

## CHAPTER 8. AGRICULTURE MARKETING SYSTEM



November 3. 2009

# Agricultural Marketing System

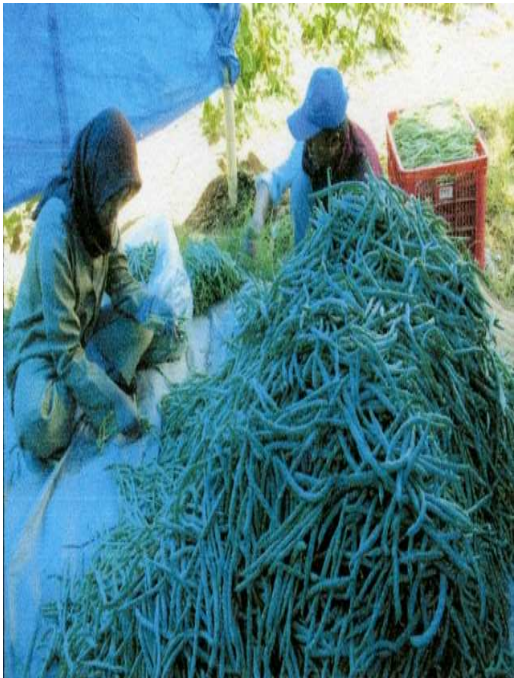
- Agricultural Input Industry
- Production Agriculture
- Commodity Processing and Food Manufacturing Industries
- Food Wholesaling and Retailing Industries
- Food Service Industry
- Cooperative Agribusiness

# 1. Agricultural Input Industry

- Industri alat alat pertanian
- Industri pupuk dan benih
- Industri pestisida
- Teknologi
- Pertanian dan Teknologi
- Sumber teknologi
- Struktur industri input

## 2. Production Agriculture





The Farmer Activities

## Horticulture production in Indonesia, 2005 -2006

Source: Departement of Agriculture, 2007

Commodity	Production		Percentage Increase (%)
	2005	2006	
1. Fruit (ton)	14.786.599	15.381.937	4,03
2. Vegetable (ton)	9.101.987	9.350.436	2,73
3. Ornament Tree			
-Ornament tree (stalk)	173.240.364	189.957.366	9,65
- Dracaena (stem)	1.131.621	1.186.391	4,84
- Jasmine (tree)	22.552.537	22.404.608	0,23
-Palm (tree)	751.505	936.150	24,75
4. Biopharmacy tree	342.388.877	360.527.326	5,30

## The Problem of Horticulture Marketing in Indonesia

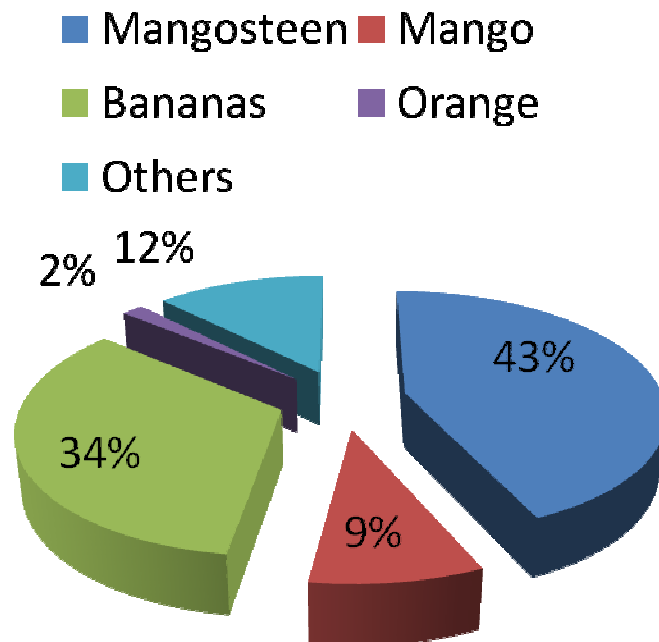
1. Lack of infrastructure and market facilities
2. Post harvest lost 10 % - 30 %
3. Grading and standardization are not appropriate
4. Marketing information system and marketing institution are not effective
5. Limited access to credit for the farmer
6. Lack of technology capability (processing and industry), lack of skill and farmers' small land ownership

