

Juli - September 2013

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SEMANGAT PERUBAHAN DARI BALI BARAT

Tekad Petani Jembrana
Menuju Masa Depan
Gemilang

PERUBAHAN DALAM RANTAI PASOKAN

Ketika diterapkannya
sertifikasi

KEGIATAN
FERMENTASI
PEREMPUAN
TAPPORANG
Becermin pada
Colonel
Sanders

Anggota Baru! **BT COCOA**

Tekadnya Mempertahankan Keberlanjutan
Industri Kakao di Indonesia

*Skema Berkelanjutan Industri
kakao di Indonesia*
Mengevaluasi Dampaknya

KUNJUNGAN YANG
MEMBUKA MATA
Studi Banding Petani
Polewali Mandar ke
Kabupaten Luwu

SERTIFIKASI KAKAO DAN
PERAN SERTA PEMERINTAH
Tindakan dan kebijakan-
kebijakannya di masa depan

*Petani Armajaro di
Polewali Mandar*

Baca apa kata mereka tentang
sertifikasi



GAMBARAN JELAS MENGENAI SUATU PERUBAHAN

Bberapa tahun terakhir, kesadaran konsumen untuk menggunakan produk makanan bersertifikasi semakin luas. Masyarakat tidak lagi melihat dari bagusnya kemasan, atau rasa yang ditawarkan, melainkan bagaimana produk makanan itu dibuat, apakah bahan bakunya dipupuk dengan bahan organik, sampai memastikan tidak ada produsen yang mempekerjakan anak di bawah umur. Masyarakat semakin kritis, mereka tidak lagi hanya mengedepankan aspek ekonomis, tapi juga aspek sosial serta lingkungan.

Indonesia sebagai penghasil bahan baku cokelat nomor tiga dunia, tentunya melihat kenyataan ini sebagai peluang emas dalam meningkatkan kualitas kakao yang dihasilkan. Pada 2009, para pemegang kepentingan seperti pemerintah, lembaga-lembaga sertifikasi, dan produsen cokelat berhasil merumuskan sebuah standar yang membimbing petani dalam praktik berkebun lebih baik serta memerhatikan aspek budaya serta keanekaragaman hayati tanah leluhurnya. Standar yang disebut Indikator Nasional untuk Kesiambungan Kakao ini kemudian diterapkan dalam bentuk penyertifikatan petani yang berkesinambungan.

Kami ingin memberi gambaran lebih jelas mengenai perubahan-perubahan yang berlangsung sejak dijalankannya sertifikasi, terutama di pusat-pusat penghasil kakao terbesar Indonesia. Kami juga memaparkan hasil yang didapat oleh petani dari sertifikasi, masukkan mereka terhadap pemegang kepentingan, serta temuan-temuan yang didapat pengelola rantai pasokan di daerah. Tidak lupa kegiatan sejumlah perempuan sebagai contoh petani lain yang bertekad meningkatkan penghasilannya.

Edisi ini sekaligus menjadi edisi ulang tahun pertama bagi *Cokelat*, yang ikut mengusung perubahan dalam segi desain dan isi. Kami menampilkan desain yang lebih sederhana tanpa harus mengurangi bobot majalah; sementara isi yang lebih mengangkat permasalahan dan keluhan petani, kami percaya dapat memperlihatkan apa sebenarnya yang dibutuhkan petani sekaligus membantu semua pihak dalam memperbaiki praktik-praktik yang sudah ada. Tanpa mengulur waktu lagi, silahkan membuka halaman berikutnya dan selamat membaca.

Salam Kakao!

Didukung Oleh:



