

Increasing productivity, improving quality, and accessing better markets for Indonesia's agribusiness stakeholders



## Demonstration Plot Gardens: A Source of Inspiration for Cocoa Farmers

Cocoa demonstration plots provides models for farmers.  
*read full article on page 2*



## A New Board of Directors is Elected to Guide the Specialty Coffee Association of Indonesia

The Specialty Coffee Association of Indonesia (SCAI) held its second Annual General Meeting on June 16<sup>th</sup> and elected a new Board of Directors.  
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### SUCCESS STORIES

## Beef Steak Tomatoes Offer an Alternative for Cigedug Farmers

**The new technology and variety are expected to improve productivity and quality.**

Mr. Engkus Kusanadi is a 41 year old vegetable farmer and a member of Mulus Rahayu Farmer's Group from Sukahurip Village, Garut, West Java who previously sold tomatoes, potatoes, chili, and cabbage to local traders.

Cigedug farmers have experience in growing tomatoes for many years, though their production during the rainy season usually declined sharply due to high disease infestation. These conditions led to farm gate price increases from Rp5,000 - Rp7,000 per kg. The farmers, however, were rarely able to take advantage of this premium. Based on their ability to grow tomatoes, AMARTA



Premium quality beef steak tomatoes grown by Cigedug farmers

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#### THIS EDITION focuses on:

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"We believe that Beef Steak tomatoes will provide much better profit and income to us. We will improve our farming practices using this promising commodity. Thank you to USAID/AMARTA who has trained us and linked us to modern markets.."

*Mr. Engkus, vegetable farmer*

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and PT Momenta Agrikultura established a demonstration plot introducing grafted tomato plants resistant to soil borne diseases and Beef Steak tomatoes that demand higher market

prices. Other technologies introduced were plastic covers and drip irrigation. The 250 m<sup>2</sup> demonstration plot with 1,000 plants is expected to yield approximately 3,000 kg of tomatoes.

After only four months, the site has already yielded 1,446 kg of tomato- 811 kg of which reached export specifications. AMARTA believes that widening the cropping distance will provide even greater improvements. The anticipated future increases in production should provide substantial returns as the quality has already fulfilled buyer PT Momenta Agricultura's requirements. As a participating farmer, Mr. Engkus stated, "We believe that Beef Steak tomatoes will provide much better profit and

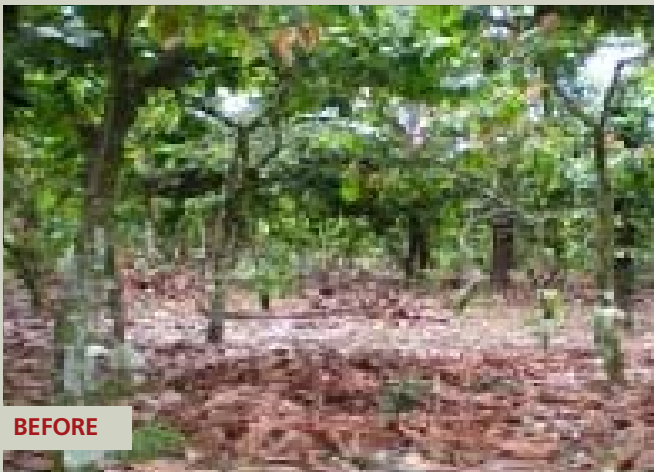
income to us. We will improve our farming practices using this promising commodity. Thank you to USAID/AMARTA who has trained us and linked us to modern markets."

Currently, The Mulus Rahayu Farmer's Group and PT Momenta are in the process of developing more formal long term cooperation including price, quantity, and payment systems. As an initial step, 5,000 plants will be grown starting in mid-July and continue with 5,000 additional plants per month.

*Mr. Engkus caring for his new Beef Steak tomatoes improves productivity and income*

## BEFORE AND AFTER

### Demonstration Plot Gardens: A Source of Inspiration for Cocoa Farmers



**BEFORE**



**AFTER**

AMARTA's cocoa demonstration plot gardens are known as model gardens by farmers who visit the sites. The locations provide an example deliberately designed to show alternatives of applied technology and good cocoa cultivation practices that can be used as a reference for farmers. The ASKA Sulawesi program and SKA Bali program use the gardens to increase production and make quality improvements.

Batualang demonstration plot garden is located in Batualang Village, Sabbang District, North Luwu. It is owned by Mr. Sukardi, a member of Padaidi Farmer's Group. The garden size is about 1.25 ha consisting of a 0.5 hectare intensification plot, a 0.5 ha rehabilitation plot, and a 0.25 ha extensive replanting plot. The success of this garden in increasing production and controlling pests and diseases has become an example for cocoa smallholders in the region. Since the garden is located directly on the side of a main road it can be seen by every farmer who participates in cocoa activities.

"With the presence of the demonstration plot garden in Batualang Village, we are excited because it shows us an example and proves that there is still hope for our gardens that were abandoned for a long time due to vascular streak dieback (VSD) disease. We would like to thank USAID/AMARTA for helping us improve our lives." Mr. Nasir, Padaidi Farmers Group, Batualang Village.

**Before** The garden condition before the AMARTA intervention: Plant Height more than four meters, poor sanitation, dark and humid, and the trees were infected by several pests and diseases (trunk canker, black pod, VSD, and CPB). Production only reached about 400 kg for 1,000 trees.

