

Indonesian *Organic Products*



WHAT'S INSIDE

Huge demand of organics products initiated by the growing consumption of safe food ingredients for better health. Healthy lifestyle and clean eating also become popular trends lately which increase the popularity of healthy juices and various types of materials for raw-food consumption from organic foodstuffs.

editor's desk



Dear valuable readers,

Nowadays both consumers and producers around the world are very much aware of the dangers posed by the usage of synthetic chemicals in farming. Healthy and eco-friendly life-style becomes a new trend worldwide. World demand of healthy food is steadily growing. Inquiries are emergent not only from export market but also from domestic consumers.

Currently, organics foods production has been growing in Indonesia. Many producers and manufacturers of organic products offer numerous products, such as rice, palm sugar, green coconut, cashew nuts, black pepper, white pepper, nutmeg, clove, tea, bark, coconut oil, red ginger powder and also various vegetables and fruits.

From 2010, government has been supporting organic farming. Through "Go Organics" program, the government committed to increase productivity of organic farming by making organic pilot project 1,000 villages of the agrarian reform program as organic food production centers by 2019, and 1,000 villages more until 2024.

As archipelagic and tropical country, Indonesia has various kinds of food plants, large virgin areas and also unique local wisdom in farming practiced from long time ago. Moreover, numerous tropical organics foodstuff can easily be found in Indonesia which is very potential to be developed. These advantages Indonesia is open for investment in organic agribusiness.

In the January edition of 2017, Export News discuss the potentials of commodities, value-added organics products, bio technology for organic food producers, and other relevant information needed. A list of exporters are also provided, so that interested buyers can easily make a direct contact for next advantageous business affairs.

Thank You

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HOT ISSUE

Indonesian *Organic*

Indonesia has a great opportunities in organic food business. Several advantages such as large virgin areas available for organic farming and the availability of technology to support organic agribusiness, for instance composting and biological pesticides practiced as local wisdom from long time ago.

In addition, Indonesia is a country with a tropical climate, located in the middle equator causing Indonesia gets optimal sunspots needed by organic plants. Its fertile ground rich in minerals is formed by volcanoes, as Indonesia is one of ring of fire countries.

Therefore, tropical fruits and vegetables in Indonesia very divers and taste pretty good among others.

Government has strong commitment to develop organic farming by launching "Go Organic" program from 2010. Go organics contains a variety of activities such as the development of organic farming technology, forming an organic farmer groups, rural development through organic farming, and build marketing strategies of organic food. This program continues, current government committed to increase productivity of organic farming by making organic pilot project 1,000 villages of the agrarian reform program as organic food production centers by 2019, and 1,000 villages more until 2024. The development of organic farming systems also point to areas that still maintain the local agricultural system in mountainous and inland areas. Government encourage establishing organic farming systems to increase the added value, competitiveness, and welfare of farmers.

The guarantee of real organic products in general is the official label organic food certification issued by government or private institutions which received official accreditation. This certification became official recognition for farmers or producers of organic food products. In Indonesia, there are 7 organic certification agencies operating and have been accredited by National Accreditation Committee (KAN) and recognized by the Competent Authority in Organic Food (Okpo). They are BIOCert (Bogor), INOFICE (Bogor), Sucofindo (Jakarta), LeSOS, Mutu Agung (Depok), PT Persada (Yogyakarta) and ISO West Sumatra (Padang).

Popular commodities originated from Indonesia, such as rice, palm sugar, green coconut, coconut oil, tea, spices and also a lot of vegetables and fruits. Not only well known for organics commodities and raw material for industry, Indonesia have a vast range of premium organic products. Premium products will be able to penetrate the developed countries, as the main market of organic products. Increasing demand towards organic products encourage producer to maintain quality, create innovative idea and also strengthening marketing strategy. With Creativity and cultural richness, Indonesian entrepreneur in this sector are ready for local and global market.

