

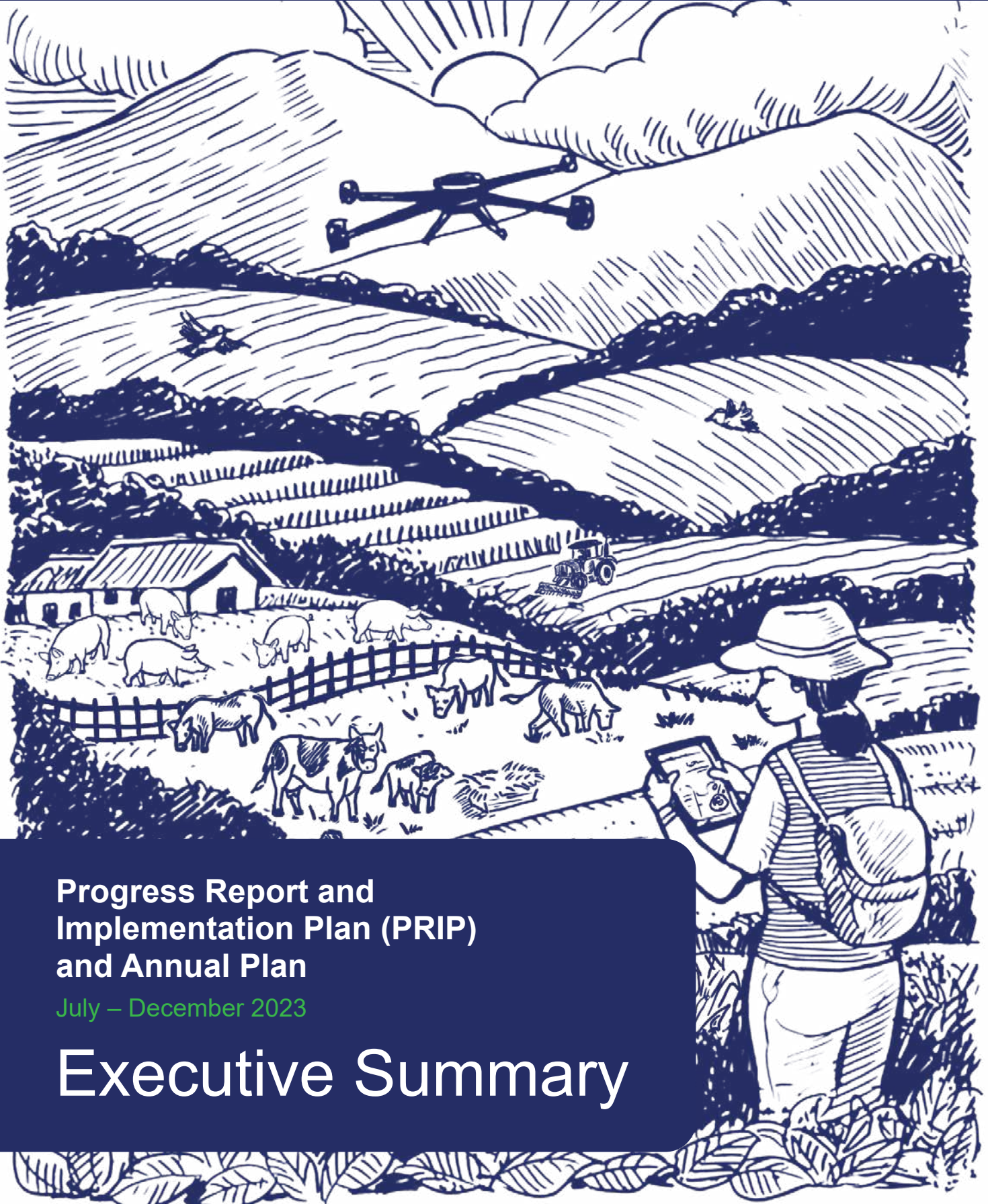
PRISMA



Kementerian PPN/
Bappenas



Australian Government



**Progress Report and
Implementation Plan (PRIP)
and Annual Plan**

July – December 2023

Executive Summary





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Executive Summary

PRISMA progress

PRISMA’s end-of-program outcome is to increase the income of one million smallholder farming households by 30 per cent by December 2023. This is a cumulative outcome spanning both phases of the program. PRISMA exceeded the program outcome by the end of 2023 and is projected to reach over one and a half million smallholder farmers by the end of 2024.

End-of-program outcome: 1,000,000 farming households increase their income by 30 percent due to PRISMA Interventions.

Outreach



In this reporting period, PRISMA’s interventions reached an additional 96,727 smallholder farming households. Over 61.9 per cent of these households are currently living below the USD5.50 PPP poverty line, and more than 36.7 per cent live under the USD2.50 PPP poverty line.

The increase in outreach is largely attributed to PRISMA’s interventions in the rice and soil treatment sectors, which account for 48,563 and 42,877 households, respectively. The remaining 5,287 households impacted by PRISMA’s interventions were in 7 active sectors (mungbean, crop protection, pig, dairy, mechanisation, beef,

and vegetables), as well as one closed sector (irrigation). To attribute the results in this semester, PRISMA conducted 11 impact assessments and 6 extrapolations.

This semester, 31 per cent of overall outreach came from the wider market as PRISMA’s partners in the rice, soil treatment, crop protection, vegetable, and mechanisation sectors independently expanded their businesses beyond PRISMA’s intervention areas.

