

BRIA EXPO | 2017

Medan International Convention Center

9 Maret 2017



Organized by:

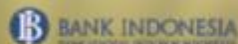


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Technische Zusammenarbeit
der Internationalen
Gesamtheit der Deutschen
Zusammenarbeit (GIZ)



Organized by:



BACKGROUND

The agricultural sector has become the main foundation of the food supply for 245 million people in Indonesia, the provider of about 87% of raw materials of small and medium industry, and contributing 15% of GDP by the foreign exchange value of approximately US \$ 43 billion. In addition, agricultural sector absorbs about 33% of the labors and become a major source of income for about 70% of rural households.

Rice is still the focus of the food needs for most of the population. Indonesia is one of the largest rice producers in the world, the third after China and India. Along with the Indonesia's population growth rate of 1.49% per year, efforts to increase the rice production to meet the demand of about 275 million people by 2025 are necessary. Lack of access to information and technology of best rice cultivation, agro-inputs, markets and capital is part of the challenges to develop the food crops.

Better Rice Initiative Asia (BRIA) is a Public Private Partnerships program facilitated by GIZ and BASF to develop the rice value chain (value chain). BRIA Program is expected to contribute towards increasing the rice productivity and sustainable market access. Together with the government as counterparts, BRIA carry out the best rice cultivation activities and technology dissemination in North Sumatra and East Java. As part of the dissemination of information and technology on rice, BRIA will hold an event called BRIA Expo 2017.

PURPOSES AND TARGET

1. To socialize the activities and result of BRIA Indonesia Program.
2. Promoting a variety of technology and scientific information on rice to increase the rice production and competitiveness.
3. Establishing communication among stakeholders (policy makers, private sectors, researchers, academics, farmers, financial institutions, agribusiness, etc.).
4. To develop appreciation and interest of the youth towards rice plants, research and production process.

VENUE AND SCHEDULE

Venue : Medan International Convention Centre (MICC), Medan – North Sumatra
Time : March 9th, 2017

PARTICIPANTS

1. Provincial Government of North Sumatra

- Dept. of Agriculture, North Sumatra Province
- Dept. Cooperation and Small/Medium Scale (UKM), North Sumatra
- Food Sovereignty Board, North Sumatra
- Extension Board, North Sumatra
- BPTP Sumatera Utara
- BPSB Sumatera Utara
- Regencial Dept. of Agriculture and Extension Agency (Langkat, Deli Serdang, Serdang Bedagai, Karo, Simalungun)

2. Universities

- USU
- UISU
- STPP Medan

3. Financial Institution

- Bank Indonesia
- BRI, Mandiri, BTPN, Rabo Bank

4. Private Sector

- PT Jasindo
- Pertani, Sang Hyang Sri
- Association of Rice Seed Breeder, North Sumatra

5. Farmers

- Farmers from 6 districts (Langkat, Deli Serdang, Serdang Bedagai, Karo, Simalungun, Asahan)
- BRIA Seed Breeder groups

RESOURCES

1. **BRIA Project** – expose the result of program activities by 2016 and best farming practices of rice.
2. **BPTP** – expose the research, studies, and latest rice farming technology.
3. **Association of Rice Seed Grower North Sumatra** - expose the seed grower prospective to generate income and to raise motivation of rural young farmers by establishing seed grower groups.
4. **PT Jasindo** – expose crop insurance for rice farmers.
5. **Financial Institution (Central Bank of Indonesia, BRI)**– expose financing facilities, product and scheme for agriculture sector.
6. **MyCrops** – expose IT based agricultural application.

RESOURCE MAPPING (BOOTH)

Main Stage



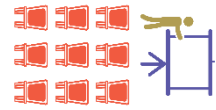
**Financial Institutions
(BI and BRI)**



MyCrop



BRIA



**Association of Seed
Breeders, Agricultural
Insurance (PT Jasindo)**



BPTP

The exposure will be conducted through direct presentation by means of creative method, such as:

- Information Media (presentation, posters, brochures, flyers, photos, videos, etc.)
- Trials and demonstrations
- Brainstorming
- Discussion

Technical Implementation on the Expo:

- The participants will be divided into several groups consist of 20 – 25 participants.
- Each group will follow exposure from all sources alternately.
- The exposes process of each resource will be 30 minutes per session / group of participants.

