

Women Economic Empowerment In Organic Agriculture

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INDONESIA ORGANIC ALLIANCE

WHAT?

Indonesian Organic Alliance (AOI):
an independent non-profit civil organization formed in 2002.

Member : 122 members, consisting of 43 NGOs, 26 private sectors, 37 individuals, 16 farmer organizations, spread in 19 Indonesian provinces

AIM

to strengthen local farmers through organic farming and the principles of fair trade. AOI provides an information and database center on organic farming and fair trade, is involved in advocating government policy, and expanding farmer's access to markets.



Vision

Recognition of the Indonesian small farmers and society sovereignty as well as maintaining environmental balance.

Mission

1. Protecting farmers from oppressive systems.
2. Encouraging movement and development of organic agriculture and fair trade
3. Facilitating organic quality assurance service, especially for farmer organization.
4. Developing public services in organic agriculture and fair trade sector.

WOMEN FARMERS

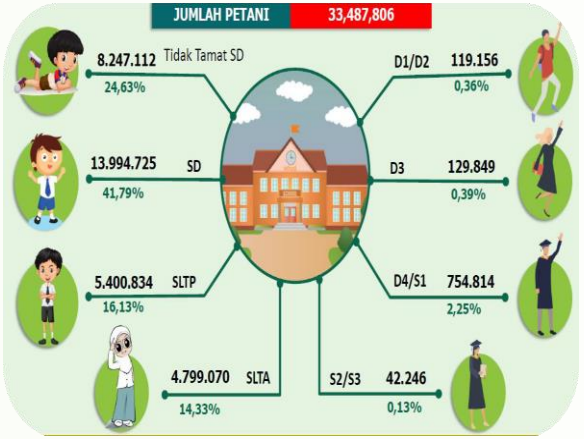
Weakness

SEX



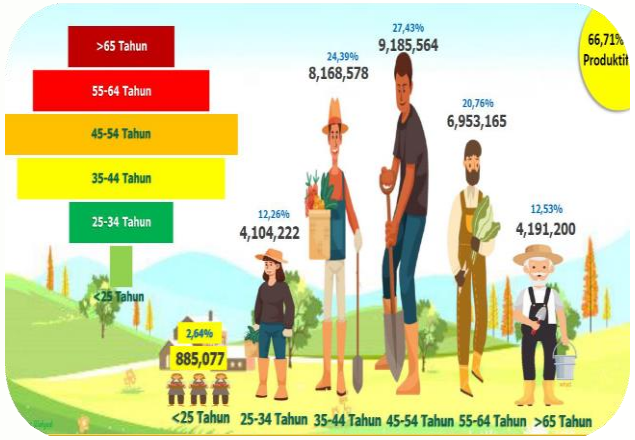
30% : women

LEVEL EDUCATION



41.79% , Elementary School

AGE



Dominant : > 45 yo

GENDER Stereotype :

- women should stay home
- Women as a second player, should paid less than man
- Domestic violence
- Have no confidence

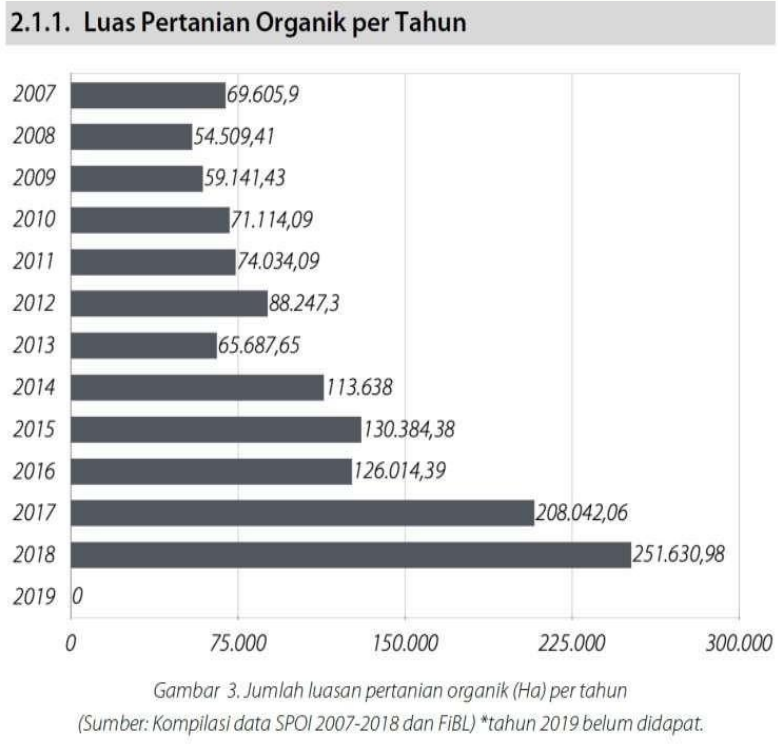
Sumber: Survei Pertanian Antar Sensus (Sutas) 2018 (BPS, 2018)
Kata Data (2019)