The proportion of wider outreach reached 49 per cent, indicating that PRISMA’s interventions have led to sustainable and scalable outcomes.



Projected number by end of 2024

1,582,147

Smallholder farming households benefited

Income



A high net attributable income increase continues to demonstrate the effectiveness of PRISMA’s interventions.

This semester’s average net attributable income change percentage increased to 55 per cent from 30 per cent last semester. The increase is due to significant contributions from the pig (165 per cent) and crop protection (34 per cent) sectors.

The cumulative percentage of net attributable income change decreased by 11.3 per cent from 168 per cent in the previous semester to 149 per cent in the current semester. As outreach grows, a slight decrease in net attributable income change percentage is expected as the innovations reach more households further along the spectrum of

innovation diffusion, as these households tend to have less capital and skill than early adopters of innovations.

Meanwhile, for this semester, the net attributable income increased by 28.1 per cent per household, from IDR2.72 million the previous semester to IDR3.49 million per household. The total net attributable income change for this semester from all PRISMA beneficiary farming households amounted to IDR689 billion, bringing the cumulative net attributable income change to IDR9.02 trillion or approximately AUD902 million. These figures demonstrate the continuous positive impact and progress generated by PRISMA’s interventions.

Intermediary Outcomes

PRISMA has 3 intermediary outcomes. The intermediary outcomes do not have individual targets but collectively contribute to the program achievement of the end-of-program outcomes.



Progress towards intermediate outcome 1

Targeted farming households achieve greater access to and improved use of new services, inputs, and technologies supplied by private sector partners and their intermediate agents or service providers, such as retailers, traders, and brokers.

Greater access and improved use refer to the number of farming households that received and used new services, inputs, and technologies attributed to a PRISMA intervention (for example, high-quality rice or maize seeds, fertilisers, pig breeding or cattle health services).


This semester, 220,351 farming households accessed and used new products and services, bringing the cumulative total to 2,668,323 smallholder farming households. The new services, inputs and technologies have been provided by 273 private and public sector partners and over 15,000 intermediary service providers, including agri-kiosks and traders.

Access to and greater use of innovations



220,351

Smallholder farming households
(Semester 2, 2023)



2,668,323

Cumulative smallholder farming households)

Semester highlight

Over 68,000 smallholder farming households have improved their soil quality and crop productivity by using the appropriate fertiliser. This was achieved through partners scaling up commercial fertiliser availability and increasing sales. To date, partnerships with 7 fertiliser companies have benefited 271,573 smallholder farmers.



Progress towards intermediate outcome 2

An expanded pool of private sector actors systematically targeting smallholder farming households in their business growth strategies and increasing their profit.

During the reporting semester, PRISMA identified 1 new private sector, 4 public sector partners, and 1,518 intermediary service providers, including agri-kiosks and traders, providing new services, inputs, and technologies to smallholder farmers. As a strong indication of systemic change taking place, 4 competing agribusinesses started copying innovations introduced by PRISMA’s partners. CV. Sokarailaka copied CV. Semi in supplying mungbean seed; PT. Aditya Sentana Agro copied EWINDO in setting distribution channels and hiring local staff; PT Berkat Agri Raya copied CV SMG in conducting feed trial to lead farmers; and PT Mabar Feed copied KJUB Puspetasari in market their product directly to potential farmers and farmers group.

Overall, 182 private sector partners invested nearly AUD33 million resulting in a turnover of AUD131.2 million, signifying high demand from smallholder farmers and a willingness of agribusinesses to tap into this potential market.

Partners targeting smallholder farming households



5

Private and public sector partners (July-Dec 2023)



273

Private and public sector partners since 2013



IDR 330b (AUD 33m)

In investment since 2013



1,518

Intermediary service providers (July-Dec 2023)



15,012

Cumulative intermediary service providers (agri-kiosk and traders) since 2013

Semester highlight

PRISMA formed a new partnership with Anggi Mart, an indigenous-owned greengrocer based in Manokwari. Anggi Mart is collaborating with seed producer and PRISMA partner, PT Agrosid to jointly promote high quality seeds and provide information on good agricultural practices to smallholders, especially indigenous farmers in Manokwari, West Papua. With PRISMA support, both agribusinesses are investing in scaling up their business to reach more indigenous farmers.



Progress towards intermediate outcome 3

Selected decision makers and policy influencers are equipped with evidence to influence changes in the Indonesian business-enabling environment at national and local levels.

During the reporting period, PRISMA was involved in 22 policy initiatives to inform and influence key decision-makers and stakeholders using evidence from PRISMA's interventions.

At the national level, PRISMA made notable progress in the beef sector by collaborating with the Feed Directorate under the Ministry of Agriculture, recommending operational guidelines, and enhancing feed quality capacity. In the dairy sector, the government adopted PRISMA's recommendations, leading to the integration of strategies for cattle repopulation and improvement in breeding practices.

Sub-nationally, PRISMA engaged in initiatives across various sectors, including beef, maize, soil treatment, vegetable, and pig, to enhance policies and practices. Additionally, PRISMA continued influencing key stakeholders, informing them on inclusive business practices and contributing to the development of national guidelines. The engagement with Bappenas remained strong, marked by committee meetings, joint monitoring visits, and evaluation visits, showcasing PRISMA's achievements and garnering support for its activities.