Foto: Mia. Foto Sampul: Igor Rangga

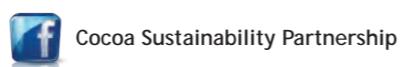
PENANGGUNG JAWAB: Rini Indrayanti

PEPIMPIN REDAKSI: Igor Rangga

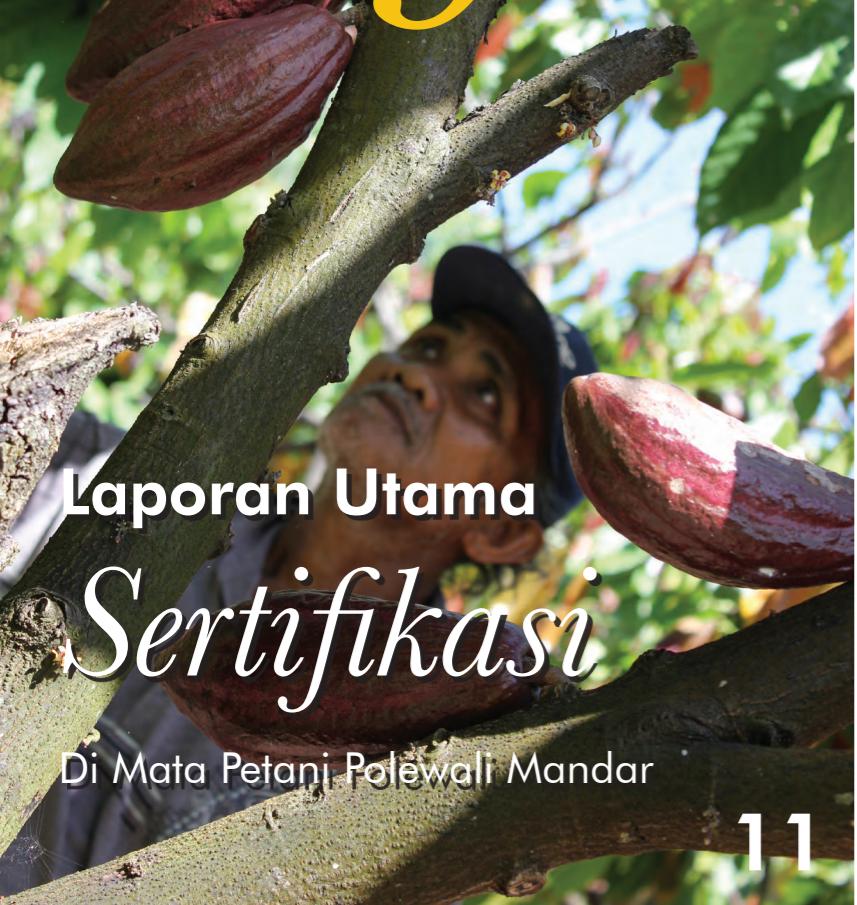
DESAIN: Sloka

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Rekan-rekan CSP,

Ketika saya menyiapkan tulisan ini, harga biji kakao di pasar sedang tidak bagus. Seketika saya merasa galau dan mumet. Bagaimana saya bisa membeli biji kakao dan mendapatkan sedikit uang agar tim saya bisa bertahan? Lebaran di bulan Agustus, tunjangan hari raya harus dibayar.

Anda bisa bayangkan jika saya, yang bisa makan kenyang tiga kali sehari dan nonton *Men of Steel* di Bioskop XXI tiap minggu, masih galau soal masa depan; bisakah Anda bayangkan kegalauan para petani yang masih harus berjuang membayai keluarga mereka?

Apakah masih ada masa depan bagi biji kakao? Haruskah saya pindah komoditas? Haruskah kita biarkan biji kakao dan cokelat hilang dari bumi ini? Haruskah cucu cicit kita ‘mencicipi’ cokelat hanya lewat gambar-gambar digital?

Tak seorangpun yang menginginkan hal itu. Maka dalam Cocoa Sustainability Partnership (CSP) General Assembly Meeting akhir Maret lalu, kita bersama-sama menyamakan langkah untuk menempatkan Indonesia sebagai produsen nomor satu biji kakao dengan produksi 1.5 juta ton per tahun pada 2020. Kita juga ingin membawa 500,000 petani muda kembali berkebun kakao.

Sertifikasi dipercaya sebagai salah satu cara meningkatkan produksi. Namun masih ada dua pendapat mengenai hal tersebut. Beberapa orang merasa nyaman dengan sertifikasi, yang lain masih mencoba mengerti; apakah sertifikasi menjadi ancaman atau kesempatan untuk mengatasi masalah rantai nilai kakao? Itulah topik edisi kali ini. Bukan untuk memihak kepada satu sisi, namun mencoba memberikan pandangan yang telah dikumpulkan dari berbagai pihak.

Saya sendiri yakin dapat menikmatinya. Tidak hanya untuk menghilangkan mumet, namun belajar dari pihak lain yang telah menjalani sertifikasi. Saya ingin belajar dari kesalahan yang telah terjadi sehingga saya tidak perlu mengulanginya lagi; karena alasan itulah mengapa CSP ada, agar kita bisa belajar satu sama lain untuk maju bersama.

Saya optimis pasti ada jalan kemenangan lewat sertifikasi, saya harap Anda pun dapat menemukannya.

Selamat membaca dan selamat Ramadan!

Wassalam,

Ina Murwani
Presiden Direktur
Nedcommodities Makmur Jaya/Continaf
Trading House



Foto: Mia.

Pandangan Umum Seputar Sertifikasi

Sertifikasi kakao telah menjadi pusat perdebatan sengit dalam komunitas kakao internasional bahkan sejak pertama kali diperkenalkan. Sertifikasi yang dianggap sebagai proses dorongan konsumen, menyebabkan banyak produsen justru menyangsikan manfaatnya.

Harus diakui bahwa industri kakao dan cokelat sekarang ini sedang ditantang kesiapannya dalam memproduksi cokelat yang tidak hanya berkualitas, tapi juga mematuhi etika sosial dan lingkungan. Melihat volume kakao yang diperdagangkan secara global dan panjangnya rantai nilai kakao, menjadikannya tantangan besar bagi kita semua.

Dari hasil yang didapat dari lapangan dapat dibilang sampai saat ini sertifikasi menjadi cara paling efektif dalam mendukung usaha-usaha besar yang sedang dilakukan dalam mencapai tujuan jangka panjang sektor kakao. Meski begitu, perbedaan mendasar masih terjadi di antara petani dan sertifikasi. Ketidakpastian apakah sertifikasi memberikan manfaat bagi petani justru yang mendasari perbedaan tersebut.

Berbagai pertanyaan pun muncul, mempertanyakan praktik-praktik apa saja yang telah dilakukan dalam menukseskan skema sertifikasi; jawaban yang diterima kemudian disalahartikan dan digunakan untuk menunda skema-skema yang telah dibangun.

Menjawab pertanyaan tersebut pada 2012, The International Cocoa Organization melakukan penelitian mengenai biaya, kekurangan, serta kelebihan sertifikasi. Penelitian tersebut memperlihatkan, meski filsafat sertifikasi dapat berbeda di antara tiap skema, filsafat ini mempunyai kesamaan dalam meningkatkan taraf hidup para petani, serta mempertahankan kesinambungan rantai nilai kakao.

