



PRISMA Highlights

2013 — 2023



The Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture (PRISMA) is a development partnership between the Government of Australia (Department of Foreign Affairs and Trade, DFAT) and the Government of Indonesia (Bappenas).



Kementerian PPN/
Bappenas



Australian Government



Hi! Welcome to

PRISMA

We've been
around since
2013, improving
productivity
and increasing
incomes of
smallholder
farmers.

Here are some

highlights

from the past
10 years!



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.



From our headquarters in Surabaya and provincial offices, we've supported more than

260 partnerships

across eastern Indonesia.

Finding creative solutions



Our aim is to change the way the private sector does business so that farmers get access to quality products and services.



Improved farmer productivity



Increased farmer incomes



Indonesia more food secure



More inclusive markets



Better resilience to climate change



Prepared for market shocks



What and where



We work
in Eastern
Indonesia.



PRISMA currently works in **12 sectors**:

Rice	Crop protection
Vegetables	Mung beans
Maize	Soil treatment
Mechanisation	Pigs
Beef	Dairy
Finance	ICT

PRISMA works in **6 provinces** in Eastern Indonesia
supporting farmers who are living below the poverty line.



Leveraging private sector investment



We've unlocked investment, leveraging **AUD 220 million** in private-sector and farmer investment to ensure smallholder farmers have access to better products and services.

PRISMA supports it's the private sector in adopting inclusive business practices through:



Co-investment



Market research



Tailored business advisory support

Better business practices increase the availability of products and services that improve farmer productivity and incomes.



Creating a better business environment



PRISMA also works with the Government of Indonesia to create a better business-enabling environment. PRISMA supports policy change that makes it **easier to do business and promotes collaboration with the private sector to respond to market shocks and smallholder farmers competitiveness.**



We've supported policy change that makes it easier for the private sector to do business.

Our approach

The market systems development approach



PRISMA uses a **market systems development** approach to try and make permanent change in the market.



What problems do farmers have?

What problems do farmers have?

What are the underlying causes of these problems?

Why isn't their market system providing solutions to these?

How can we help to solve these?

How can we make the market system solve these problems?



A photograph of an elderly woman with grey hair, smiling broadly. She is holding a large, woven basket filled with yellow corn cobs. She is wearing a white t-shirt with a graphic that includes the text "The Leading Health Institution for Global". The background is a blurred landscape with green hills and a blue sky with clouds. A semi-transparent dark grey rectangle is overlaid on the image, containing the word "Achievements" in white text.

Achievements

Achievements

(Up to December 2022)



Reaching our end of program outcomes



1,224,574

Smallholder farming households benefited
(exceeding our end of program target of 1,000,000)



184%

Income increase



In December 2022, we passed our end of program goal of benefiting **1m** smallholder farming households with an income increase of **30 percent**.



264

Private and
public sector
partners



Leveraged

AUD 26m

in private
sector
investment



Increased
revenue for
SME by

AUD 184m

(total value of
additional turnover
for SME up to
December 2022)

By working
with the private
sector, we are
supporting
sustainable,
long-term
change.



Increased
revenue for
partners by

AUD 102m



We work with our partners to consider how they can reach more women with farming innovations.



57%

of private sector partner interventions are mainstreaming Women's Economic Empowerment (WEE) in their business models by including services and products directed at women farmers.





2.7m

PRISMA's strategic communications adjustments resulted in a reach of 2.7 million people via the Economist Impact campaign, as well as backing our intervention impact, supporting behaviour change and sharing our knowledge and insights.



We work with our partners to consider how they can reach more women with farming innovations.

A man wearing a straw hat and a light blue patterned shirt is smiling as he feeds a dark-colored donkey. He is holding a red plastic bucket filled with feed, and the donkey is eating from it. The scene is set in a stable with wooden beams and a corrugated metal roof.

Highlights



We've made big inroads in the cattle sector - effecting change on the ground through policy advocacy.

Achieving systemic change in the cattle sector, particularly for commercial feed. The private sector is now independently serving the market with quality feed for smallholder farmers.



As a result,

641,316 smallholder farming households
have experienced an income increase of
145%

PRISMA has supported the Government of Indonesia in changing the National Feed Standards for cattle and dairy feed.

As a result, small and medium companies can enter the feed sector to provide affordable quality feed to smallholder farmers throughout Indonesia.



We're also advocating for a change in the animal feed policy, which could positively impact thousands more smallholder households.



