

**EDITOR'S PICK**

## Poultry sector takes heavy hit by Covid-19

As the demand for poultry in Java Island dropped by 40%, the price of chicken at trader level has plummeted to around IDR 7,000-IDR 8,000/kg – while production costs have stayed at IDR 17,500/kg ([source](#)). Like Java, NTT and NTB provinces are also facing a lower demand for poultry, such as that for day-old chicks produced by PRISMA partner, PT Sumber Unggas Indonesia (SUI). Since the beginning of April, this has decreased to 70%, mainly due to restrictions on traditional wet markets, and the closure of restaurants and ports in NTT and NTB. This is a difficult time for SUI, which has started providing a price discount to farmers and shifting its product sales to urban areas. Meat processing companies in Java have committed to purchasing four million broiler chickens in an attempt to stabilise prices, but no such respite is in sight for Indonesia's free range, village chicken, Ayam Kampung.

## Government appeals to e-commerce for agriculture; PRISMA responds

The Ministry of Agriculture recently signed a Memorandum of Understanding with food off-taking and e-commerce companies to better respond to the need for safe and smooth food distribution ([source-1](#); [source-2](#)). Translating this into action, PRISMA is exploring a possible collaboration with online agriculture marketplace TaniHUb, to shift its business model from B2B to B2C in response to opportunities created by the Covid-19 situation. This partnership would be in alignment with government strategy to help farmers get better access to markets, especially during this period of restricted movement.

### FEATURE OF THE WEEK: PRISMA PARTNER SURVEY REVEALS INTERESTING INSIGHTS

## Teaming up with other industry players

Disruption to supply chains and restricted marketing activities are forcing PRISMA's partners to collaborate with other industry players to leverage each other's human resources and networks. Of the 17 partners who responded to the PRISMA survey, nearly 60% are pushing for collaboration with new market actors, either to expand their distribution network or to adjust their marketing strategies. Examples include Fermen Hipro feed mill in the beef sector (which is engaging cattle traders and butchers to promote its cattle feed), PT DITANT and PT BISI International (which have joined forces with PT Pupuk Kaltim and Kontak Tani Nelayan Andalan to organise Farmer Harvest Day events), and PT Ruma, which has started work with telemedicine start-up Halodoc to provide Covid-19 information to *arisan* leaders.

**We work with  
Halodoc to  
provide factual  
Covid-19  
information to  
*arisan* leaders**

– PT RUMA

## STORIES FROM THE GROUND

# Agricon and FMC go online to reach farmers

To stay connected with farmers, two industry leaders in crop protection – Agricon and FMC – ran live online marketing events through the Facebook platform. Both companies conducted these events as a response to restricted field movements during the ongoing pandemic situation.

Agricon conducted a live Farmer Field Day (FFD) video streaming from Plemahan, Kediri in East Java on 21 April, generating 38 farmers through its live view and a subsequent total of 200 video views. Agricon used this event to focus on a soil microbe catalyst, branded ‘Generate’, for use with shallot, chilli, rice and maize. PRISMA is supporting Agricon to introduce improvements into future events, including the application of COVID-19 protocols and tactics to improve the number of live views.

FMC took a different approach to disseminate information about its products and their proper application. The company has posted 43 promotional videos of Farmer Field Days and PowerPoint presentations on its official Facebook page and on KPPI, a popular farmer Facebook group with over 40,000 members.

FMC has conducted 21 online FFDs and its broadcast of these events has netted over 30,000 views. Its online initiatives have inspired other agriculture input companies – like PT Agricon – to adopt the same approach.



FMC Indonesia's Video

5 days ago · 3K Views

16:15  
100 39



## Farmers celebrate rice and maize harvest day with social distancing

Pupuk Kaltim (PKT), a PRISMA partner in the fertiliser sector, has adjusted its event schedule during the pandemic situation. It continues to conduct harvest day events – in the field and through face-to-face interaction with farmers. PKT ensures that restrictive COVID-19-induced local protocols are maintained during these events by keeping numbers attending below 10, all of whom wear face masks. As part of its partnership activities with PRISMA, PKT has already conducted several harvest day events – three for rice in East Java and four for maize in NTB. Findings show harvest days lead to the adoption of better agriculture practices, increasing rice yields by 25-40%.

## Call for dairy stakeholders to work together

PRISMA supported the multi-stakeholder platform Partnership for Indonesia's Sustainable Agriculture (PISAgro) and Yayasan CBC to conduct the webinar “Learning the Dairy Cattle Partnership Model, Strategies to Increase Productivity and Quality for Sustainable Farming”. Held on April 23, it attracted 217 participants from the private sector, government and industry associations. Concluding that the dairy sector has a “decoupling supply chain” – a condition where each player works alone for the development of the dairy sector – the webinar ended with a call for an orchestrated joint effort to increase collaboration within the dairy value chain and bring benefit to the whole industry.