Penelitian tersebut juga mengungkapkan bahwa setelah beberapa tahun, koperasi dan para petani rupanya memperoleh pendapatan yang lebih tinggi dari sertifikasi. Pendapatan tersebut paling banyak didapat dari tingginya hasil panen. Meski ternyata ada pula kerugian yang muncul, termasuk tingginya dana yang harus dikeluarkan untuk mendapatkan sertifikasi, serta sulitnya beberapa petani untuk membentuk kelompok yang justru dapat meningkatkan investasi dan membentuk *internal control system*.

Oleh karena itu, hal penting pertama yang harus dilakukan adalah memberikan kesempatan kedua pihak untuk saling bertukar pikiran; agar semua, termasuk para pemegang kepentingan, dapat menjawab pertanyaan-pertanyaan yang masih menggantung. Tujuannya untuk menemukan mufakat dalam menemukan cara-cara yang dapat memperkecil perbedaan, dan tentunya melanjutkan langkah ke depan menuju skema sertifikasi yang berkesinambungan. (IPR)



Rainforest Alliance dan Komoditas Terkuatnya Dalam Pertanian: KAKAO!

Oleh Peter Sprang

Ketika Anda melihat kantong teh celup bergambar katak hijau lambang Rainforest Alliance Indonesia, Anda mungkin berpikir bahwa teh celup itu adalah komoditas terbesar kami. Tapi sebenarnya, kakaolah komoditas utama kami, baik dari segi luas lahan maupun jumlah petani.

Sebagai ahli kehutanan, saya bangga melihat kenyataan tersebut. The Rainforest Alliance (RA) sangat menghargai para petaninya, di mana mereka sendiri mempunyai fungsi sebagai pemelihara lahan yang berkelanjutan, dengan catatan, selama lahan pertanian tersebut tidak menyebar ke mananya dan mengancam hutan di sekelilingnya. Meningkatnya jumlah penduduk di Indonesia menyebabkan meningkat pula kesadaran untuk melestarikan hutan, sehingga sumber-sumber air terpelihara, mencegah longsor, melindungi para penghuni hutan, serta menjaga keseimbangan cuaca.

Untuk menjamin bahwa perkebunan kakao tidak merusak ekosistem, maka sertifikasi dan pedoman Sustainable Agriculture Network (SAN) mulai diberlakukan dan dijadikan sebagai pengawas lapangan. Saat ini patokan SAN sedang menjalani tahap pembaruan di masyarakat. Jika Anda belum sempat mengikuti lokakarya dan konsultasi bersama RA Juni lalu, Anda masih dapat berpartisipasi lewat www.publicconsultation.sanstandards.org. Sejak Mei 2013, lahan kakao seluas 46.253 ha dibagi kepada 37.879 petani, yang kemudian dikelola oleh 25 kelompok bersetifikat.

Demi meningkatkan keuntungan
Dalam menyiapkan penyertifikatan dan sebagai bagian dari program petani berkesinambungan (www.sustainableagriculturetraining.org),

berbagai uji coba dan pelatihan telah dilakukan. Rainforest Alliance pun telah mempunyai beberapa pelaksana proyek yang bertugas di Makassar, Sulawesi Selatan, dan tim-tim lapangan yang tersebar di Sulawesi Tenggara dan Sulawesi Tengah. Beberapa proyek menarik juga telah dijalankan dan dipantau kegiatannya, seperti Sustainable Yield Module di Sulawesi Tengah yang didanai oleh Mars.

Hasil dari uji coba tersebut akan membantu SAN dalam mengukur daya produksi petani, karena nantinya diharapkan tercipta suatu generasi petani baru yang tidak hanya menghasilkan produk pertanian yang bagus, tapi juga yang memperoleh keuntungan tinggi.

Kegiatan menarik lainnya berlangsung di Kabupaten Bantaeng, Sulawesi Selatan di mana beberapa peneliti muda mengumpulkan data seputar mata pencarian dan ekosistem petani. Mereka juga menilai peran setiap pelatihan yang berhubungan dengan sertifikasi. Dampak penilaian tersebut nantinya akan diwujudkan oleh dana yang didapat dari Global Environmental Fund (GEF) bentukan United Nations Environmental Programme (UNEP), dan Biodiversity and Agricultural Commodities Program (BACP). Di akhir proyek diharapkan kami dapat menentukan jumlah keuntungan yang didapat petani kakao, juga dampak lingkungan yang menyertainya.

Lebih lanjut ada pula dana pelatihan dari Ford Foundation untuk para petani kakao di Sulawesi Tenggara, di mana pengalaman kerja dengan perusahaan-perusahaan penyedia pupuk dicatat. Pusat-pusat pelatihan petani dan kegiatan urun dana pun dapat dilihat di sini.

Keanelekragaman ekosistem hutan

Pada akhirnya akan muncul pertanyaan “apa keuntungan sertifikasi?”. Jika Anda punya waktu paling tidak tiga menit untuk membuka “Follow the Frog” <http://my.rainforest-alliance.org/site/PageNavigator/followthefrog.html>, maka Anda akan menemukan sebuah iklan berlabel Rainforest Alliance Certified™ yang telah memenangi beberapa penghargaan. Jenis pemasaran seperti ini jelas akan meningkatkan permintaan pasar yang berimbang pada pemberian premium kakao, belum lagi pengetahuan yang didapat petani dari pelatihan dan program sertifikasi bagaimana cara mengelola biaya yang didapat.