Semester highlight

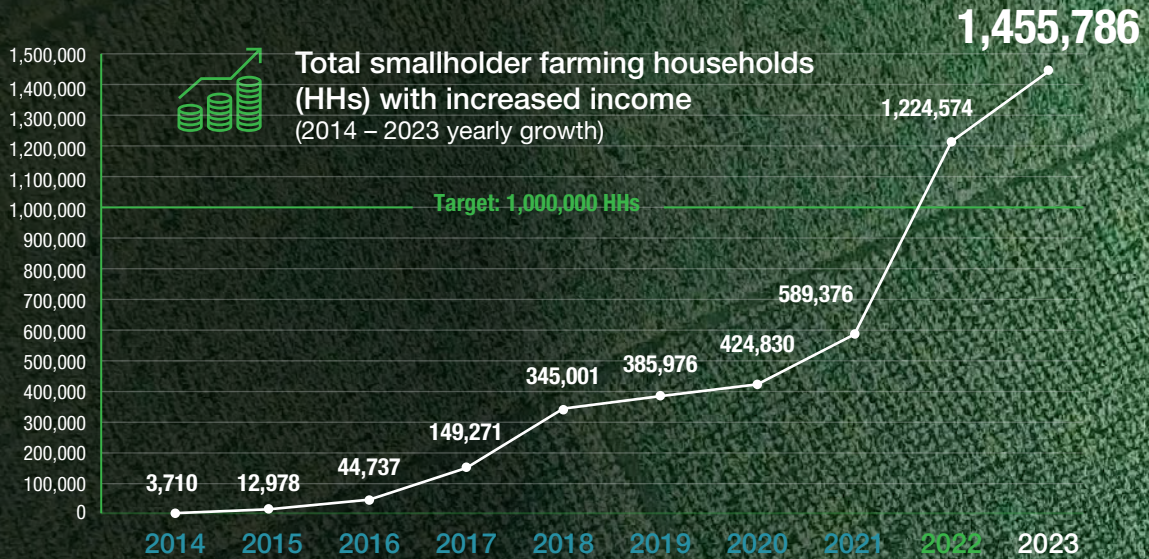
PRISMA leveraged its agricultural development expertise to shape the national policy landscape by supporting Bappenas in crafting a background paper for the upcoming National Medium-Term Development Plan (RPJMN 2025-2029). Informed by focus group discussions with PRISMA partners and stakeholders, the paper reflects PRISMA's deep experience across eastern Indonesia.

More information is available in policy engagement Section 4.

PRISMA

Achievements

Households



July - December 2023



— Realisation (HHs)

96,727

— Target (HHs)

76,267

Progress to 1 million HHs by 2023

Actual

Target

145.6
per cent
(exceeded the target)



61.9 per cent

of smallholder farming households reached by PRISMA are **under the USD5.50 PPP poverty line.**



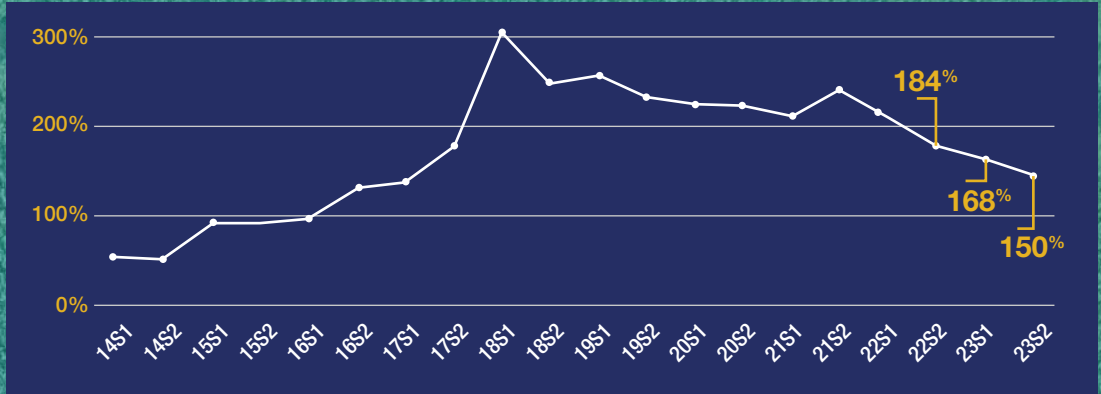
36.7 per cent

of smallholder farming households reached by PRISMA face extreme poverty with **less than USD2.50 purchasing power parity per day**

Income



Net attributable income change (NAIC)



**IDR4.83 million
(AUD483)**

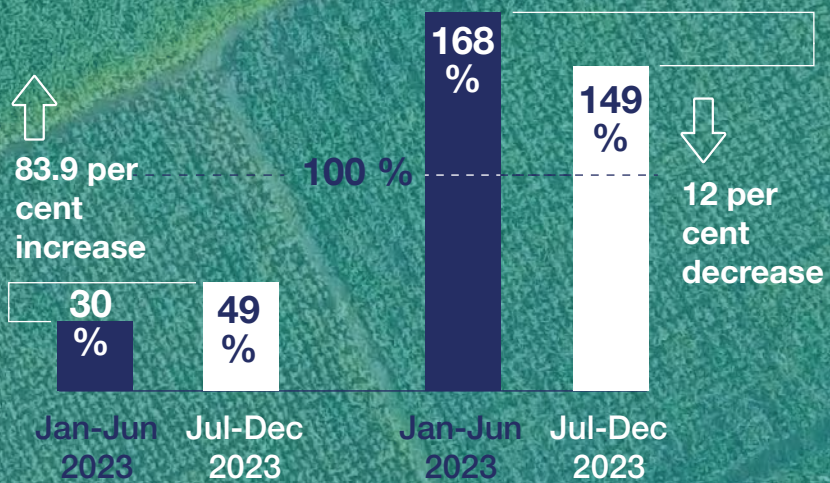
in additional income per
smallholder farming households
during semester 2 of 2023
(Jul to Dec 2023)

