

THE PEARL OF LAKE TOBA

” panoramic lake toba,
it's heaven on earth ... “



brought to you by

PT Merek Indah Lestari

Nexus Investment Enterprises (Singapore) Pte Ltd


Taman Simalem RESORT
MEREK HILLS - LAKE TOBA

UNIQUE DEVELOPMENT



Lake Toba

Developing unutilised grassland known into a world- class tourist destination

LOCATION



BINJAI

MEDAN

Kualanamu
International
Airport

60 mins

90 mins

**TEBING
TINGGI**

Berastagi

60 mins

**PEMATANG
SIANTAR**



Seribu Dolok

**LAKE
TOBA**

Parapat

**SAMOSIR
ISLAND**

Orange Farm



Marquisa Flower
passiflora edulis



VISION

to become a world class agrotourism destination

Karo Agrotourism Farm



MISSION STATEMENT

synergise with Lake Toba

Pearl of Lake Toba



preserve the existing natural environment



carry out environment-friendly agricultural practices



provide recreational and educational facilities for the whole family



AGROTOURISM

- Organic farming practice
- Largest tea and coffee estate in Lake Toba
- Largest loquat farm in SE Asia
- Farm-to-table dining concept for in-house guests
- 100% recycling of farm waste into compost



ECOTOURISM

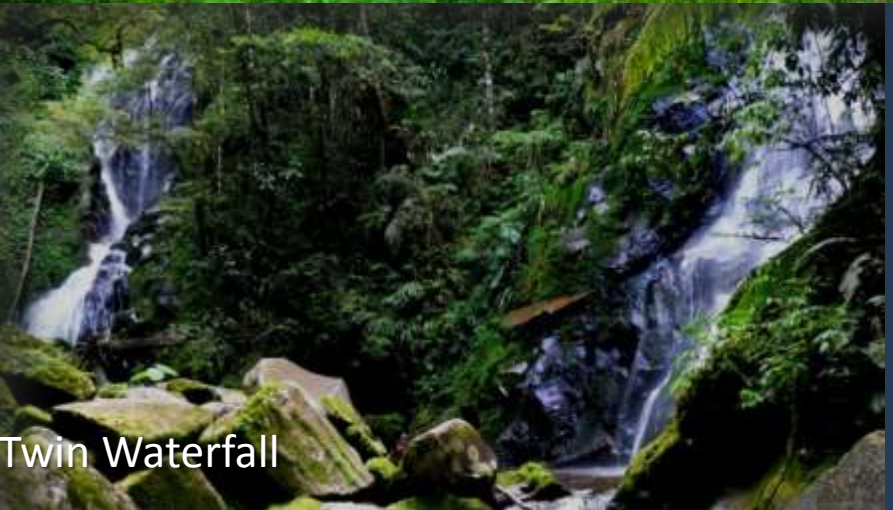
- 130 ha of forest under conservation is a natural habitat of gibbons
- One of only two places in Indonesia where the rare *Taxus Sumatrana* trees are found
- Park Rangers conduct educational and informative trekking for guests



Camping & Bonfire



Jungle Trekking



Trek to the Twin Waterfall

FOOD & BEVERAGE

Visitors can picnic by the riverside or simply sit and relax at the Agro Mart Café to enjoying the freshly harvested and processed organic tea and coffee.



Riverside Place



Toba Cafe



Pangambatan Cafe



Sikodon Kodon Cafe



Tea House



Agro Mart Café

ACCOMMODATION



Tongging Point Hotel & Lodge

Superior, deluxe and suite rooms and family lodges with lake or farm view



Waterfall Lodge

Rooms by riverside and self-contained villas nestled in the jungle next to natural waterfall

OTHER FACILITIES

Taman Simalem Resort is home to Lake Toba's only 9-hole golf course and has a helipad for those who wish to arrive in style be it for corporate meetings or leisure.



Meeting Rooms



Pearl of Lake Toba Plaza



Helipad



Handicraft Center



Gorat Ni Padang Golf Course



Tongging Mart

OUR FARMS



2004 – ORANGE FARM
8 ha 3,200 trees



2006 – COFFEE
4 ha 4,000 trees



2007 – TEA
3 ha 20,000 trees



2005 – LOQUAT
5 ha 2,000 trees



2005 – PASSION FRUIT
0.5 ha – 300 trees



VEGETABLES FARM
1 ha

OUR LEARNING PROCESS...

2004-2007 Practiced conventional farming using chemical fertilizers and pesticides. Production dropped hence there was no added value using chemicals. In addition such practice is in conflict with our vision to carry out environmental friendly agricultural process.



2008-2012 Started reducing use of chemicals and increased usage of organic composts. Knowledge of organic farming technology is still minimal resulting in more drastic decline in productions. Production is only average 20% of industry standard of all commodities. Farmers around us also complained about low productivity and increasing costs of chemical fertilizers and pesticides



...OUR LEARNING PROCESS...

2012

German International Cooperation (GIZ) came in with Mr Sulaiman Ginting and together with Mr Frits Silalahi, our Agro advisor advised the following:

- Must be brave to switch full 100% to organic farming with ZERO use of chemicals.
- Must impart knowledge of organic farming technology to all farmers.

Organik Indah Lestari organic farm grouping was formed. Inspectors and Agro Technicians from organic certification bodies LESOS from Malang, Java invited by GIZ to assist and explain the criteria to be certified organic.