Yang tidak kalah penting bagi petani adalah bagaimana cara meningkatkan daya produksi ketika mereka telah menjadi pengusaha-pengusaha lahan yang andal. Usaha tersebut tentunya kelak akan menjadi warisan bagi bangsa Indonesia sendiri, yaitu terpeliharanya keanekaragaman hasil hutan di negeri yang indah ini.

Peter Sprang bekerja sebagai Regional Manager di Rainforest Alliance Indonesia.



Produk MARS yang telah mendapat sertifikasi dari RA.

Foto: MARS

PT ARMAJARO INDONESIA

Perubahan Rantai Pasokan Kakao Dalam Pelaksanaan Sertifikasi

Oleh Pither Sutardji

Petani kakao selama ini hidup dengan penghasilan yang rendah karena minimnya produktivitas. Rendahnya produksi juga disebabkan oleh keterbatasan sarana produksi dan input pertanian, serta serangan hama penyakit. Selain itu, harga dunia yang tidak menentu dan perubahan pasar kakao, membuat petani berpikir bahwa buah ini tak punya daya saing. Terlilit hutang, mereka pun terpaksa meninggalkan kakao dan beralih ke tanaman lain.

Dengan rantai pasokan yang melemah itu maka PT Armajaro Indonesia, sebagai pengelola rantai pasokan, merasa perlu membangun keterlibatan dengan para petani. Hal ini untuk menjamin agar kakao bisa terus tumbuh dan semakin menguntungkan.

Keterlibatan tersebut juga perlu dilakukan secara langsung agar rasa

percaya petani tumbuh, terutama terhadap sumber daya dan teknis keuangan.

Tujuan utama proses pelestarian ini berpusat pada peningkatan mata pencarian petani dengan cara meningkatkan kewirausahaan dan pertanian lestari sebagai bisnis. Kegiatan ini diharapkan dapat memberikan manfaat kepada petani

dengan meningkatkan kesadaran dan pemahaman para petani terhadap komoditas mereka sendiri.

Selain itu tentunya diperkenalkan proses sertifikasi, yang merupakan sarana yang berguna dalam memperbaiki cara bertani kakao. Sertifikasi pun menyediakan syarat pendukung bagi praktik produksi berkelanjutan.



Alur, pelaksanaan, dan tantangannya

Proyek percontohan sertifikasi Armajaro dimulai pada 2010 di wilayah Kabupaten Polewali Mandar (Polman), Sulawesi Barat bekerja sama dengan organisasi seperti VECO, Wahana Sukses Pertanian Terpandang (WASIA), dan UTZ untuk melatih petani agar memenuhi syarat dalam memperoleh sertifikat. Pada pertengahan 2011 sebanyak 67 kelompok tani di Polman telah diaudit dan berhasil memenuhi persyaratan sertifikasi.

Hasil yang didapat dari kegiatan ini antara lain: kualitas kakao meningkat dan petani memperoleh harga yang lebih baik. Petani pun mampu mengeringkan biji kakao dengan benar, sehingga kadar jamur dan kandungan kotoran berkurang dan pembeli menerima produk dengan kualitas lebih baik.

Dengan *traceability* dan sertifikasi, maka terjalin hubungan langsung dengan petani. Terlihat pula kegiatan ini mendorong minat dari berbagai pihak, seperti pemerintah, lembaga swadaya masyarakat (LSM), dan swasta, untuk membangun kerjasama dengan para pemangku kepentingan sehingga dampaknya semakin terlihat. Runtunan untuk mendapat sertifikat meliputi berbagai langkah, termasuk mengkaji jenis pelatihan apa yang perlu diberikan. Jenis-jenis petani juga dipilah, mengidentifikasi masalah yang sedang mereka hadapi, keadaan dan status lahan, akses menuju lahan, serta pemetaan lahan dan lokasi.

Tantangan-tantangan utama yang kami hadapi antara lain:

1. Menjangkau para petani kecil yang belum memiliki organisasi. Sebagian besar petani di Indonesia belum terorganisasi. Kondisi ini dapat membatasi kemampuan petani untuk memasarkan hasil pertanian dengan lebih efisien, serta mempersempit kemampuan lapangan untuk memenuhi baku yang telah ditetapkan. Kapasitas petani harus dibangun agar dapat melakukan praktik-praktik
2. Investasi jangka panjang diperlukan untuk meningkatkan produktivitas lahan. Peningkatan produksi adalah salah satu tujuan sertifikasi. Usaha tersebut dapat dicapai melalui tiga tahap, yaitu dengan melakukan praktik pertanian yang baik, *input* yang lebih baik dan memakai bahan genetik yang dapat menghasilkan kakao lebih banyak. Sejauh ini program sertifikasi telah menciptakan pola bertani yang baik, beberapa daerah pun telah memiliki akses ke *input* pertanian. Meski begitu pencapaian dalam sertifikasi adalah bahan tanam yang lebih baik. Hanya, untuk berinvestasi pada pohon kakao petani membutuhkan pembiayaan jangka panjang.
3. Perlunya melestarikan lingkungan, baik hutan, satwa liar, dan sumber-sumber air yang berada di sekitar lahan kakao.
4. Mempertahankan kesetiaan petani, dengan tak henti



Foto: Pither Sutardi.

bertani yang berkelanjutan dan membangun *traceability*. Saat ini Armajaro sedang membangun unit-unit pembelian di desa-desa pedalaman serta membentuk tim agronomi yang bekerja sama dengan petani sehingga cara berkebun mereka pun dapat segera diperbaiki. Biaya untuk menjangkau dan menghimpun para petani ini cukup besar.