# Export and Import Fruit Indonesia 2006

Source: Departement of Agriculture. 2007

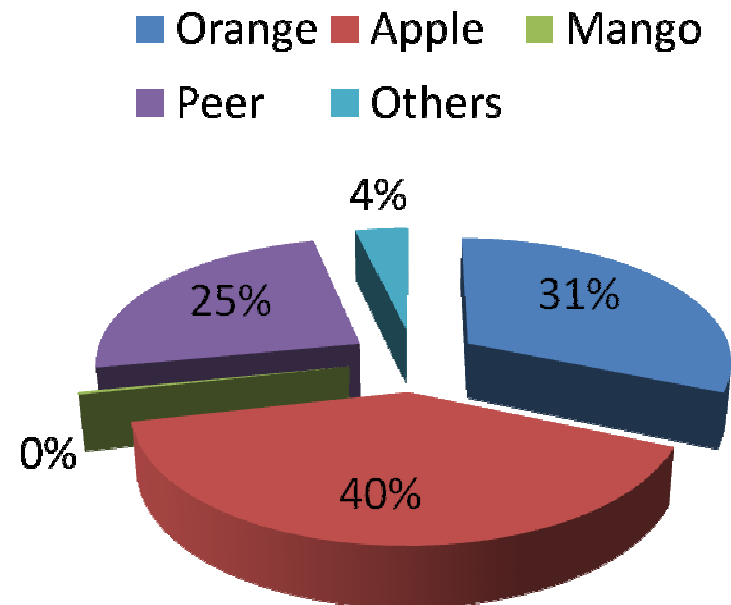
## Export

Ton



## Import

Ton



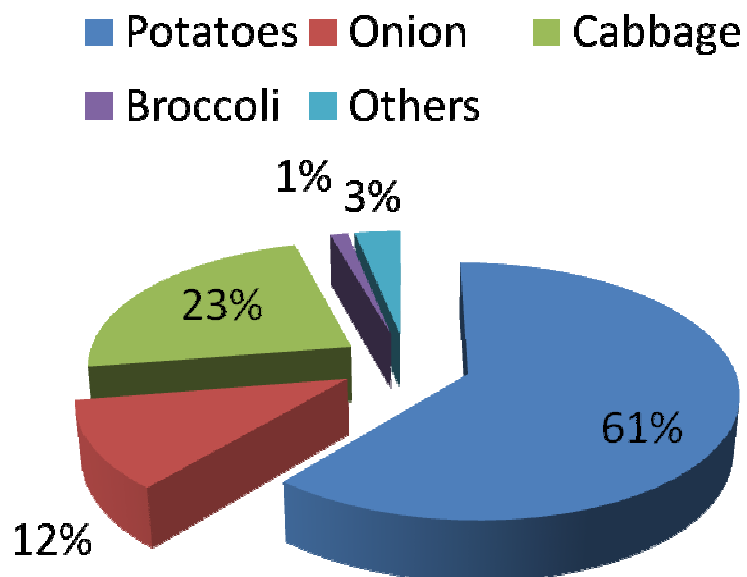


# Export and Import Vegetable Indonesia, 2006

Source : Departement of Agriculture, 2007

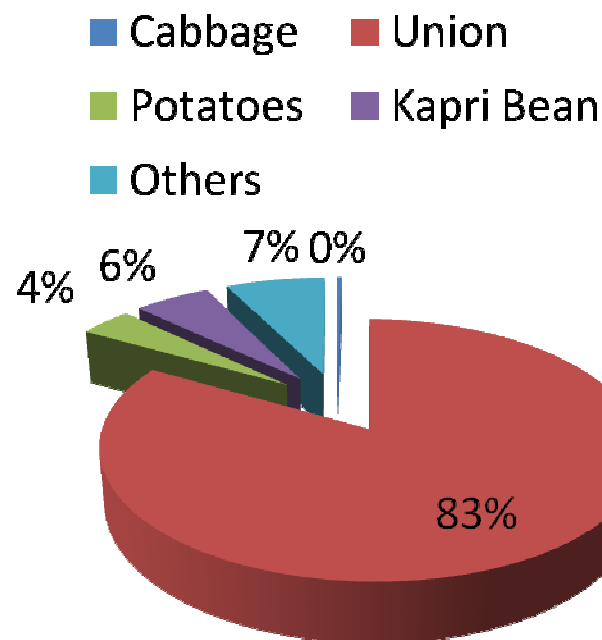
## Export

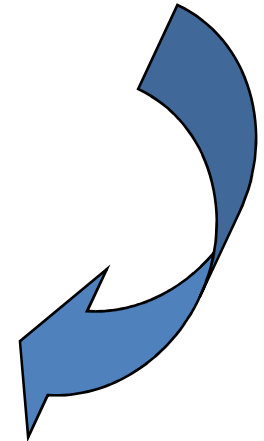
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## Import