**IDR9.02 trillion
(AUD902 million)**

in additional income for
smallholder farming
households up to Dec 2023

Incremental NAIC

Cumulative NAIC

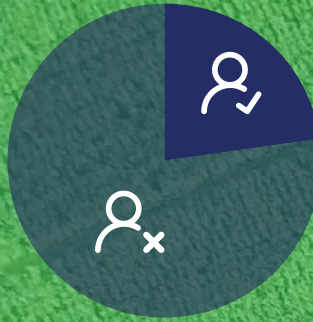


As outreach grows, a slight decrease in NAIC percentage is expected as the innovations reach more households further along the spectrum of innovation diffusion, who usually have less capital and skill than early adopters of innovations

Market

273

Total number of partners (up to Dec 2023)



65

active partners (as of Dec 2023)

5 new partners:
0 public sector
5 private sector

4 Crowding-in
businesses/
institutions

8 Responding
businesses/
institutions



Total SMEs up to Dec 2023
15,012

Total value of additional turnover for SMEs up to Dec 2023
IDR2.26 trillion (AUD226 million)

Incremental partner investment (Jul-Dec 2023):

↑ **IDR38.3 billion (AUD3.8 million)**

or 14.1 per cent increase from the previous semester IDR33.5 billion.

Cumulative partner investment up to Y23S2:


↑ **IDR330 billion (AUD33 million)**



or 13.1 per cent increase from the previous semester IDR291.5 billion.



Sector status

Table 1. Sector status semester 2.

For more detail on the progress, challenges, and learnings from semester 2 see Annex 1.



Sectors	Vision	Sector status
 <p>Beef</p>	<p>Small-scale beef producers in East Java, Central Java, and West Nusa Tenggara increase cattle productivity through improved livestock management practices.</p>	<p>After 8 years of PRISMA’s engagement, a substantial shift has occurred in Indonesia’s smallholder beef cattle farming. Most smallholder beef cattle farmers (including 64 per cent in East Java and 33 per cent in Central Java) now use commercial feed, resulting in a 144 per cent income increase for over 646,000 farming households. Before PRISMA, only 2 per cent of farmers in Indonesia used commercial feed.</p> <p>From a baseline of 2 feed companies, there are now 63 feed companies selling concentrate feed through 1,155 agents. PRISMA’s 13 feed partners have invested over AUD5.2 million in feed production and distribution systems, including the expansion to new provinces such as West Nusa Tenggara. The true potential of the feed market was not realised because the existing SNI was not favourable for producing quality and affordable feed for smallholder farmers. PRISMA supported MoA to review and improve the SNI. There are many companies now operating (more than 100) and waiting to enter the feed market. The updating of the national feed standards prompted the government to initiate a process to revise animal feed-related regulations and develop national guidelines for animal feed companies. These guidelines will be used to train government feed auditors and feed producers to ensure good implementation of these measures. In addition, PRISMA has partnered with 4 pharma companies to improve animal health for beef cattle. Now, 5 pharma companies are actively promoting pharma products and educating farmers in good livestock management.</p>
 <p>Crop Protection</p>	<p>Smallholder rice and maize farmers in East and Central Java reduce their harvest loss by using safer crop protection products in an appropriate way.</p>	<p>After 4 years of PRISMA’s engagement, more than 146,000 farming households have increased their incomes by 35 per cent or IDR5.3 million (AUD530) per season. Rice and maize farmers in East and Central Java have reduced harvest losses by 32 per cent, equivalent to a saving of IDR1.8 million (AUD180) per planting season. This result was achieved through working with 8 crop protection companies and one crop protection association, which have invested a total of AUD1.22 million in educating smallholder farmers on good crop protection practices and safer crop protection products. These companies serve 12 per cent of the total crop protection market and are continuing to educate smallholder farmers.</p>