Tujuan jangka panjang

Tujuan jangka panjang Armajaro dalam kegiatan sertifikasi dan *traceability* adalah membuat perangkat lunak yang cerdas untuk rantai pasokan, tidak hanya untuk pemetaan kebun kakao, tetapi juga mengumpulkan data di lapangan dan desa-desa. Sistem seperti ini memungkinkan terciptanya koordinasi data dari petani ke pembeli di seluruh rantai pasokan. Data tersebut nantinya akan memperlihatkan kepada petani sebuah informasi yang rinci tentang pertanian mereka, sehingga mereka pun dapat mengelola usaha dengan lebih efisien.

Data juga dapat dijadikan tolok ukur dampak program, termasuk sertifikasi di tingkat petani. Dengan menggunakan data ini, penilaian dan audit akan lebih cepat dilakukan secara berkala. (RI)

Pither Sutardi bekerja sebagai Development & Sustainability Manager di PT. Armajaro Indonesia.



Pak Ma'i. Masih setia menjual produknya pada penjual yang sama.

SERTIFIKASI DI MATA PETANI POLEWALI MANDAR

Tanggapan mereka tentang sertifikasi

Tiga tahun sejak diterapkannya sertifikasi di wilayah Polewali Mandar, banyak petani merasa usahanya semakin maju. Ada juga yang mengaku biasa-biasa saja. Seperti apa dampak penerapan sertifikasi di wilayah ini? Cokelat mengunjungi tiga wilayah di kabupaten Polewali Mandar untuk menelusuri lebih jauh. Berikut liputannya.

Pada awal kunjungan, kami bertemu dengan Pak Muddin dari kelompok Tandrengin. Muddin mengatakan ia dan kelompoknya telah mendapat banyak pelatihan dan bantuan dari Armajaro untuk memenuhi standar sertifikasi UTZ dan Rainforest Alliance, sejak 2009. Sekarang ia merasa lebih paham

mengenai bagaimana berocok tanam cokelat yang benar dan menghasilkan. Sertifikat itu sendiri dipegang oleh perusahaan Armajaro, pembeli tetap sekaligus pembina kegiatan petani di wilayah tersebut.

Selain lebih paham mengenai cara menanam cokelat yang baik, Muddin

mengatakan bahwa ada kelebihan lain yang didapat dengan menjadi petani bersertifikat, yaitu mendapat premi dari tiap kilogram biji kakao yang ia jual. "Tentu, kalau saya menjualnya kepada pembeli yang memegang sertifikat. Kalau tidak, saya tidak mendapat premi," kata Muddin. Lelaki setengah baya itu

tidak memungkiri kalau ia sesekali menjual hasil kebunnya ke pembeli tak bersetifikat.

Muddin mengatakan bahwa untuk mendapatkan sertifikasi sebenarnya tidak mudah, paling tidak bagi dirinya. "Sertifikasi itu kan punya ukuran sendiri, pohon kakao harus terawat dan dinyatakan sehat terlebih dahulu, baru mendapat sertifikasi. Nah, biaya perawatan itu tidak sedikit," katanya. Tapi kemudian Muddin menambahkan, bahwa semua biaya yang telah ia keluarkan sebanding dengan pendapatan yang ia terima sekarang.

Sementara itu di Wonomulyo, Lewardi, seorang pembina organisasi Wasiat yang selama ini ikut memberi pelatihan kepada petani di wilayah Polewali Mandar, mengatakan bahwa syarat untuk mendapat sertifikat sebenarnya tidak sulit. Pertama, petani harus mendaftarkan kebunnya di kelompok tani. "Kemudian petani tinggal mengikuti panduan yang diberikan dalam merawat lahan, termasuk menggunakan pestisida yang baik," kata Lewardi.

Sertifikasi tidak mengikat
Nur Alia (22), gadis asal Majene yang bekerja sebagai pengurus simpan pinjam di organisasi Amanah punya cerita lain. Selama bergaul dengan petani, ia sering mendengar obrolan menyangkut masalah pembayaran. Petani kepingin pembayaran bisa lebih cepat, sebagai keuntungan telah mengikuti program sertifikasi. "Ada uang, ada barang," kata Alia sambil tertawa. Yang Alia maksud adalah ketika produk kakao diangkat oleh pembeli, petani ingin mendapat pembayaran saat itu juga.

Cokelat coba mencocokkan cerita Alia dengan salah satu petani. Tasri (39), petani dari desa Campalagian rupanya sepandapat dengan Alia, "Pembayaran memang tidak dilakukan pada hari H, paling lama dua atau tiga hari. Tapi kami tentu akan lebih senang jika bisa dibayar pada hari yang sama," kata Tasri tersenyum.

Informasi mengenai penyertifikatan petani di wilayah Polewali Mandar

Sertifikasi itu kan punya ukuran sendiri, pohon kakao harus terawat dan dinyatakan sehat terlebih dahulu, baru mendapat sertifikasi. Nah, biaya perawatan itu tidak sedikit.

juga kami dapatkan di desa Batupanga Daala, Kecamatan Luyo, Sulawesi Barat. Di desa ini kami bertemu dengan Pak Ma'i, ketua kelompok tani Bina Bersama. Kelompok itu sendiri merupakan satu dari 67 kelompok tani di Sulawesi Barat yang telah menjalani program sertifikasi selama tiga tahun.

