



Strengthening Supply Chain

to build a resilient and sustainable food system

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30 Years as Farmers' Best Friend



Supported by 1,000 local employees



Spending research cost > IDR 200 billion / year



Partnering with 17,000 production farmers & 70,000 pollinator workers in East Java, West Java and Lampung.



EWINDO's products are used by more than 7 million Indonesian vegetable farmers



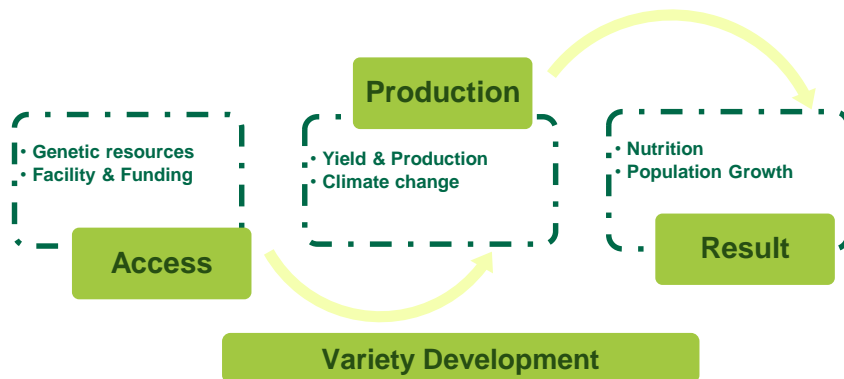
Producing more than 150 high-quality seed varieties



Accelerating to find high-quality seeds with advanced molecular marker technology



Focusing on seeds production for domestic needs





Horticulture for Farmers Prosperity during Pandemic (Sobir, PKHT 2020)

Source of Income

Vegetable and fruit farming are highly profitable in Korea, 2007 (Unit:\$/10a)

Crop	Gross Income	Expenses	Net Income	% over Rice
Average of 12 Vegetable open-field	2,292	824	1,468	279%
Average of 10 fruit vegetables under greenhouse	14,397	7,577	6,820	1294%
Averages of 6 fruits	3,792	1,337	2,455	466%
Rice	919	392	527	100%

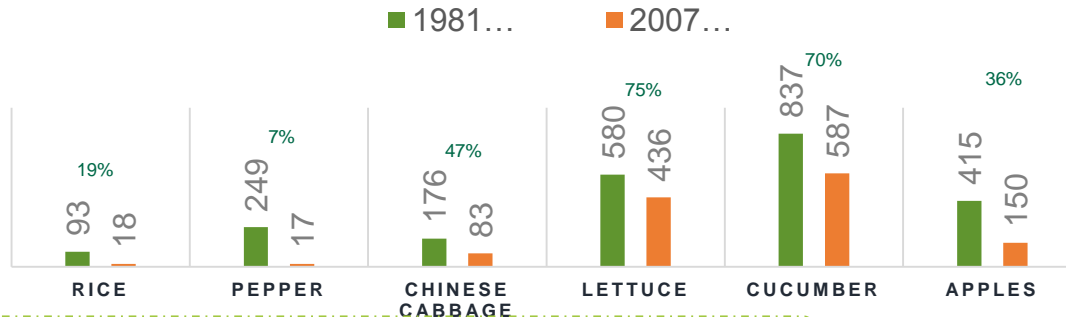
Horticulture farmers earn up to 1200% over rice farming activity



Bagas, young farmer, inspires "thugs" to be farmers

Source of Employment

Labor requirements for horticultural crops are still very high (Unit: man hours/10a)



Horticulture is labor-abundant, thus, more employment opportunity



Urban officer farms chili in large area



Is there any “new normal”?



Seed-Producing Farmers

- Work normally, no significant change
- Intensive interaction (farmers & field team)
- More cautious on “immigrant”
- New habit (*i.e. wearing mask, keeping distance*)



Online agricultural extension



Vegetable Farmers

- Plant >1 commodity
- Go online (purchasing inputs, selling harvest)
- Sell to local markets, small vendors & end consumers
- Farming as new occupation for those have been laid off (PHK)



Smaller participant on field activity

SUPPLY CHAIN MANAGEMENT

IN THE TIME OF PANDEMIC



1. AWARENESS THROUGHOUT SUPPLY CHAIN

- Crisis Management Team to anticipate worst-case scenario
- Bring awareness to both internal and external
- Distributing 200,000 masks to nationwide farmers to build health awareness



Internal Staff



Dealers, Subdealers and Farmers



200,000 masks for farmers



SUPPLY CHAIN MANAGEMENT IN THE TIME OF PANDEMIC

2. SECURING THE AVAILABILITY OF SEEDS

- Proposing unhampered process for food and agriculture needs
- Stock point readiness
- Online-shopping services



Easy access



Support from Gugus Tugas Covid19 for
smooth distribution

SUPPLY CHAIN MANAGEMENT IN THE TIME OF PANDEMIC



3. SUPPORTING GOVERNMENT (Public Private Partnership)

- Nationwide, building farmers' awareness on Covid-19 threat
- Social Capital Initiatives (*staple need, Personal Protective Equipment*)
- Collaborate with government to ensure adequacy of agricultural materials
- Educate farmers for future of agriculture → digitalization



New, AMARELO F1 Lebih Tahan Pecah, Semangka Kuning Non Biji
30 views • May 16, 2020



BERKESUKSES TANAM MELON ALINA F1 : TAHAN VIRUS, MANIS DAN BERBOTOT
250 views • Mar 11, 2020

Educate farmers through Youtube: PANAH MERAH TV, AGRO TV



Conclusion

1. Public-Private partnership for building farmers' awareness on COVID19 is a must

“Healthy farmers → secured supply”

2. Distribution and cultivation work well. Yet, non-active market blocks farmers' access

“Need temporary market to sell harvests”

3. Digitalization is urgent to connect farmers to consumers

“Win-Win for Farmers and Consumers”