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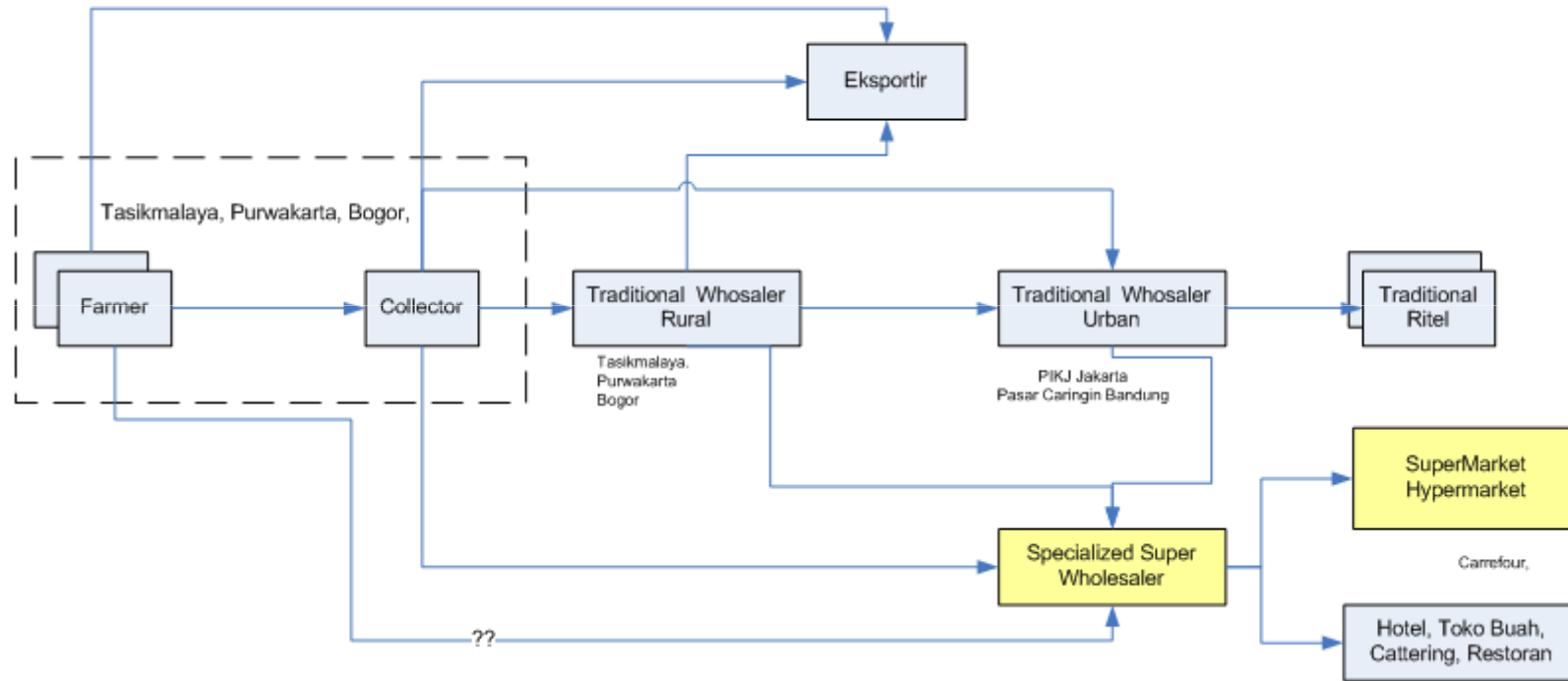




