

## Program Factsheet



Better feeding and animal management practices to increase incomes of beef cattle farmers in Sumbawa

A partnership for innovation between the University of Mataram, PT Dharma Raya Hutamajaya and PEPEHANI Traders Association supporting 1,000 beef cattle farmers to improve feeding and animal management practices

There is strong domestic demand for high-quality Bali beef produced in Indonesia. Demand for Bali beef outstrips supply and there is significant potential in Sumbawa to increase beef productivity, which has good potential to improve profits for poorer livestock producers.

The main constraints to increased productivity are poor cattle management, a lack of high quality feed, and long market chains (from the farmer to end market), which reduce farmers' ability to influence cattle prices.

A partnership between the University of Mataram (UNRAM), PT Dharma Raya Hutamajaya and PEPEHANI Traders Association is working with cattle producers in Sumbawa to improve feeding and breeding practices, resulting in better quality livestock and increases to farmer's income. In addition to providing higher quality beef for the existing fresh produce market, the project is working with PT Dharma Raya Hutamajaya, that operate an abattoir in Sumbawa and produces frozen beef cuts to the Jakarta market.

PT Dharma Raya Hutamajaya is establishing a niche market for herbal Bali beef in Jakarta and the beef produced by improved feed practices is suited to this market.

This technological innovation will assist farmers by:

- Improving cattle nutrition and feed management
- Reducing calf mortality and increasing calving rates
- Developing a premium price for high quality, traceable cattle
- Providing access to markets and pricing transparency through the introduction of a weighing system.



The project is centred on introducing the high quality fodder tree, leucaena, which research has demonstrated can significantly increase live weight gain of growing animals and help increase calving rates of cows.

Farmers are establishing plots of leucaena, which is fed to cattle kept in small household-scale feeding stalls. Cattle will reach slaughter weight at a younger age and will be purchased by PT Dharma Raya Hutamajaya and PEPEHANI. Research will examine the impact on meat quality, which may become an added market advantage for PT Dharma Raya Hutamajaya. In return, farmers who meet the market specifications from fattening beef at a younger age will receive premium prices.

There is capacity to process considerable additional livestock within the existing beef production system, ensuring market and pricing transparency and providing diversity in the opportunities for farmers to sell their animals.

### INNOVATION IS MORE THAN TECHNOLOGY

Organisational and institutional change in conjunction with technology transfer is key to innovation. This partnership between PT Dharma Raya Hutamajaya, PEPEHANI and UNRAM, with the support of ARISA, is driving this innovation. The partners will also work with the local government livestock agencies in Sumbawa and West Sumbawa districts to facilitate leucaena propagation and capacity building for farmers.

The activities of the partnership will result in shorter production cycles with increased quality and volume of cattle and a secure market resulting in increased profits for farmers.

This project commenced in October 2015. It aims to have a positive impact on the income of over 1,000 farm households in Sumbawa over the next three years.



**ARISA** Applied Research  
and Innovation Systems  
in Agriculture

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ARISA is an Australian Government program, implemented in partnership with the Government of Indonesia and managed by CSIRO. ARISA aims to increase incomes of smallholder farmers in eastern Indonesia by piloting competitive agricultural innovation. ARISA tests ways to stimulate collaboration between the private sector and research institutes in applying new technologies to improve farmer competitiveness.