Sectors	Vision	Workplan per function
 <p data-bbox="236 689 300 716">Dairy</p>	<p data-bbox="395 432 651 907">Small-scale dairy farmers in East and Central Java have improved milk quality and productivity, as a result of adopting good practices in rearing, feeding, and health management and gaining access to good dairy breeds and more secure end markets where milk price is based on quality.</p>	<p data-bbox="683 297 1417 515">After 4 years of PRISMA’s engagement, over 11,500 farming households have increased their incomes by 38 per cent as a result of using high-quality feed, alongside good animal health management and milking practices. PRISMA achieved this by partnering with 7 private sector companies, including 4 feed companies, 2 animal health companies, and one off-taker.</p> <p data-bbox="683 533 1417 1037">Now, 26 companies sell affordable feed to farmers in East and Central Java, compared to only 12 feed companies in 2019. PRISMA also convinced pharma companies to target dairy farmers and educate them on disease prevention and treatment, including foot and mouth disease, lumpy skin disease, and mastitis. PRISMA’s efforts have spurred pharmaceutical companies to broaden their focus from poultry to include cattle, with the number of pharma companies serving the cattle market increasing from 3 to 8 since 2019. With PRISMA’s support, the Ministry of Agriculture has developed a roadmap to increase the cattle population and milk production in Indonesia as part of the government’s foot and mouth disease recovery strategy. The roadmap is now being implemented, and the Ministry of Agriculture is in the process of developing operational guidelines for smallholder dairy farmers.</p>
 <p data-bbox="220 1377 316 1404">Finance</p>	<p data-bbox="395 1261 651 1451">Smallholder farmers in Central and East Java can access quality inputs through better financed agri-kiosks.</p>	<p data-bbox="683 1066 1417 1317">After 4 years of PRISMA’s engagement, over 23,000 farming households in East Java, Central Java, and West Nusa Tenggara have benefitted from greater access to finance, resulting in a 32 per cent increase in income. This was achieved by collaborating with 9 financing service providers including 4 financial institutions, 4 fin-tech companies, and one input company, which disbursed a total of AUD12.1 million in loans.</p> <p data-bbox="683 1335 1433 1653">Since 2022, PRISMA has shifted its strategy to focus primarily on strengthening access to finance for agri-small and medium-sized enterprises (especially agri-kiosks), including through more flexible credit, such as overdrafts and revolving loans, as well as terms of payment that match the seasonal demands for capital from agri-kiosks. Prior to PRISMA, financial institutions were providing flexible loans but only to large agri- enterprises with an average minimum turnover of IDR500 million. Now, there are at least 4 financial institutions offering flexible loans to smaller agri-kiosks.</p>



Sectors	Vision	Workplan per function
 ICT	<p>Smallholder farmers in Central and East Java have better access to information on good agricultural practices, inputs, and agri-services through more tech-savvy and tech-enabled agri-kiosks.</p>	<p>After 4 years of PRISMA’s engagement, over 2,300 farming households in East Java have better access to inputs as a result of information and communications technology solutions in agriculture. This has led to a 64 per cent increase in income for these households. PRISMA achieved this by working with 14 partners, including 9 agri-tech companies and 2 agri-input companies.</p> <p>Since 2022, PRISMA’s information and communications technology and finance sectors share the same overall goal to improve the ecosystem around agri-kiosks. Previously, farmers mainly relied on extension services and peer farmers for information. At the same time, agri-kiosks relied on a limited amount of information provided by agri-input suppliers. Now, nearly 4,800 agri-kiosks have access to better agricultural information through an app catering specifically to agri-kiosks. This app existed previously but had not integrated features on agricultural information.</p>
 Maize - Madura	<p>Smallholder maize farmers in Madura use quality hybrid seeds and good agricultural practices.</p>	<p>After 10 years of PRISMA’s engagement, more than 126,000 farming households in Madura have increased their incomes by 401 per cent or IDR2.45 million per season (AUD245). PRISMA achieved this by working with 5 partners, including 4 seed companies and 1 district agriculture office, which have invested over AUD326 thousand in developing the commercial market for hybrid seeds in Madura.</p> <p>Farmers’ hybrid seed usage has increased significantly from 4 per cent in 2015 to around 30 per cent. Initially, 2 seed companies struggled to build a market in Madura due to the high overlap of subsidies with the commercial market. Sumenep, which has up to 85 per cent of all subsidy recipients across Madura, has now implemented a smart subsidy plan. Since subsidies are now distributed with GAP assistance and targeted to areas with low adoption of hybrid seeds, more farmers have been introduced to the benefits of hybrid seeds and are willing to independently purchase the seeds in the following seasons. As a result, the commercial market has grown, and currently, 8 companies are actively promoting and expanding hybrid seed distribution across Madura.. This has led to the availability of hybrid seeds in 95 kiosks, enabling around 14 per cent of farmers to purchase hybrid seeds in the commercial market. In the downstream market, local off-takers are trading the harvest of hybrid maize grains and establishing direct business linkages to feed mills in Java. One national-level trader has also started to build its sourcing network in Madura, in collaboration with local off-takers.</p>

