



OUR APPROACH IN ACTION

PRISMA and partners encourage utilisation of hybrid maize seeds to increase farmers' productivity and income

Increased income for 45,603 smallholder maize farmers households in East Java

Total additional income of IDR 105 billion for smallholder maize farmers households in East Java

OUTREACH TO DECEMBER 2018

**PRISMA**

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



Australian Government



## Hybrid maize seeds are proven to yield up to three times more than local seeds.

Maize is one of Indonesia's main food crops. However, the average national maize productivity has not been maximised due to poor quality seeds and lack of understanding of good agricultural practices (GAP). There is also overlap between distribution area of government-subsidised seeds and marketing area of commercial hybrid seeds.

To overcome this challenge, one of PRISMA and its partners' approach is to work together to promote the appropriate use of hybrid maize seeds.

Promotional activities such as field meetings, cultivation of demonstration plot, harvesting and weighing harvest results have been conducted. Each demo plot is considerably small, around 0.1 hectares, but there are more than 100 units in two years of intervention. Therefore, the intervention can reach more farmers. Farmers are invited to harvest and

weigh the results together, so that they can directly witness the potential of hybrid maize.

In one of the intervention locations, Madura Island, East Java, the average land yield that uses local maize seeds is only 1-2 MT per hectare. Utilisation of hybrid maize, along with the application of GAP, can triple the yield.

In addition, the purchasing system is designed to facilitate farmers. They can pay half the price of hybrid maize seeds when buying. After harvest, farmers pay off the rest. PRISMA also promoted its private partners to collaborate with the Office of Agriculture for Food Crops, Horticulture and Plantation in Sumenep District. One of the results is reduced overlapping of locations of subsidised seeds and marketing of hybrid seeds.

PRISMA and its partners also trained 120 field extension workers (PPL) at the Office of Agriculture in Sumenep District to give better understanding of GAP in maize sector and different characteristics of various hybrid seeds. Therefore, they can help farmers to increase their productivity and income.