**After** Garden condition after AMARTA intervention. Pollardings implemented (cutting the main trunk) so trees become short, less than 3m, leaf sanitation, planting shading trees, and spacing arrangement resulted in the control of pests and diseases such CPB, VSD, Black pod, and trunk canker are controlled. The production of the first harvesting reached 187 kg with only 500 trees, so the potential is about 1,000 trees to produce 748 kg per ha per year.

Report from **JAKARTA**

## A New Board of Directors is Elected to Guide the Specialty Coffee Association of Indonesia



1

The Specialty Coffee Association of Indonesia (SCAI) held its second Annual General Meeting (AGM) on June 16<sup>th</sup>. SCAI is a registered Indonesian NGO with 94 members representing the entire Arabica coffee industry whose members include 12 coffee farmers' cooperatives with more than 10,000 members, as well as exporters, coffee retailers, importers, research institutions and equipment manufacturers.

The AGM was attended by 44 members. Including the proxy votes sent to the meeting by other members, the AGM achieved a quorum. The meeting was opened by SCAI's new Executive Director, Ina Murwani. Her remarks were followed by welcoming remarks from Saimi Saleh, representing the out-going board and Dr. William Levine, the Chief of AMARTA.

The Executive Director presented a report on the activities and finances of SCAI, followed by a review of the articles of association. One proposed change established a formal procedure for sanctioning members who do not pay their dues. After a detailed discussion of each proposed change, the new articles of association were approved by the membership.

AMARTA consultant Dieter Fischer gave a presentation on research that SCAI has been working on with the French Agronomic Institute (CIRAD) to characterize Arabica coffee from three regions in Sumatera. The final activity of the day was the election of a new board to guide the association over the next two years. After a close election, the new board members include:

- Tuti Mochtar of Santino elected as the SCAI chairperson, a Jakarta-based vendor of equipment and supplies for cafes

And three board members were elected to second terms:

- Olivier Tichit, a coffee consumer from Medan, formerly in the industry
- Saimi Saleh, of Indokom, a Surabaya-based coffee exporter
- Agam Sulaiman of Menacom, a Medan-based coffee exporter

### SCAI Presents Maps of Arabica Coffee Origins to the Ministry of Law

From May 27<sup>th</sup> - 29<sup>th</sup>, members of SCAI attended an exposition on intellectual property rights. The goal of this event was to educate the public and government staff about the benefits of Geographical Indications (G.I.).



2



3

G.I. are collectively owned trademarks for food and beverages. They allow the stakeholders, such as producers, exporters, and processors to protect the names of unique products, such as Champagne from France. Under WTO rules, G.I.s approved by the Government of Indonesia must be respected by other WTO signatories.

Two Geographical Indications for Arabica coffee have been approved by the National Committee for G.I. These are Bali Kintamani and Aceh Gayo. G.I.s for Bajawa in Flores and Toraja in Sulawesi are under development. AMARTA and SCAI will assist all the coffee G.I.s to educate their stakeholders about the benefits and promote their brands in the international marketplace.

During the Property Rights Exposition, SCAI Executive Director, Ina Murwani presented a set of eight maps to the Ministry of Agriculture. These digital maps show the areas where Arabica coffee is being grown in Indonesia. They were developed using information from more than 300 stakeholders, at a series of workshops across Indonesia. Information can be added to the maps, such as the location of individual farmers for certification or the boundaries of G.I.s.

1. SCAI members discuss rules and regulations

2. The election process

3. Speech from chairperson elect, Ms. Tuti H. Mochtar



Report from SOUTH SULAWESI

## Strengthening Capability Through Farmer Field Day Activities



In order to speed up the adoption process, strengthen the technical capacity, and establish interaction and cooperation among farmers, AMARTA facilitated a farmer field day on June 16<sup>th</sup> at Batualang demonstration plot, Batualang Village, North Luwu, and on June 24<sup>th</sup> at Tegak Gede demonstration plot, Kangin Village, Jembrana, Bali.

Representatives from farmer groups led activities focused on several field studies, namely: Chupon grafting, pod grafting, budding, pruning, preparing organic fertilizer, usage of pest traps, application of shading trees, and the importance of drainage channels.

Feedback from participants was extremely positive, as indicated by the following:

H. Lamma, farmer from North Luwu: *"I thank USAID/AMARTA for providing training in our village. The farmer field days will strengthen my technical skills and experience in managing my garden more productively."*

Made Sedana, Estate Crops Agency staff from Jembrana: *"I hope that farmer field days will be conducted regularly because it is beneficial for farmers to exchange information among peers. Even farmers who live in remote areas can see and replicate what AMARTA has taught."*

Komang Suardika, farmer from Jembrana: *"I am really happy to visit the demonstration plot. It gives me the confidence to implement side grafting and directly perform pollarding. Without seeing the techniques used by other farmers I would not have made any changes to my previous habits."*

*A demonstration plot garden owner explains the treatment applied to his trees*

Report from NORTH SUMATERA

## Coffee Activity in North Sumatera



AMARTA introduced a product called Hypotan, a pheromone attractant, invented by the Indonesia Coffee and Cocoa Research Institute (ICCRI) as a practical way to combat coffee cherry borer disease. This liquid attractant was introduced at a training session advocating environmentally friendly technology using plastic bottles hung near and around the coffee trees to attract the cherry borer into the trap.