"Sebanyak 57 kelompok lainnya sudah jalan dua tahun, sementara 53 kelompok baru satu tahun," Ma'i menambahkan.

Ma'i mengatakan bahwa selama menjalani program, selain mendapat pendampingan mengelola kebun yang baik, kelompoknya rutin mendapat premi. Menurutnya, harga yang ditawarkan pembeli bersertifikat seperti Armajaro sangat transparan, ia juga tidak harus menjual kakaonya kepada pembeli ini setiap kali panen. "Sertifikasi tidak mengikat," kata Ma'i. Tetapi jujur ia bilang, karena banyak pelatihan yang telah diterima, ia merasa berhutang budi kepada Armajaro. "Sampai saat ini saya tetap menjual kepada Armajaro," kata Ma'i.

Untuk menyempurnakan program
Lain halnya dengan Ibu Marni, seorang ibu rumah tangga dari desa yang sama; ia punya pandangan tersendiri mengenai sertifikasi dan premi.

Sebagai seorang yang bertanggung jawab terhadap kebutuhan sehari-hari, Marni merasa dua hal tersebut tidak langsung membuat seluruh belanja rumah tangganya terpenuhi. "Saya menikah tahun 2006, bersama suami ikut sertifikasi tahun 2010. Sejak menikah sampai sekarang, pendapatan yang kami terima tidak



Nur Alia dan Tasri. Keduanya setuju jika hasil kakao dibayar pada hari H.

jauh berbeda," kata Marni. Namun pada satu titik, Marni merasa premi punya andil lebih ketika panen bertepatan dengan hari raya. "Misalnya tahun ini, pendapatan kami dari premi pasti akan berlipat, dan kami dapat membeli semua kebutuhan selama hari raya," kata Marni tersenyum.

Apapun pendapat yang diutarakan petani seperti Muddin, Ma'i, dan Marni mengenai sertifikasi, tentunya akan menjadi pembelajaran bagi semua pemegang kepentingan di dalam sektor kakao. Pendapat-pendapat sederhana tersebut secara tidak langsung menjelaskan apa yang sebenarnya dialami petani sejak diberlakukannya sertifikasi; yang tentunya kelak akan berguna demi penyempurnaan program dan peningkatan taraf hidup petani dalam waktu dekat. Dengan tanggapan-tanggapan seperti ini, kita dipacu untuk bekerja lebih keras lagi untuk meningkatkan produksi kakao demi memenuhi agenda Road Map 2020.(RI)

Foto: Igor Rangga



SEMANGAT PERUBAHAN DARI BALI BARAT

Tekad Petani Jembrana Menuju Masa Depan Gemilang

"Kakao adalah hidup saya..." ucap I Ketut Suartika, seorang petani kakao dan anggota Subak Amerta Nadhi, Desa Yeh Embang, Jembrana, Bali. Dari pernyataan tersebut terlihat bahwa ada harapan besar dalam pelestarian kakao di sisi barat Pulau Dewata. Baca laporan I Gst. Agung Ayu Widiasuti langsung dari Bumi Mekepung, Jembrana.

Kabupaten Jembrana adalah penghasil kakao terbesar di Bali, dengan areal seluas 6.262 hektare (data tahun 2011) yang tersebar di lima kecamatan. Penduduk yang terlibat dalam industri ini pun cukup banyak; dari 71.144 kepala keluarga (KK), sekitar 15,82% atau 11.255 KK berkebun kakao. Pada tahun yang sama tercatat produksi kakao di Kabupaten Jembrana mencapai 2.755,28 ton dengan tingkat produktivitas 440,73 kg per hektare per tahun.

Meskipun dalam kancan industri kakao di Indonesia, Provinsi Bali dalam hal ini Kabupaten Jembrana belum termasuk dalam urutan 10 besar, namun dinamika yang terlihat terutama dari catatan di lapangan, patut diperhitungkan.

Dibentuknya sebuah program
Produk kakao Indonesia sangat bergantung pada pasar ekspor, sehingga mau tidak mau industri ini harus menyesuaikan diri dengan semua perkembangan yang terjadi di dunia internasional. Sejak tingkat kesadaran konsumen meningkat, tuntutan pasar untuk komoditi pertanian mengalami perubahan besar. Konsumen tidak hanya

mengharapkan kualitas yang baik dari produk yang mereka beli, tetapi juga menuntut adanya konsistensi dalam manajemen rantai pasokan dan penyertifikatan, terutama dari segi ekonomi, sosial, serta lingkungan. Sehingga sudah seharusnya para produsen dilibatkan dalam setiap program pengembangan yang berhubungan dengan rantai pasokan dan penyertifikatan.

Sayangnya sampai saat ini, hanya sebagian kecil sektor kakao Indonesia yang memiliki produk bersertifikat, meski bukan berarti tidak ada harapan bagi Indonesia untuk menembus pasar komoditi kakao yang berkelanjutan.

Kenyataan tersebut mendorong dibentuknya sebuah program dengan kerangka penyertifikatan, yang juga disebut sebagai 'kakao lestari'. Kerangka penyertifikatan dipilih untuk menyempurnakan program-program yang sudah ada, baik yang telah dilakukan oleh pemerintah, swasta, maupun pihak lainnya.

