



PARTNER PERSPECTIVES

PRISMA partners with private sector and local government to improve pig farmers' productivity and incomes

15 private and public partners for interventions in East Nusa Tenggara

Private sector partners invest IDR 14 billion for the interventions

OUTREACH TO DECEMBER 2018

PRISMA

Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture



Australian Government



“PRISMA facilitated us to expand feed sales in East Nusa Tenggara up to 60% within two years.”

– Amin Zarkasie, Head of Sales East Region and Outer Island, PT. Sierad Produce Tbk

As a pig feed producer, Sierad is well established in Kupang, East Nusa Tenggara. Feed sales can reach up to 100 MT per month. However, the market in Kupang tends to be stagnant. Therefore, Sierad feels the need to expand its business.

Supported by PRISMA, Sierad has expanded and targeted three larger islands in East Nusa Tenggara: Flores, Sumba and Timor since June 2016.

Collaboration with PRISMA includes development of marketing networks, promotions, outreach, demo farming, and field studies.

From the results of its market mapping, PRISMA records a database on pig farmers in the three islands. The information makes it easy for Sierad to develop its business. “Based on PRISMA’s mapping, we built a network that reaches remote areas,” said Amin Zarkasie from PT. Sierad Produce Tbk.

As recommended by PRISMA, Sierad innovates and adapts to suit the needs of local farmers through the launch of hygienic and nutritious local-pig feed products, as well as selling small 10 kg packaged feed that is more economical to the farmers’ budget.

As an additional service, Sierad develops booklets and leaflets about good pig rearing practice. Two veterinarians are also assigned to help farmers in Kupang and Flores.

Now, Sierad has 36 agents and 101 sub-agents in Flores, Sumba and Timor. They distribute feed to the remote villages. Through this market expansion, sales of feed outside Kupang can now reach up to 80 MT per month. So, the total sales for East Nusa Tenggara in a month can be increased to 180 MT.

Complete and high-quality types of feed, aggressive promotion, as well as education and training for farmers are Sierad’s key strategies to become the market leader of pig feed in East Nusa Tenggara. “What we do in NTT is a long-term investment. We hope to become a market leader in the province,” Amin said.