



PT EWINDO and PRISMA join forces to address COVID-19 nutrition challenge

COVID-19 is estimated to push over 10% of Indonesian households back into poverty ([BAPPENAS 2020](#)). This leads to a high risk of lower spending on food, while protein-rich nutrition during early childhood remains crucial to prevent stunting. Acknowledging mung bean as an affordable source of quality proteins and amino acids, PRISMA partners with PT EWINDO, a leading multinational seed company, to increase not only mung bean production but also consumption and its nutritional benefits.

Their campaign has reached 589,000 Facebook users across Indonesia. After getting a lot of traction through Facebook campaign, EWINDO now plans to intensify the promotion through radio advertisements.

One serving of 100 grams mung bean contains 24 grams of protein, well above the daily intake of 18 grams recommended for infants by the Ministry of Health, whereas the cost per gram of protein from mung bean is, for instance, 50% lower than protein from eggs.



Insights from agribusiness reveal disruptions on supply chains

To ensure food production, agribusinesses of all sizes need to continue to perform despite COVID-19 restriction but the question is whether they are able to. PRISMA's research offers answers to this question.

Agri-inputs kiosks provide farmers with farm supplies such as fertilizers or seeds, and information about their use. The survey reveals that 56% of the kiosks recently experienced a decline in sales between 10% and 80%. In East and Central Java, 28% of the respondents also stated that they faced problems in procuring products from suppliers while in NTT, NTB, Papua 50% reported the same. The main reasons are a general slow down of the rural economy, logistical challenges, and social distancing policies resulting in a far lower frequency of farmer visits to shops. As a result, 33% of them decided to reduce their stock keeping and to focus more on fast-moving products.

Off-taking companies play a vital role in purchasing farmers' outputs such as corn and other grains. Among the respondents, 33% cite problems related to transport availability, 17% warehouse availability, and 50% movement restriction as a significant bottleneck in their operations. As a result, 62% of the respondents said that their turnover is declining since the beginning of the pandemic.

PRISMA uses these and many other research findings to develop recommendations for policymakers as well as market-driven solutions and improved business strategies for agribusinesses. Many of these strategies involve information technology and social media and create opportunities for increased competitiveness in a post-lockdown, rural economy.



Technology provides alternative sales channels for farm businesses

Several agriculture technology start-ups are expanding their business model to offer new services during the COVID-19 pandemic. PRISMA is developing new partnerships to support this response.

Until recently, PT Agri Tekno Karya (HARA) has focused on digital technology to improve farmers' access to inputs and information services. During this pandemic, PRISMA and HARA are exploring a new strategy to connect farmers groups, traders, and cooperatives to food stalls (warung) or agricultural e-commerce companies using information technology. HARA's app will match their demand with the supply from smallholder farmers. This opens new sales channels for smallholder farmers and connects them to end customers.

PRISMA also works with PT. Viamo Services Indonesia (Viamo), a company specialising in mobile information to connect individuals and organisations to make more informed decisions. Together with PRISMA, Viamo will launch a new service, making negotiations between farmers and their buyers easier and providing farmers with more options when selling. To this end, Viamo works with telecommunication company PT XL Axiata to deliver free of charge Interactive Voice Response (IVR) technology to match farmers and traders based on their location and available commodities.

PRISMA expects that Viamo and HARA will improve the livelihood of 29,000 households over the next three years. Moreover, the ambition is that these initiatives may also pave the path for the broader use of technology in Indonesian agriculture.



Government and private sector collaborate to boost milk production during COVID-19

The resilience of Indonesian agriculture sector depends on the close collaboration between the private sector and the government. In the dairy sector, PRISMA is promoting public-private collaboration between its partner Nufeed feed mill, provincial and district livestock departments in Central Java. In a joint venture with Nufeed, a medium-size animal feed producer, PRISMA provides strategic business advice to expand their dairy cow feed business by collaborating with the district livestock departments of Semarang, Magelang, Salatiga, Boyolali, Wonosobo, Banyumas. Together, the three partners have developed a marketing campaign combining COVID-19 safety protocol information with the promotion of quality feed and good dairy cattle rearing practices to the farmers.

The six district government offices are lending support to Nufeed to disseminate the information through their field-level staff who regularly visit dairy farms. PRISMA expects 7,000 out of 43,000 dairy farmers in Central Java to benefit from this awareness campaign by better adhering to safety protocols and increased milk production. PRISMA is also supporting three other feed mills - KJUB Puspetasari, Sumber Rejeki Feed, and CV. Fermen Hipro Feed - to run similar awareness programs for beef cattle growers.



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