

# REACHING FARMERS ONLINE: FUTURE OF AGRICULTURE MARKETING

22 OCTOBER 2020 | 10.30 - 12.00 (UTC+7)

## Additional Questions and Answers

### 1. Mohasin Kabir – Portfolio Adviser, PRISMA



#### **Does PRISMA consider other media like community radios to reach farmers in remote areas?**

Yes, PRISMA is open to any ideas on reaching farmers in remote areas using ICT. Initially, PRISMA advised its partner companies to use social media and the Zoom platform to address the immediate business discontinuity. PRISMA is actively considering other communication channels, including community radios to reach farmers in remote areas.

However, the adoption of a particular communication channel also depends on the partner company's marketing goals and strategy.

#### **Can you tell us more about the farmers' online behavior? How did you utilise the behavioral insights in designing the marketing program?**

While implementing an online marketing strategy, PRISMA supported our partner companies with market assessments and evaluations. The purpose was to understand farmers' preferences and acceptance and to verify our initial assumptions. Some of the key findings were:

- Farmers prefer joining an online event with their peers. They like to interact with each other while watching online events.
- Farmers intend to gain new information and knowledge from the webinar. Therefore, they prefer a more extended Q&A session.
- Farmers want a neutral subject-matter expert as a source of information and knowledge. Popular agriculturists or university teachers are usually seen as a credible source of information.
- Too much focus on product promotion demotivated farmers to watch an online event till the end. Farmers expect entertaining, relevant, and two-way communications.
- Farmers also have a time preference for attending an online event. The preferred time varies across the region.

Over time, private companies made the following key changes to their online programs:

- Companies invited subject matter experts to discuss a pressing pest and disease management issue during the online events.
- The company's field staff organized small field gatherings with 10-15 farmers to watch online events.
- Private companies also promoted the event through Facebook's paid ad options.

## 2. Ms. Bethwyn Todd, President, FMC Asia Pacific



### **Will you continue online marketing after the pandemic?**

We will continue to expand our digital marketing approach, and in more interactive ways, to educate and support farmers, retailers, and our distribution customers. One of our core values is Customer-Centricity, this is part of our DNA. We want to be where our customers are and, increasingly, they are online.

We encourage everyone to follow our activities in FMC Indonesia Facebook and Youtube channel, and Instagram (@fmcindonesia\_)

### **How would you categorise or define purpose of the online marketing tool used by FMC and Agricon? Is it more for sending product information, two-way communications, product price control, or possibly as online transactions (including payment)?**

The primary objective of our digital marketing approach is to educate and support farmers, retailers and, our distribution customers, by providing useful and timely information on the right product to use, as well as the right dosage and usage methods. Our digital marketing is interactive, allowing two-ways communication.

This is aligned with our commitment to Product Stewardship and helping farmers improve their farming practices and productivity.

### **In terms of content design in FMC and Agricon, what methods proved to be the most effective in retaining farmer attention? Example: In watch parties, what was the composition of videos (themes and formats) that farmers were most interested in.**

We have found that our Field Program, where audiences can virtually experience the real field situation, have been particularly effective in engaging farmers. That said, we have to continuously measure the engagement rate of every aired program and review the quality of the content we share to ensure that it maintains its relevance to our audiences.

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## 3. Mr. Kasirin Karyo, General Manager, PT Agricon Indonesia



### **How would you categorise or define purpose of the online marketing tool used by FMC and Agricon? Is it more for sending product information, two-way communications, product price control, or possibly as online transactions (including payment)?**

Online marketing is a new tool to touch more farmers comparing to the conventional promotion, There are so many things we can do, and the most important thing is to educate the farmers, bringing them our new technology or propose a new solution to solve their problems, it is categorised as a communication media, talking about online payment, this is another challenge they can use their android phone is already big progress, maybe in the next time it will be another expansion for farmers doing online payment parallel with government program "Kartu Tani".