LAND & COMMODITIES

STRENGTH

Organic Land



Gambar 3. Jumlah luasan pertanian organik (Ha) per tahun
*(Sumber: Kompilasi data SPOI 2007-2018 dan FiBL) *tahun 2019 belum didapat.*

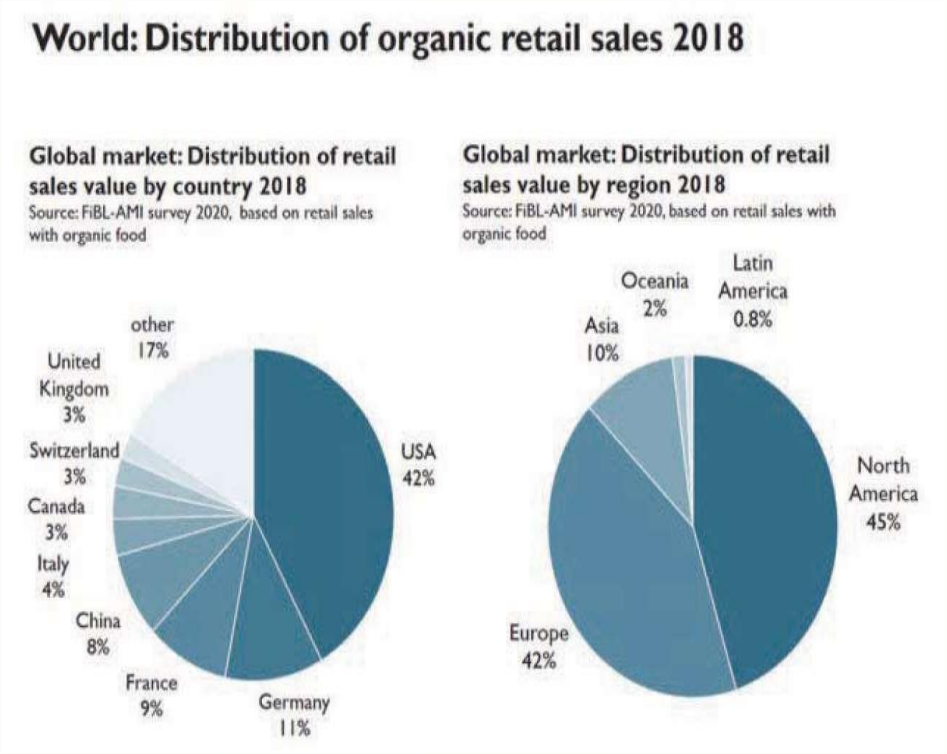
INDONESIA ORGANIC COMMODITIES

No	Comodity	Acreage (Ha)	Main market
1	Coffee	60.045,83	Export
2	Rice	53.974,19	Domestic / National
3	Coconut	42.631,94	Export
4	Tropical Fruits	837,80	Domestic / National
5	Kakao	376,04	Export
6	Tea	219,00	Export
7	Vegetables	122,00	Domestic / Local
8	Banana	48,54	Export/Domestic
9	Orange	0,25	Domestic
10	Herb/Spices	No data	Export

Source : SPOI 2020

Global Organic Market

Opportunity



Canada 45% in organic



Food &Beverages demand in Canada



Main Challenges of Organic Product

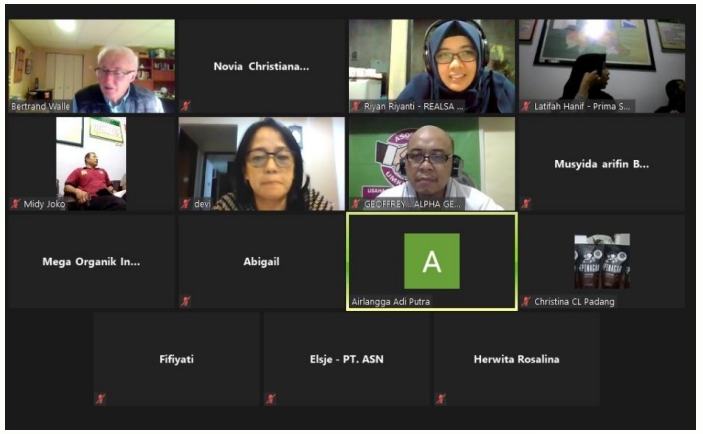
1. Low education (knowledge) of farmers
2. Low gender awareness
3. Improving Quality and Continuity of Organic Product, esp small producers
4. Lack of organic inputs : fertilizers, seed & seedling
5. Understanding on organic (export) markets, standard and certification (export)
6. Access and support on financial/capital, certification cost, product development & market, technical support (on farm/off farm)
7. Logistic & Infrastructure
8. Low number of research & publicity on organic (Miyauchi, 2015)
9. Lack of youth participation on farm (BPS 2015)

