Alignment of Strategy – foundation to successful PPP

- Active participation
- Freedom to innovate

Vision 20-20-20
- 20% Yield increase
  - Enhanced knowledge in seed function management
  - Provide access to advanced agronomic tools
  - Introduce new, more resistant crop types

- 20% Farmers' income increase
  - Innovate new contractual framework to secure farmers' income
  - Enhance farmer knowledge and input levels

- 20% CO2 emission reduction
  - Sustainably increase agricultural efficiency and reduce production losses
  - Improve post-sampling risk management and erosion control
Public-Private Partnership in Sustainable Agriculture

Opportunities

Challenges

Stamina
Public-Private Partnership in Sustainable Agriculture

Opportunities
- Business Development
- Thought Leadership

Challenges
- Inclusiveness
- Experiment with unproven models
- Resources & leveraging

Stamina
- Pilots vs Scaling up
- Increase complexity
- Additional resources
Business Development Objectives

- Extending market leadership position
- Developing a virgin market
- Increasing our geographical footprints
- Re-entering the fruit sector
Thought Leadership

Stakeholder Engagement at the Highest Level

Stakeholder Engagement at Operational Level
Public-Private Partnership in Sustainable Agriculture

**Opportunities**
- Strategy & aspirations
- Business Development
- Thought Leadership

**Challenges**
- Inclusiveness
- Experiment with unproven models
- Resources & leveraging

**Stamina**
- Pilots vs Scaling up
- Increase complexity
- Additional resources
Different Ideology, work cultures and agenda

Three Segments

Believers

Idealists

NATO

This way
Getting competitors to work together

- Can we promote inclusiveness in a competitive environment?
- How can we share information?
- How can we leverage on each other’s strengths?
Failed Experiment - Two-Prong Approach to reach more farmers

- targeting “slow adopter” farmers
- 50 champion farmers + 500 farmers /location
- managed by AIAT
- tailored to needs of members
- costs paid to AIAT directly

- target “high adopters”
- leveraging member’s data base
- 20,000 - 50,000/member
- managed by members
- funded by members
Simplicity is the key to its success

- Target “Believers”
- Clear roles
- Common agenda
- Agree & implement action plans
Year-to-date achievements:

- 8,100 farmers trained
- 5X income increase

- 6 Partners (DFAT, UNRAM, BTPT JATIM, AIP-Prisma, PT SMAS, Syngenta)
- Clear roles & leveraging strengths

- Education and Training
- Early season production in sustainable manner
- Improve the welfare of mango value chain community.
Year-to-date achievements:

- **220,000 farmers trained**
- **44% income increase**
- **2 micro-financing models**
- **1 intercropping model**

- **Work with ‘Believers’**
- **Simplify via sub-committees**
- **Friendly competition**
Corn Microfinancing Model

**Micro Financing Scheme**

- **Provide loan to farmer to enable farmers to purchase agricultural inputs i.e. seeds, fertilizers, CP products and hire manpower**
- **Provide agronomy know-how and GAP training to farmers before planting and during harvesting**
- **Provide financial literacy to farmers**

**Seed & CP Producers**

**Guarantee to sell produce to Corn Trader and receive increase yield with affordable solutions and increase in income**

**Corn Trader**

- As off-taker who purchase produce from farmers at above market rate; responsible to pay directly to bank to off-set loan of farmers
- Provide post-harvest training
- Initiated coconut-corn intercropping model
Public-Private Partnership in Sustainable Agriculture

Opportunities
- Strategy & aspirations
- Business Development
- Thought Leadership

Challenges
- Inclusiveness
- Experiment with unproven models
- Resources & leveraging

Stamina
- Pilots vs Scaling up
- Increase complexity
- Additional resources
• Target 350,000 farmers

• Target 5 mil farmers
Conclusion

“Changing the lives of farmers is a tough journey. Pooling our resources will make this journey more pleasant”