Sectors	Vision	Workplan per function
 <p>Maize - NTT</p>	<p>Smallholder farmers in East Nusa Tenggara use certified maize seeds and apply good agricultural practices properly.</p>	<p>After 10 years of PRISMA’s engagement, over 40,000 farming households in East Nusa Tenggara benefitted from using certified maize seeds and applying good agricultural practices, increasing their incomes by 115 per cent or IDR1.7 million (AUD170) per season. PRISMA achieved this by working with 23 partners, including 17 local seed producers, 2 hybrid seed companies, and 2 government institutions, which have invested AUD473 000 in developing the commercial market for maize seeds in East Nusa Tenggara.</p> <p>Before PRISMA, no open pollinated variety seeds were available in the commercial market, and only a few select agri-kiosks were selling a small quantity of hybrid seeds. Certified seeds are now available commercially in the main maize-producing areas, although the supply fluctuates yearly. Currently, 4 open pollinated seed varieties (Lamuru, Srikandi Putih, Pulut Uri, Jakarin) are sold in the commercial market through 4 local seed producers that actively promote certified seeds. With PRISMA’s support, the provincial government strengthened the good agricultural practices service in its seed assistance program and improved its seed certification capacity. Five district governments have started implementing the independent capacity-building modules developed by PRISMA for public extension services. Meanwhile, the East Nusa Tenggara Association of Seed Producers has gradually increased its role in the provision of parent seeds. However, the growth of the maize sector in East Nusa Tenggara is still constrained by the limited availability of parent seeds, low private sector capacity, lack of large-scale off-takers, and fluctuations in subsidy allocation</p>
 <p>Mechanisation Rice</p>	<p>Smallholder farmers increasingly use agriculture machinery and machinery services (for example, combine harvesters, drone sprayers), resulting in reduced production costs and harvest losses.</p>	<p>After 4 years of PRISMA’s engagement, more than 51,100 farming households have benefitted from improved mechanisation services, increasing their incomes by an average of 17 per cent through cost savings, better grain quality, and crop loss reduction. PRISMA achieved this by working with 11 agri-machinery companies across 4 provinces.</p> <p>Prior to PRISMA, agri-machinery companies were primarily focused on sales to the government market or large commercial plantations and were not serving the smallholder segment. Now, 14 agri-machinery companies and more than 100 new machinery service providers (MSPs)¹ are serving smallholder rice farmers. Previously, these agri-machinery companies rarely offered good aftersales service, which affects the durability and lifespan of machines. Although it is too early to assess the impact of aftersales improvements on rice farmers, 5 of PRISMA’s partners have progressed in improving their aftersales capacity. They are restructuring their aftersales departments, investing in digital marketing for aftersales, partnering with local spare part shops, and opening new branches.</p>

¹ 100 new Machinery Service Providers (MSP)¹ refers to the individuals who purchased the machine (rice combine harvester) for the first time, own a machine, particularly a rice combine harvester, and provide services to smallholder farmers.

Sectors	Vision	Workplan per function
 <p data-bbox="177 629 357 685">Mechanisation Maize</p>	<p data-bbox="395 465 655 779">Smallholder farmers increasingly use agriculture machinery and tools (for example, maize combine harvesters and planters), resulting in reduced labour costs and improved yields.</p>	<p data-bbox="683 297 1406 483">After 4 years of PRISMA’s engagement, more than 1,000 farming households have reduced their workload and saved labour costs using maize planters and four-wheel tractors, increasing their incomes by an average of 28 per cent. PRISMA achieved this by working with 7 companies in East and Central Java.</p> <p data-bbox="683 506 1422 943">Prior to PRISMA, agri-machinery companies were primarily focused on sales to the government market or large commercial plantations and were not serving the smallholder segment. Now, the 4 biggest agri-machinery companies are offering four-wheel tractors and combine harvesters to smallholder maize farmers. Previously, agri-machinery companies rarely offered good aftersales services, which impacts the durability and lifespan of machines. Although it is too early to assess the impact of aftersales improvements on maize farmers, 5 of PRISMA’s partners (including partners in mechanisation - rice) have progressed in improving their aftersales capacity. These partners are making additional investments in capacity development and marketing activities for aftersales services.</p>
 <p data-bbox="201 1346 335 1379">Mungbean</p>	<p data-bbox="395 1189 651 1469">Smallholder mungbean farmers in Central and East Java adopt quality seed and good agricultural practices and have increased access to improved off-taking services.</p>	<p data-bbox="683 969 1422 1189">After 7 years of PRISMA’s engagement, more than 78,000 mungbean farming households have increased their productivity by 44.85 per cent, equivalent to IDR3.41 million (AUD341) per season. PRISMA achieved this by working with 4 mungbean seed producers and 2 government research institutes, which have invested AUD1.53 million in developing the commercial market for quality mungbean seeds.</p> <p data-bbox="683 1211 1430 1682">Prior to PRISMA, there was no commercial market for high-yielding mungbean seeds, and government research institutes were not commercialising parent seeds. Two government research institutes are now commercialising parent seeds to increase seed propagation, and PRISMA’s partners are expanding their commercial market while also educating smallholder farmers on good mungbean practices. There are now a total of 7 seed companies across Central and East Java offering high-quality mungbean seeds, as well as one company that is trialling the commercialisation of parent seeds. Previously only 4.26 per cent of planted mungbeans used quality seeds, obtained through the government subsidy program, but now 24.8 per cent of planted mungbeans use quality seeds. Moreover, 51 per cent of mungbeans farmers are now purchasing quality mungbean seeds.</p>

