

Selection Criteria		Potato (EJ)
Poverty Orientation		
How many farmers can be reached	Approximately 90,000 farmers can be reached in East java (EIADO, 2013. p.23).	
Percentage of targeted group with low income	Potato is a crop that demands high use of inputs, especially if quality seed is purchased. Those farmers who are poor are normally financed via contract farmer system by processors or traders.	
How important is this commodity to household income	Approximately 45-60 percent of potato farmers' incomes are derived from potato (Puspitawati, 2013.p.150).	
Growth Potential		
Trends and expected trends	Processing demand is increasing (growth rates not divulged by commercial actors) mainly after the Atlantic variety; industry processing capacity is expanding, as is SME scale processing in E Java (using Granola as raw material).	
Potential for productivity improvements	The potato is a high input crop, with major quantities and expenditure on both pesticides and fertilizers. Reduction in agrochemical use would have the advantages of reducing costs, reducing residues on the marketed produce and also decreasing adverse environmental impacts. However, it would also increase the risks of lower yields and crop losses from disease.	
Constraints	Certified seeds supply remain a problem in certain area (size, quantity, quality, time).Potato (both Granola and Atlantic) produced in rotation with a number of other crops – especially carrot, spring onion - as well as cabbage. Different production areas tended to be associated with different rotation crops. The main production constraint mentioned <i>Phytophthora infestans</i> is major issue across the province of E Java which can potentially reduce yields by almost 100%. Potato usually has higher per hectare production costs than alternative crops (especially carrot and cabbage). Potato is perceived as riskier from a production perspective (due to disease pressures leading to yield declines) and with lower net income/ha.	
Potential for systemic intervention		
Availability and willingness of potential partners	Potato processors are interested in securing supply. Seeds producer is interested to expend their service via distributors, or F3-4 nurseries. FMC, an agro-chemical company is interested in promoting safe use of pesticide as it will increase their brand. Croplife Singapore is also interested in promoting safe use of pesticide in Indonesia.	
Availability potential NGOs/CSOs	No NGO is currently working in the potato arena. However in area where Indofood were/is present, strong smallholder group are presents.	
Other Priorities		
Relevance to government programs	Any change on government policies on potato seeds and consumption will significantly impact the East java market of potato.	
Relevance to environmental aspect	There are two main areas in which the environment is important for potato value chain: <ul style="list-style-type: none"> - use of agrochemicals - the upland ecosystems in which the crop is produced. 	
Relevance to gender & social inclusion	At farm level, women are commonly involved in all potato production activities except land preparation and pesticide application. In most cases, there was little distinction between men and women in their activities, although women may be paid at lower daily rates than men (e.g. IDR 20,000/day vs IDR 25,000/day in Ngadas, Malang).	