To know more about vast range organic businesses in Indonesia, there are several organic product expo that you can attend. One of them, an annual agribusiness exhibition in Jakarta conducted by Performax, called AGRINEX Expo. For most businesses, exhibition is considered as the most effective way to bring together sellers with potential customers, buyers and agents to create mutually beneficial business networking. AGRINEX Expo displays the development of agriculture and technology particularly in Indonesia. This international exhibition presenting various agricultures products including organic commodities. The 11st Indonesia International AGRINEX Expo will be held in 31st March until 2nd of April 2017 with theme "Food for all seasons". For further information you can see <http://agrinx.com/>.

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Products

Huge demand of organics products initiated by the growing consumption of safe food ingredients for better health. Nowadays both consumers and producers around the world are more conscious of the dangers posed by the usage synthetic chemicals in farming. Consumers need assurance that their foods intake should be safe and contains high nutrient. Healthy lifestyle and clean eating also become popular trends lately which increase the popularity of healthy juices and various types of materials for raw-food consumption from organic foodstuffs. Consumer demand for organic products continues to increase, not only that are be considered more healthier and better for environment, but also that organic produce are simply taste better. That is why the organic products' price are above the average since the appreciation of the taste and quality of organic products is very high.

Organic foods consist of fresh food, semi-finished products, or finished food products. Currently, many countries in the world implement food policies such as the labeling of organic certification that a food can be sold to consumers as "organic food". With this regulation, organic food must be produced in a manner consistent with organic standards applied by national governments and international organizations. Organic food is not only free of synthetic materials (pesticides or chemical fertilizers), but also must meet the international requirements are specified, such as not allowed to use GMO seeds (Genetically Modified Organisms), and the use of irradiation technology for the purpose of preservation of the product.

Here are the big 10 world's major exporter of organic foodstuff:

List of Exporters of Organic Products

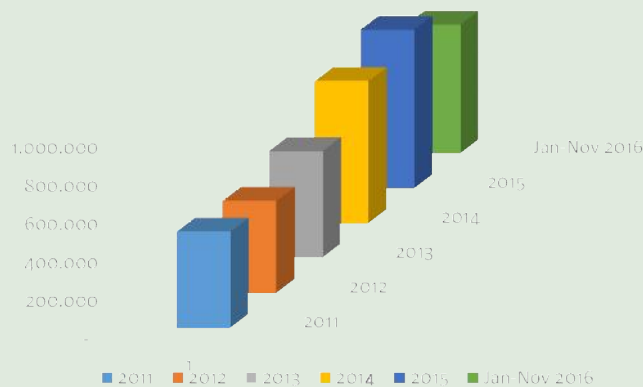
Source : ITC calculations based on UN COMTRADE statistics

No	Countries	Exported value (US Dollar thousand)				
		2011	2012	2013	2014	2015
	All Countries	88,029,380	76,282,781	85,695,493	86,183,486	84,790,542
1	United States of America	11,200,941	10,595,086	11,887,760	12,403,132	12,538,046
2	Spain	8,803,772	8,353,038	9,538,028	9,745,569	9,468,934
3	Netherlands	9,395,680	7,964,486	9,107,101	8,846,681	7,968,862
4	China	6,952,258	5,659,370	5,986,912	6,441,628	7,247,099
5	Mexico	5,809,364	5,305,613	5,800,292	6,016,689	6,539,736
6	Italy	4,200,082	3,370,026	3,640,954	3,630,095	3,366,832
7	Belgium	3,450,302	2,995,539	3,582,727	3,278,257	3,026,814
8	France	3,761,098	3,204,091	3,596,578	3,291,958	2,882,598
9	Turkey	2,297,338	2,099,361	2,197,074	2,490,741	2,710,107
10	Thailand	1,680,651	1,826,506	2,069,495	2,395,022	2,435,049
11	OTHER COUNTRIES	30,477,894	24,909,665	28,288,572	27,643,714	26,606,465

Currently, Indonesia support a small share in world's market of organic product, but export value for this sector continues to increase. Indonesian export performance continuously demonstrated a pleasant rising in period of 2011-2015, as we can see in the following diagram:

Indonesian Export of Organic Products (US\$ 000)

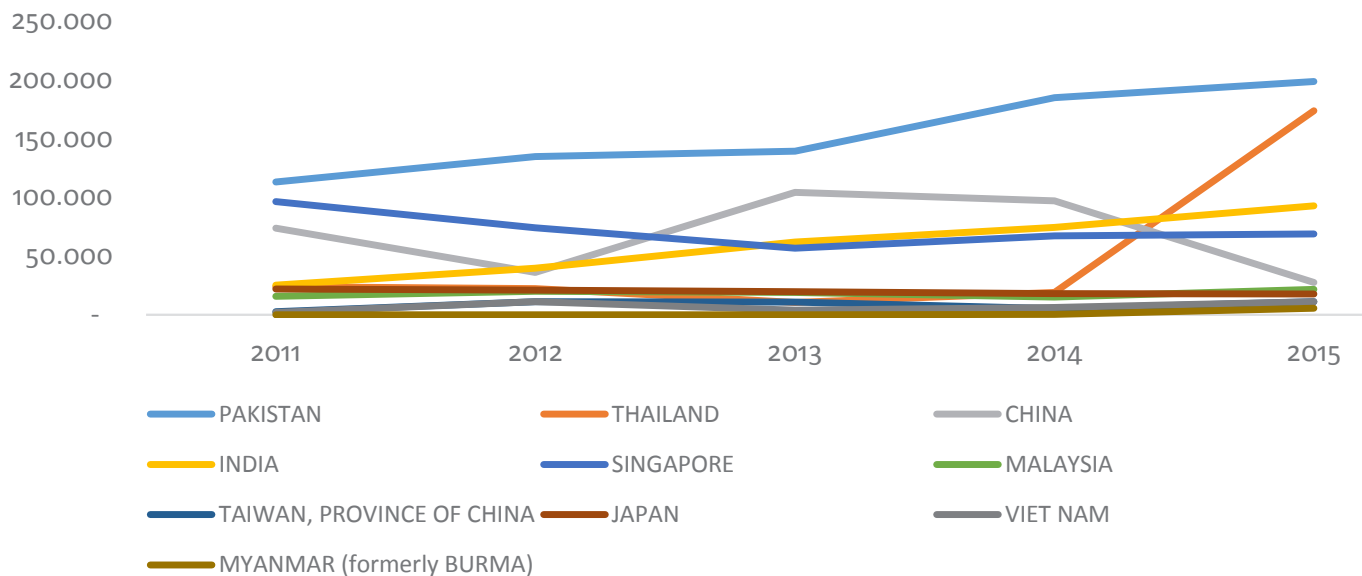
Source : Source: Statistics Indonesia, prepared by DGNED



By the end of 2015, total export of Indonesian organic products amounted at US \$. 832 million. The main destination were neighboring countries such as Singapore, Malaysia and Thailand and also some Asian countries. Indonesia also exporting to Middle East countries like UAE, Oman, Kuwait, Qatar, Bahrain and some European countries such as the Netherlands, France and United State of America. The top importer was Pakistan with a total of 198 million US \$ in 2015, in the second place was Thailand (173 million US \$), followed by China (27.5 million US \$), Singapore (92 million US \$), Malaysia (68 million US \$), Taiwan (21 million US \$), Japan (18 million US \$), Vietnam (11million US \$), and Myanmar formerly Burma (5 million US \$). From 2011 to 2015, export trend to Thailand, India and also Pakistan surge in significant amount. Highest increase was export to Thailand with trend of 46.19%. The growing demand from Indonesia's 10 big importers we can see in the diagram below:

Growing Demand from The 10 Big Importers (US\$ 000)

Source : Source: Statistics Indonesia, prepared by DGNED



Fruits and vegetables are prospective organics products. Vegetables commodities such as potatoes, squash, turnips, beets, eggplant, peppers, cabbage, and pumpkin spread to several export destination. The implementation of Good Agriculture Practices (GAP) system has increased the competitiveness of Indonesian vegetable commodities. GAP Vegetables are general guidelines in implementing the correct cultivation to ensure product quality and safety of farmers and consumers as well as friendly environment. Quality of vegetable products preserved by twofold treatment factors, at the time of cultivation before harvest and treatment after harvest so that qualities like colors, shapes, sizes and cleanliness, as well as texture, flavor, aroma and nutritional value are maintained.