Sectors	Vision	Workplan per function
 <p>Pig</p>	<p>Smallholder farmers and market players in the pig industry benefit from increased availability and appropriate use of quality inputs and improved husbandry practices, supported by a conducive regulatory environment.</p>	<p>After more than 9 years of PRISMA’s engagement, more than 153,200 farming households have increased their incomes by 382 per cent from pig farming. Now, approximately 26 per cent of farmers are restocking their farms with high-quality piglets, using concentrate feed, and applying biosecurity measures, leading to lower mortality and higher pig productivity. In contrast, when PRISMA began, nearly all East Nusa Tenggara pig farmers were following traditional feed, breeding, and rearing practices.</p> <p>Prior to PRISMA, only 2 or 3 breeding farms were providing high-quality piglets, and none of them were providing commercial artificial insemination services. Now, high-quality piglets and artificial insemination products and services are widely available in East Nusa Tenggara, with at least 13 breeding farms providing faster-growing, high-quality breeds and 8 farms providing artificial insemination services. Smallholder farmers expansion into artificial insemination means farms are starting to shift the way farmers practice breeding in East Nusa Tenggara. Two farms have also installed wastewater treatment plants, which is important for biosecurity and meeting farm water requirements, particularly given East Nusa Tenggara’s dry climate. They are the first pig farms in Indonesia to have installed such technology. Furthermore, from a baseline of only 2 feed companies distributing pig feed in East Nusa Tenggara, 12 feed companies now sell a variety of affordable pig feed while also educating farmers on good rearing practices. Although previously animal pharma companies were not targeting the pig sector, at least 4 companies are now selling pharma and biosecurity products for pigs in East Nusa Tenggara. Finally, another major development is how the East Nusa Tenggara Animal Husbandry Office is now better positioned to address disease prevention, detection, and surveillance. For example, where previously tests for animal disease detection could only be done through Bali, East Nusa Tenggara can now conduct tests through 3 laboratories on its 3 main islands.</p>
 <p>Rice</p>	<p>Smallholder rice farmers in Central and East Java adopt high-yielding rice seeds.</p>	<p>After more than 4 years of PRISMA’s engagement, more than 133,000 farming households have adopted high-yielding rice seed varieties. This has resulted in a 31 per cent increase in yields, which is equivalent to an annual income boost of IDR2.58 million (AUD258). PRISMA achieved this by collaborating with 5 seed companies to produce and promote over 2,000 tonnes of high-yielding rice seeds.</p> <p>With PRISMA’s support, these companies have expanded to new markets in Central and East Java and implemented inclusive approaches, targeting women farmers and farmers with disabilities. Prior to PRISMA, seed companies were reluctant to increase their high-yielding seed production, but now at least 6 seed companies have increased their production.</p>

Sectors	Vision	Workplan per function
 <p>Soil Treatment</p>	<p>Staple, horticulture, and estate crop farmers in Central Java, East Java, and West Nusa Tenggara have access to and safely use quality fertiliser.</p>	<p>After 4 years of PRISMA’s engagement, more than 271,000 farming households have benefitted from using good quality fertilisers and applying good fertiliser practices, increasing their incomes by 52 per cent or IDR6.5 million (AUD650) per season. PRISMA achieved this by working with 8 companies that invested AUD2.48 million in developing the commercial fertiliser market.</p> <p>Now, farmers can access commercial fertilisers through 290 kiosks in Central and East Java, and West Nusa Tenggara, and 11 companies are actively promoting commercial fertilisers along with information on good fertiliser practices. Prior to PRISMA, most companies, including the 5 state-owned enterprises, were focused solely on the government subsidy market and were not providing information on good fertiliser practices to farmers.</p>
 <p>Vegetables</p>	<p>Smallholder farmers in Tanah Papua use quality seeds, apply good agricultural practices, and have access to the downstream market.</p>	<p>After 7 years of PRISMA’s engagement, more than 7,900 farming households in Tanah Papua have increased their income by 15 per cent, which is equivalent to an annual income boost of IDR4.37 million (AUD437). PRISMA achieved this by collaborating with 3 seed companies to promote and distribute quality vegetable seeds, along with embedded information on good agricultural practices.</p> <p>Prior to PRISMA, there were no seed companies selling quality vegetable seeds in Tanah Papua. Now, 3 of PRISMA’s seed partners have established direct distribution channels and are actively promoting good agricultural practices in Tanah Papua. PRISMA’s partners have showcased a commitment to local engagement by hiring indigenous and non-indigenous local field staff while also aligning marketing tools and strategies with the local context. With a steady rise in sales facilitated by 5 active distributors, PRISMA’s seed partners are expanding into new areas and have also attracted another seed company to crowd-in and adopt similar business practices (for example, hiring local field staff, selling directly to distributors in Tanah Papua). Simultaneously, PRISMA is collaborating with an indigenous owned greengrocer to improve access to markets for farmers and bolster market resiliency.</p>

Cross-cutting area progress



Climate-smart agriculture

PRISMA is increasing private sector investment in climate-smart technologies, practices, and business models, supporting emission reductions and adaptation. Of 119 PRISMA's ongoing interventions during the semester, 88 have climate-smart elements. This is reducing green house gas emissions and helping farmers to adapt to climate change.

Cumulative emission reduction



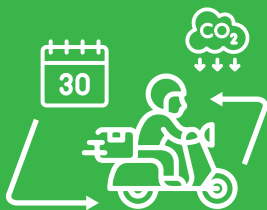
134,708 tonnes of CO2e reduction

Cumulative farm households adopting and benefiting from CSA practices



1,145,180 farm households

Sector	Attributable emission reduction	Total Attributable emission reduction
Maize	239 kg CO2e/farmer/season	26,050.5 tonnes CO2e
Rice	Hybrid: 272 kg CO2e/farmer/season New inbred: 68.4 kg CO2e/farmer/season	13,127 tonnes CO2e
Beef	101 kg CO2e/farmer/year	63,185.8 tonnes CO2e
Other Crops	119 kg CO2e/farmer/season	32,344.3 tonnes CO2e



This total reduction is equivalent to the consumption of **1,329,460** motorcycles running on gasoline for a month or the combined electricity and fuel consumption of **1,886** households for a month.

Policy engagement

PRISMA supports policy initiatives to inform and influence key decision-makers and stakeholders using evidence from PRISMA's interventions.



