



**INDONESIA
DEVELOPMENT
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KNOWLEDGE
SECTOR INITIATIVE



Pathways to Tackle Regional Disparities Across the Archipelago

**Sub-Theme :
Innovations In Local Governance And Development**





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Pathways to Tackle Regional Disparities Across the Archipelago

The Role of Private Sector in Horticulture Seed to Enhance Farmers' Productivity and Wealth

Afrizal Gindow

(Sales and Marketing Director)



EAST-WEST SEED
CAP PANAH MERAH

PT EAST WEST SEED INDONESIA | SAHABAT PETANI YANG PALING BAIK

www.panahmerah.id CAP PANAH MERAH @CapPanahMerah PANAH MERAH TV cappanahmerah





PT EAST WEST SEED INDONESIA (EWINDO)

- 28 years supporting farmers in Indonesia
- Local horticulture company - 100% local employee
- Focus 100% for local market with local breeding
- Produce more than 150 varieties.
- Collaborate with 12,500 production farmers, 62,500 pollinator workers, and 10 million horticulture farmers



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Sipindo apps.

Features:

- Farming Articles
- Cultivation Practices
- Market Price (buy-sell)
- Territorial Mapping of Planting Area

EWINDO – PRISMA





Providing access to good quality seed, GAP training in Papua benefit 5,051 households since 2016 (EWINDO – PRISMA)



1. Nabire
2. Arfak
3. Biak
4. Manokwari
5. Fakfak





Mung Bean Commercial Project & Introduction to True Shallot Seeds

EWINDO - PRISMA



Mung Bean (Merauke)

- Target 50 metric ton seeds in 2019 will benefit ± 5,000 farmers
- Variety: VIMA 1 from Balitkabi



True Shallot Seeds (Papua)

- Trainings, comparative study, shallot day
- ALTEC (Allium Learning and Training Center)



Introduction to vegetable farming business

EWINDO – PRISMA



Vegetable farming
in home garden
(Madura)



Successful
harvesting
(South Central
Timor)



True shallot seeds
introduction
to seedling
farmers
(Situbondo)



Seedling -
women group
(Kupang)