

Welcome to PRISMA's October Newsletter!

It's been a busy but rewarding month. The team was delighted to win an award with Corteva at the Shared Value Awards for Shared Value Collaboration of the Year (see leader). The award recognises PRISMA and Corteva for their innovative approach towards helping maize farmers improve productivity and profitability.

PRISMA was also honoured to be joined by Kirsten Bishop, Minister Counsellor, Governance and Human Development Branch at the Australian Embassy, Jakarta and Bappenas Deputy for Maritime Affairs and Natural Resources, Dr. Ir. Arifin Rudiyanto, MSC. in a webinar dedicated to highlighting how online marketing strategies can mitigate COVID-19 challenges for agribusinesses in Indonesia.

Finally, the team was proud to take part in several events, including #SEEP2020, BEAM and KSIxChange-hosted webinars, biosecurity training for NTT pig farmers and online discussions with Bappenas on maize seed systems. Readers can access recordings and further information in the new Events section below.

We hope you enjoy reading this newsletter and as always, welcome your feedback.

Best, Goetz

PRISMA and Corteva win Shared Value Collaboration of the Year award



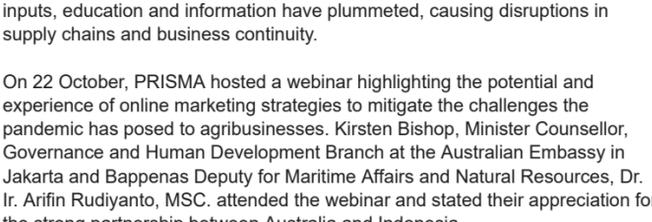
In the fifth annual Shared Value Awards held on 28 October, PRISMA and Corteva were delighted to win Shared Value Collaboration of the Year award at the Shared Value Project Australia and New Zealand (SVP)'s virtual award ceremony. Established in 2014, SVP is the peak body for advancing the adoption of shared value in Australia and New Zealand.

Noted for its use of Corteva's hybrid maize seed technology to improve farmers' productivity and profitability, the partnership was also recognised for its outstanding approach to product innovation and local cluster development.

Farra Siregar, Corteva's Managing Director ASEAN, commented: "We are immensely proud to be part of this shared value project with PRISMA to improve rural incomes and develop sustainable markets for farmers in Madura Indonesia."

Congratulating the PRISMA and Corteva teams, PRISMA CEO Goetz Ebbecke expressed his hope for continued collaboration over the coming years to support to more farming households in Indonesia.

Reaching Farmers Online: what have we learned so far?



The COVID-19 outbreak has hit rural farmers particularly hard: access to inputs, education and information have plummeted, causing disruptions in supply chains and business continuity. On 22 October, PRISMA hosted a webinar highlighting the potential and experience of online marketing strategies to mitigate the challenges the pandemic has posed to agribusinesses.

Bethwyn Todd, President of FMC Asia Pacific expressed her gratitude for PRISMA's analysis, support and guidance for making FMC's online platforms more effective. She also acknowledged the support of Australian government in helping companies to continue serving farmers during the COVID-19 turbulence.

Kasirin Karyo, General Manager of PT Agricon Indonesia, a national crop protection company, echoed Ms Todd's comments, adding that PRISMA's online marketing expertise has enriched their "new normal" marketing strategy.

Watch the recording here!

Facts from the Field

Farmers are gearing up for planting in rainy season, but do they have enough seed, fertiliser and other inputs?

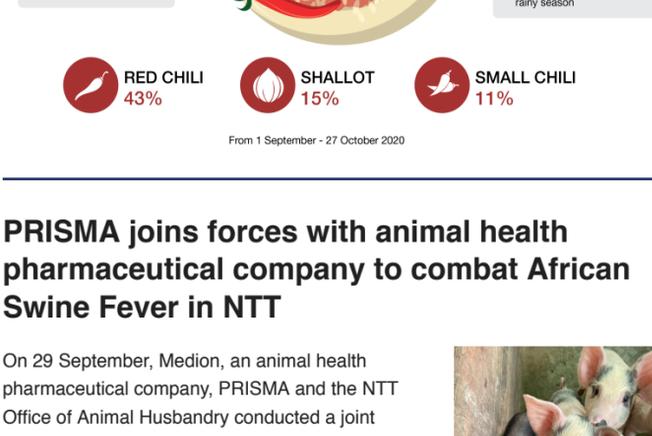
For most of Indonesia, November marks the start of rainy season. For farmers, this means the main planting season is coming, and farm inputs need to be prepared. PRISMA's latest survey indicates that it was harder for farmers to access farm inputs in October than it was in earlier in the year. In October, 56% of farmers felt that access to fertiliser was limited, compared with only 16% in April. Likewise, the number of farmers who struggled to access seeds in October increased to 10% from only 3% in April.

This is largely due to prolonged financial pressure from the pandemic, which has made it difficult for kiosk owners to maintain stocks. Unfortunately, as this pressure is likely to continue for some time, there is a risk that next year's harvest could be negatively affected. PRISMA is working closely with its partners to maintain distribution networks across the archipelago and minimise COVID disruption.

CommodityWatch

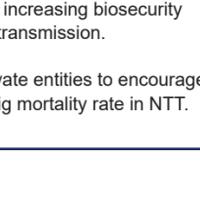
Soaring chilli prices heat up the cost of sambal

(Click on the image below for full screen view)



PRISMA joins forces with animal health pharmaceutical company to combat African Swine Fever in NTT

On 29 September, Medion, an animal health pharmaceutical company, PRISMA and the NTT Office of Animal Husbandry conducted a joint online education session on African Swine Fever (ASF) and biosecurity as part of PRISMA's ASF awareness campaign.



Since the first case of the latest outbreak was confirmed in 2019, ASF has caused considerable disruption to pig markets in Indonesia. Until an effective vaccine against ASF becomes commercially available, increasing biosecurity remain the most pragmatic approach towards slowing transmission.

PRISMA will continue working with both public and private entities to encourage farmers to apply biosecurity measures and lower the pig mortality rate in NTT.

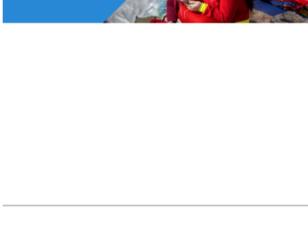
Event Recap - October



PRISMA and Bappenas conducted an online discussion on the Development of a Hybrid Maize Seed System, attended by key officials from the Ministry of Agriculture and leading private sector seed players.



Lynley Mannell, PRISMA's Portfolio Advisor, Innovative Finance and Technology was a speaker in the recent KSIxChange webinar, 'Regeneration Challenges and Revitalization Efforts in the Agricultural Sector Amid the COVID-19 Pandemic'.



Maryam Piracha, PRISMA Portfolio Adviser, Gender Equality and Social Inclusion, took part in the #SEEP2020 Annual Conference. As part of The Promise and Perils of Inclusion in a New World track, Maryam presented PRISMA's approach to WEE and working with the private sector in Indonesia for more inclusive and sustainable business models.



PRISMA COO Nina FitzSimons, represented one of four working groups established by BEAM to explore issues related with procurement for MSD. The results of the four-month clinics and associated papers were presented to discuss the practical insights from donors and implementers.

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