One of the farmers from Bagot Raja, Simalungun who has adopted the technology is Mr. Darmansan Haloho who received three samples from AMARTA and installed them on his one hectare coffee farm. During several observations Mr. Haloho witnessed a number



of coffee cherry borers caught in the traps. As a result of the positive tests he purchased 20 sachets from an extension agent in Purba Sub-district supplied by ICCRI, and then sold the traps to coffee farmers in Pematang Purba District. In addition, he prepared 20 traps using 20 plastic Aqua bottles for his one hectare coffee farm last month and is extremely pleased with the results.

Mr. Haloho is grateful to AMARTA and extension agents who introduced this technology that he and his fellow farmers can implement easily, and has proven to improve the quality of beans during harvest.



Mr. Amri Purba, one of the extension agents AMARTA has mentored to deliver coffee training has completed three separate purchases of hypotant attractant with ICCRI. In total, he has purchased 1,200 sachets at Rp7,200 per sachet or total of Rp8,640,000. He has established a budding business and distributed the attractant to more than 150 farmers. As a result of this initiative farmers in North Sumatera now have a low cost environmentally friendly way to combat pests and diseases and improve production.

1. Checking on green coffee beans
2. Farmers adopting coffee cherry borers traps
3. Coffee cherry borers successfully trapped

## Report from WEST JAVA

### Round Table Discussion on Access to Technology



AMARTA is sponsoring a series of four Round Table Discussions [RTDs] focused on Horticulture Value Chain Development in West Java. Topics include access to: Technology, Agro Inputs, Finance, and Markets that intend to bridge the gaps between sources and users of technology.

Hosted by the Value Chain Center of Research and Community Service Institute of Padjadjaran University (LPPM UNPAD) the Technology RTD was attended by 32 participants from various agencies, universities, associations, and

individuals. The Jakarta-based government agencies were represented by the Directorate of Vegetables - DG of Horticulture, Directorate of Fruits - DG of Horticulture, and International Cooperation Bureau - Ministry of Agriculture, while West Java based government offices were represented by the West Java Provincial Agriculture Office, Bandung Agriculture Office, West Bandung Agriculture Office, and Assessment Institute for Agriculture Technology [BPTP]. Representatives from associations, private companies including CV Bimandiri and PT Syngenta, and the Horticulture Partnership Support Program of Indonesian-the Netherlands Association (HPSP INA) also attended.

Dr. Yul Bahar, Director of Vegetables DG of Horticulture; Mr. Benny Kusbini, Chairman of the National Horticulture Council; Mr. Komar, the Secretary of Fruits and Vegetables Exporter Association, and Mr. Alan of BPTP gave presentations to stimulate the discussion. It was determined that there are a long list of technologies available, though many of them are not applied by users either because

of lack of information or the technologies are not required by farmers. The problems are not only in pre-harvest technology, but, most critically, relating to harvest and post-harvest practices that significantly affect quality, shelf-life, losses, and ultimately prices. Included in post-harvest technologies are storage, cooling and distribution systems, and infrastructure. The participants came to a consensus that there is a technology dissemination problem and lack of facilities and infrastructure.

Detailed summary results of the RTD will be provided in a policy brief which will analyze problems on technology sources and user linkages, including policy implications to promote user oriented technological innovations. Another important issue raised in the discussion was the establishment of the West Java Horticulture Development Consortium to intensify communication and consolidation in developing the West Java horticultural sector.

*Round table discussion in West Java*

## Report from PAPUA

### The Papua Agriculture Development Alliance (PADA) Program in Agimuga District Expands to Amungun and Kiliarma Villages



After seeing the success of the AMARTA-PADA program in Aramsolki Village, the farmers in two neighboring villages, Amungun and Kiliarma asked PADA's assistance in improving their rice and vegetable production. In June, the PADA team sent a rice consultant and a swine farming expert to visit the two newly formed farmer groups in Amungun and Kiliarma. The villagers were eager to join in the training and discussion. It was agreed that the focus will continue to be on rice for local consumption and subsequently improving fruit and vegetable farming.

The two groups concluded that there should be a buying station located in each village that serves as a trade center. The construction of the buying stations in the villages of Aramsolki, Amungun and



Kiliarma were completed in June 2010 and are now in operation. The center serves two purposes: First, it is a place for farmers to sell their rice, vegetables, and fruits to be marketed to neighboring villages and in the town of Timika. Secondly, the trade center serves as a kiosk that supplies the community with basic daily needs at affordable prices. The initial inventory for the kiosks is provided by PADA. Once the community kiosks start making a profit then restocking supplies will be the responsibility of the shopkeepers and the retained earnings will be invested in the village based on community priorities.