RESUME

1. BRIA

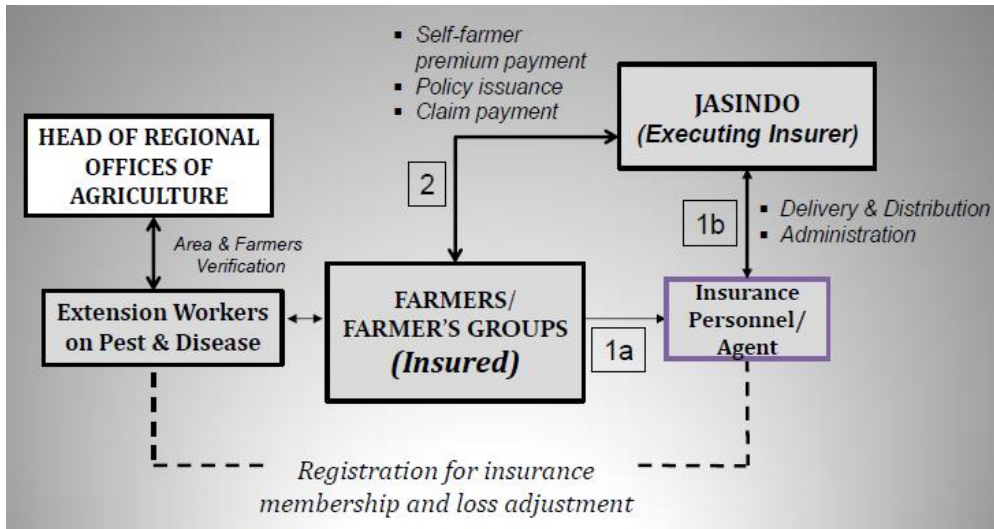
- Four main technologies introduced during BRIA Field School; (1) seed technology which introducing qualified and labelled seed along with seed selection and seed treatment; (2) balanced fertilization by considering soil nutrient status through soil test kit (PUTS); (3) 'jajar legowo' planting method to increase crop population; (4) Integrated Pest Management (IPM).
- Increasing availability of qualified and labelled seed by establishing and strengthening 36 seed grower at farmer groups' level, in cooperation with Rice Seed Grower Association of North Sumatra.

2. Rice Seed Grower Association of North Sumatra

Association has addressed many issues regarding the efforts made by farmers to improve production quality. Farmers are recommended to establish a group of seed breeder with fair support of access to capital source, market, and qualified seed.

3. PT Jasindo

- Farmers are facing risk, specifically harvest failure due to severe calamity or pest and disease infestation. Insurance is introduced to the farmers for safe farming.
- PT Asuransi Jasa Indonesia (Jasindo) as leader of an insurance pooling or consortium



4. BPTP (Agricultural Research Institute)

BPTP has presented crop planting method, namely "jajar legowo super", using superior variety, bio-decomposer, and other treatment.

5. Financial Institution (BI and BRI)

- BI has introduced the new application called "Si Apik". This app is purposely aimed to record financial information for small and micro businesses. This accounting application can record the types of transactions simpler for individual businesses (micro/small businesses) as well as farmers.
- BRI described clearly about how to get capital access from the bank, its requirements, and how it is calculated as repayment and interest. BRI also socialize 'KUR' product as financial scheme for agriculture which supported by national government.

6. MyCrops Application

As the main purpose of MyCrop is to improve farmers' standard of living, PT. MyCrop Indonesia Sejahtera Gemilang has introduced the new application for farmers, namely "MyCrop". During the expo, they performed review and practical ways of using the application. The application can be easily installed in a mobile android phone or tablet.



Opening speech - Director of Financing Facilities and Crop Insurance, Ministry of Agriculture



Group Discussion – Presented by Agricultural Research Institute (BPTP) North Sumatra booth



Group Discussion – Presented by PT Jasindo, owned-stated insurance company which appointed by MoA to manage crop insurance



Group Discussion – Presented by BRIA Project booth

...sional, Inpres...
 ...Kedua negara menjelaskan dengan...
 ...Kasus korupsi KTP-E tersebut juga...
 ...Oleh: Rhinto Suslono

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KUR dan Asuransi untuk Petani

TAHUN ini pemerintah pusat kembali meluncurkan program kredit usaha rakyat (KUR). Kasus KUR untuk petani, jumlahnya mencapai Rp.106 triliun. KUR adalah program dari pemerintah berupa pinjaman modal usaha yang dananya 100 persen dari bank pelaksana KUR.

KUR diberikan kepada masyarakat yang produktif dan layak, namun belum terlayak dengan platon sampai dengan Rp.500 juta ke atas, yang dijamin oleh perusahaan penjamin. Karena dananya di bank pelaksana, maknanya bunga dan rika ajukan masyarakat ditolak salah satu bank pelaksana KUR, bisa mengancam di bank lainnya. Yang penting adalah menerima kredit/pembiayaan dari pemerintah dan/atau yang sedang menerima kredit/pembiayaan pemerintah/selain KUR.

Di tahun ini, jumlah bank pelaksana KUR bertambah menjadi 38 bank. Temasuk satu koperasi, dari sebelumnya sebanyak 33 bank. KUR kewajibannya pemerintah sesuai undang-undang dalam mendanai pertanian, juga memprogram asuransi pertanian.