22
policy initiatives this semester



120
policy initiatives (cumulative)

Gender equality, disability and social inclusion

PRISMA supports inclusive business models for gender equality and increased inclusion of people with disabilities, youth, and indigenous peoples.



31%
of women respondents experienced improved knowledge and skills in farming practices this semester



6
partners made progress towards mainstreaming WEE through their business activities this semester



58%
of women respondents experienced economic advancement



75 out of 114
active interventions have progressed towards WEE mainstreaming



28%
of women respondents experienced increased decision-making in agriculture

Disability inclusion

PRISMA supports widespread awareness and understanding of disability in the private sector and governments to support inclusion in agriculture.



284
farmers with disabilities benefitted through PRISMA's interventions this semester



3
partners demonstrated their commitment to developing more inclusive farmer outreach activities



8
partners have adopted universal design principles to improve the accessibility of their products

Youth inclusion



25%
of PRISMA's individual beneficiaries are young (individuals between 18 and 35 years)

Indigenous inclusion



2

partners have business models targeting indigenous farmers in Tanah Papua

Strategic communications

Strategic communications support market resilience, anchoring knowledge, and increasing the visibility of the program and its outcomes.



37

media articles including 3 television coverages, resulting from the new media strategy that involves training partners on media engagement, including media release preparation and dissemination.



806,174

audience through digital channels this semester



5.3 m

cumulative audience since measurement started in January 2022.²



40

PRISMA staff trained to support partners on media engagement. Media engagement helps to support marketing and consequently business sustainability

Sustainability

PRISMA conducted in-depth, in-person interviews with 18 out of 254 unique closed partnerships to understand and gauge the sustainability of its interventions.



78%

of partners interviewed continued the business model after the intervention period

Locally-led development



To support locally-led development, PRISMA has co-created and co-financed 387 interventions with 273 organisations, 93 per cent of which are local



PRISMA has provided technical and financial support to these local entities (for example, private companies, local governments, associations, universities, etc.) to implement interventions.

² This semester, PRISMA started tracking reach and looked back at the last 2 years when it increased its digital presence through the Economist Impact website and social media campaign and launched its LinkedIn page. Reach is determined by the total followers of the social media pages it features on, impressions from its LinkedIn, and impressions from the Economist Impact social media campaign.

Semester highlights



Government of Indonesia recognition of PRISMA outcomes

Program Coordination Committee (PCC) Meeting and Joint Monitoring visit to high-yielding rice seed farmers in Banyuwangi on 5 October 2023.



PRISMA has presented a transformative perspective on market linkages for inclusive agribusiness. By emphasising the potential of smallholder farmers as entrepreneurial agents and cultivating sustainable ecosystems, PRISMA has achieved a remarkable result.

Dr. Vivi Yulaswati
Deputy Minister for Maritime Affairs and Natural Resources, Bappenas



PRISMA anchors its knowledge at a pig sector event in Kupang

The event marked the end of a collaboration between the NTT Provincial Government and PRISMA to promote growth in the pig sector with a focused knowledge exchange for further growth.



PRISMA will conclude at the end of 2024, and I am proud to be here to be part of the handover of the significant work done to date and join the discussions on the next steps for growing the market.

Sophie Roden
First Secretary, DFAT



We would like to thank PRISMA and all involved parties for the efforts to strengthen the capacity of (animal) health officers, launch an awareness campaign about African swine fever, and improve the genetic quality of pig farming through artificial insemination methods. Collectively, these steps enhance the quality and sustainability of the pig farming sector in East Nusa Tenggara Province.

Ayodhia Kalake MDC, SH
Acting Governor of East Nusa Tenggara



PRISMA supports an evidence-based policy process for modernising agriculture

PRISMA convened its partners and key stakeholders in a series of regional and national focus group discussions, with recommendations.



This is not the end, but only the beginning of the policy process for modernising agriculture.

Jarot Indarto
Director of Food and Agriculture, Bappenas



Fertiliser company promotes climate-smart agriculture

PRISMA supports organic mineral-based fertiliser company, PT Agrotama Tunas Sarana to scale up and reduce emissions from chemical fertilisers.



We aim to encourage sustainable farming to ensure that crops remain undamaged, stay healthy, and become more fertile.

Eddyko
Director, PT Agrotama Tunas Sarana (fertiliser company)



Women farmers benefit from private sector initiatives

PRISMA supports high-yielding rice seed producer PT Agrosid/Primasid to educate farmers by training agronomists.



Getting direct information from the agronomist, Pak Joko, is very helpful, and when I attend farmers' events where I meet other farmers, I feel more confident in what I am doing. It's important that we receive information directly – so I can see and implement it immediately without relying on second-hand news through my husband.

Narto
High-yielding rice seed producer from Central Java



Concentrate feed producer adapts its outreach to engage more farmers with a disability

PRISMA supports partners to learn more about the barriers that farmers with disabilities face in increasing productivity and improving outreach.



One of the biggest challenges for us is how to facilitate farmers with a disability to go to a farmers' event.

Amelia Novianti
PT. Panca Patriot Prima



Former PRISMA finance partner continues its business model

Interviewed for the PRISMA sustainability report.



PRISMA greatly assisted us in promoting our money transfer service to businesses in rural communities, such as agri-kiosk owners, who are typically not very tech-savvy. We used informative and accessible videos to explain how to make cash withdrawals from remittances.

Arman Bhariadi
President Director, RemitPro
(technology company and former PRISMA partner)

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