



# Strengthening Supply Chain

*to build a resilient and sustainable food system*

Glenn Pardede  
Managing Director  
PT East West Seed Indonesia

## 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



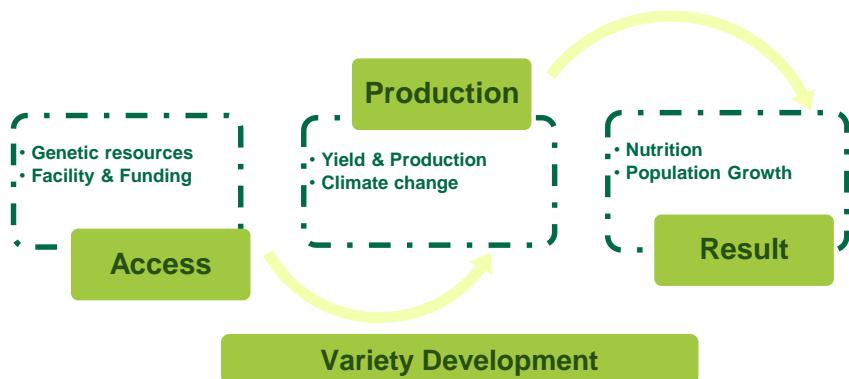
Producing more than 150 high-quality seed varieties



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)

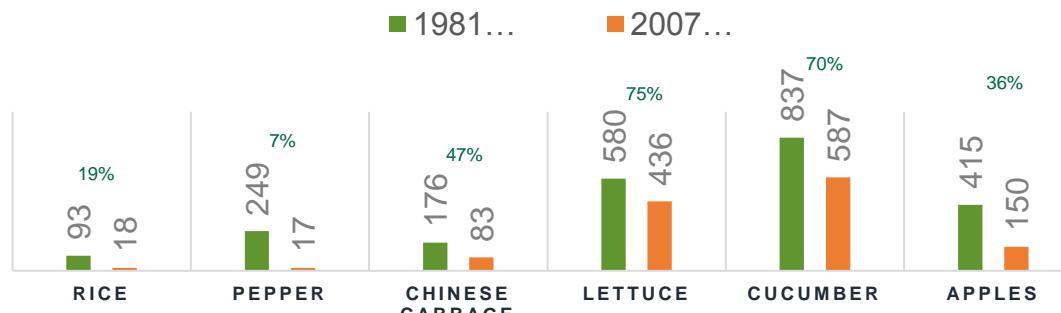
Crop	Gross Income	Expenses	Net Income	% over Rice
Average of 12 Vegetable open-field	2,292	824	1,468	279%
Average of 10 fruit vegetables under greenhouse	14,397	7,577	6,820	1294%
Averages of 6 fruits	3,792	1,337	2,455	466%
Rice	919	392	527	100%

*Horticulture farmers earn up to 1200% over rice farming activity*



## Source of Employment

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



*Horticulture is labor-abundant, thus, more employment opportunity*

Bagas, young farmer, inspires  
“thugs” to be farmers



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*)



## 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)



# 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



200,000 masks for farmers

# SUPPLY CHAIN MANAGEMENT

IN THE TIME OF PANDEMIC



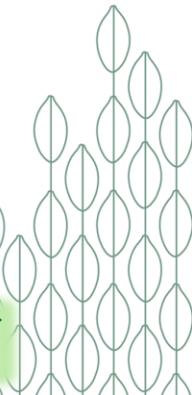
## 2. SECURING THE AVAILABILITY OF SEEDS

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



Gedung Graha DPRD Jl. Jenderal Sudirman Kav.38, Jakarta Pusat 11310  
Call Center: 119, 112, 114, 115, 116, 117, 118, 119, 120

– 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



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”***