1. Mr. Simon, the village shopkeeper, shows the new safe box for kiosk's deposit
2. New buying station in Kiliarma Village at night built with AMARTA-PADA program's assistance

## CASE STUDY

### Improving Market Linkages for Barangan Banana Growers



#### Two Regional Agriculture Competitiveness Alliances (RACAs) in North Sumatera successfully entered the finals in the national competition "Innovation in Community Based Social Entrepreneurship" held by the British Council

##### Challenge

One of AMARTA's goals is to improve the competitiveness of agricultural production in North Sumatera by developing activities and involving the Alliance of Agriculture in the region. By increasing the capacity of the members they can act as a bridge to share the community's voice with the government on issues of policy advocacy and access that will assist them in increasing farmers' income and the capacity of the Alliance in order to make the organization sustainable. The next challenge is to identify and develop social entrepreneurship in agriculture for the society.

##### Initiative

USAID/AMARTA is assisting four agribusiness Alliances in North Sumatera, in finding programs and funding sponsored by the government, private sector, national, and international organizations. The objective is to increase capacity and focus on policy advocacy for the welfare of the community. AMARTA worked with the Alliances to join the grant program and workshops sponsored by the British Council regarding social entrepreneurship for the community, which was held on March 31<sup>st</sup> - April 1<sup>st</sup>, 2010 followed by workshop on June 22<sup>nd</sup> - 23<sup>rd</sup> in Medan.

##### Result

The results of this national level competition showed that almost 600 organizations submitted proposals for social entrepreneurship

innovation in Indonesia in three cities: Makassar, Medan, and Bandung. Only 100 participants and 24 participants from North Sumatera were selected in the first round of competition, including two of AMARTA's Alliances, the Karo Horticultural Society who submitted a proposal on "Production of Organic Pesticides for Karo Agriculture", and the Pro-Agribusiness Alliance of Pak Pak Bharat with a proposal "Innovation on Organic Fertilizer Production Through Rabbit Farms". The second round of competition reduced the number of contestants to five. The two alliances were informed that they had succeeded in reaching the final round, whose results will be announced in September 2010.

"I would like to thank USAID/AMARTA who have tirelessly helped my district through capacity development for the Alliance and provided us the opportunity to develop our agriculture in Pak Pak Bharat."

*DR. Sabam Malau, the advisor of the Pak Pak Bharat Alliance*

*DR. Sabam Malau, the Advisor of the Alliance Pro-Agribusiness Pakpak Bharat, when presenting proposal of the organic fertilizer to support the agribusiness development in district Pakpak Bharat.*



## SUCCESS STORIES

## Wanita Sejahtera Women Farmer's Group Reaps the Benefits of a Successful Harvest



### The women from Wanita Sejahtera Farmer's Group harvest bananas from AMARTA's demonstration plot in Peria Ria

It was a common problem in Deli Serdang that many farmers gave up growing bananas due to fusarium attacks and other constraints. AMARTA, through the banana program, taught good agricultural practices (GAP) and standard operating procedures (SOPs) to farmers in an effort to improve planting technology and reduce fusarium outbreaks. In July 2009, AMARTA established a one half hectare banana demonstration plot consisting of 1,000 tissue culture seeds in Peria Ria that included Sejahtera Women Farmer's Group.

The Chairwoman, Serasih Boru Barus noted, "People in this village thought that we were crazy when we first tried to grow bananas on our land and implemented AMARTA's productivity recommendations. Now that we have cultivated our first harvest, many people are amazed by the fact that we successfully achieved excellent quality bananas using the double row system."

With starting capital of around Rp12 million, the women estimated that they can earn Rp25 million from this demonstration plot. The double row system provides double the yield and double the previously assumed maximum income. As a result, many local farmers visited the demonstration plot to observe the healthy banana trees that are producing tremendous results. These same skeptical farmers are now requesting AMARTA conduct similar trainings in their villages.

Mrs Rosaria stated, "Thank you USAID/AMARTA for helping us to prove ourselves: AMARTA is considered to be our God Father. We will use the profits from the first harvest as our starting capital to buy seed and fertilizer in order to replicate the new technology into our own fields."

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*Mrs. Rosaria, banana farmer*

*Mrs. Rosaria with members of Wanita Sejahtera Farmer's Group*

## SUCCESS STORIES

### Dissemination of AMARTA Program Information Through Cable TV



Ambo Itte's house while watching AMARTA's VCD training broadcast

#### Mitra Mandiri Cable TV Company helps disseminate AMARTA training

North Kolaka is one of Indonesia's major cocoa production centers with a significant cocoa landscape, including about 62,733 ha (Estate Crops data 2007-2009). AMARTA aims to increase the skills and knowledge of cocoa smallholders, resulting in improved production and quality that translates into a higher income. AMARTA also support farmers accessing transparent markets.

In an effort to provide consistent and easy to understand training, AMARTA created a VCD series on technical cultivation lessons. Dissemination of the cocoa training information was conducted voluntarily by Mitra Mandiri, a private cable television company located in Olo-Oloho Sub-district, Pakue, North Kolaka. The broadcast reaches up to seven sub-districts and villages, including: Olo-Oloho, Sipakainge, Kondara, Ialume, Mikuasi, Kosali, Kasumeeto. AMARTA has trained 10 farmer groups from those areas. Thus far the show has been televised four times per month since mid-March 2010.

"I really like to watch the cocoa training show from AMARTA. I also invite other families from other districts to come to my house to see how cocoa is cultivated using good agriculture practices. We hope that next time we have an opportunity to join the training under USAID/AMARTA program."

