



ASEAN ORGANIC

INDONESIA PERSPECTIVE

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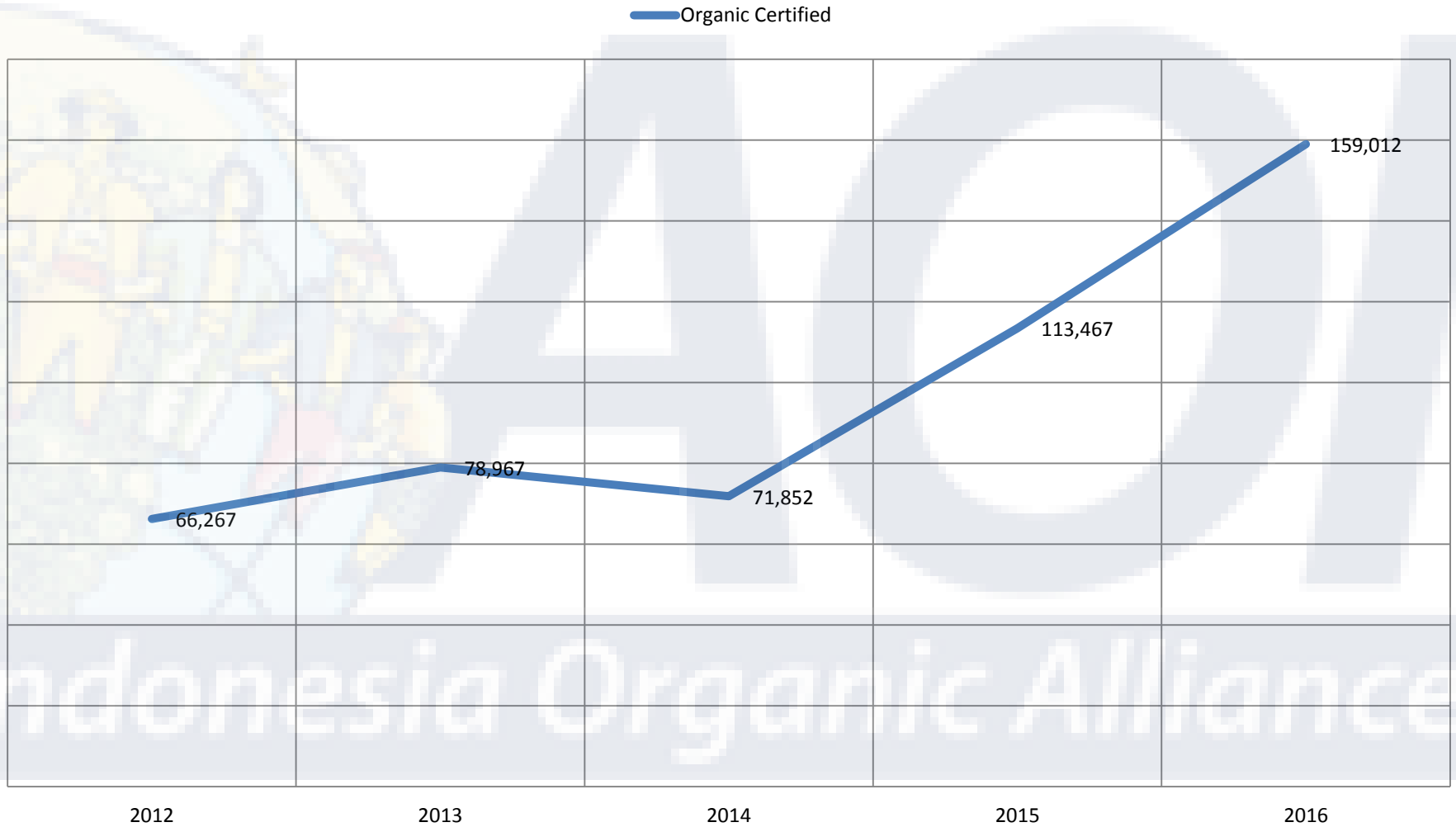
Indonesia Organic Alliance





Previous products development and competition

Development of Organic Land Certified (Hectares)



Source: Indonesia Organic Alliance, 2016. Indonesia Organic Statistic

Top Ten Organic of Commodities Certified Land (in Hectares)

No	Commodities	2015	2016
1	Coffee	46,201	46,201
2	Wild Honey	9,007	9,007
3	Coconut Oil	2,391	2,391
4	Rice	1,754	1,754
5	Cashew	1,048	1,048
6	Coconut Sugar	620	620
7	Mangosteen	318	318
8	Salacca	184	184
9	Palm Sugar	124	124
10	Cacao	70	70