...Kedua negara menjelaskan dengan...
 ...Kasus korupsi KTP-E tersebut juga...
 ...Oleh: Rhinto Suslono



KUR PETANI: Sejumlah petani Naga Timbul, Tanjung Morawa sedang menanam padi. Kurangnya sosialisasi membuat petani tidak paham tentang asuransi bagi mereka.

...Kedua negara menjelaskan dengan...
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menjani beberapa perawatan BRIA Expo Jembatani Petani dan Mitra Program

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MedanBisnis – Medan

BRIA Expo 2017 yang diselenggarakan Kamis (9/3) di Medan International Convention Centre (MICC) diharapkan bisa jembatani hubungan lebih erat antara petani binaan dengan mitra program, yang diharapkan berlanjuti hingga keberhasilan lebih nyata dalam usaha pertanian.

"Sukses program BRIA tidak hanya hari ini, tapi dilihat dari empat tahun belakangan berkat dukungan para mitra program. Diharapkan hubungan lebih erat bisa terjalin ke depan," kata Focal Point Indonesia Better Rice Initiative Asia (BRIA) Sulaiman Ginting, pada acara yang menghadirkan sejumlah petani binaan serta mitra mereka seperti Bank Indonesia dan Bank Rakyat Indonesia, PT Asuransi Jasindo, Asosiasi Penangkar Benih Padi, Balai Pengkajian Teknologi Pertanian serta MyCrop.

Sulaiman berharap, para mitra ini terus membantu petani, karena masih banyak persoalan di bidang pertanian yang butuh perhatian.

"Kepada petani, juga jangan lelah belajar, karena dari hasil belajar ini yakinihlah akan makin meningkatkan kesejahteraan, serunya.

Sebelumnya Country Manager BASF Indonesia Shaurn Shah, yang pilaknyanya bersama lembaga German Internasional Cooperation (GIZ) menginisiasi program peningkatan produksi serta kapasitas petani padi ini, menyatakan empat tahun lalu saat meluncurkan program BRIA, mereka



BRIA EXPO
STAF BPTP
Sumut
memaparkan
teknologi yang
dihasilkan
lembaganya
kepada petani
yang mengikuti
BRIA Expo di
MICC Medan,
Kamis (9/3).

tidak begitu yakin apakah bias berhasil.

"Tapi sekarang terbukti banyak manfaat program ini. Selama empat tahun kami sudah menyelenggarakan 375 kali sekolah lapang melibatkan 7.500 petani dari lebih 600 kelompok. Tujuan akhir nanti bisa mencapai 75.000 petani," katanya.

Dan model program BRIA ini, lanjut Shaurn, antara yang dihasilkan dari sekolah lapang dengan yang umum dilaksanakan petani terdapat perbedaan nyata.

"BRIA mampu meningkatkan produksi 20 hingga 40%, dengan mengurangi biaya hingga 40% melalui paket program penggunaan benih berkualitas, perlakuan benih, sistem tanam jajar legowo serta pengendalian hama terpadu," lanjutnya.

Menurutnya, 2017 merupakan tahun terakhir program BRIA dilaksanakan.

"Tapi jangan khawatir, kami akan membuat program lain untuk terus membantu para petani," sambungnya pada acara yang juga dihadiri Deputy Country Director GIZ Indonesia Zulazni dan Project Manager BRIA Indonesia M Abdillah.

Sementara Direktur Pembiayaan dan Permodalan Pertanian pada Direktorat Sarana dan Sarana Kementerian Pertanian Siti Kurniasih, berdiskusi kepada BRIA yang sudah menyuluh kalangan petani di tingkat akar rumput, hingga bisa memproduksi beras yang sangat bagus disertai penguatan kelembagaan petani.

"Kalau sisi produksi dan kelembagaan sudah, tinggal value change agar bisa diterapkan petani-petani

binaan BRIA. Dengan kelembagaan kuat, KUR (Kredit Usaha Rakyat) yang disediakan pemerintah dapat dieksekusi. Saya rasa PT BASF sudah bisa jadi penjamin, setelah itu tinggal satu langkah lagi petani membentuk koperasisi," paparnya.

Pada BRIA Expo 2017 kemarin, para petani binaan dari Kabupaten Langkat, Deliserdang, Karo, Serdangbedagai dan Simalungun selain mendapat pemaparan soal keberhasilan program BRIA, juga informasi mengenai inovasi baru dari para mitra.

Seperti BRL yang menjelaskan skema KUR, PT Jasindo mengenai asuransi pertanian dan peternakan, BPTP Sumut memperkenalkan teknologi jajar legowo super, serta MyCrop memperkenalkan aplikasi berbasis pertanian. ●