Mr. Ambo, cocoa farmer

According to Mr. Kaharuddin, the owner of Mitra Mandiri Cable, his company has approximately 4,900 subscribers, while the number of smallholders participating in AMARTA's activities is 250 farmers.

Mr. Ambo Itte, a 52 year old cocoa farmer is a cable subscriber from Kasumeeto Village. He said, "I really like to watch the cocoa training show from AMARTA. I also invite other families from other districts to come to my house to see how cocoa is cultivated using good agriculture practices. We hope that next time we have an opportunity to join the training under the USAID/AMARTA program."

Several techniques are shown on the training VCD, notably: Pod line pruning, preparing organic pesticides and fertilizers, and grafting techniques. Mr. Ambo added: "Thank you USAID/AMARTA for sharing the information with those of us who have not joined in AMARTA training at this time. I will keep watching the AMARTA show on TV to make my cocoa garden condition better and increase production."

### AMARTA Enhances Knowledge and Skills to Increase Cocoa Farmer's Production and Income



Firdaus, 27 years old, in front of his cocoa field

#### Revitalized cocoa trees provide significant increases in income

PCB pests that emerged in cocoa during 2004 led to decreasing cocoa production in North Kolaka. The family of Mr. Firdaus from Wolo District, Kolaka was adversely impacted by the drop in production. Previously, his family's economic condition was quite good. Earnings from his cocoa garden, allowed him to assist in paying for his parents to travel to the Hajj and he completed his college education receiving a bachelors degree.



“Our family was not able to continue to enjoy the excellent yields from our garden. Since 2004, our garden has seen decreases yields every year caused by CPB pests, culminating in 2006 when I estimate the production of our garden was only about 500 kg per year from my three ha garden.”

*Mr. Firdaus, cocoa farmer*



*Farmer from Tani Karta Jaya FG going through the process of bean qualifications performed by PT Olam buying unit staff*

In 2004, the situation changed due to a key factor, as Mr. Firdaus noted: “Our family was not able to continue to enjoy the excellent yields. Since 2004, our garden saw decreased yields every year caused by CPB pests, culminating in 2006 when I estimate production was only about 500 kg per year from my three hectare garden.”

Mr. Firdaus decided to join the AMARTA training after obtaining some information from the local estate crops agency office. The training topics taught by AMARTA such as preparing seedlings, pruning, side grafting, and sanitation were then applied directly into his garden. Now Mr. Firdaus is able to create his own seedlings. The original plan to replace 100% of his cocoa trees was not necessary because the conditions dramatically improved and production continued to increase. Last year, based on his sales records with the buying unit at PT Olam in Wolo, his total dry bean sales totaled 2,107 kg generating more than Rp40 million in income.

“Many thanks to all USAID/AMARTA staff for the guidance, and also to PT Olam Indonesia which taught me many concepts about the quality and the marketing of cocoa beans.” said Mr. Firdaus.

## Joint Marketing Leverages Cocoa Farmer’s Income in North Kolaka

**Marketing directly to exporter buying units provides a price premium for cocoa farmers**

The common problem faced by cocoa farmers in North Kolaka during the main harvest season is the low price paid by traders for cocoa. AMARTA, through its cocoa training program, provides an alternative by partnering with exporters who have established buying units in many remote locations.

Karya Jaya Farmer’s Group in Tojabi Village, Lasusua District, North

Kolaka attended AMARTA training and is now implementing joint marketing directly to exporter PT Olam’s buying stations.

Since early June 2010, the farmer group has sold as much as five times the usual volume achieving a total of 2.5 tons. This new marketing strategy was conducted by a small working group consisting of ten people, coordinated by Mr. Anjar. By following post-harvest handling training from AMARTA, the group can meet the bean quality export standards and receive a premium for their beans. From PT Olam’s perspective, they are pleased that they can get high quality cocoa beans based on market prices. By leveraging resources through joint marketing, farmers also minimize transportation costs.

Karya Jaya Farmer’s Group members are very grateful to USAID/AMARTA for providing technical training and encouraging farmers to work together. “We feel very courageous and have self confidence to sell our cocoa beans directly to PT Olam as a result of AMARTA’s training. Our cocoa bean quality and the price we receive continues to increase, which provides families more money to buy food, clothing, and provide for our children’s education,” noted Mr. Anjar.

“We feel very courageous and have self confidence to sell our cocoa beans directly to PT Olam as a result of AMARTA’s training. Our cocoa bean quality and the price we receive continues to increase, which provides families more money to buy food, clothing, and provide for our children’s education.”

*Mr. Anjar, cocoa farmer*

### Improving Market Linkages for Barangan Banana Growers



Indonesia is blessed with over 300 varieties of bananas, many of which are excellent quality. One of the most favored varieties in Indonesia and the Philippines is the Barangan banana (known as Lacatan in the Philippines). It is prized for its firm texture- even when ripe- and sweet yellow flesh.

In 2007, AMARTA held a general meeting between growers, government officials, and buyers in Medan to discuss the needs of local farmers in North Sumatera. During these discussions many of the local growers lobbied AMARTA and the local government to assist banana producers to overcome production problems. Many growers and government extension agents noted that if something was not done to stop the spread of fusarium oxysporum, (a soil inhabiting fungi that destroys banana plants) Indonesia's premier banana variety would become extinct in a

matter of a few years. The Barangan banana, unlike Cavendish, is susceptible to all species of fusarium.

