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Agroforestry and Forestry in Sulawesi (AgFor Sulawesi) is a five-year project funded by the Department of Foreign Affairs, Trade and Development Canada. The World Agroforestry Centre is the lead organization of the project, which operates in the provinces of South Sulawesi, Southeast Sulawesi and Gorontalo.

Encouraging farmers' entrepreneurial passion

By: Enggar Paramita



Dr Jusni explains the game rules during marketing training. (Photo by: World Agroforestry Centre/ Enggar Paramita)

Even in the villages being helped by AgFor Sulawesi, farmers still have limited understanding about marketing. Mostly, the only marketing activity is merely selling the products. Adding value to a product through processing or other forms of preparation to increase the price just isn't done.

Moreover, when selling commodities from their gardens, farmers depend on local traders who visit villages during harvests. The traders restrict information about the current market prices, which further restricts farmers' chances of maximizing their income. To address this, AgFor Sulawesi built the capacity of farmers in marketing their products.

'According to the baseline survey we conducted at the beginning of the project, most farmers have never received any market-related training. Of those that did, it was a long time ago', said Aulia Perdana, marketing specialist with the World Agroforestry Centre. 'We realized that lots of farmers didn't even understand the concept of marketing. Therefore, training is critical so farmers can expand their thinking to see that marketing is beyond merely selling and buying'.



Farmers enthusiastically involved in the marketing game. (Photo by: World Agroforestry Centre/Enggar Paramita)

The marketing training has been divided into two phases carried out at a couple of assisted villages in South Sulawesi. AgFor Sulawesi collaborated with the Institute of Research and Community Service at Hasanuddin University in Makassar. Dr Jusni SE MSi represented the institute and acted as the trainer.

In the first phase, the training was focused on the basics of markets and marketing. In order to make the concept of marketing and business easier to comprehend, Dr Jusni used a game as a teaching method.

Farmers were split into several working groups and each group was required to make paper hats that symbolized the commodities they produced. Then the groups were given initial capital, requested to manage their budget, allocate money for raw materials and do bookkeeping. They were also challenged to increase their capital by selling their products (paper hats).

During the game, AgFor researchers were able to identify the groups who showed entrepreneurial passion and were keen to seek opportunities. Frequently, members of this type of group discussed strategies aimed at raising their capital. The game was used in the training to give a clear, practical, do-

it-yourself demonstration to farmers on how to do business.

Other important points that were emphasized during the training were the importance of planning in product marketing, how to find business opportunities and the benefits of doing business in a group.

The second session underlined entrepreneurial aspects using the same game method. The objective was to sharpen participants' business instincts as well to introduce them to entrepreneurship, how to enter it, and the risks inherent in it.

A vigorous discussion between the participants and the trainer arose, with some farmers clearly articulating their desire to become entrepreneurs, asking Dr Jusni what steps they should take.

'The most important thing is that we switch our perspective from only selling what is available in our garden into selling what the consumers, or the market, want,' said Dr Jusni. 'Focus on what you're good at and keep improving your product's quality'.

Following on from the training, AgFor's marketing capacity building will concentrate on the commodities produced by each village.

‘Next, we will specifically target the commodities the farmers produce, for instance, cloves in Pattaneteang and coffee in Campaga. We will explore the marketing mix, namely, product, price, place, promotion and packaging, then train the farmers in basic segmenting, targeting, branding and positioning’, said Perdana.

He also mentioned that the main objective of the marketing component in AgFor Sulawesi is to build

links between farmers and potential business partners and markets.

‘We plan to equip farmers with knowledge and nurture them to be independent entrepreneurs’, Perdana said.

The marketing training will also be conducted in Southeast Sulawesi province.

