



Fighting drought and COVID-19 with better access to clean water



To overcome a water crisis faced by 74,000 households in the district of Pamekasan during the dry season, PRISMA introduced a locally renowned well drilling firm Rong Cu Yu and its highly effective underground water detection technology to the district government. Within two months of signing a contract with the district government, the firm has discovered underground water resources in 40 villages. Buoyed by the success, the district government is now incorporating the improved water detection technology as part of its medium-term strategy (2019 – 2023).

Thousands of farming households spend up to 20% of their monthly income for water. Availability of water will benefit the farmers, especially this year when the situation is doubly tricky with the looming drought season affecting farming and the COVID-19 recommendations related to strict hygiene. PRISMA now plans to scale this initiative up with other district governments in East Java.

Better marketing for higher productivity during COVID-19

Online marketing is vital to coping with COVID-19 induced barriers in agriculture. At the same time, 72% of Indonesian agriculture companies struggle to use social media to reach farmers effectively.

To address this concern, PRISMA organised a webinar on 14 May, bringing together three marketing firms focusing on product activation and 37 agribusinesses. The former presented their offers and provided advice on the use of digital marketing. Many of the agribusinesses now plan to work directly with the presenters to develop strategies that are effective to both inform and educate farmers and translate into product sales. The farmers will benefit from knowledge about quality inputs and their proper usage resulting in higher productivity.

PRISMA's advice to agribusinesses on how to pivot their marketing strategies from the face to face meetings towards social media so far has helped to successfully reach more than 100,000 targeted viewers with information on quality products.

PRISMA's Partners Pitching Forum: Marketing Communications Services

Recalibrate your business strategy!

How to improve marketing communications strategy and reach farmers effectively during pandemic and beyond

14 MAY 2020 10:00 - 12:00



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NTT seed producers committed to supplying maize seed under COVID-19 restrictions

Since collaborating with PRISMA in 2017, Gaspar Bao's maize seed nursery has reached a level of business maturity and agility that has allowed it to successfully adapt to the COVID-19 challenges. The collaboration initially focused on improved seed production and marketing strategies. It led to a doubling of the production, sales expansion to two new districts, and the financial capacity to buy the maize produced by his clients.

To cope with the COVID-19 crisis, Gaspar Bao arranged a health certificate from the Public Health Office and permits from the Department of Transportation to continue his business of producing and marketing quality seed. PRISMA provided advice on managing seed production, supply chain, and logistics during the pandemic. Gaspar Bao is now well prepared to sell the seeds to the farmers before the next planting season and has plans to promote his products using online platforms.

Gaspar Bao is one of many maize seed producers currently supported by PRISMA in a joint venture with the NTT provincial government.



Agribusinesses adapting to innovative on-field marketing campaign



One of the leading fertiliser producers, Pupuk Kaltim (PKT), with assistance from PRISMA, has found a novel approach to reach farmers during COVID-19 lockdown measures. To minimise field travel and face to face interaction with the farmers, PKT is collaborating with the government extension agents. The agents are located at the village level and meet regularly with the farmer groups while maintaining all government-regulated safety measures such as keeping adequate distance, washing hands, and wearing masks. PKT is collaborating with these on-going government activities by providing training and promotional material on good fertilising practices to the extension agents.

The agents will now educate farmers on the use of good quality non-subsidized fertiliser to improve their farm productivity. The strategy has the full support of the Ministry of Agriculture as they see strong alignment with their mandates.

PKT has successfully trialled the approach in Ponorogo, East Java, with two socialisation events. In the upcoming months, PKT will replicate this approach in seven other locations in East Java.

Fighting ASF amidst COVID-19 in NTT

According to NTT provincial livestock agency, 6,826 pigs died from African Swine Fever (ASF) in April 2020 alone on Timor Island. Experts predict an increase in deaths in the coming months here and on neighbouring Islands.

To revive the pig industry from ASF, PRISMA is supporting the pharmaceutical and feed companies reach pig farmers with animal health and biosecurity information. PRISMA is also collaborating with several breeding farms in securing pig stock by improving the breed, breeding management system and biosecurity.

Now, the COVID-19 pandemic has further amplified the impact on this homestead industry. Market slowdown due to movement restrictions and restrictive spending resulted in a significant drop in pork meat price from IDR 65,000/kg to IDR 30,000/kg in May. PRISMA is supporting its partners to adopt digital marketing and promote more affordable feed for the farmers to lower the production cost.

Indonesia has recognised pig as an important sector with export potential and PRISMA is working closely with the private and public stakeholders since 2015 to develop a resilient pig sector in NTT.



“...This (pig) sector has the potential to export, therefore, it must be maintained”

Syahrul Yasin Limpo,
Minister of Agriculture
during his visit to Kupang, NTT
in May 2020

(POS-KUPANG.com)

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