AMARTA staff went to work to ascertain what could be done to save the variety and move it into the market place through a system of production, harvesting, and promotion that would open new markets in other large cities, especially Jakarta.

The primary interventions that AMARTA and the Dinas Pertanian of Deli Serdang and Simalungun proposed was to use tissue culture plant material planted in double row cultivars on clean soil using best agriculture practices for cleaning and fertilizing the crop. AMARTA also introduced a harvesting program that would insure synchronized timing and provide protection against bruising during post-harvest transporting.

AMARTA staff set up demonstration plots throughout Deli Serdang and established a local banana alliance that works very closely with over 320 growers to promote good agriculture practices. Application and partial application of these practices have now resulted in significant yield increases.

This season for the first time in many years, there is a plentiful supply of Barangan bananas in the Deli Serdang area. In meetings between the banana growers, AMARTA staff, and the Barangan Banana Alliance, growers asked the Alliance and AMARTA to help improve market linkages and explore ways to market more bananas that are being produced.

AMARTA set up meetings between the Alliance, selected growers, and Sewu Segar Nusantara Fruit Company. The purpose of the meeting was to look for ways to reduce losses in shipments of Barangan bananas to Jakarta and initiate a marketing program to increase sales throughout Jakarta. Sewu Segar reported that the Barangan banana variety is

selling very well and that the market potential for sales in Jakarta is extremely high.

In a meeting held on July 16<sup>th</sup> at the Bintang Mariah demonstration plot the Alliance and the growers agreed to work with Sewu Segar to initiate a six month promotional campaign to push Barangan bananas into a wide range of Jakarta supermarkets. The Barangan Banana Alliance and AMARTA staff will increase banana grower training and implement more intensive quality control measures to make sure that banana bunches are properly harvested. This will insure a low level of losses and a higher standard of quality.

Sewu Segar will initiate a campaign to stimulate sales promotion programs and wider distribution. In coordination with AMARTA, Sewu Segar will look for better shipment alternatives to ship the product to Jakarta from Medan in a timely manner and in good condition.

The AMARTA project continues to strive to create and strengthen market linkages between small growers and consumers throughout the archipelago and abroad. This means that attention must be focused on every aspect of the supply chain beginning with production and ending with happy consumers. As Mr. Alvin, who is both a leader in the Barangan Banana Alliance and a banana grower, noted thankfully; "I assure you that if USAID/AMARTA had not assisted banana growers when it did there would not be a Barangan banana industry in North Sumatera today."

"I assure you that if the USAID/AMARTA had not assisted banana growers when it did there would not be a Barangan banana industry in North Sumatera today."

*Mr. Alvin, banana farmer*

*Mr. Alvin with AMARTA team and other growers checking on banana quality*



**AMARTA**

AGRIBUSINESS MARKET AND  
SUPPORT ACTIVITY

'Helping Indonesia to Grow'

## AMARTA Activities in July - August

### July 20<sup>th</sup>

SKA Bali: Facilitating meeting and discussion between AMARKATA and Local Parliament of Tabanan, Bali

### July 20<sup>th</sup>

Farm Management Training: Phase II - Cash Flow in Cipelah Village, Garut, West Java

### July 20<sup>th</sup>

On farm coffee training in Tiga Urung Village, Simalungun, North Sumatera

### July 21<sup>st</sup>

Citrus field school in Cikaok, Tinida, and Salak Sub districts, Pakpak Bharat, North Sumatera

### July 22<sup>nd</sup>

Farm Management Training: Phase II - Cash Flow in Sukatani Village, Cisurupan, Garut, West Java

### July 22<sup>nd</sup>

On farm coffee training in Sinaman Labah Village, Simalungun, North Sumatera

### July 23<sup>rd</sup>

Field Training: Production Techniques of Broccoli for Export Markets at Lembang Agri FG, Lembang, West Java

### July 24<sup>th</sup>

RACA Bali: Facilitating meeting and discussion between ALKANA and Legislative, in Jembrana

### July 24<sup>th</sup> - 25<sup>th</sup>

Citrus training in Rih Tengah and Kuta Mbelin Village, Karo, North Sumatera

### July 26<sup>th</sup> - 27<sup>th</sup>

Coffee cultivation training in Kuta Jungak Village, STTU Julu Sub-district, Pakpak Bharat, North Sumatera

### July 27<sup>th</sup>

On farm coffee training in Gorak Village, North Sumatera

### July 27<sup>th</sup> - 28<sup>th</sup>

Farm Management Training: Phase II - Cash Flow in Cikidang, Lembang, West Java

### July 28<sup>th</sup>

On farm coffee training in Hinalang Village, Purba Sub-district, North Sumatera

### July 28<sup>th</sup> - 29<sup>th</sup>

Coffee cultivation training in Mungkur Village, Siempat Rube Sub-district, Pak Pak Bharat, North Sumatera

### July 29<sup>th</sup>

In class coffee training in Manik Hataran Village, Sidamanik Sub-district, Simalungun, North Sumatera

### 4<sup>th</sup> week of July

AMARTA PADA: Final Preparation of Second Papua Arabica Coffee export in Wamena, Papua