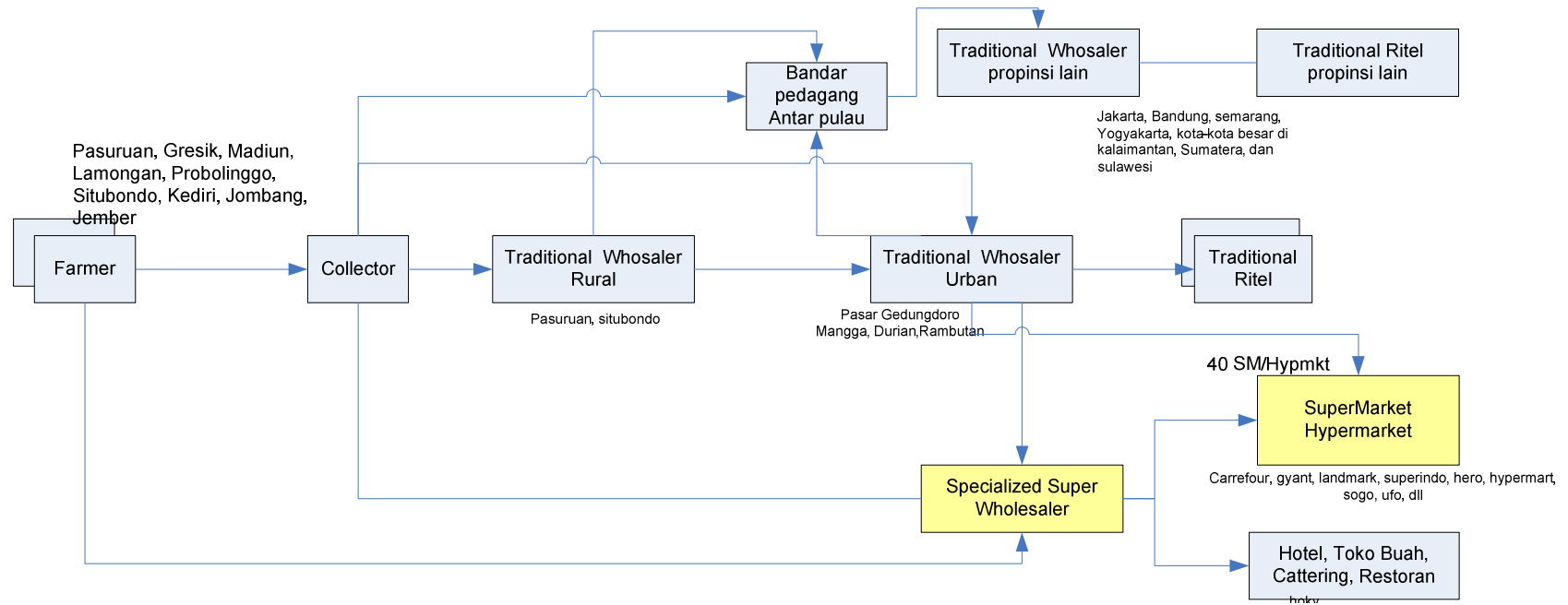
### 3. Commodity Processing and Food Manufacturing Industries

- Size and structure of sector
- Marketing Channels
- Location of Processing and Manufacturing Facilities
- Big and Little Companies

Vc Mangoesteen in West  
Java.Source CAPAS 2008



Value Chain Mango in East Java. Source CAPAS 2008



## 4. Food Wholesaling and Retailing Industries

- Food retailer industries
- Development of retailer food chain stores
- Growth of supermarket and convenience stores
- Marketing channels and Food wholesaling industry
- Food merchandising techniques
- Food retailers as marketing channel Leaders



The Traditional Market Situation







# 5. Food Service Industry

- Full service restaurant
- Development of fast food market
- Pizza Huta
- KFC
- Mc.Donald's

# 6. Cooperative Agribusiness



# Prinsip Koperasi

- Adanya kepemilikan dan kontrol yang dilakukan oleh produsen produk pertanian
- Hak suara terbatas satu suara untuk anggota
- Pengembalian modal dari investasi tidak lebih dari 8 % atau adanya suku bunga yang legal dari instansi yang berwenang
- Paling sedikit 50 % bisnis koperasi dijalankan oleh anggota
- Koperasi harus mendistribusikan pendapatannya ke anggota tergantung dari jumlah bisnis yang dikelolanya

Thank You

