Snake. We suspect it's going to be a good one.

Warm regards,
The Secretariat of PISAgro



Pilot Project Rice Wg - Transplanting in Blanakan

Pilot Project Rice Wg - Transplanting in Blanakan



WOMEN IN AGRICULTURE IN INDONESIA : Challenge and Opportunity

Agriculture is one of the Indonesian main economic drivers. According to McKinsey Global Institute, Indonesia has the potential to become a net exporter of agricultural products, supplying more than 130 million tons to the international market. This potential could be achieved if Indonesia can boost its agriculture yields, reduce post-harvest waste, and shift to higher-value crops. On average, the Indonesian agriculture yields could potentially be increased at 3% per year.

Women play a very significant role in the Indonesian agriculture. According to Indonesian Central Bureau of Statistics the number of female farmers reached 55.2% of the total number of farmers. Working female farmers can be found in fields or farms of various agriculture commodities. One FAO's (Food and Agriculture Organization of the United Nations) study in rice production in Java shows that women do 75 percent of the farm work. The table below summarizes that female farmers work as much as men.

Unfortunately, women are typically, and wrongly, still characterized as "economically inactive". Society typically still assumes that men are the farmers and women play only a "supportive role" as farmers' wives. The World Bank found that agricultural training program in increasing production of cash crops in Indonesia is typically male focused. While Bill and Melinda Gates Foundation highlighted that female farmers in developing countries can actually grow 30% more food if they have access to the same resources as men. Therefore, empowering female farmers will help Indonesia to achieve its agriculture potential.

The private sector actually has the opportunity to lead the women empowerment by maximizing the commitment to support and engage more female farmers in their various empowerment program that best fit to the local communities and norms.

After all, the agony of female farmers is the agony of the agriculture sector.

Pilot Project Rice Wg - Transplanting in Blanakan



According to McKinsey Global Institute, Indonesia has the potential to become a net exporter of agricultural products, supplying more than 130 million tons to the international market.

Gender Division of Labour in Rice Production in Java	Female	Male	Both
Land preparation		X	
Preparing and caring for seedbed		X	
Transplanting	X		
Weeding	X		
Observation of the crops			X
Carrying meals, tea, etc. to the field for labour	X		
Managing water		X	
Fertiliser /pesticides applications			X
Harvesting			X
Threshing /drying/cleaning	X		
Marketing		X	

Source: Food and Agriculture Organization of The United Nations



Women's empowerment training by Indofood in Sembalun, Lombok



The Cocoa Farmer Field School by Nestle in Mamuju, West Sulawesi

Women's Empowerment THROUGH ACCESS TO INFORMATION AND TRAINING

Indonesian agriculture is strongly influenced by women. According to the data published by Central Bureau of Statistics in August 2010, 58 percent of farmers in rural areas are female. Therefore, the improvement of skills and knowledge for women are important. Aware of this situation, most of PISAgr0 partners have actively organized training for female farmers.

Nestlé, through The Cocoa Plan program has been providing trainings in its Cocoa Farmer Field School, in which the participants were female farmers. This program is presently organized in Mamuju, West Sulawesi. Currently, as many as 108 female farmers have taken part in the 1st batch of Cocoa FFS. In this training, participants were trained to improve their knowledge and skill on Cocoa Good Agriculture Practice. It is expected, the training will increase the yield and the quality of cocoa produced by smallholder farmers. Nestlé also puts big effort on female farmers development through its Cocoa Plan Program.

Unilever has been providing trainings in the form of soya bean field school since 2007. The soya bean field school is open for female farmers, however the

number of female participants is still limited. Unilever also provides special trainings for housewives such as cooking, communication skills, and household management. In the household management, the participants were trained to manage the household finance. One of the outstanding results of the training is the establishment of Sedyo Manunggal Cooperative unit in 2010. The cooperative has 10 farmer groups from 4 sub districts in Bantul District as its members.

Indofood has been organizing a Pojok Selera program, a training program given to wives and families of the farmer partners of Indofood. One example is the program for wives of Atlantik potato farmers in Sembalun, Lombok. Some of the activities include cooking non-rice meals from 7 recipes for 3 days. In addition, the participants were also given entrepreneurship motivation building and training on business cost calculation, product marketing, product packaging and simple management system. The training program has been running since 2010 and is given in areas throughout Indonesia such as North Sumatra, South Sumatra, West Java, Central Java and West Nusa Tenggara. Until December 2012, the total number of participant reached 852 persons.

