



## PRISMA offers advice on food security to the Special Task Force to the President

The Indonesian President's Special Task Force responsible for national social portfolio invited PRISMA for a webinar on 18 May 2020 to discuss agriculture and food security issues. Ensuring food security through sustainable agriculture sector development is one of the key agendas for President Joko "Jokowi" Widodo and this Special Task Force is working on a range of social topics, including food security.

PRISMA provided advice and strategies to address two main discussion topics, namely, (i) how the government could stimulate the agricultural sector during COVID-19 and beyond; and (ii) how the government could anticipate an increase in poverty caused by disruptions to the supply chain and loss of labour.

Special Staff to the President, Diaz Hendropriyono, appreciated the insights provided by PRISMA and requested follow-up discussions on PRISMA's experience related to commodity-specific strategies, subsidies and inclusive supply chain.



## Businesses collaborate to make farming easier for farmers



*The photo was taken on 26 February before the pandemic hits Indonesia*

On 26 February 2020, Mr Allaster Cox, the Chargé d'affaires for Australia to Indonesia, hosted a networking dinner between PRISMA private sector partners in Semarang as part of his visit to Central Java. The dinner brought together 9 companies and government partners to discuss collaboration opportunities on several agricultural issues in the province. The event not only strengthened the relationship between PRISMA and its partners but also generated collaborations among businesses to further strengthen the agriculture market in Indonesia.

After the event, two of these partners, Agricon, an agrochemical manufacturer and distributor, and Tanijoy, an agricultural financial technology company, agreed to work together to trial a new service for the farmers. The companies will promote safe and high-quality crop protection products from Agricon with a lending facility for the farmers supported by Tanijoy. The collaboration will ensure smallholder farmers get access to much needed agricultural inputs and financial support during the COVID-19 crisis.

This innovative partnership facilitated by PRISMA will also contribute significantly to COVID-19 recovery in the agricultural sector by ensuring a constant supply chain and alternative lending facilities for farmers.

## Government and private sector acknowledge MSD as a sustainable economic approach during and post-pandemic period

PRISMA in partnership with PISAgro, a public-private partnership platform, hosted an online multi-stakeholder forum on 20 May to introduce Market Systems Development (MSD) approach. 281 participants from government, private sector and academia attended the webinar. They listened to the panelists discuss how the approach brings together all relevant stakeholders for sustainable development in the agriculture sector.

Anang Nugroho, Director for Food and Agriculture, Bappenas, Lulu Wardhani from the Rural Unit of DFAT Indonesia, and Devin Marco from PRISMA explained the approach and its role in shaping food security through more inclusive agribusiness. Key speakers from three private sector companies - Pupuk Kaltim, KJUB Puspetasari, and PT SUI explained their partnership with PRISMA applying MSD approach and how the collaboration has benefited both their business and the farmers.

Anang Nugroho concluded the webinar by reiterating that adopting such an approach can help government, private sector and development organizations to work together for a more holistic and coherent response to ensure food security and agriculture sector development.

## Agricultural Kiosks hit hard by COVID-19



Kiosks in Central Java, East Java, NTT and NTB provinces indicated severe disruption to supply chain in the agricultural sector resulting from COVID-19 measures. 68% of agricultural kiosks surveyed by PRISMA in April have experienced income drops of 40%, and 46% of the kiosks had difficulty in purchasing agricultural inputs. One kiosk owner in Blora, Central Java, said supplier agents were no longer providing delivery services and another in Sumenep, East Java said he was no longer receiving shipments of spray tools from China. 88% of the kiosks

are worried about a further reduction in sales due to farmers' decreased capacity to purchase quality agricultural products. PRISMA believes that disruptions to the agricultural supply chain will continue and worsen as the effects of COVID-19 continue.

PRISMA undertook a staged phone survey to understand how farmers, input suppliers, and agribusiness are reacting to COVID-19. This will assist the program and its partners in fine-tuning their COVID-19 recovery strategies. PRISMA will carry out a series of similar surveys in the coming months, with the second survey planned in June.

## Farmers plan to produce more mung bean as EWINDO seed sales surge

PRISMA's partnership with PT East West Seed Indonesia (EWINDO) to increase mung bean production has been a resounding success. Despite COVID-19, EWINDO has recorded a staggering 295% sales increase from January to April 2020 in comparison to the same period in 2019. The company expects mung bean farmers to get a 50% increase in productivity by using VIMA 1 - a high yielding seed variety of EWINDO.

Before that, PRISMA partnered with EWINDO in 2018 to expand its business to mung bean sector by producing and promoting high-quality mung bean seed. PRISMA supported EWINDO to first carry out consumer research for identifying appropriate seed variety and then to conduct a series of marketing activities to reach mung bean farmers with quality seed. Now the company realises considerable growth from all the marketing campaigns and the company dealers are now selling seed to both government programs as well as in the open market.

With the emergence of COVID-19, EWINDO and PRISMA are continuously seeking new ways to minimise the impact on agriculture by exploring safe agriculture practices and identifying new marketing strategies to reach farmers.



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