

## Welcome to PRISMA's January newsletter!

2020 was a year like no other, and while most of us are relieved to leave it behind, we are nevertheless proud to have worked with some extraordinary organisations, businesses and supporters to weather the storm.

That storm is not yet over, so in this first issue of 2021, we decided to focus on the perspectives of some of our private sector partners, who have kindly shared their insights and hopes for what the new year might bring.

We hope you enjoy reading this Special Edition, and we wish all of our readers the very best for 2021.

Yours,  
Goetz Ebbecke

## Strengthening services increases business performance for PT Rutan



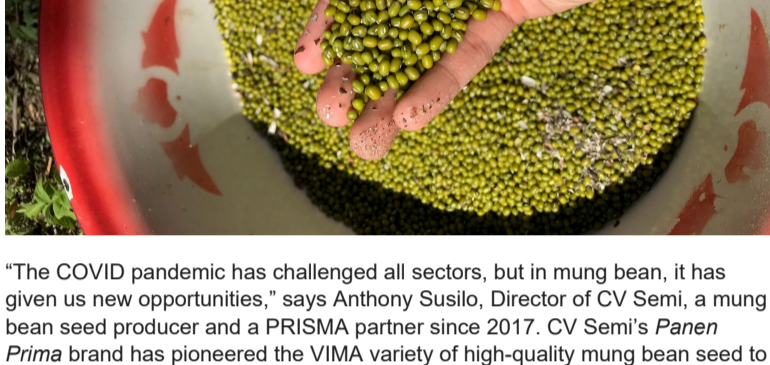
"2020 was a challenging year for us. Our sales dropped initially due to travel limitations, preventing the team from talking directly with customers and sales agents" says Clifford Budiman, Director of PT Rutan, a leading agricultural machinery manufacturer based in Surabaya.

PRISMA's collaboration with Rutan started in November 2019, focussing on data management and strategy implementation. When COVID-19 hit, the company was quick to pivot, strengthening its after-sales services to improve quality services during the pandemic.

"Our business performance increased 30% as a result of that effort," Clifford notes. "We went from lagging behind 2019 to beating it."

Looking at agriculture machinery market in 2021, Clifford remains very optimistic about the business. "In terms of financing, agriculture machine financing shows strong growth and with PRISMA's collaboration, we are confident about pursuing this market opportunity."

## Mung beans to the rescue! How CV Semi turned the pandemic into a valuable opportunity



"The COVID pandemic has challenged all sectors, but in mung bean, it has given us new opportunities," says Anthony Susilo, Director of CV Semi, a mung bean seed producer and a PRISMA partner since 2017. CV Semi's *Panen Prima* brand has pioneered the VIMA variety of high-quality mung bean seed to agricultural markets in Central Java.

Mung bean prices tend to remain relatively stable compared with other crops, and during the pandemic, price pressure caused many farmers to invest in mung bean cultivation. CV Semi grasped this opportunity, and with PRISMA's help, began promoting high-quality, certified seed to farmers on digital platforms. Seed sales doubled to 28 tonnes in 2020, up from 12.5 tonnes in 2019.

Mr. Susilo believes the mung bean seed business will continue to grow in 2021 due to increased interest among farmers in trying out the higher-quality seed, so CV Semi is expanding its distribution beyond Central Java. PRISMA has been working with CV Semi to set up a digital marketing campaign for 2021, including establishing social media and online sales channels for retail customers.

"We are ready to supply certified mung bean seed to all farmers across Indonesia," he says proudly.

## PT Agricon navigates 2020 challenges through digital investment, optimistic for the year ahead

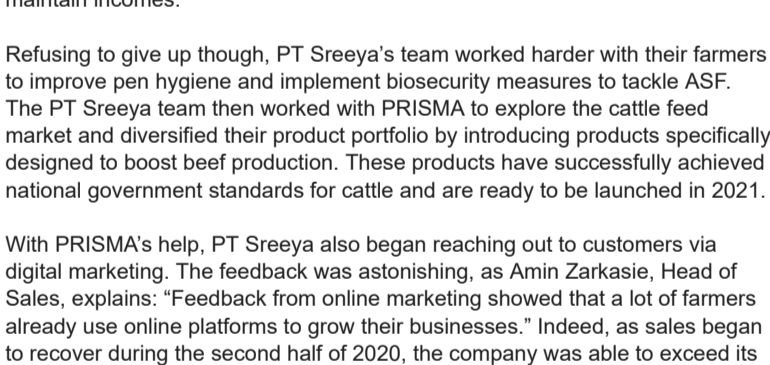


Despite challenging market conditions, the crop protection sector has still managed to grow. According to PT Agricon, a crop protection producer, relatively stable food prices, food security stocks and government support have been critical to maintaining sales.