Pada tahun 2011, Yayasan Kalimajari bersama dengan The Business Watch Indonesia (BWI), Koperasi Kerta Semaya Samaniya, dan 1.588 petani

dari 18 Subak Abian yang tersebar di empat kecamatan di Kabupaten Jembrana, memulai suatu semangat baru. Mereka membangun sebuah metode berkelanjutan melalui sistem penyertifikatan.

Aspek dari hulu ke hilir menjadi perhatian utama program. Selain penguatan di tingkat petani, Subak Abian dijadikan sebagai pranata sosial; sementara koperasi, yang juga diberi penguatan kapasitas, dijadikan sebagai pemegang sertifikat. Ketiga hal tersebut diharapkan mampu membangun alur pemberdayaan yang kuat.

Namun menerapkan sebuah program baru tidaklah mudah, tantangan bisa muncul kapan saja, terutama di awal program. Merubah pola pikir petani adalah salah satunya. Jalan keluar yang diambil kemudian adalah melakukan pendampingan secara terus menerus, tidak lupa menjalin komunikasi yang baik dengan berbagai pihak, seperti pemerintah, swasta, lembaga donor, dan unsur-unsur lainnya. Pendampingan dan komunikasi juga bertujuan untuk menguatkan posisi koperasi dalam program tersebut.

SERTIFIKASI KAKAO DAN PERAN SERTA PEMERINTAH

Tindakan dan kebijakan-kebijakannya di masa depan

Pada Mei 2010 para pemangku kepentingan kakao Indonesia berhasil merumuskan Indikator Nasional Untuk Kriteria Kakao Berkelanjutan. Rumusan itu tentunya tidak terlepas dari dukungan pemerintah yang memiliki andil besar demi terwujudnya kesinambungan kakao di tanah air. Baca wawancara *Cokelat* dengan ahli dari Kementerian Pertanian, Direktorat Jenderal Perkebunan baru-baru ini.



Sistem terbaru sedang dirumuskan pemerintah yang nantinya akan menaikkan mutu kakao Indonesia.

Sejalan dengan waktu, program ini akhirnya dapat mengantarkan sebuah koperasi, yaitu Koperasi Kerta Semaya Samaniya, sebagai komunitas petani pertama yang dipercaya untuk memegang sertifikat. Demi mendapat kepercayaan itu tentunya tidak mudah; keterbatasan sumber daya manusia (SDM), minimnya dana, membangun *internal control system* (ICS) sebagai bentuk pembinaan kelompok, sampai penyempurnaan di tingkat petani dan koperasi, adalah beberapa tantangan yang sempat dihadapi oleh Koperasi Kerta Semaya.

Sementara itu untuk meningkatkan kualitas dan kuantitas biji kakao, dibangunlah sistem penjualan bersama, serta diberikannya harga premium kepada petani. Hal lain yang tidak kalah penting adalah ditanamkannya makna kata 'lestari' dalam kerangka penyertifikasi, sebagai pengingat betapa pentingnya komoditi kakao untuk terus tumbuh dan berkembang di kabupaten tersebut.

Manfaat bagi semua pihak

Selain pendampingan terus menerus, penerapan *good agricultural practices* (GAP) yang mengatur secara ketat praktik berkebun, ikut memberikan dampak positif bagi para petani, terutama dalam hal peningkatan produktifitas. Dari data yang diperoleh, tercatat kenaikan produksi rata-rata 1,6 sampai 2 kg biji basah per pohon, di mana sebelumnya hanya mencapai 1,3 sampai 1,5 kg per pohon.

Untuk memperbaiki kualitas pascapanen, berbagai program *company social responsibility* (CSR) juga dijalankan, diantaranya oleh Bank Indonesia dan Bank Exim dalam bentuk pemberian unit *solar dryer* dan *cocoa tester* bagi beberapa subak. Bantuan-bantuan serupa kemudian diikuti juga oleh pemerintah daerah, dengan harapan dapat memberikan contoh bagi pihak-pihak lain agar ikut serta dalam mengembangkan program dalam skala yang lebih besar.

Manfaat bagi lembaga seperti Subak Abian adalah semakin

kuatnya kapasitas kelompok dari segi pemasaran, ini karena telah terciptanya kesepakatan untuk melakukan pemasaran langsung dari petani ke koperasi lewat alur pengolahan di tingkat unit pengolahan hasil (UPH) pada masing-masing Subak Abian. Dengan begitu rantai pasar menjadi lebih pendek dan petani dapat memperoleh harga yang lebih tinggi. Sementara penjualan juga dilakukan secara bersama di bawah naungan Subak Abian, sehingga volume semakin besar dan penawaran harga semakin kuat.

Untuk alur pengawasan kualitas, dilakukan secara berjenjang, dimulai dari petani, kemudian Subak Abian, UPH, lalu koperasi. Salah satu dampak nyata terkait dengan alur pengawasan tersebut adalah terbentuknya UPH Mirthala di Desa Yeh Embang (sub-UPH Amerta Nadi Tempek Badung, Desa Yeh Embang Kauh), dan UPH Taman Sari, Desa Candikusuma.

Sementara manfaat untuk Koperasi Kerta Semaya Samaniya sebagai pemegang sertifikat adalah dilakukannya pembentahan manajemen koperasi yang bertahap, terencana, dan diatur dalam agenda program para anggota koperasi, dalam hal ini Subak Abian. Selain itu pemenuhan tolok ukur yang tertuang dalam *codes of conduct* lembaga penyertifikasi UTZ selalu menjadi acuan untuk meningkatkan peran koperasi. Berkat pembentahan ini pula kedudukan koperasi sebagai penawar dan pemilih pasar menjadi semakin kuat, tidak lagi bergantung pada satu pasar.

