



vegIMPACT

vegIMPACT, short for 'vegetable production and marketing with impact', is a program aimed at improving vegetable production and marketing for small farmers in Indonesia. Through its interventions vegIMPACT contributes to food and nutrition security and to private sector development in Indonesia.



The project builds on the results of previous joint Indonesian-Dutch horticultural development cooperation programs. The vegIMPACT program started its activities in December 2012. The program (2012-2016) is carried out by Wageningen University and Research Centre in cooperation with local partners, such as the Indonesian Vegetable Research Institute and Fresh Dynamics Asia, and with national and international companies involved in the vegetable production and marketing. The program is financed by the Government of the Netherlands. VegIMPACT promotes Good Agricultural Practices and develops new value chains to improve the income of a large number of farmer families, who grow a variety of vegetable crops. We reach out to different islands of Indonesia (e.g. Java, Sumatra and Sulawesi) and work closely with the public and private sector for sustained impact.



Benefits

Indonesian farmers benefit from vegIMPACT activities through training on improved production practices and marketing. Participation of farmers in vegIMPACT improves vegetable production and increases the profitability of production and marketing operations. This results in a more sustainable vegetable production and higher income for farmer families.



Local and international private sector companies participate in vegIMPACT by engaging in PMC development and implementation or by providing better seeds and training in Good Agricultural Practices. In turn they benefit from increased return on business.



vegIMPACT

Improved vegetable production and marketing for small farmers to enhance food security and to promote private sector development in Indonesia - www.vegimpact.com



vegIMPACT

vegIMPACT activities

The main activities of vegIMPACT consist of:

- Development of Product Market Combinations
- Strengthening the potato sector
- Design and implementation of permanent vegetable production systems
- Reduction in occupational health risks
- Promote quality awareness and regulation in production and marketing
- Training and knowledge transfer
- Monitoring and evaluation



Product Market Combinations

Product Market Combinations (PMCs) are combinations of farmers and supply chain partners such as, traders, retailers and input service providers. Together they make arrangements for improving existing market linkages or create new market opportunities. PMCs are assisted by the local vegIMPACT team. Markets may involve traditional and modern street or wholesale markets, high end modern retail, mini markets and other retail markets, export markets and the processed vegetables market. All kind of vegetables may be dealt with. PMCs will be developed in West, Central and East Java, North Sumatra and North or South Sulawesi.

Funded by



Kingdom of the Netherlands

vegIMPACT targets

The general objectives of vegIMPACT have been made operational in a number of quantifiable and verifiable indicators. In different activities we target at reaching more than 10,000 vegetable farmers and we aim at implementing 10 commercial Product Market Combinations in five provinces across Indonesia. vegIMPACT aims to achieve:

- Increased vegetable productivity
- Increased vegetable area
- Reduced pesticide use per unit of produce
- Reduced fertilizer use per unit of produce
- Reduced production costs per unit of produce
- Increased financial margins per unit of produce
- Increased (female) employment
- Improved Research & Development services
- Increased availability of private sector products

Project partners

VegIMPACT is developed and implemented by a dedicated team of specialists with extensive experience in their respective fields of expertise and with experience from previous projects in Indonesia. They co-operate with Indonesian experts and representatives of the public and private sectors, in order to take the activities to a higher level and to replicate and expand the results in various regions of Indonesia. Participation of private parties is imperative, as to ensure that activities are continued in future production and marketing practises.

Implementing partners

- Wageningen University and Research Centre (WUR) , The Netherlands
- Indonesian Vegetable Research Institute (IVEGRI), Lembang
- Fresh Dynamics Asia, Jakarta



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