

# PRISMA

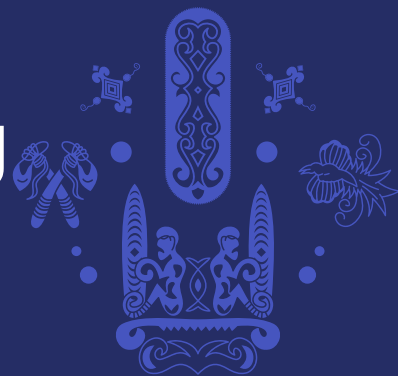


Field and  
Farmer  
Stories

Vegetable

## Seeing is Believing

Locals empowering locals in the  
vegetable seed sector



PRISMA supports seed producer, PT. Tani Murni Indonesia to establish their vegetable seed network and customer base in Tanah Papua. The partnership aims to increase the use of high-yielding seeds and promote the adoption of good agricultural practices. Local-based field staff hired by the company have proven pivotal in gaining acceptance from local farmers and better transfer of GAP information.



Kementerian PPN/  
Bappenas



Australian Government





*Yulian Kogoya, field agent for seed producer and PRISMA partner, PT Tani Murni*

**Y**uli Dabi and his wife, Holaloke Wantik, are trying to beat the midday sun by weeding their vegetable gardens early in the morning. Yulian Kogoya, a field agent for the seed company, TMI, accompanies.

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Yulian is helping Yuli and Holaloke with a new demonstration plot. They have already established two plots with cabbage and large chillies using quality seeds provided by Yulian in sample sachets.





*Holaloke Wantik, vegetable farmer and Yulian Kogoya, field agent for seed producer and PRISMA partner, PT Tani Murni*



*Holaloke Wantik and Yuli Dabi, tribal head and vegetable farmers in Wamena, Papua*



*For us seeing is believing. Based on these demonstration plots, I am ready to invest in seeds for future planting.*

**Yuli Dabi**, tribal head and vegetable farmer, Wamena.



“This is the first-time farmers in this area are growing cabbages and large chillies,” explains Yulian. “It has not been easy for farmers in the La Pago cluster highlands to get access to good quality seeds because so few seed companies work here,” says Yulian, “And even less likely to get information on good agricultural practices because of a lack of extension workers.”

Yulian would be considered a ‘local’ in the highlands, even though his home is several days’ walk from the nearby highland capital of Wamena. Yulian is a member of the Lanny tribe, which is the largest tribe in the La Pago cluster. Yulian is a new graduate from the agricultural college in Jayapura despite being 34 and married with one child.

“It took me many years as a temporary teacher to save enough money to go to university in Jayapura,” explains Yulian. “I actually wanted to become a teacher, but it took me so long to get to Jayapura that I missed the submission date and ended up in agriculture,” laughs Yulian.

“It turns out it was a good calling,” he says.



*I actually wanted to become a teacher, but it took me so long to get to Jayapura that I missed the submission date and ended up in agriculture. It turns out it was a good calling.*

**Yulian Kogoya**





Yulian is one of 2 indigenous field agents hired by TMI. PRISMA encouraged TMI to retain local indigenous staff to gain acceptance with local farmers, better understand local norms, and deliver GAP information in the local language. This approach has proved a successful model as Yulian knew that to convince local farmers to try new things, you needed to convince the local village leaders. And this is where Yuli Dabi comes in.

Yuli is a local tribal leader of the Wantikalabi tribe which comprises 27 farming households. Yuli doesn't describe his land in hectares but points to trees and landmarks in the distance to show the extent of the area he controls. Yuli's wife does most of the planting, but he was the one who agreed to try the seeds and approaches suggested by Yulian.

"We mainly grow sweet potato and local chillies, which the women sell at the local market," explains Yuli.

"When Yulian came to me and explained what he wanted to do, I agreed because the seeds were free, and I had spare land," he says. Yulian set up a demonstration plot, and Yuli invited members of the 27 households to come and see how Yulian was planting the seeds. "The process

is very different," says Holaloke, "with Yulian's help, we build the garden beds up in rows and have a specific distance between each plant," she explains.

The plots are almost ready to harvest, and the farmers are very happy with the results. "The cabbages are bigger than local cabbage," says Holaloke. Yuli is so impressed that he has allocated more land to open up for planting.

"My village is on the border of two districts," says Yuli, "This will be the first time that we have had enough vegetables to consider selling to other districts."

Yuli is hopeful for the future. "For us seeing is believing," he says. "Based on these demonstration plots, I am ready to invest in seeds for future planting without being coerced."

Yulian is also happy with the results but is not resting there. "I also plan to connect farming communities like this to local off-takers," says Yulian. "Farmers must have somewhere to sell their vegetables at scale", he explains. "It won't happen tomorrow, but I have a good feeling about the future for TMI and my fellow farmers", he says with a huge smile.



*The process is very different. With Yulian's help, we build the garden beds up in rows and have a specific distance between each plant.*

**Holaloke Wantik**

## Vegetable sector summary

<b>Sector</b>	: Vegetable
<b>Location</b>	: Tanah Papua
<b>Strategic aim</b>	: Increasing local vegetable production, reducing poverty and improving food security.

In Papua and West Papua, the vegetable sector involves approximately 173,180 HHs comprising indigenous farmers (85 percent) and transmigrant farmers (15 percent). Indigenous women play a critical role in agriculture production activities, ranging from land preparation and input purchase to harvest and agricultural income management.



### Constraints

- The quantity of vegetables produced in Papua and West Papua fulfils less than 50 percent of the total demand (180 thousand tonnes).
- The supply-demand gap is because local farmers use low-quality inputs, apply traditional agriculture practices, and lack access to market information, particularly for women.
- The private sector has a limited understanding of the market potential and local context and is reluctant to invest in the region. Limited logistic options also impose challenges for the overall vegetable supply chain.

### Vision

PRISMA is addressing the gap in the vegetable market by improving farmers' access to high-quality vegetable seeds, GAP knowledge, and downstream markets. This is done by working with seed producers, the government, and traders to develop strategies to address market constraints for lowland and highland farmers.

### Impact

Up to Dec 2022.



**7,131**

households have benefited



**17.3 billion**

in income increases



**0.54**

investment leverage

#### About PRISMA

PRISMA is a partnership between the Government of Indonesia and the Government of Australia to increase the productivity and income of smallholder farmers. Increased productivity contributes to food security and builds farmer resilience to market and agricultural shocks, including climate change.

PRISMA is supported by the Governments of Australia and Indonesia and implemented by Palladium, with Technical Assistance from Swisscontact, Zurich.

Find out more:

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