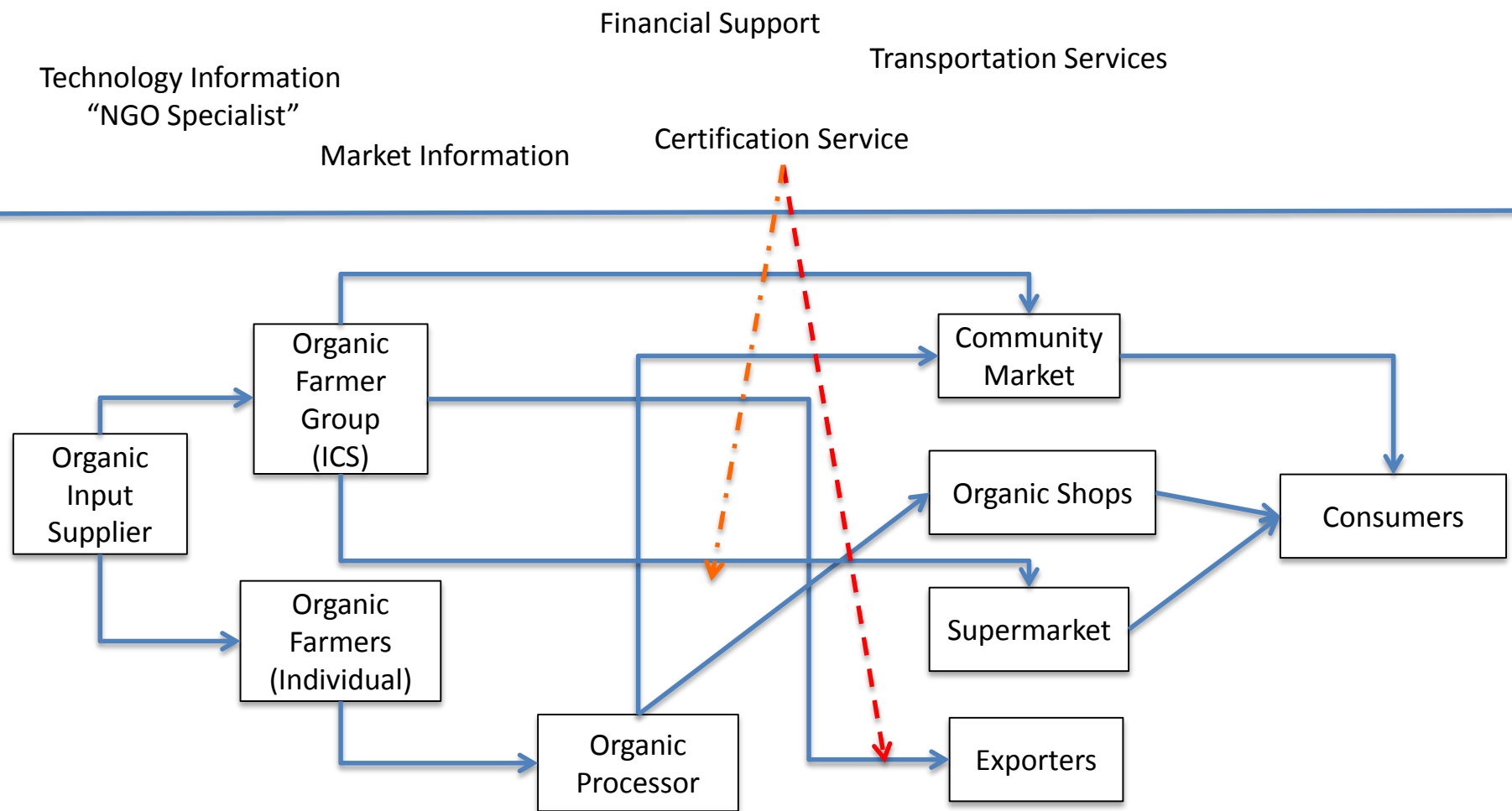


Indonesia Conventional Top Products

Commodity	Production (Million Tones)	Global Rank
Palm Oil	33.5	1
Rubber	3.16	2
Cacao	0.76	2
Coffee	0.64	4
Capturing fish	4.72	2
Aquaculture	10.07	3
Rice	70.84	3



Organic Agricultural Market Map



- Thousand Organic Villages Program
- Exhibition Program
- Organic Input Standard & Regulation

