President Jokowi
Visit to Mamuju
West Sulawesi, 6 November 2014
Welcome to the Journal

Manfred Borer
Program Director | Sustainable Cocoa Production Program (SCPP)

Dear Partners,

The West Sulawesi Province arranged a visit of President Joko Widodo to one of the villages of the Nestlé Cocoa Plan implementation on 6 November 2014. Hundreds of enthusiastic villagers and government officials welcomed the President and showed how cocoa farmers live and work.

It was a great day for the Indonesian cocoa sector. Significant commitments were made during the event towards cocoa production sustainability. SCPP together with the CSP will immediately follow up all commitments made by the President in the rural West Sulawesi cocoa orchard.

This edition of the Journal reports on the excitement ambiance that Swisscontact SCPP Public Relations Team witnessed. Thanks a lot for all your support to our program and the smallholder cocoa farmers in Indonesia.

Ayo rawat kebun!
At an orchard in Salleto – Mamuju: Surrounded by hundreds of happy locals President Jokowi lifted up and inspected a 3 month old cocoa seedling.
“Blusukan” for Cocoa

The 6th day of November 2014 was a memorable day for all stakeholders involved in the cocoa sector in Indonesia, particularly for small-holder cocoa farmers in the district of Mamuju. On that shiny bright day, the newly elected President of the Republic of Indonesia, Joko Widodo or Jokowi as he’s affectionately known, did his well-known direct inspection routine or “blusukan” to Mamuju District in West Sulawesi Province. As one of the youngest provinces in Indonesia, West Sulawesi is progressing to build their economy. Currently the province is with 24 percent one of the largest contributor to Indonesia’s total cocoa production. Considered as the province leading commodity, cocoa became one of the focuses of the President recent visit.

During his trip to Mamuju, President Jokowi scheduled to visit an orchard in Salleto Village to inspect Cocoa National Movement (Gernas Kakao) as well as the available facilities and infrastructures for cocoa farming. The visit was part of his new administration’s efforts to advance Indonesia into the world’s largest cocoa producer, currently Indonesia sits on the third after Ivory Coast and Ghana.

Salleto village is one of 236 villages in West Sulawesi, where the cocoa farmers participated in Swisscontact’s Sustainable Cocoa Production Program (SCPP). Funded by the Swiss State Secretariat for Economic Affairs (SECO), The Sustainable Trade Initiative (IDH), the Embassy of the Kingdom of the Netherlands, and in collaboration with Nestlé - Cocoa Plan (NCP), Swisscontact – SCPP has facilitated Farmer Field Schools (FFS) in best farming practices module for more than 5,124 cocoa farmers (see infographic p10).

It was utterly a not to be missed event. Among the crowd, Swisscontact Country Director and Program Director of SCPP – Manfred Borer was present to showcase the Program. He was accompanied by Sulawesi Regional Program Manager – Haerul Nangngareng and Cocoa Sustainability Partnership (CSP) representative – Igor Rangga. Representing Nestlé, the Sustainability Director of PT. Nestlé Indonesia - R. Wisman Djaja, and VP Corporate Affairs – Ratih Kusumastuti were also in attendance. Thankfully, SCPP’s PR team also participated to cover this once-in-a-lifetime occasion.
Prior to President Jokowi’s cocoa orchard inspection in Saletto, a bunch of people are awaiting excitedly including Swisscontact Country Director and Program Director of SCPP – Manfred Borer, Sulawesi Regional Program Manager – Haerul Nangngareng and Direktur Tanaman Rempah dan Penyegar, Kementrian Pertanian Republik Indonesia – Ir. Azwar, AB.MSi.
Hope from Salleto

Accompanied by the First Lady - Iriana Jokowi, the President and his entourage headed to Salleto around 10 AM. During the tour he was flanked, among others, by the Indonesian Agriculture Minister – Dr. Ir. H. A. Amran Sulaiman, MP, and the Governor of West Sulawesi – H. Anwar Adnan Saleh.

It was very overwhelming to see and feel the emotions when Jokowi took a bath in the crowd of common people. But then, imagine the headache he creates for his security details. He suddenly stops wherever he drives between planned visits to hop out of the car and starts talking to people on the spot. At the cocoa orchard in Salleto, he just easily sits down on the ground with farmers to get their impressions on how their live is and what they miss most from their government. No prepared farmers, just some lucky villagers happen to be in front of the crowd and closest to where Jokowi decides to sit under a cocoa tree. Using the moment, representing the communities in West Sulawesi Province, Governor Adnan Saleh pleaded to President Jokowi to build a cocoa processing plant to improve the locals’ livelihood. Surrounding, hundreds of people were pushing forward in a huge circle to catch a glimpse of their president who openly takes to a fellow farmer. We were just standing, unbothered, right behind him within his aides, ministers, and his lady. Presidential Security in several circles around him in the crowd. Just unbelievable that this humble man just sits unimpressed of the soccer-stadium-like surrounding on the floor talking directly to cocoa farmers.