### 4<sup>th</sup> week of July

RACA Deli Serdang: Consolidation and Preparation for access to Modern Market (Carrefour) and Cooperative Legal Entity in Kabanjahe and Medan, North Sumatera

### 4<sup>th</sup> week of July

RACA Karo: 2<sup>nd</sup> Radio Broadcasting in Bayu Radio, Kabanjahe, North Sumatera

### 4<sup>th</sup> week of July

RACA Deli Serdang: 2<sup>nd</sup> Radio Broadcasting in RRI Medan, North Sumatera

### 4<sup>th</sup> week of July

Banana socialization using new technology with double row system in Nagori Sigodang Barat Village, Simalungun, North Sumatera

### August 1<sup>st</sup> - 31<sup>st</sup>

SKA Bali: Establishment of 40 solar dryers in Tabanan and Jembrana Districts

### August 2<sup>nd</sup>

In class coffee cultivation training in Ujung Purba Village, Simalungun, North Sumatera

### August 2<sup>nd</sup>

Farm Management Training Phase II – Cash flow at Lembang Agri Farmer Group (Group I), in Cikidang Village, Lembang, West Java

### August 2<sup>nd</sup> - 3<sup>rd</sup>

Coffee Cultivation training in Penjarataen Village, Kerajaan Sub-district, Pak Pak Bharat, North Sumatera

### August 2<sup>nd</sup> - 14<sup>th</sup>

ASKA Sulawesi & SKA Bali: Group strengthening and follow up program for 360 FGs in North Kolaka, North Luwu, East Luwu, Polman, Tabanan and Jembrana Districts

### August 2<sup>nd</sup> - 14<sup>th</sup>

SKA Bali: Follow up Training with Estate Crops Department for 80 FGs for pruning, sanitation and fertilizing in Tabanan and Jembrana Districts

### August 3<sup>rd</sup>

Farm Management Training Phase II – Cash

flow at Lembang Agri Farmer Group (Group II), in Cikidang Village, Lembang, West Java

### August 3<sup>rd</sup> - 5<sup>th</sup>

Citrus Field School in Naga Saribu, Purba, Paribuan and Raya Village, Simalungun District, North Sumatera

### August 3<sup>rd</sup> - 6<sup>th</sup>

Citrus Field School in Dokan, Mulawari, Rumah Rih, Kuta Mbelin, Kandibata and Sukanalu Teran Village, Karo District, North Sumatera

### August 4<sup>th</sup>

West Java Agribusiness Action Group / Value Chain Centre (AMARTA – LPPM UNPAD): Round Table Discussion on Farmer Access to Market in VCC, LPPM UNPAD, Bandung, West Java

### August 4<sup>th</sup>

In class coffee cultivation training in Haranggaol Village, Purba Sub-district, Simalungun, North Sumatera

### August 4<sup>th</sup> - 5<sup>th</sup>

Coffee Cultivation training in Mungkur Village, Siempat Rube Sub-district, Pak Pak Bharat, North Sumatera

### August 5<sup>th</sup>

Banana socialization using double row system in Batu Layang and Bandar Baru Village, Deli Serdang, North Sumatera

### August 5<sup>th</sup>

Farm Management Training Phase II – Cash flow at Baby French Farmer Group in Sunten Jaya Village, Lembang, West Java

### August 5<sup>th</sup> - 6<sup>th</sup>

SCAI: Formation Meeting Specialty Coffee Association of ASEAN in Pataya, Thailand

### August 6<sup>th</sup>

Farm Management Training Phase II – Cash flow at Asgita Farmer Group in Alamandah Village, Rancabali, West Java

### August 6<sup>th</sup>

Field Training: Hand Tractor Operating for Green Beans Land Cultivation in Sunten Jaya Village, Lembang, West Bandung.

### 1<sup>st</sup> week of August

RACA Karo: 1<sup>st</sup> Radio Broadcasting in Bayu Radio, Kabanjahe, North Sumatera

### 1<sup>st</sup> week of August

RACA Deli Serdang: 1<sup>st</sup> Radio Broadcasting in RRI Medan, North Sumatera



## AMARTA Activities in July - August



**AMARTA**

AGRIBUSINESS MARKET AND  
SUPPORT ACTIVITY

'Helping Indonesia to Grow'

### 1<sup>st</sup> week of August

SCAI: SCAI Members gathering in Jakarta

### August 9<sup>th</sup>

Farm Management Training Phase II – Cash flow at Lyco Farm FG in Tenjolaya Village, Pasirjambu, West Java

### August 9<sup>th</sup>

On farm coffee cultivation training in Ujung Purba Village, Purba Sub-district, Simalungun, North Sumatera

### August 9<sup>th</sup>

Citrus Field School in Purba Village, Purba Sub-district, Simalungun, North Sumatera

### August 9<sup>th</sup> - 10<sup>th</sup>

Citrus Training in Siempat Rube and Pergeteng Geteng Sengket Village, Pakpak Bharat District, North Sumatera

### August 9<sup>th</sup> - 10<sup>th</sup>

Banana socialization using double row system in Mardinding and Rumah Gerat Village, Deli Serdang District, North Sumatera