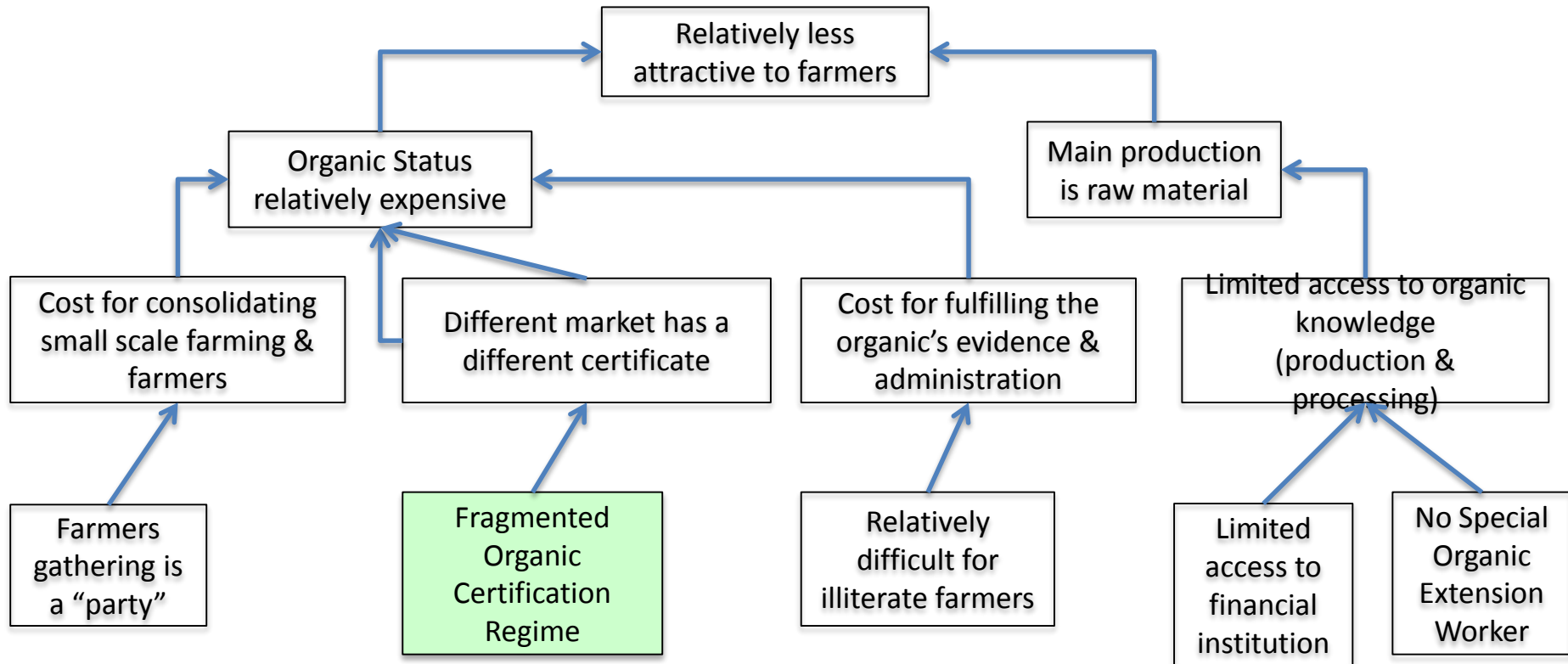
- Country/Region Certification Policy
- Export/Import Regulation
- HCCP Regulation
- Other Business Related Regulation

Map of Indonesia Organic Market



Organic Agricultural Challenges in Indonesia

Challenges in Organic Agricultural Development In Indonesia



Can regional cooperation promote growth?



Regional Cooperation

How the regional cooperation promote growth?

Challenges in organic growth:

- Certification costs
- Processing (Information & Tech.)
- Product Diversification
- Promotion
- Regional competition or advantages

CAN Regional Cooperation

- Reduce the certification cost?
- Promote regional demand?
- Attractive to other region market?

