

Product Market Combinations (PMC)

Product Market Combinations (PMCs) involve farmers and supply chain partners such as, traders, retailers and input services providers, who together make arrangements for improving existing market linkages or creating new market opportunities. Markets encompass traditional, modern street or wholesale markets, high end modern retail, mini markets, export markets and the processed vegetables market segments. PMCs are supported by the Indonesian vegIMPACT team consisting of experienced supply chain facilitators.



Through a multi-stakeholder approach, supply chain partners will be engaged in a participative process of joint analyses, learning and strategic planning of intervention to improve an existing or develop a new market oriented supply chain. This process, facilitated by vegIMPACT staff, will result in the development of at least 10 Product Market Combinations (PMCs) in West, Central and East Java, North Sumatra and Sulawesi. PMC products are commercially marketed by the supply chain participants.

The program will monitor and evaluate the Product Market Combinations and evaluate constraints and opportunities for improved practices in the entire supply chain. Solutions and best practices will be developed which play an important role during the upscaling and dissemination process and reaching many more farmers.

Current PMC pilot projects

- Premium quality shallots produced in Brebes, graded and packaged by Kersana farmers and sold a high end supermarkets in Jakarta.
- Export quality hot pepper, produced in Guci and sold through an Indonesian trader at modern markets in Singapore.

- Introduction of improved Paprika cultivation techniques and varieties for regional, traditional East Java markets and modern markets in Surabaya.
- Upgrading the processing and marketing and branding of traditionally fried potato crisps of locally grown potatoes for domestic markets.
- New beef tomato varieties grafted on resistant rootstocks and grown under rain shelters for modern retail markets in East Java
- Introduction of a new, high quality carrot variety suitable for local production, in combination with good agricultural practices and attractive packaging, for modern markets



in Jakarta.