### August 9<sup>th</sup> - 12<sup>th</sup>

Coffee Cultivation training- comparative study with PT Wahana Graha Makmur in Sidikalang, North Sumatera

### August 9<sup>th</sup> - 13<sup>th</sup>

ASKA Sulawesi: Strengthening the Alliance's capacity (develop by laws) for SIKAP Mandar, ASTAKWA and ALMAKOTA in Polman, North Luwu and North Kolaka District

### August 10<sup>th</sup>

Field Training: Grafting Technique for Tomato Transplants Production at Cipelah Farmer Group in Tambakbaya Village, Cisarupan, Garut, West Java

### August 11<sup>th</sup>

Citrus Field School in Cikaok, Tinada, Salak and Siempat Rube Village, Pakpak Bharat District, North Sumatera

### August 11<sup>th</sup> - 12<sup>th</sup>

In class coffee cultivation training in Hinalang and Saribu Jandi Village, Simalungun, North Sumatera

### August 12<sup>th</sup> - 13<sup>th</sup>

Citrus Training in Tiga Raja and Mardinding Village, Simalungun, North Sumatera

### 2<sup>nd</sup> week of August

RACA Pakpak Bharat, Alliance meeting, and

follow up of the dialog access to finance in Pakpak Bharat District, North Sumatera

### 2<sup>nd</sup> week of August

Follow up Banana ToT Training in Ketangkueh Village, Deli Serdang District, North Sumatera

### 2<sup>nd</sup> week of August

AMARTA PADA: Study tour for Agimuga Rice and Swine farmers to South Sulawesi

### 3<sup>rd</sup> week of August

RACA Deli Serdang: Consolidation and Preparation of the access to Modern Market (Carrefour) in Talun Kenas, Deli Serdang & Carrefour Medan, North Sumatera

### August 16<sup>th</sup> - 21<sup>st</sup>

SKA Bali: Group strengthening and follow up program for 80 FGs in Tabanan and Jembrana District

### August 16<sup>th</sup> - 31<sup>st</sup>

ASKA Sulawesi & SKA Bali: Training for 360 FGs with training specific in defining cocoa bean quality in North Kolaka, North Luwu, East Luwu, Polman, Tabanan and Jembrana District

### August 18<sup>th</sup> - 19<sup>th</sup>

Citrus Training in Sarimunte and Buntu Village, Munte Subdistrict, Karo, North Sumatera

### August 19<sup>th</sup> - 20<sup>th</sup>

On farm coffee cultivation training in Hinalang and Saribu Jandi Village, Simalungun, North Sumatera

### 3<sup>rd</sup> week of August

Banana socialization using double row system in Nagori Mekar Sari Village, Simalungun District, North Sumatera

### 3<sup>rd</sup> week of August

Follow up Banana ToT Training in Bukum and Tanjung Barus Village, Deli Serdang District, North Sumatera

### 3<sup>rd</sup> week of August

AMARTA-PADA: Initial onsite planning and construction of fish processing facility for Maria Bintang Laut Cooperative in Timika, Papua

### 3<sup>rd</sup> week of August

RACA Karo: Consolidation and Preparation of the access to Modern Market (Carrefour) in Kabanjahe, Karo & Carrefour Medan, North Sumatera

### August 23<sup>rd</sup>

In class coffee cultivation training in Parbalokan Village, Simalungun, North Sumatera

### August 23<sup>rd</sup> - 24<sup>th</sup>

Citrus Training in Kuta Kendit Village, Kuta Buluh Sub-district, Karo, North Sumatera

### August 23<sup>rd</sup> - 24<sup>th</sup>

Coffee Cultivation training in Siempat Rube I Village, Siempat Rube Sub-district, Pakpak Bharat, North Sumatera

### August 25<sup>th</sup>

On farm coffee cultivation training in Raya Huluan Village, Simalungun, North Sumatera

### August 25<sup>th</sup> - 26<sup>th</sup>

SKA Bali: Strengthening the alliance's capacity of AMARKATA and ALKANA: finalizing alliance's by-laws federation and meeting with the Estate Crops Service, Bali Province in Jembrana District

### August 25<sup>th</sup> - 26<sup>th</sup>

Coffee Cultivation training in Siempat Rube II Village, Pakpak Bharat District, North Sumatera

### August 30<sup>th</sup> - 31<sup>st</sup>

Coffee Cultivation training- comparative study with PT Wahana Graha Makmur, in Sidikalang, North Sumatera

### August 31<sup>st</sup>

In class coffee cultivation training in Baringin Jaya Village, Simalungun, North Sumatera

### 4<sup>th</sup> week of August

RACA Karo: 2<sup>nd</sup> Radio Broadcasting in Bayu Radio, Kabanjahe, North Sumatera

### 4<sup>th</sup> week of August

RACA Deli Serdang: 2<sup>nd</sup> Radio Broadcasting in RRI Medan, North Sumatera

### 4<sup>th</sup> week of August

Banana socialization using double row system in Nagori Sigodang Barat Village, Simalungun, North Sumatera

### 4<sup>th</sup> week of August

Banana socialization using double row system in Tigan Nderket Village, Simalungun, North Sumatera

### 4<sup>th</sup> week of August

Follow up Banana ToT Training in Kuala and Buah Nabar Farmer Group, Deli Serdang, North Sumatera