THREE MAIN CHALLENGES IN ENGAGING FEMALE FARMERS TO PARTICIPATE IN FARMERS TRAINING CENTERS, ARE:

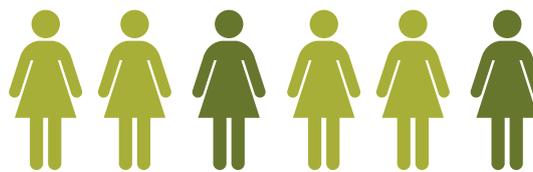
1. Most of the training centers do not provide facilities for the care of babies or young children, factors that may prevent women from attending the centers;
2. Women's daily workloads do not usually allow them to be absent from home for residential training; even attending short courses may cause challenging problems in arranging substitute care for children or the home;
3. Even where attendance of women is quite high as proportion of the total, women are given instruction mainly in home economics and craft subjects, not technical agriculture.

Source: The World Bank report "Basic education and agricultural extension: Cost, effects and alternative



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IN THIS ISSUE, PISAgro NEWS would like to recognize female role models in the field of agriculture and encourage more women to work and develop the sector. These women have the quality of leadership, innovation and entrepreneurial.



Prof. Dr. Mary Astuti visited UD. Super Dangsul



PROFESSOR TEMPE

Prof. Dr. Mary Astuti started her involvement in the world of tempe in 1992, when her dissertation supervisor in Japan challenged her to analyze tempe scientifically. She wrote her analysis in her doctoral dissertation, titled: "Bioavailability in Traditional Fermented Soy Bean". After that, Prof. Mary is very keen to promote the popularity and the quality

of tempe. She realized that the supply of soya beans to satisfy the national consumption needs is not enough and therefore she is challenged to increase the soya beans production. Along with assisting and educating the farmers, Prof. Mary and other researchers from Gajah Mada University carried out research to improve the quality of soya beans and this, in turn, led to the invention of the superior variety of black soya beans, known as Mallika.



Prastiwi Wulandari motivated other female farmers

Pioneer of Sedyo Manunggal

Started by helping her late husband to grow soya beans, Prastiwi Wulandari learned how to cultivate soya beans herself. When her husband passed away, Wulandari did not lose hope. She carries on to grow soya beans on her 1000-square-metre land. After receiving trainings from Unilever, she could even motivate other female farmers to establish a women cooperative unit, which now has around 150 members within the District of Bantul.

The stories of these women are only a few of many other success stories of Indonesian women who contribute to the agricultural sector of Indonesia. Their achievements are real examples that Indonesia has strong women in agriculture.



PISAgro's visit to UD. Super Dangsul



Nia with her family

Creating business for family's income

Yuri Kurniasih (Nia) is the woman behind the successful tempe factory, UD. Super Dangsul in Yogyakarta. Her business started in 1998, with a start up capital of Rp 450.000. She first got the idea of producing tempe from the fact that Yogyakarta which is famous as "city of students", actually accommodates many students from all over Indonesia. Since tempe is a cheap source of protein, the demand of tempe is high among students. After 14 years running, under her leadership, the factory has now produced 2 mt of tempe per day. That makes up revenue of Rp. 350 million per month. The factory that started by employing 2 workers, now employs 20 workers. Nia is mainly in charged of managing the finance and marketing and act as the woman of ideas. While her husband manages the production and logistics of the factory. Her New Year resolution for 2013 is increasing the capacity of her tempe factory to be able to process yellow soybeans up to 1.5 mt. She also hopes to be able to expand the market into other cities in Central Java, such as Solo and Magelang. She said: "We need to keep on dreaming and set our ambition high".

do you? know

The black soya beans, which was invented by Prof. Dr. Mary Astuti and the research team of UGM, is named **Mallika**. It means kingdom. They are hoping that it would be able to return the soya bean golden period as it was in the past.



WOMEN'S PARTICIPATION IN AGRICULTURE IS HIGH, PARTICULARLY IN RICE PRODUCTION WHERE WOMEN PROVIDE 75% OF FARM LABOUR.

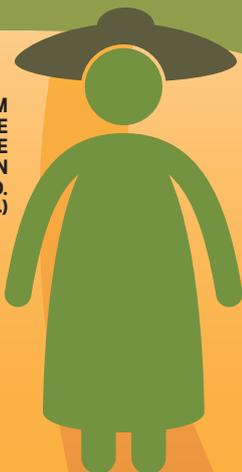
61%



61 percent of rural women are engaged in the agricultural sector.

LABOUR PRODUCTIVITY STUDIES FOR PALM OIL IN INDONESIA SHOWED THAT FEMALE LABOUR IS AT LEAST AS PRODUCTIVE AS MALE LABOUR WHEN DIFFERENCES IN IRRIGATION AND SEED TYPE ARE CONSIDERED. (HASNAH, FLEMING AND COELLI, 2004)

Women contributed **36.9%** from total 115,905,000 economically active population in Indonesia, and **44.2%** of the economically active women worked in agriculture sector.



