



## PARTNER PERSPECTIVES

PRISMA works with partners to promote commercially available, appropriate and affordable cattle fattening feed

**3000 farm** households using innovation-beef

investment by private sector partner **IDR 2.5 billion**

OUTREACH TO JUNE 2017



“We were pessimistic at first ... now we believe PKM can benefit not only for itself but also for thousands of farmers in the region”

– Maaruf, Head of PKM

The lack of availability and awareness towards the benefits of good supplementary feed to cattle production were the reasons behind the establishment of **Pusat Kegiatan Masyarakat (PKM)** in Tuban, East Java. Farmers were given the chance to address these challenges by learning good cattle rearing practice and in-house production of good quality supplementary feed for participating farmers' needs.

Through interactive trainings for Pioneer Farmers and Demo-events, it became a general belief that good quality supplementary feed was essential in shorter-period cattle fattening. With the support from Gadjah Mada University, PKM developed quality feed which was proven

to accelerate cattle's daily growth from an average of 0.5 kg up to 1 - 1.3 kg. Cattle fattening period is reduced to an average of just four months from its original twelve to eighteen months.

The significant reduction in time and the improvement in the quality of supplementary feed inspired PKM to expand from their original purposes. PKM saw better opportunity by producing quality supplementary feed, which also benefit more farmers.

Today, PKM produces up to seventy tons of feed monthly, made fresh on demands and expanded its distribution channels from three to ten sub-districts. PT. Holcim which established PKM as part of its Corporate Social Responsibility are working with PRISMA in preparing PKM to be a self-sufficient business entity. PT. Holcim is planning to grant their feed production mill to PKM by second semester of 2018.

“We were pessimistic about the training at first. Now, we believe PKM can be benefiting not only to itself – but also for thousands of farmers in the region,” said Maaruf, Head of PKM.