The table below are list of 10 best-selling Indonesian fruit and vegetables based on six digit HS code:

Most Wanted Fruits and Vegetables

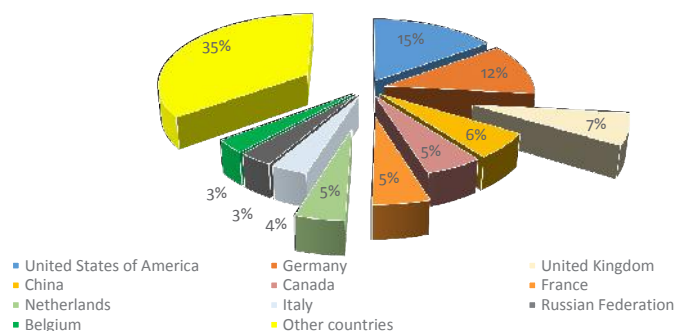
Source : ITC calculations based on UN COMTRADE statistics

No	HS code	Commodities	Volume (tons)	Value (US \$ 000)
1	080290	Nuts edible, fresh or dried, whether or not shelled or peeled, nes	562,865	647,978
2	081090	Fruits, fresh nes	57,600	59,403
3	070490	Cabbages, kohlrabi, kale and sim edible brassicas nes, fresh or chilled	80,016	15,668
4	071410	Manioc (cassava), fresh or dried, whether or not sliced or pelleted	18,044	8,013
5	071029	Leguminous vegetables frozen nes	4,400	8,325
6	071420	Sweet potatoes, fresh or dried, whether or not sliced or pelleted	11,873	11,483
7	071490	Arrowroot, salep etc fr o drid whether or not sliced o pelleted&sago pith	2,638	3,669
8	071080	Vegetables, frozen nes	2,921	5,334
9	071190	Vegetables nes & mixtures provis presvd but nf f immediate consumption	4,124	2,860
10	070190	Potatoes, fresh or chilled nes	5,484	3,058

Meanwhile, the main importers of fruits and vegetables of world are USA and European countries. USA as the biggest exporter is also a major world's importer which absorbs 15% of total exports. By year 2015, USA imports worth of US \$ 89,5 billion followed by Germany (US \$ 12,2 billion), United Kingdom (US \$ 9,4 billion), China (US \$ 5,7 billion), Canada (US \$ 4.4 billion), France (US \$ 4.3 billion), Netherlands (US \$ 3.6 billion), Italy (US \$ 2.8 billion), Russia Federation (US \$ 2.68 billion) and Belgium (US \$ 2.5 billion).

Most Wanted Fruits and Vegetables

Source : ITC calculations based on UN COMTRADE statistics





USA and European countries are huge supplier, but still insufficient to meet growing demand from domestic market as well as from all over the world. Moreover, consumer also request for organic tropical fruits and vegetables served on their tables. Some organic products originated from Indonesia are known well in European markets. For instance rice, palm sugar, green coconut, cashew nuts, black pepper, white pepper, nutmeg, clove, tea, bark, coconut oil, red ginger powder.

In Germany for example, organic palm sugar, organic coconut oil and organic rice of Indonesia are popular. Ministry of Trade in June 2016 facilitate a purchase mission of organic coconut sugar products by a Germany company, PT. Profil Mitra Abadi (PMA) signed contract with Flores Farm GmbH worth US \$ 800 thousand for one next year period. This purchase is a follow up of the participation of PT. Profile Mitra Abadi at Biofach exhibition in 2015 facilitated by the Indonesian Trade Promotion Center (ITPC) in Hamburg. PT Profile Mitra Abadi

is a manufacturer and distributor of organic cashew nut, palm sugar, honey and other premium organic snacks. Company founded in 2011 that began to introduce premium quality organic palm sugar to the United States and Europe two years later. Meanwhile, Flores Farm GmbH is one of the special German importer of organic products since 2006. More than 30 kinds of organic food imported from 14 countries including Indonesia by this company, to supply more than 800 organic and fine food stores in Germany, Austria, Switzerland and France.