Source: Food and Agriculture Organization of The United Nations



Pilot Project Rice Wg - Transplanting in the village Blanakan, Subang



Pilot Project Rice Wg - the 12 days old Paddy in the village Blanakan, Subang

UPDATE PILOT PROJECT RICE WORKING GROUP

During the first week of January 2013, the rice working group did the rice transplanting on a 10 ha land in the district of Subang. The first 5 ha was carried out in the village of Blanakan in early January, while the other 5 ha was done in the village of Kotasari two weeks later. Both of the transplantations have been observed by the members of rice working group as well as the secretariat of PISAgro.

**You educate a man,
you educate a man.
You educate a woman,
you educate a generation**

(Brigham Young)



Discussion during the potato working group

Consolidation of Potato Working Group

The potato working group started the 2013 by setting a consolidation meeting for related institutions from government and private sector. As leader of this working group, Indofood hosted the first meeting on January 22nd, 2013 in Jakarta. This meeting was attended by government representatives from the Directorate General of Horticulture and the Vegetables R&D Agency, while Bayer CropScience and Syngenta Foundation from private sector. One key point agreed by the participants was to enhance mutual cooperation between government and private sector in potato research development.

NEW APPOINTED EXECUTIVE DIRECTOR FOR SECRETARIAT PISAGRO

Starting January 2013, Laksmi Prasvita has been appointed as the Executive Director for PISAgro Secretariat. In her most recent position, Laksmi managed communication and corporate engagement team for Conservation International. Prior to it she was the head of Marketing and Communication of a French audit company, Mazars.

Laksmi holds a Master Degree in Management Science from Sorbonne and a Bachelor Degree in Economics from University of Indonesia. She speaks French and English fluently. She is also certified as a Sustainability Reporting Specialist and Assuror.

Welcome aboard, Laksmi.



Laksmi Prasvita at the top of Agung Mountain, Bali

NEW MEMBER OF PISAGRO

PISAgro welcomes Yayasan Mercy Corps Indonesia (YMCI) aboard. YMCI was established in Indonesia in 2012 with the aim of alleviating poverty through strategic partnerships. YMCI works on disaster risk reduction and climate change adaptation, water and sanitation, improving health and nutrition, as well as increasing access to financial services and improving economic opportunities including agricultural market development. Agni Pratama, Executive Director for YMCI stated, "We are looking forward to engaging with PISAgro and its working groups for the benefit of smallholder farmers in Indonesia."

YMCI
Yayasan Mercy Corps Indonesia

PISAgro's Contribution to the APEC

APEC officials and agri-business representatives were gathered in Jakarta on 25-26 January 2013 for the APEC Policy Partnership on Food Security (PPFS) meeting to address issues concerning the region's food security. APEC economies are working closely with the private sector in pursuit of a food system structure by 2020 sufficient to provide lasting food security in the region. The goal is to provide food supplies that are sufficient, nutritious and safe. The meeting approved four working groups: Stock Take and Road Map Towards 2020; Sustainable development of Agricultural Sector; Facilitation on Investment and Infrastructure; Development Enhancing Trade and Market.

PISAgro and its members are contributing policy recommendations in the working groups under the PPFS. The Working Groups will now work on their action plans with the objective to provide the result of the work as input for leaders in the APEC Summit in Bali, October 2013.



President Director Nestlé Indonesia, Arshad Chaudhry handed a symbolic token to Government of East Java

INAUGURATION OF THE BIOGAS PROJECT FOR DAIRY FARMERS

Nestlé inaugurated the 5000th biogas unit that was installed in Pujon, Malang district. The biogas project is a collaboration between Nestlé and Hivos through the Indonesian Domestic Biogas Programme, known as BIRU programme.

The utilization of animal waste as biogas is expected to reduce the impact of pollution on the environment. "Biogas is a renewable energy that can be used for cooking and lighting, and in turn would help farmers to ensure the environmental sustainability of their dairy farm," said Arshad Chaudhry, President Director Nestlé Indonesia. The waste of biogas can also be used as organic fertilizer. In addition, it could also reduce the greenhouse gas emissions by five tons per year via reducing the pollution caused by stove's smoke. Nestlé Indonesia is committed to supporting the construction of biogas reactor that reaches 33,000 dairy farmer members of the cooperative partners in East Java.



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Transplanting process in the village Kotasari, Subang



The participants of Pojok Seler program were at the cooking session



Transplanting in the village of Kotasari on January 14th, 2013

Contact:

Partnership for Indonesia's Sustainable Agriculture (PISA Agro)
Plaza BII Tower 2, 21st Floor, Jl. M. H. Thamrin no.51
Jakarta, 10350, Indonesia
Phone : +62 21 5019 4312 | Facs. : +62 21 5019 4316
Email. : contact@pisagro.org | Visit us www.pisagro.org

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