**In terms of content design in FMC and Agricon, what methods proved to be the most effective in retaining farmer attention? Example: In watch parties, what was the composition of videos (themes and formats) that farmers were most interested in.**

A fun rundown of the program is needed and the content of the program is needed by the target audience (farmers), always starting with taking themes related to farmers' needs, involving external experts to increase farmers' interest in attending events, we use professional MCs to arouse engagement with the audience, by doing video or short film screenings, interactive quizzes and inviting farmers to ask questions directly very effectively to make them comfortable watching the program.

**Not all farmers have access to digital platform, I would suggest considering the application of farmers' Community Radio. It would be more effective to reach the farmworker through event in the very remote areas. WIFI's is not available at the plantation for farmers who work there.**

We appreciate this advice; we would like to try this opportunity to expand by using farmers community radio.

**What is the incentive that farmers could have in this industrial 5.0 compared with digital platform providers, since we know currently COVID-19 accelerates the use of digital technology, and perhaps it benefits certain supply chain actors only? Is there any suggested strategy for logistic system in this new era to support farmers?**

This statement is not entirely true, because farmers also feel an improvement in terms of prices and new marketing access opportunities, However, currently there are not many types of agri-tech in Indonesia, especially those that are closely related to challenges in the field of agricultural cultivation such as climate change, the use of remote sensing sensors, precision farming etc. Hopefully in the future there will be more agri-tech born to help farmers to make agricultural activities easier and more efficient.

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#### 4. Mr. Johannes Dwi Cahyo, CEO, PanenID



**Post-harvest remains a crucial problem in Indonesia. It now becomes the "hidden beast". Unconfirmed government policy to import commodities still distorting farmers during harvest affecting the price and farmers' incomes. How can Digital Marketing solve this problem? If the government still continue import during harvest time?**

Digital marketing can be used to promote Local Product, raising awareness about how sustainable if we buy and source fresh produce locally.

**The Panen.ID work system is only as a seller of farmers' products or to foster and provide the production facilities (saprostan) for the farmers?**

We are not fostering or providing production facilities for farmers, because from the start we have commitment to make Farmers as our supplier partners, not a customer, that kind of separation make us have a mindset to simply a connection between distributors and suppliers.

**Is vegetable supply a huge challenge in online marketing?**

Not really, sourcing is very easy task, sustainable sourcing is rather hard, but also still possible. The hard one is to fine tune what is market demand and connecting it to what commodity need to be planted. Balancing demand and supply need to be prepared for at least 3-6 month before first selling to have enough forecasting data.

**How is the payment system developed between buyer and supplier?**

60% of our farmers is still using cash payments, they have bank account mostly, but never really use it. They still think that payment using bank transfer is hard because they need to go to bank the day after they receive their payment (lack of ATM in farmers area). Now in Central Java we are in collaboration with PRISMA and Central Java Government, we are trying to have payment using "Kartu Tani". (<https://biroinfrasda.jatengprov.go.id/programkegiatan/kartu-tani/>), to have an integrated system with fertiliser, production machinery and seeds suppliers.

**What is the incentive that farmers could have in this industrial 5.0 compared with digital platform providers since we know currently COVID-19 accelerates the use of digital technology, and perhaps it benefits certain supply chain actors only? Is there any suggested strategy for logistic system in this new era to support farmers?**

Yes, until know farmers are rarely profiting from the increase sales of fresh produce at the customer end. Supply Chain Management using BUMDes I think is the best solution we can develop together now. With BUMDes, it makes us easier to do Crop Planning for sourcing. Payment management will also be easier and digital transformation will need less step because mainly BUMDes operator is still young and tech friendly (savvy).

**What have been some of the most successful strategies to increase farmer engagement with apps/digital solutions and platforms?**

Engage with younger farmers first and try as hard as possible to make the Chief (head of farmers, head of village, etc.) to promote the apps/digital platform. They can only learn by an example from people who they have respect.

**What are the features of some of the successful products and services which have managed to get farmers to pay directly for digital solutions (instead of companies they are connected with paying on their behalf)?**

As far as I know, I am still not aware of any products that pay directly to farmers in Indonesia. They still use *koperasi* (cooperatives) or at least farmers group, but disbursement to each smallholders' farmers directly still needs to be worked on.