Organic rice is very promising to be developed in Indonesia. Rice producing regions in Indonesia, among others the province of East Java, Central Java, West Java, South Sulawesi, West Nusa Tenggara, Banten, Lampung, South Sumatra, Yogyakarta and Aceh. Organic rice export destination are several countries in Europe and the United States as well as Singapore, Malaysia, United Arab Emirates, and Taiwan. Usually exports derived from a number of centers that have been

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certified rice production, such as Tasikmalaya in West Java, Boyolali in Central Java and Bondowoso, East Java. In the future, government will develop rice farming area in Kalimantan and various locations in Indonesia where it is still available enough land for organic farming

Not only potentials for raw material sourcing, Indonesian exporters also offers premium added-value organic products. One successful exporter is PT Kampung Kearifan Indonesia under its brand Javara. This company won the Primaniyarta Award, an honor for best exporter Indonesia in 2016. Javara commit to work with a vast range of biodiverse community-based organic food products using ethical principles creating added-value products based on such food ingredients and also build local capacity to produce premium quality food products. PT Kampung Kearifan Indonesia produce 600 premium indigenous Indonesia food products, mostly for exports. Working with over 50,000 farmers and 2000 food artisans, Javara has various range of products such as artisan salt, grains and millets, island nuts, coconut oils, sugars and syrups, gluten-free flour, honey, jams & spreads rice, noodles, snacks, spices, and also offering unique gift sets. Javara brand was internationally marketed in 2012 in the Swiss department store, Globus. Currently, Javara has been exporting to European countries, USA, Japan, Korea and many other countries around the world. Uniqueness of its products, modern packaging of local wisdom, as well as the story behind each creations are Javara's strengths. For more information, you can see Javara's profiles at <http://www.javara.co.id/> and reviews their products on Instagram @javaraIndonesia.

Bio technology usage is one way to make sure such products meet GAP certification. Well, Indonesia already have producers of organic fertilizer. PT Bio Agro Indonesia based in Bali is one of Indonesian bio organic companies which have served international market.

This company produce an environmentally friendly liquid biological fertilizer, called Biolove, which has been certified ISO 6729-2013 Organic. Biolove made from aloe vera and other natural ingredients, obtained through the selection of extraction and fermentation containing a variety of dissolved nutrients. For you who engaged in the upstream organic industry and need to source organic fertilizer, you can see <http://bioloveindonesia.com/> for further information.

Indeed, investment opportunities in Indonesia is very promising considering the world demand for organic products continues to grow. World organic market is growing 10-20% every year. Indonesia has huge opportunity to fill the world export market of organic products. Given the types of plants in Indonesia which is very diverse and rich of virgin agricultural land. Survey of the International Federation of Organic Movements (IFOAM), stated that Indonesia is one of the largest organic area in the Asian region. Organic land area in Asia amounted to 3,756,584 hectares and Indonesia have 62127.82 hectares in 2012 and then increased to 76013.20 hectares in 2013 to 2014. You may contact The Investment Coordinating Board of the Republic of Indonesia (BKPM) <http://www.bkpm.go.id/> m.go.id for further investment in Indonesia.