Still, to navigate the pandemic, PT Agricon worked with PRISMA to invest in developing a customer loyalty program and using webinars to reach farmers. By November, the company was able to see the results, with a 47% sales increase compared to 2019.

Looking towards 2021, PT Agricon expects challenges to continue, but that online education and digital marketing can continue to complement direct field activities delivered by staff on the ground. Agung Udara Permana, Product Manager at Agricon shared his optimism: "In 2021, we plan to launch four new products which will solve some of the problems our farmers are facing."

## Facing COVID and African Swine Fever, PT Sreeya leverages digital marketing and diversifies into beef sector



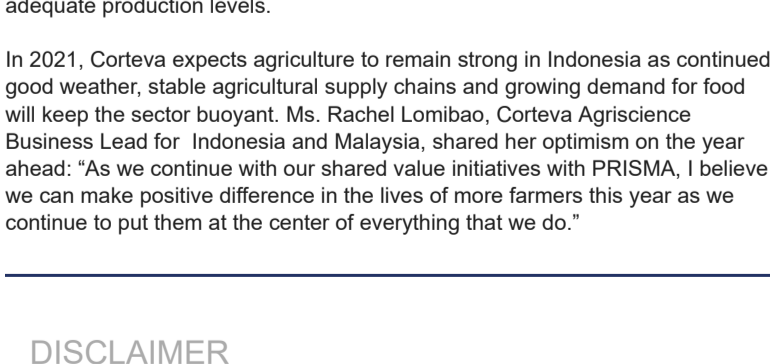
PT Sreeya Sewu is a pig feed producer based in Jakarta and Sidoarjo that has been working with PRISMA for four years. COVID-19 hit PT Sreeya and the pig sector in NTT hard. Already reeling from the impact of African Swine Fever (ASF), pig feed sales dropped 50% during 2020 as farmers struggled to maintain incomes.

Refusing to give up though, PT Sreeya's team worked harder with their farmers to improve pen hygiene and implement biosecurity measures to tackle ASF. The PT Sreeya team then worked with PRISMA to explore the cattle feed market and diversified their product portfolio by introducing products specifically designed to boost beef production. These products have successfully achieved national government standards for cattle and are ready to be launched in 2021.

With PRISMA's help, PT Sreeya also began reaching out to customers via digital marketing. The feedback was astonishing, as Amin Zarkasie, Head of Sales, explains: "Feedback from online marketing showed that a lot of farmers already use online platforms to grow their businesses." Indeed, as sales began to recover during the second half of 2020, the company was able to exceed its sales target by October and production increased from 65% to 90%.

Overall, Sreeya is very optimistic about the feed business in 2021, and plans to expand to other areas in Indonesia, such as Central Java and South Sulawesi are already underway.

## Shared value collaboration with Corteva Agriscience ensures positive impact survives COVID



Corteva Agriscience has been a PRISMA partner since its first phase. For Corteva, a highlight of 2020 was the [shared value collaboration](#), which continues to increase the incomes of over 13,000 households. Amazed by the collaboration's progress, they are now expanding the model to underdeveloped areas in NTT, Central Java, NTB, and Sulawesi.

Looking at the effect of COVID-19, the team feels that its ability to respond and adopt new technologies to reach their farmers safely was critical to maintaining adequate production levels.

In 2021, Corteva expects agriculture to remain strong in Indonesia as continued good weather, stable agricultural supply chains and growing demand for food will keep the sector buoyant. Ms. Rachel Lomibao, Corteva Agriscience Business Lead for Indonesia and Malaysia, shared her optimism on the year ahead: "As we continue with our shared value initiatives with PRISMA, I believe we can make positive difference in the lives of more farmers this year as we continue to put them at the center of everything that we do."

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