Sharing knowledge at an agroforestry farmers’ field school

By: Enggar Paramita



Left: Presentation by Dr Manohara on environmentally friendly pepper cultivation. Right: Dr Manohara checking farmer's pepper garden. (Photo by: World Agroforestry Centre/Enggar Paramita)

The farmers’ field school concept has long been acknowledged in Indonesian agricultural development as a highly effective way of sharing knowledge. Introduced by the Food and Agriculture Organization of the United Nations in 1989 as an integrated teaching method aimed at eradicating pests and diseases, the farmers’ field school has farmers learning directly in the field, observing problems and what causes them, while at the same time analysing the growth of their plants. The implementation of farmers’ field schools in Indonesia is considered by most to be a success in reducing the use of pesticides while also increasing yields.

Recognizing the concept’s efficacy, Ms Endri Martini, AgFor’s agroforestry extension specialist, applies the concept in villages being helped by AgFor.

‘I’d read about farmers’ field schools and I thought the concept was really good. What makes ours different from the one that FAO organized is basically the number of crops on the farm. The FAO schools focused only on one crop but we’re dealing with agroforestry, where various crops are mixed in a farm, so then we focus on several commodities that are prioritized in the villages we’re working in’, said Martini.

Agroforestry farmers' field schools were run by Martini in South and Southeast Sulawesi and dealt with pepper, clove, cocoa, coffee and durian. Each school was divided into three stages: theoretical learning; field visit to a farmer's garden; and evaluation.

The theoretical learning involved two parts: 1) scientist-to-farmer session, inviting a commodity expert to share the latest information and innovations with farmers; and 2) farmer-to-farmer session, where farmers who participated in the first part with the scientist share their knowledge with their peers. Next, a farmer's garden was visited and, finally, the scientists and farmers shared their experiences that informed the design of follow-up activities.

In mid-2013, AgFor Sulawesi invited pepper expert, Dr Dyah Manohara, and clove expert, Dr Dono Wahyuno, both from the Indonesian Medicinal and Aromatic Crops Research Institute (Balittro), to share their knowledge with farmers. Both scientists visited seven villages in South and Southeast Sulawesi that principally plant those commodities.

The discussions about pepper focused on environmentally friendly cultivation processes while clove discussions brought up issues of integrated pest and disease management. The theoretical sessions included presentation of information and also practice in the garden to apply the knowledge gained. During the session, farmers pondered the length of time required for pepper originally planted from terminal shoots to produce fruit. In the local community, there

are two types of roots that are commonly used for pepper seedlings: runner shoots (or 'sulur panjat') and terminal shoots (or 'sulur cacing').

'For pepper, we suggest avoiding planting seedlings from seed and terminal shoots because they take a long time before they produce fruit', said Dr Manohara. 'What's best is to use seedlings that originate from runner shoots'.

She also emphasized that farmers should be able to recognize the seedling types before they plant them. 'Sometimes they simply cannot identify whether the roots are runner or terminal shoots so if they choose a terminal shoot it will take a longer time to yield and that's a pity', she said.

During the clove session, farmers discussed their problems dealing with attack by pests and diseases, such as borer, blister blight and fallen flower. While visiting a clove garden, Dr Wahyuno emphasized the importance of fertilizing on a regular basis and practising good sanitation, both of which have been proven to help prevent pests and diseases.

During the theoretical learning stages, the AgFor team noted a number of 'champion' farmers: those who participated enthusiastically. Subsequently, the champions were invited to participate in further training to prepare them to spread the knowledge about pepper and clove to farmers in other villages.



Left: Dr Wahyuno (second from right) discusses pest and disease attacks with farmers. Right: Diseased clove leaves found in a farmer's garden. (Photo by: World Agroforestry Centre/Enggar Paramita)

Mr Ramli, a farmer from Pattanateang village who became a champion during the clove session in Kayu Loe village, revealed his experience: 'It was actually the very first time that I had spoken in front of others. I was nervous at the beginning but then my confidence gradually increased so that they could understand what I was talking about', he said.

Farmers acting as information sources for other farmers is expected to facilitate knowledge exchange because the champions make the technical material easier to understand, speaking in their local language, explaining the new terms and concepts and providing familiar examples.

