

DIFS-Live

Dutch-Indonesian Food Security Programme:
Livestock Sector

2 September 2015, Jakarta



WAGENINGEN **UR**
For quality of life

Overall context

▪ **Food security:**

- When all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life
- Four pillars: availability, accessibility, use and stability

▪ **Indonesian policy:**

- Emphasis on food self-sufficiency and stable domestic supplies of sufficient and safe food for Indonesian consumers

▪ **Dutch policy of food security:**

- Sustainable increase in food production
- More efficient markets
- Improved access to healthy food
- Enabling environment for private sector development



The market for poultry meat in Indonesia

- Poultry meat is the most important source of animal protein
- Demand for poultry meat has increased and is expected to increase further in the coming years
- Drivers of growth: (a) population increase; (b) growth of middle class income levels



Main sector challenges:

1. How to produce and supply sufficient quantities of affordable and safe poultry meat to the market?
2. How to minimise negative environmental and public health side-effects?



DIFS-Live

Sector	Intervention area	Key activities
Poultry	Consumer	Consumer awareness
		Scenario studies & policy advice
		Business planning
	Slaughterhouse	Pilot technical improvements
		Capacity building
		NKV inspections
	Broiler farming	Pilot technical improvements
Capacity building		
Dairy	Dairy feed	Fodder supplies
		Concentrates
		Dairy farm management



Institutional setting

Policy development & implementation

Dutch-
Indonesian
Working
Group on
Agriculture

Policy
advice for
DGLAHS &
regional
services

Programme support

capacity
building

B2B
facilitation

monitoring
& evaluation

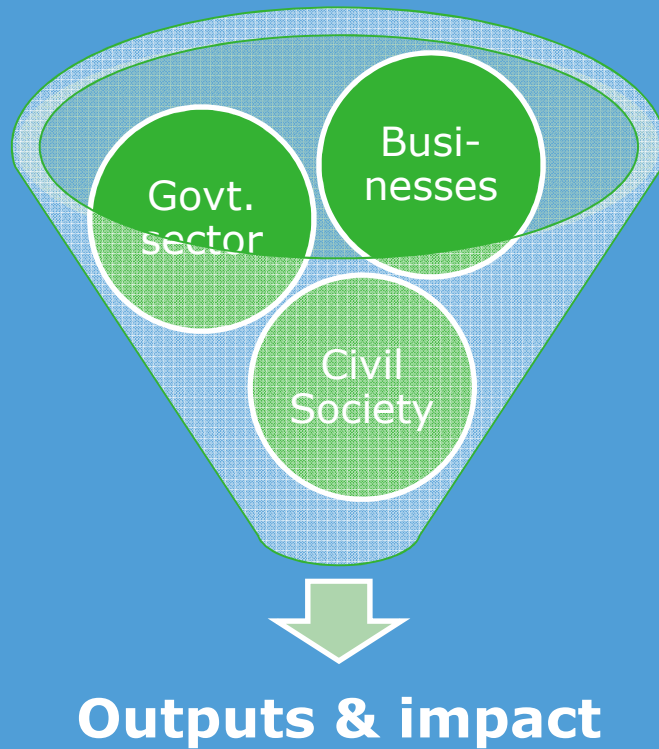
Pilot initiatives

supply chain partners

regional public
support services



Who will implement?



Implementation roles:

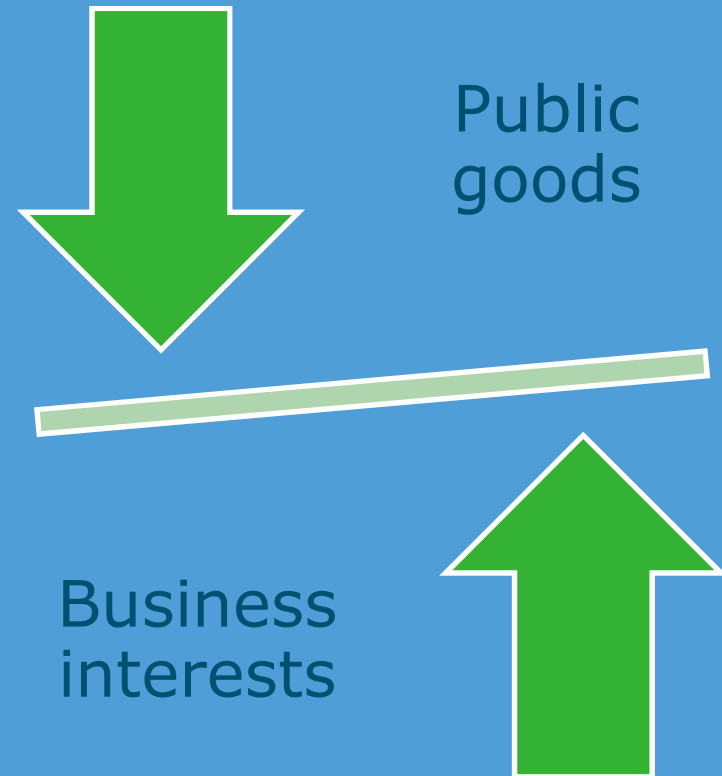
- Government – regulatory framework, funding & enforcement
- Businesses – investments and entrepreneurship
- Civil society (NGO's & knowledge sector) – know how, awareness and capacity building



Logic behind PPP's

Public organisations and businesses form a partnership:

- a) To work together in those areas where public objectives overlap with business interests
- b) To address issues that are too big or complex to be resolved by a single partner only



Principles of PPP's



Clear
objectives &
plans



Co-funding



No market
distortion



Four components

- Poultry sub-sector:
 - Consumer campaign
 - Poultry slaughtering
 - Broiler farming
- Dairy sub-sector
 - Animal feed
- Coordinators:
 - Gemma Tacken
 - Peter van Horne
 - Sander Lourens

 - Bram Wouters



Four components

- Poultry sub-sector:
 - Consumer campaign
 - Poultry slaughtering
 - Broiler farming
- Dairy sub-sector
 - Animal farming
- Coordination
 - Tacke
 - Peter van Horne
 - Sander Lourens
 - Bram Wouters

Programme coordination
Frank Joosten & Ahmad Suleiman



Workshop programme

- Discuss the broiler sector development scenario's:
 - options for sustainable and economically viable growth of the broiler sector?
 - how to enforce the policy on phasing out home slaughtering practices in urban areas?
 - what sector support programmes and policies do we need at national and local level?
 - what will be the role of the supply chain partners?
- Discuss and approve the detailed plan for a public campaign on cooled chicken prepared by IPB FEMA, Wageningen UR and Schuttelaar & Partners



Expectations for this meeting

- A. Conclusions on key implications of different development scenarios for policy makers and supply chain partners in broiler sector
- B. Approval of the Consumer Campaign Plan
- C. Agreement by partners on the implementation arrangements for the consumer campaign