“President Jokowi pledged that his government will allocate Rp. 1.2 trillion for the revitalization of the country’s cocoa orchards in a bid to support the country’s vision to become the world’s largest cocoa producer.”

(Left) President Jokowi stopped at a display table, prepared by Swisscontact and CSP, and was greeted with dozens of warm right hands belong to happy locals. (Right) While entering the orchard, West Sulawesi Governor explains to President Jokowi about the progress of cocoa sector in the province.
At an orchard in Salleto – Mamuju:

President Jokowi inspects, surrounded by hundreds of lucky locals, a cocoa seedling produced by a Nestlé Cocoa Plan Farmer Group.

(Clockwise from above) President Jokowi, accompanied by first lady - Iriana Jokowi and Agriculture Minister - Dr. Ir. H. A. Amran Sulaiman, showed one of the three magic cards that will be disseminated to all Indonesians in need including smallholders cocoa farmers in rural villages. (Right) A group photo of lucky Tunas Baru Farmer Group from Salleto Group who got visitation from President Jokowi. (Left) Swisscontact together with CSP showcased samples of cocoa seedlings, pods and beans, as well as training materials and brochures for the villagers including local cocoa farmers to socialize the Program at the orchard.
Commitment to Cocoa Sustainability

For us, there was not much more than a chance to shake President Jokowi’s hand upon arrival and departure, but he on the spot voiced his commitment to cocoa. When he finally grappled a microphone, he announced that the Government will invest another Rp. 1.2 Trillion (USD 100 Million) into sustainable cocoa development in Indonesia. He revealed that Indonesia targets to serve as the largest cocoa producer in the next three years surpassing Ivory Coast and Ghana.

The timeframe is shorter than set by CSP’s members in the “2020 Indonesian Cocoa Sustainability Roadmap”. Swisscontact and other CSP board member are working hand in hand with government of Indonesia to achieve the targets before the 2020. Currently Swisscontact is working with CSP Executive Office to develop strategies to strengthening the capacity of the Cocoa Forum in West Sulawesi in coordination and communication for cocoa sector development in the province.

Prior to the President’s arrival, Swisscontact together with CSP showcased samples of cocoa seedlings, pods and beans, as well as training materials and brochures for the villagers including local cocoa farmers to socialize the Program at the orchard. During the President’s inspection, SCPP staff and Mamuju Estate Crop Agency or Disbun staff explained the display, and set of Public Relations and Manuals were handed over to the Minister of Agriculture. At one display table, Jokowi lifted up and inspected a 3-month old cocoa seedling and stunned everyone when he sucked the pulp of cocoa bean from a freshly opened pod.

During his one-hour stop by, President Jokowi also socialized the three magic cards: the Healthy Indonesia Card, Smart Indonesia Card, and Family Welfare Card by handing out them symbolically to local cocoa farmers. One of Program beneficiaries in Saletto, Syamsudin from Tunas Baru Farmer Group, was one of the three blessed farmers who received the magic cards. The dissemination of the cards is intended to help the poor avail free education and health services.

We should consider these cards as an advantage to ensure the wellbeing of smallholder cocoa farmers. With these cards, cocoa farmers are less worrisome about health care and education for household and focus more on developing their cocoa business.

Unwittingly, one hour passed by. Due to security reason, the Experimental and Development (ED) Farm of Nestlé could not be visited as announced earlier in the news. President Jokowi in company of his entourage then continued his agenda to visit Kendari in Southeast Sulawesi after having lunch in the Governor’s residency.

The presence of President Jokowi in Mamuju at the cocoa orchard is such a fresh air for Indonesian cocoa sector. Moreover, the new Government’s commitment brings hope to cocoa sector in Indonesia to get a new push towards sustainability to achieve its target of being the largest cocoa producer country in the world.
Swisscontact - SCPP, in collaboration with Nestlé - Cocoa Plan, and funded by the Swiss State Secretariat for Economic Affairs (SECO), the Sustainable Trade Initiative (IDH), and the Embassy of the Kingdom of the Netherlands (EKN) provides technical assistance to cocoa farmer to improve the productivity and quality of their production and also supports farmer organizations in West Sulawesi. The program provides among others farmer field school trainings, superior clones’ provision, promotion of transparency in the sustainable supply chain and builds the Experimental and Demonstration Farm (ED Farm) as cocoa farmer learning center.