KEY STRATEGY:

- Targeted commodities, destination countries and advocated institutions
- Equal contribution & ownership

YES THERE IS A POTENTIAL

- Advocacy Regional standard equal to EU, US, JAS.
- More product can be brought to markets
- Cheaper Price
- Cheaper promotion cost

- More demand at attractive price will lead to
- Increase motivation to increase production
- Lead to increase income of producers
- Lead to economic growth



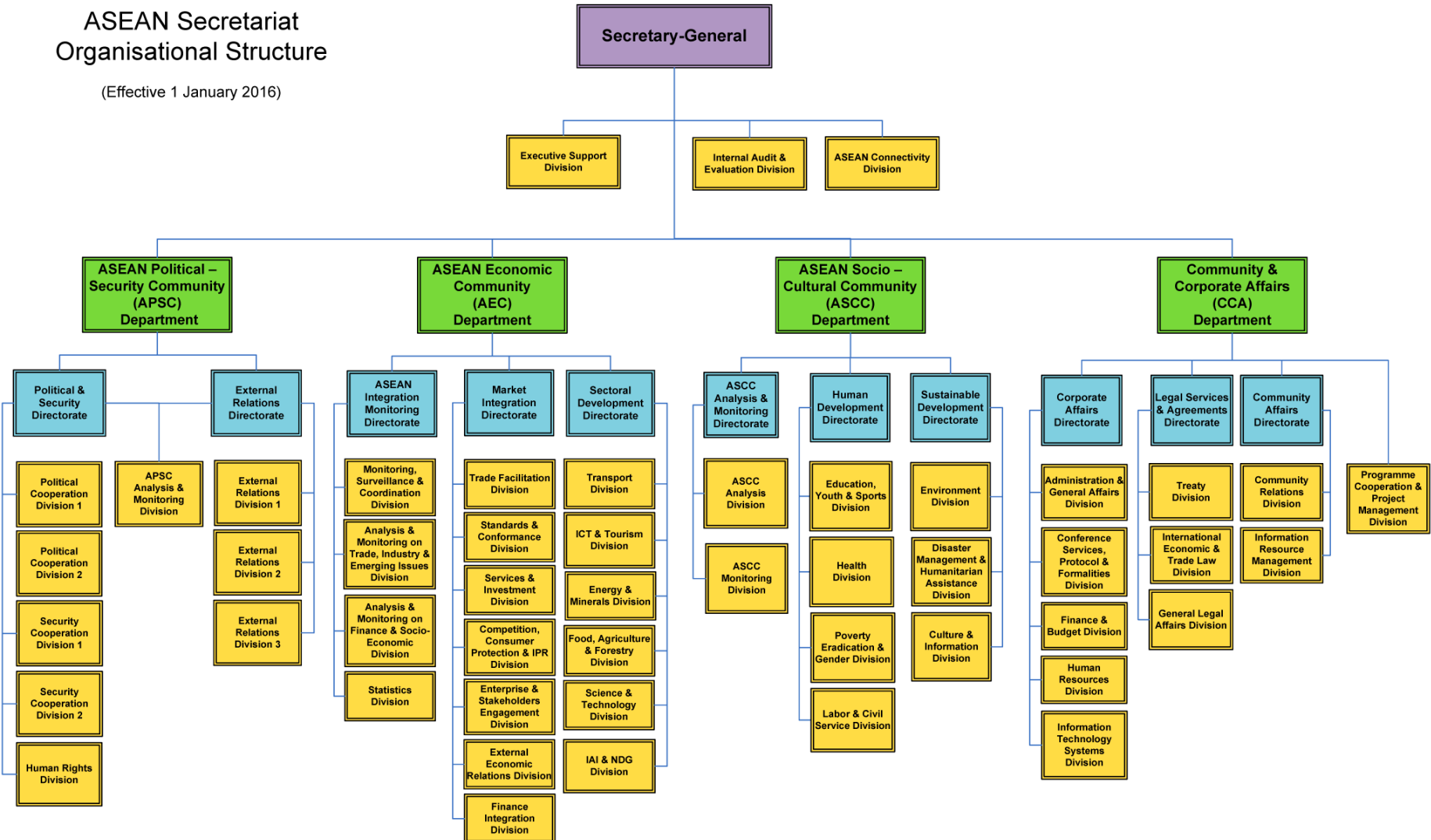
Vision on Further Cooperation

Where Organic's concerns is managed in the ASEAN?

What is the progress of ASEAN Standard for Organic Agriculture?

ASEAN Secretariat Organisational Structure

(Effective 1 January 2016)



Central of organic products



**ASSOCIATION
OF SOUTHEAST
ASIAN NATIONS**

ASEAN Organic Certification System Accepted
equally by other region (EU, USA, JAS)

ASEAN strategic commodities
appreciates highly by market

ASEAN intensively advocate other
region government

ASEAN intensively promote ASEAN
products to other region market

Special Task Force in ASEAN
secretariat (include the organic
movement coalition representative)

Special Task Force at member country
(include the organic movement coalition
at country level representative)

ASEAN Organic Movement Organization Coalition

- Targeted commodities
- Targeted market
- Agreed Way of working



THANK YOU
TERIMA KASIH