Following the theoretical stage, the participants visited a well-maintained and productive agroforestry garden. Farmers who were involved in the theoretical session were able to discuss and share their experience with other farmers. 'One of the school's goals is to increase

farmers' analytical capacity. We realise that they are already smart so we only need to sharpen their way of thinking', Martini said.

'Additionally, we foster champion farmers, who later will continue the information dissemination to other farmers in order to sustain the learning process', said Martini.

Soon after, evaluation was conducted to identify the impact of the training. Early results showed that villages that previously planted pepper stems from terminal shoots were now using runner shoots. Further, the information about planting spacings and how to properly use fertilizer had been applied.

Martini hoped that these kinds of positive results can be continuously maintained and the approach implemented in the field school replicated in other places.

Journalists join a workshop on customary forest and land-use in Bantaeng and Bulukumba

By: Enggar Paramita



Journalists take turns to interview the Tana Toa village leader. (Photo by: World Agroforestry Centre/Enggar Paramita)

Journalists from a number of local and national media took part in AgFor Sulawesi activities in Bantaeng and Bulukumba, 17–20 June 2013, representing Kompas, SciDev.Net, Tribun Timur, Mongabay Indonesia and Kompas.com.

In Tana Toa, Kajang sub-district, Bulukumba, the reporters attended a workshop organized by AgFor Sulawesi and the Forestry and Plantation Office of

Bulukumba that brought together the deputy district head, representatives of local government agencies, local communities, Universitas Hasanuddin and the Indigenous Peoples Alliance of Archipelago to support the legal recognition of Tana Toa customary community.

In 1991, the government declared the Tana Toa forest to be 'limited production forest'. Astoundingly, the forest condition remained intact owing to the Tana Toa people's customary by-law that forbids people to encroach upon it. With the aim of maintaining its condition, the local community wanted the forest status altered to 'customary forest'. However, this status can only be proposed by a legally defined 'customary community', which, unfortunately, had not been granted to the Tana Toa people. Consequently, to protect the Tana Toa forest, the initial step was to gain recognition of Tana Toa as a customary community.

This issue has become the focus of the Governance component of AgFor Sulawesi and the Bulukumba



Left: Supriyadi and Hamsir from Campaga 1 farmers' group share stories with journalists. Right: A village mapping process involving Kayu Loe local communities. (Photo by: World Agroforestry Centre/Enggar Paramita)

Forestry and Plantation Office. A document with the details required to achieve customary community status was drafted during the workshop. Constructive inputs were made by all participants, including the 'stringers'—local journalists reporting for the various media outlets—who'd been involved with the process since the beginning.

The second day of the workshop, the journalists paid a visit to local government offices where they met the deputy district head, the head of Bulukumba Forestry and Plantation Office and representatives from the Bantaeng Forestry Office so as to better understand the issues from the government side. The group then visited La'bo and Bonto Tappalang villages to observe the landscape and the 'village forest' program. In the afternoon, they continued on to Campaga village to meet the Campaga 1 farmers' group. Sahabuddin, Supriyadi and Hamsir, who represented the group, shared stories of their involvement with the AgFor project. They also discussed the development of the group's nursery, which has been receiving orders not only from villages in the vicinity but also from

government agencies. Their enthusiasm to succeed attracted much interest from the journalists.

On the last day, the group participated in a land-use workshop in Kayu Loe village. In the workshop, communities were grouped based on gender to identify their perceptions of land-use changes in the area. The results were used in a participatory mapping process to formulate a community-based, land-use plan. The journalists observed the workshop and interviewed community members.

Through the media visiting AgFor locations, everyone involved hopes that good relationships can be nurtured so that both updates on agroforestry and forestry-related topics can be shared more widely. Moreover, activities such as these are expected to help journalists better understand emerging agroforestry and forestry issues, particularly in Bantaeng and Bulukumba, South Sulawesi province.

About a week after the visit, more than 20 articles were published in print and online news outlets.

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