SCPP introduces a holistic approach which involves vocational training to targeted farmers through close cooperation with the Government of West Sulawesi Province, Mamuju and Majene Districts, as well as with program Cocoa National Movement (Gernas Kakao).

Good farming practices and technology transfer system
The process of knowledge and new technology is done through field school trainings which deliver module of Good Agricultural Practice (GAP) to farmers, establishment of demo-plots, nursery gardens, as well as trainings on rehabilitation techniques and cocoa plant rejuvenation at the Learning Center.

Nutrition and Gender Sensitivity Integration
Good Nutritional Practices (GNP) module promotes the establishment of home vegetable garden, supporting a balanced diet and nutrient rich food for the cocoa farmer households. The Program also promotes the active involvement of female participant in its entire component.

Farmer organization, market access and certification
Farmer organization encourages farmer empowerment, efficient dissemination of training modules, forming structure of investment, and allows farmers to gain added value in the supply chain. The Program also supports the improvement of quality and post-harvest processing of the farmers’ production through certification and traceable cocoa beans.

Integrated agribusiness financing
The Program enhances access to commercial financing with utilizing market approach and focuses on strategic interventions such as farmer capacity building, cooperative strengthening, savings promotion, and facilities in the related sectors.

Stakeholder management and networking Platform
The Program consistently involves the governmental agencies, private sector, Cocoa Sustainability Partnership (CSP) and Partnership for Indonesian Sustainable Agriculture (PISAgro), and international organizations.

Target & Achievement

<table>
<thead>
<tr>
<th>TARGET 2015</th>
<th>ACHIEVEMENT*</th>
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<tbody>
<tr>
<td>6,000 Cocoa Farmers</td>
<td>5,124 Cocoa Farmers</td>
</tr>
<tr>
<td>4,000 GNP Participants</td>
<td>2,982 GNP Participants</td>
</tr>
<tr>
<td>100 Nurseries</td>
<td>42 Nurseries</td>
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<tr>
<td>200 Farmer Groups</td>
<td>171 Farmer Groups</td>
</tr>
</tbody>
</table>

* Per November 2014

Farm Composition (%)

<table>
<thead>
<tr>
<th></th>
<th>Young Trees</th>
<th>Other Crops</th>
<th>Diseased/Aging Trees</th>
<th>Productive Trees</th>
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</thead>
<tbody>
<tr>
<td>Majene</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
<td>67%</td>
</tr>
<tr>
<td>Mamuju</td>
<td>17%</td>
<td>10%</td>
<td>11%</td>
<td>67%</td>
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</table>

Farm Productivity

<table>
<thead>
<tr>
<th></th>
<th>Majene</th>
<th>Mamuju</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>430</td>
<td>471</td>
</tr>
<tr>
<td>Postline</td>
<td>592</td>
<td>716</td>
</tr>
</tbody>
</table>
 MUHAMMAD TAKDIR (30) is a young cocoa farmer from Ulidang village, Majene district, West Sulawesi. Like other sons in the area, Takdir traditionally learnt cocoa farming skills from his parents and other members of the community. In 2013, together with other members of ‘Sinar Lemo-lemo” Cocoa Producer Group (CGP), he received intensive trainings through farmer field school held by Swisscontact and Nestlé.

After graduated from high school in 2001, Takdir inherited a 0.5 hectare of cocoa farm from his parents. The farm was planted with 300 cacao trees only as the terrain is rocky and sloping. Prior to participating in field school, Takdir did not know how to maintain his farm. With his insufficient knowledge, the cocoa tree in his farm grew as high as 4 meters. Takdir also improperly used inputs such as pesticides in large quantity to reduce pests and diseases. The application resulted to poor farm condition leading to a poor yield.

“Thankfully, Nestlé and Swisscontact came to our village with the field school. The training provided us with topics in appropriate cocoa cultivation techniques for maintaining, rehabilitating, developing nursery, and managing pest, disease and post-harvest. Soon, I realized that what I did to my farm was incorrect. I immediately cut high branches for ease-maintenance and providing sun light to cacao trees. I used my homemade organic pesticides to reduce the chemical. I also side-grafted my ageing cacao trees to rejuvenate my farm with superior clones such as S1 and S2. The training also suggested us to integrate cocoa with cayenne pepper for additional income. Pepper is an easy to maintain crop and doesn’t harm cocoa. The economic value of that additional income is certainly not as high as cocoa, but sufficient to purchase some groceries.”

“I am very grateful for Nestlé and Swisscontact program in our village. Now my farm looks better and could produce around 500 kg per annum from 0.5 hectare land. Such progress makes us, young farmers, feel more motivated to cultivate cocoa and are willing to put cocoa as our family’s business to ensure the sustainability of local cocoa and Indonesian overall cocoa sector”