PRISMA has succeeded in triggering market rebound

in the pig sector after 2 years of African Swine Fever (ASF). The private sector has increased sales of piglets, feed and animal health products, and farmers are beginning to restock pigs and invest in commercial feed.



After witnessing the devastating impacts of African Swine Fever on smallholder pig farmers in NTT, we supported the market in recovering.



**PRISMA has become
a trusted source of
field-level information**

for GOI and GOA on livestock disease in Eastern Indonesia for market impacts of external shocks. These include African swine fever in NTT and foot and mouth disease in East and Central Java.



When animal disease outbreaks occur, we've used our private sector networks to support government efforts to respond.

A photograph of a woman with grey hair, smiling and holding a handful of green lentils. She is wearing a brown jacket over a colorful patterned scarf. A white plastic bag filled with lentils is visible in the lower right. The background shows trees and foliage. A white rectangular box with a thin border is superimposed over the center of the image, containing the text 'Breakthrough outcomes' in white.

**Breakthrough
outcomes**



Smallholder livestock farmers faced long fattening times and low productivity.



Beef



The problem

Domestic beef consumption in Indonesia continues to exceed supply, so beef must be imported. East and Central Java are the largest cattle-producing provinces, representing 38 percent of the country's cattle population, comprising about 1.4 million small-scale beef producers. Yet, cattle production and productivity are low.



Strategy

PRISMA leveraged AUD 6 million in private investment to help establish distribution channels to get good quality feed to farmers and promote cattle feed through a series of trainings, farmer visits, and demonstration plots. Farmers who bought the feed also received advice on good rearing practices to help prevent disease.



Impact on farmers



Farmers improved fattening times from 12 to 24 months to 6 to 11 months and minimised sick cattle.



Farmers can now sell 2-3 cattle per year, get an **income increase of 131 percent**.



Overall result

A 14 percent increase in domestic beef production, impacting **641,346 farmers** and **increasing their incomes by 145 percent**.



Bappenas Director, Pak Anang saw the impact first-hand.



Extraordinary is the word I used when describing PRISMA's impact on farmers and businesses in the cattle sector in East Java. I met business owner, Pak Munir and the farmers that are using his cattle feed and heard first-hand about the impact of the model on their lives, their families, and communities.

Ir. R. Anang Noegroho Setyo Moeljono

Director of Food and Agriculture, Bappenas, April 2022.



Maize farmers in Madura were not using the high-yielding, time saving seeds available.



Maize Madura



The problem

Farmers in Madura lack access to commercial hybrid seed and knowledge about the benefits and GAP associated with using hybrid seed. While local governments have consistently promoted hybrid seed through subsidy programs, the adoption rate has been slow as the availability of hybrid seed in the commercial market is limited. The reasons are the inferior quality of the seeds, the absence of extension services, and delays in distribution. The subsidy planning has been inefficient and has often resulted in high overlaps between the subsidy recipients and existing commercial seed users. As a result, seed companies lacked the incentive to expand to Madura.



Strategy

PRISMA leveraged AUD 327,000 of private investment and has improved collaboration between private players and government programs to increase production and productivity by adopting hybrid seeds and applying GAP.



Impact on farmers



Farmer's productivity has increased from 1.3 tonnes per Ha to 4.8 tonnes per Ha (270 percent increase).



Overall result

47 percent of maize farmers in Madura use hybrid seed achieving an **increase in household income of 403 percent**.



Smallholder farmer productivity has increased by **270 percent**.



At the start of our collaboration, our maize productivity was low due to the high usage of the local variety. We aim to shift farmers' seed usage from local maize to hybrid seed. It is not as easy as ABC, but with the suggestions from PRISMA, hybrid maize adoption in Sumenep district has increased.

Arif Firmanto, S.TP., M.Si

Head of Agriculture Department (DKPP) Sumenep, 22nd June.



But don't take our word for it,
hear it from the farmers.



*There is no feeling like
participating in a (women
farmer's) event and seeing
what you can do.*

Ibu Narto

A rice farmer who is receiving information on good agricultural practices and high yielding varieties as a result of a PRISMA intervention.



*Agriculture is seasonal and
I needed a flexible loan,
which I can now get.*

Ibu Lasmi

An organic vegetable farmer who received a loan from finance partner, PT Permodalan Nasional Madani.



Thanks for
reading. If you'd
like to learn more
about us, follow
our LinkedIn or
visit our website.