...OUR LEARNING PROCESS

2012-2015 Conversion process to be certified organic. 3 years are needed for the soil not to be contaminated with chemicals.

Work with Mr. Ahsol from government farm research agency - Balai Penelitian Sayur (BALITSA) to produce own local vegetable seedlings like Chye Sim, Carrots, Potatoes, Green beans etc and organic composts

Work with Mr. Indra from government herbal research agency – Balai Penelitian Rempah & Obat (BALITTRO) to produce natural fungicides and pesticides from lemon grass oil and pesticides from extracts of ginger, white onions and other local wild plants from the forests.

GIZ-sponsored micro-biology expert, Mr Wagiyana from Java to help us produce bacteria which help to improve soil fertility and increase micro-organism in soil to bring back the pH balance.

2016 Tested free rice seedlings from GIZ with our farmers' grouping. Failure in harvest as the seedlings are not suitable for the highlands.

WORKING WITH FARMERS...

2012-2013 Rented 2 hectare land outside TSr to prepare the land as workshop training for 10 farmers starting with only 5 crops

2013-Now Engaged and trained university graduates to go round local farms to teach the organic ways of farming.
Supply seedlings, organic fertilizers and organic pesticides to farmers.
Buy from farmers at price higher than market price.

2014-Now Train the farmers to produce own seedlings like lettuce. Hold monthly meeting to remind them on the use of composts, liquid fertilizer organic and organic pesticides so as to achieve harvest standard acceptable by supermarkets resulting in increase in production and Income.



...WORKING WITH FARMERS

OBSERVATIONS FROM WORKING WITH THE FARMERS:

- Organic farming requires DISCIPLINE of continuous spraying of natural insecticides and herbicides and fertilizing with organic composts. It also requires the farmers to have DILIGENCE in identifying the insects and pests and finding the natural ways to exterminate them. Most farmers are used to conventional farming and not many can follow. This explain why the rise in number of farmers joining us is minimal.
- Land size allocated to each farmer is between 1,000 to 5,000 sqm which requires only 3 full working days weekly. The rest of the free time they continue to do conventional farming to supplement their income.
- Productivity has increased over the years with improvement in compost fermentation techniques and quality of liquid fertilizers. More herbal wild plants are also being used to produce organic pesticides.
- Crop diversity of up to 55 crops are tested on farmers' land. In the end 10 are chosen which are suitable for their soils. Crop rotation is main criteria to avoid soil disease and imbalance in soil nutrients.

THE RESULTS

PRODUCTION DATA

YEAR	TONNAGE	CROP TYPES
2013	4.5	11
2014	12.4	36
2015	46.7	48
2016	46.0	55

FARMERS' INCOME

YEAR	NO OF FARMERS	FARMERS' TOTAL INCOME	MAX INCOME ACHIEVED
2013	13	Rp24 mil	Rp6 mil
2014	17	Rp116 mil	Rp28 mil
2015	24	Rp230 mil	Rp30 mil
2016	22	Rp203 mil	Rp26 mil

WORKING WITH SCHOOLS

BRINGING ORGANIC FARMING PRINCIPLES TO SCHOOL

In view of organic philosophy which require nurturing since young, we work with 8 technical schools around Lake Toba:

- 3-4 months' attachment for students majoring in agriculture.
- 60 and 80 students are accepted every six months.
- Transport, lodging and meals are provided.

In 2017, we created a demo plot in SMK Merek (technical school) to enable the students and their parents to see organic farming close up. We supply seedlings, organic fertilizers and buy the produce at higher rates than the market.



ORGANIC COMPOSTING



Cow dung purchased from farmers and mixed with wild flowers (Kirinyuh, Paitan) and fermented using Effective Micro-organism

Training the farmers to produce own organic composts

COFFEE & TEA

Taman Simalem Resort has the only Arabica coffee plantation in direct view of Lake Toba. In view of the ever increasing demand of our coffee, we accept coffee beans from farmers on the condition that they practised the same cultivation process and are certified by us.



Roasting Coffee



Tea Processing

NOTHING GOES TO WASTE

As supermarkets only want produce that look good, we carry out selection process that ensures nothing goes to waste. Not all organic produce may look good so this is what we do to them.



Vacuum fry them...into
snacks



Juice them...
for our guests



Pack them...
for sale

SUSTAINABILITY

Agriculture Food Systems can only be sustainable if

- there is eco balance in environment where there are no excessive usage of chemicals which kill the predators or cause immunity in certain insect population.
- Regular supplies of multi crops through crop rotation which help to improve or at least maintain soil fertility and maintain pricing stability of crop price
- Utilization of all defect crops where nothing goes to waste through proper processing into juice, crackers and processed foods,
- Education to all stakeholders – Farmers, Students, Guests, Employees of the benefit of organic farming. A relax environment like agro resort needs to be created to channel all the information to stakeholders.

LEARNING NEVER STOPS

We have worked hard, learned the hard way and invested resources in going organic but we still need inputs and expertise for continuous improvements.

We need help in laboratory set-up to search for higher quality organic pesticides. A more advance set-up is needed to help farmers identify problem in their soils and create good quality controls for our own organic fertilizers and pesticides production techniques.

We need to learn about packing of vegetables to lengthen freshness life span and we need to learn more about processing and packaging of processed agro produce.

Our learning never stops as we strive to continue to improve ourselves, our farmers and the future generations.

Thank You Mejuah Juah

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