And if you are interested in sourcing organic products from Indonesia, please contact DGNED Ministry of Trade, www.dgned.go.id





- 1. PMA (Profil Mitra Abadi), PT**
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 Tel: +62 21 29314520 Fax: +62 21 29314514
 Email: info@pmaindonesia.com
 Website: <http://www.lewiorganics.com>
 Products: Organic Cashews, Coconut Sugar, Honey and other Premium Organic Snacks
- 2. KAMPUNG KEARIFAN INDONESIA, PT**
 Graha BS, Ground Floor Jalan Kemang Utara A No 3, Jakarta 12730 – Indonesia
 Tel: +62 21 718 3550 Fax: +62 21 718 3554 Whatsapp: +62 811 999 5383
 Email: store@javara.co.id
 Website: <http://www.javara.co.id/>
 Products: Artisan Salt, Grains and Millets, Island Nuts, Coconut Oils, Sugars and Syrups, Gluten-Free Flour, Honey, Jams & spreads, rice, noodles, snacks, spices.
- 3. BIO AGRO LESTARI INDONESIA, PT**
 Jalan By Pass Prof. Ida Bagus Mantra No. 45 Ketewel, Gianyar - Bali, Indonesia
 Tel: +62 811-399-764 Fax: (62-721) 708780
 Email: info@bioloveindonesia.com
 Website: <http://bioloveindonesia.com/>
 Products: Liquid Organic Fertilizer made from Aloevera
- 4. GREAT GIANT PINEAPPLE, PT**
 Chase Plaza Podium, 5th Floor, Jl Jendral Sudirman Kav. 21 Jakarta 12920, Indonesia
 Tel: +62.21.5706438, 5208338 Fax: +62.21.5706443, 5208332
 Website: <http://greatgiantpineapple.com/>
 Products: Fruits Fresh or Frozen, oth, Vegetable prepared in other container frozen, Pineapple Canned Fruits
- 5. GALIH ESTETIKA INDONESIA, PT**
 Jl. Raya Bandorasa No. 103, Bandorasa, Cilimus, Kuningan 45556 – West Java, Indonesia
 Tel: +6232 613 244 Fax: +6232 614 499
 Website: <http://kmlfood.com>
 Products: Sweet Potato Dehydrated Fruits
- 6. ALAMANDA SEJATI UTAMA, PT**
 Jl. Raya Pengalengan No. 486 Km. 20,5, Desa Margahurip - Kecamatan Banjaran, West Java, Indonesia
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 Website: <http://www.alamandautama.com>
 Products: Avocados, Cabbages Fresh or Chilled, Carrots and Turnips, Chili, Ginger, Guavas, Managoesteens, Mangos, Melons, other Live Plants, Pineapples, Potatoes, Fresh or Chilled, Rambutan, Salaca/Salak, Star Fruits/Belimbing, Tomatoes, Fresh or Chilled
- 7. KERTOSARI GEMILANG, PT**
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 Website: <http://www.fruitsvegetablesfresh.com/>
 Products: Fruits Fresh or Frozen
- 8. FRUIT ING INDONESIA, PT**
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 Tel: +62-31-7393253, 3986921, 3986925 Fax: +62-31-7393253, 3986938
 Website: <http://www.fruit-ing.com>
 Products: Chopped (Fruits or Vegetables), Passion Fruit, Puree (Paste Consistency)





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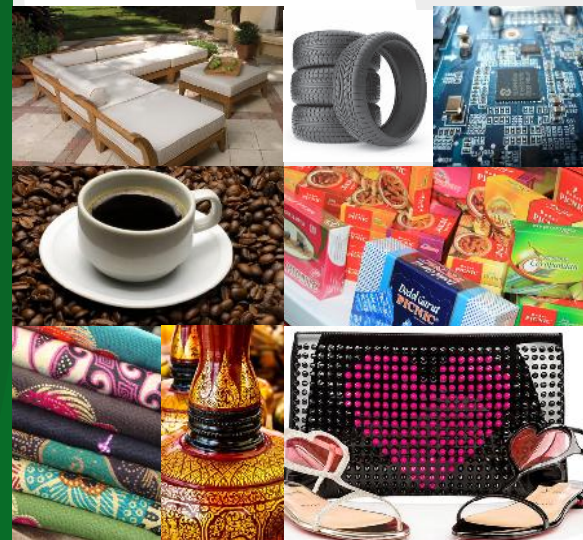
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