



PRISMA works with partners in promoting high-performing hybrid maize seed to increase farmers' productivity and incomes in East Java

5 partners in maize from the private and public sector in East Java

Investment of IDR 2.5 billion in maize by private sector partners in East Java

OUTREACH TO DECEMBER 2018



PRISMA

Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture



Australian Government



“PRISMA and local governments in Madura have supported us in promoting high-performing hybrid maize seed and in fostering sustainable business.”

**- Happy Fatul Rohman,
Territory Lead of Madura, PT DowDuPont Indonesia**

The use of local retained seeds is one of the main causes of maize low productivity in Indonesia. Even in the highest maize producing regions like East Java, productivity is below the national average. There is a huge market potential for maize agri-input and prospect to support maize farmers productivity in East Java.

Seizing this opportunity, PRISMA sought out an innovative and business-driven partner which could boost farmers' productivity by offering high quality seed.

Despite its strong position as one of the leading agri-input companies in Indonesia, **PT DowDuPont Indonesia** struggled to penetrate maize seed market in Madura, East Java.

In 2016, PT DowDuPont Indonesia partnered with PRISMA to promote its flagship product,

Pioneer 35 Banteng hybrid maize seed. With the right treatment, it produces up to six tonnes per hectare in each growing period, a four-tonne increase compared to that of local retained seed. The seed also has higher resistance to downy mildew, a main contributor to maize crop failure in East Java.

PRISMA then initiated collaborative efforts between PT DowDuPont Indonesia and local governments in Madura. The collaboration has resulted in sharing of data of potential farmers, establishment of mini demonstration plots and counselling services on good agricultural practices (GAP) in many locations. DowDuPont also provides training for government's public extension service workers on hybrid seed cultivation, whose knowledge then is transferred to target farmers. Both hybrid seed and GAP have been adopted by many farmers in Madura. Most of whom now see maize cultivation as business opportunities rather than a mere source of food for the household.

PT DowDuPont Indonesia's improved marketing strategy has seen an unprecedented seed sale increase of nearly thirty times from 2016 to 2017, specifically under partnership initiative with PRISMA in Madura. As of 2018, they have increased their sales in Madura by 115%. “Our partnership with PRISMA has been indispensable to the growth of our business. Our wish is for this collaboration to continue and reach the whole region of Madura,” said Happy.