

## Benefits & Targets

**The general objectives of vegIMPACT have been made operational in a number of quantifiable and verifiable indicators. In different Work Packages 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



## **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 profit from increased return on business.