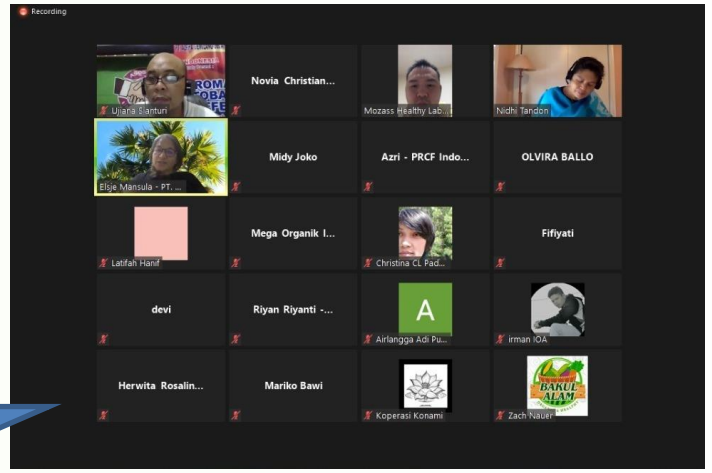
IOA & TFO INTERVENTION on WOMEN EMPOWERMENT

W to S









70%Women SME's

Produce the tools :

- Market Information Paper (MIP) for Organic, Global and Fairtrade foods, including a focus on ASEAN
- Training materials on how to better access Canadian standards for organic products

“Expanding Access to Canada’s Organic Agri-Foods Market for ASEAN SMEs”

ORGANIC INDONESIA ALLIANCE

TFO CANADA
Trade Ministry

MAIN CHALLENGES on organic Producer

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TRAINING



20SME’s

1 on 1 CONSULTATION

Yayasan PETRASA

CV. Beumopu Elba Jaya

PT. Sumateran Organic Spices

PT. Cinta Bumi Nusantara

PT. Alpha Gemilang Sejahtera

PT. Alami Sejahtera Nusantara

PT.Megan Organic Indonesia

UPPKS Melati

KUPS Madu desa Nanga Lauk dan KUPS Tengkawang desa Nanga Yen

PT. Mozass Sukses Internasional

10 SME’s

WHAT the trainees SAID?



New Paradigm, now we are give them (man and women of employee) the same opportunities to improve their career with us (**Elsje=PMA**)



I never know that I have gender equality mind streaming. I just realize that women more effective and carefully than man. Know I now the gender equality paradigm. (**Devi – Sumatran spice**)



We realize that women have many works. I never think before. Now our women have confidence to speak up, when the man didn't give the them raw material **(nana trukajaya)**



I think it was normally, when man got more paid. Now, both woman and man are equal in wages.
(lina – Petrasa)





OUTCOMES

- increasing the capacity of AOF and its members in gaining a better understanding of the global market for organic products and the Canadian import market for organic products.
- Create more awareness about the current trends and opportunities for organic products in the Canadian market.
- During the 1-on-1 sessions, the SME participants were able to gain a deeper appreciation of the tailored next steps and recommendations provided by Canadian experts, to increase their market access to Canada for Organic products.

IMPACT

- Wage equitation between man and woman
- Same opportunity between man and woman in managerial staff (PMA)
- Women dare to speak up to men to get raw material
- More women worker in post production (Sumatran Spice)
- Enlarge the export market



Recommendation

During the pandemic, small producers especially Women get the more affected. They need capacity building in knowledge, technical assistance, and innovation.

- Promoting the organic products of the trainees on the website/market place managed including exhibition by TFO Canada.
- Make a cooperation agreement between TFO Canada and the Participants, with a commitment: members are willing to increase the quantity of their products and TFO Canada is willing to open export market access to Canada.
- TFO Canada is willing to provide subsidies for the export of participants' organic products
- Training and understanding of gender equality in the export market chain is not only given to women but also men to support gender equality.
- Assist participants in obtaining product certificates required for organic products in the Canadian market.



Thank You

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