



## Maize farmers see new hope to cope with drought

Research suggests that following droughts in 2014-2016 and 2018, Indonesia will face prolonged droughts again in late 2020 and 2021 due to El Nino. However, as many as 40,000 maize farmers from Java can be better prepared this time. Following the drought in 2018, a market study by PRISMA and PT Corteva revealed that drought-tolerant seed varieties are hardly available in the market. To fill this growing niche, Corteva launched the new drought-tolerant maize seed 'P21 Bison' in April 2020. Like a bison, this variety embodies a strong plant gene, surviving in harsh and dry habitats. Coupled with a new seed coating technology, P21 Bison also bears a remarkable potential yield of up to 11 tonnes per hectare.

To adapt to the COVID-19 restrictions, Corteva and PRISMA have also developed a marketing strategy comprising of both online and offline activities for this seed. With PRISMA's support, Corteva will deploy canvassing and use SMS blasts to promote the variety to as many farmers as possible. With the availability of P21 Bison, farmers from East Java and Central Java can continue planting maize in the upcoming dry season.

**P21 BISON** Terbukti! Hasil Paling Top di Musim Kering

- Tahan saat kemarau dengan pangsaran terbatas
- Ketahanan baik terhadap Bulai dan Karat daun
- Daun tetap hijau saat panen untuk pakan ternak
- Hasil panen herbisida dengan potensi hasil 13,3 MT/Ha pilihan kering

**CORTEVA** agriscience

## Online marketing pays off for farmers and agribusinesses

**Zoominar Maxima Farmers Meeting**

Hari Jumat, 29 Mei 2020 mulai jam 14.00 wib

Setiap petani yg hadir & belanja paket produk ACI sebesar **Rp. 500.000** akan mendapatkan paket produk spesial

Pendaftaran peserta di <https://tinyurl.com/Pendaftaran-Zoominar-ACI>

**Zoominar Antipasi Serangan Wereng Coklat Pada Tanaman Padi di Tahun 2020-2021**

Kerjasama dengan Balai Besar Peramalan OPT karawang Jawa Barat

Hari Jumat, 12 Juni 2020 mulai jam 13.30 wib

Dengan program spesial setiap petani belanja produk Tenchu 1 sachet kemasan 100 gr mendapatkan kaos produk

Pendaftaran peserta di <https://tinyurl.com/Zoominar-Tenchu>

PRISMA has advised its partner Agricon on introducing an online program 'Zoominar' as an adaptive strategy to respond to the COVID-19 related restrictions on the field activities. Using this format, Agricon not only received positive feedback from the farmers and the retailers but also generated nearly IDR 2.2 billion (~AUD 220,000) of sales.

Agricon now runs this program weekly to educate farmers on critical topics of farm management, farming innovations, proper use of agricultural inputs, and credit services during and after the crisis. The company invites prominent agriculturists and opinion leaders as speakers for the Zoominar to garner interest from farmers and retailers. Agricon also offers exclusive discounts and gifts to the participants to boost direct spot sales. Retailers increasingly place new orders to the Agricon's distributors and farmers to the retailers during the events. Until the end of June, Agricon conducted four Zoominars with 2,500 farmers and recorded more than 35,000 views on its Facebook page.

Around 12,000 farmers will benefit from 20% higher productivity and generate an additional income of 18 billion (~AUD 1.8 million) in the next 3 years by using Agricon products.

## Addressing the challenge to increase quality seed production in Indonesia

Like most other seed growers, Syngenta's contract growers produce seed mainly during the dry season. PRISMA convinced Syngenta to introduce embedded irrigation services in its seed production areas to help the farmers improve the production and quality of seed. On 22 June, the company has started building infrastructure for its first irrigation system for the maize seed growers in Malang, East Java. Another pilot will follow this July in Blitar.

The availability of quality seed is critical for increasing crop productivity and safeguarding food security, especially during the COVID-19 pandemic situation. Irrigation services can contribute to a solution to this growing challenge of quality seed production. With the introduction of irrigation services, Syngenta expects an increase of 30-40% in quality seed production, which will benefit 30,000 smallholder farm households in Indonesia.



## Beef feed mills increase their investment despite market slowdown



PRISMA survey shows a 30% drop in beef demand due to the COVID-19 economic disruption led to a 14% drop in the live cattle price, resulting in a decrease of cattle feed sales of 20% during the March-May period. Responding to this situation, PRISMA and three of its beef feed mill partners have developed aggressive growth strategies, including a significant expansion of the retail network and investments in the size of the sales force. In partnership with PRISMA, Nutrifeed, Ferment Hipro, and Sumber Rizki feed mills have also introduced digital marketing while adjusting their on-the-ground promotional and knowledge-sharing events with proper safety protocols.

The strategic investments during the pandemic are showing promising early results for farmers and feed millers. Ferment Hipro feed sales have increased by 13%, and Nutrifeed sales are recovering by 3% on a month-to-month basis since April. Nearly 30,000 cattle farmers will benefit from an increased income of 50% by continuing to use quality cattle feed and good rearing practice.

## Sustainable financing solutions are needed to ensure food production

COVID-19 pushes millions of Indonesians back in poverty. More than ever, poor farmers now need credits to ensure the continuity of food production. In 2017, with the support from PRISMA, PT BISI International, a leading maize seed company, developed a financing solution for maize farmers. Three years later, BISI continues to disburse this novel scheme even amid this pandemic, which allows farmers to access in-kind credit to purchase high-quality hybrid maize seeds. This scheme enables farmers to pay half of the seed price and then finish the payment after their harvest. The company also bundles the credit product with a sound risk mitigation strategy including sharing agricultural knowledge to the farmers. So far, around 6,600 farming households in NTB have benefitted by using this financing facility from BISI.



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