

PRESS RELEASE

**“This is more than I could have hoped for” –
Mugi, a smallholder cattle farmer from Tuban, East Java**

SURABAYA, 22 September 2022: On the eve of Hari Tani, National Farmers Day, PRISMA celebrates trailblazing smallholder farmers adopting innovations in agriculture to increase their yields and build resilience.

Mugi, from Tuban in East Java has grown his cattle herd from 4 cows in 2020 to 15 today. The growth in Mugi’s herd is the result of him using concentrate feed and the innovation has transformed his life.

Concentrate feed was promoted in East Java by PRISMA, (The Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture) - a partnership between the Government of Indonesia and the Government of Australia to grow agricultural markets in rural Indonesia.

PRISMA partnered with Mugi’s supplier, UD Munir Jaya, to develop the business and reach more farmers with quality feed. This is one of more than 200 partnerships that PRISMA has formed with businesses and government across 12 agricultural commodities in 6 provinces in Eastern Indonesia.

PRISMA aims to address food security and reduce poverty by introducing innovations to farmers like Mugi.

“The subsistence farming approach may be traditional, but it has no way of providing a sustainable business or a secure, comfortable life,” says Mugi.

Like other -subsistence cattle breeders, Mugi used to spend hours walking tens of kilometres each day looking for forage for his cows. It took roughly 18 months to fatten his cow before he could sell it.

Now Mugi uses concentrate animal feed from Munir Jaya and the fattening time for his cows has been cut to 6 months. He says:

“This is more than I could have hoped for, and I am grateful that I now have the ability to send my children to university and care for my parents in their old age.”

An early adopter, Mugi has now become a sales agent for feed. In two years, he has gone from selling three tonnes of concentrate feed a month to 100 using 45 sub-agents across three districts.

Despite some early caution from businesses and farmers, concentrate feed for cattle is taking off. During a visit to UD Munir Jaya, the Director of Food and Agriculture of BAPPENAS, Anang

Noegroho Setyo Moeljono, said the impact of the innovation on farmers and businesses in the cattle sector was extraordinary.

"I met businessmen like Mr. Munir and the farmers who use his feed and witnessed the impact on their lives, families, and communities," said Anang.

BAPPENAS, Anang mentioned, welcomes and will continue to support PRISMA and the partnership with the Australian Government to grow agricultural markets to benefit businesses and farmers.

"The PRISMA model supports sustainable business, and poverty reduction, both of which support the mission of BAPPENAS," added Anang.

PRISMA CEO Nina FitzSimons explains the approach:

"It's not about teaching farmers how to farm; they already know how to do it. PRISMA analyses the market and identifies the main obstacles preventing poor farmers from accessing quality products and services they need to increase their productivity. PRISMA then works with the private sector to deliver those products"

Across Indonesia, smallholder farmers like Mugi are modernising their farming practices and growing their smallholder farms. On Hari Tani we celebrate their achievements.

Read more about Mugi and PRISMA's achievements in the Indonesian agricultural sector in the [PRISMA partnership with EI studios, a custom division of Economist Impact.](#)

Contact person: Megiza Asmail, Communications Specialist, PRISMA megiza@aip-prisma.or.id

About PRISMA

PRISMA (The Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture) is a partnership between the Government of Indonesia and the Government of Australia to grow agricultural markets in rural Indonesia.

Since 2013 PRISMA interventions have resulted in 763,055 farming households increasing their income by more than 30%. In the beef sector, national beef production has increased by 6 percent. PRISMA's support in the beef sector will increase hundreds of thousands of poor farming households with an income increase of 131 percent.

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