



FARMERS OF INDONESIA

PRISMA works with partners to promote the use of hybrid maize seed in East Java to increase maize production, productivity, and quality

76,614 smallholder farming households in East Java have adopted the innovation

Higher incomes for 45,603 smallholder farming households in East Java

OUTREACH TO DECEMBER 2018



**PRISMA**

Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture



Australian Government



With every profit from each harvest period, I'm gradually building my new home.

I've always been a curious man – I like to try new things. I've sought out other people's opinions, used new fertilizers, tried new seed and ways to improve my maize crop. In agriculture, loyalty has not been my forte – I've never stuck to just one product brand.

But all that changed after I attended a training session facilitated by PRISMA and learned about good agricultural practices (GAP) for hybrid maize seed. A sack of Pioneer 35 hybrid seed from PT DowDuPont Indonesia exceeded my expectations. It is an upgraded seed with a 90-day growing period. Although it takes two weeks longer than the retained local seed, but it translates into a massive productivity increase of 300%.

I used to produce 500 kg of maize on my quarter of a hectare land – just enough to feed my family and livestock. With hybrid seed, on the same land I've produced 1.5 tonnes, giving me lots of surplus to sell in the market. My

family income has definitely increased!

I'm proud to say that now, as well as being a farmer, I'm also a maize businessman. I've become an agent, selling seed to farmers in my neighbourhood. My demo plot is proof of the product's quality – and I provide consultation to farmers who've just started using it. With every profit from each harvest period, I'm gradually building my new home. My wife is happy because we no longer live with my parents, but in our own home. It might not look much at the moment, but I'm confident it'll look more like home when it's done.

I also plan to sell farm products from a small kiosk at the side of our house, so people around here don't have to go to the city to buy what they need – and hopefully everyone can be as successful, or even more so than me.

– Ahmad Fauzi, from Duko Timur village, Pamekasan sub-district, East Java, is a beneficiary of the Australia-Indonesia partnership PRISMA program. PRISMA works with partners to deliver innovative solutions for farmers and business in Indonesia.