Meskipun begitu, alur pemilihan pasar yang siap memberikan penghargaan dalam bentuk premi kepada petani, masih harus diperjuangkan. Saat ini Koperasi Kerta Semaya Samaniya secara perlahan sudah dijadikan rujukan dan kajian menyeluruh untuk banyak koperasi di Indonesia, dan diharapkan dapat memberikan semangat bagi koperasi-koperasi lain untuk memperbaiki sistemnya.

Komitmen dari semua pihak

Membangun komitmen semua pihak yang terlibat dalam alur-alur yang

telah dijelaskan di atas bukanlah pekerjaan mudah. Sekiranya komitmen dari petani sudah tercapai, belum dapat dikatakan sebagai suatu keberhasilan, karena untuk mendukung petani yang jumlahnya 1.588 orang, dibutuhkan kerja sama dari seluruh pihak.

Sebagai sistem kerja dan tahapan program, maka peran ICS menjadi penting, entah di tingkat petani maupun koperasi; peningkatan daya ICS sebagai sumber daya manusia yang tangguh harus selalu menjadi sasaran program tiap tahunnya. Hal-hal yang juga tidak boleh terlewatkhan adalah selalu mendampingi petani dalam melakukan tiap perubahan, mulai dari mengelola kebun, pencatatan (*farm diary*), sampai membangun keterbukaan.

Dari sisi kelembagaan, pengalihan Subak Abian dari fungsi awalnya sebagai lembaga sosioreligi, menjadi alur pemberdayaan ekonomi produktif, sempat menjadi kendala dalam penerapan program. Perubahan pun dilakukan secara bertahap dan diusahakan sejalan dengan nilai-nilai luhur subak. Syukurlah, dengan ikatan yang telah mengakar dalam kelembagaan subak, komunikasi di dalam program justru dapat berjalan dengan efektif; ditambah dengan kegiatan Paruman (rapat rutin) di masing-masing subak yang akhirnya menjadi jembatan untuk menyampaikan program penyertifikasi kakao secara langsung.

Dengan kemauan yang tinggi

Petani diharapkan memiliki kesadaran sendiri untuk terlibat secara aktif dalam program penyertifikasi. Karena itu, kesadaran harus dibantu dengan penyampaian informasi yang terus menerus. Segala tantangan yang berhasil dihadapi oleh Kerta Semaya Samaniya menjadi bukti bahwa dengan semangat dapat dibangun alur penyertifikasi yang berkelanjutan. (IPR)

I Gst. Agung Ayu Widiastuti adalah Direktur Yayasan Kalimjari & Pendamping Program Penyertifikasi Kakao Berkelanjutan di Kabupaten Jembrana.

Foto: I Gst. Agung Ayu Widiastuti

Dalam sertifikasi kakao, pemerintah tidak hanya berperan sebagai salah satu perumus indikator nasional untuk kriteria kakao; diharapkan, lembaga yang berada di dalamnya seperti Kementerian Pertanian, dapat menjadi pembuat keputusan dan kebijakan yang mendukung kesinambungan kakao tersebut.

I Nyoman Oka Tridajaja, PhD seorang ahli bidang pertanian berkelanjutan, lewat *Cokelat* membagikan beberapa informasi terkini seputar sertifikasi tanaman kakao, terutama yang berhubungan dengan rencana dan kebijakan pemerintah yang akan diwujudkan dalam waktu dekat. Berikut detailnya:

Bagaimana kementerian membantu para petani dalam meningkatkan daya saing lewat sertifikasi? Dengan sertifikasi pemerintah mengatur secara teknis seluruh produk yang dihasilkan, terutama melalui pencatatan dokumen. Dengan begitu pemerintah dapat melacak dan mendidik petani yang belum memiliki sertifikat agar layak memiliki sertifikat.

Adakah sistem tertentu yang dikembangkan oleh kementerian dalam sertifikasi kakao? Sistem yang sedang dikembangkan sekarang ini adalah yang disebut dengan sertifikasi ISCoCoa (Indonesia Sustainable Cocoa). Sistem tersebut dirumuskan dari baku-baku internasional yang nantinya akan menaikkan mutu kakao Indonesia.

Adakah fasilitasi atau pembinaan yang telah dilakukan oleh kementerian untuk membantu

petani kakao mendapat sertifikasi? Kementerian saat ini telah membuat peruntukan dana bagi beberapa kelompok petani kakao di Indonesia, khususnya di Bali, Sulawesi Barat, dan Sumatra Barat.

Kebijakan-kebijakan apa atau peraturan perundangan seperti apa yang telah dibuat sehubungan dengan sertifikasi kakao? Sekarang kementerian sedang menyusun asas dan kriteria kakao lestari, atau ISCoCoa yang telah disebutkan tadi. Pelaksanaannya sendiri telah disusun dalam peraturan menteri, meski penerapannya masih dalam tahap pembahasan di Biro Hukum Kementerian Pertanian.

Adakah penyusunan rencana secara makro untuk sertifikasi kakao? Konsep untuk rencana makro sudah dibuat, hanya masih harus menunggu tanda tangan dari Menteri Pertanian. Setelah itu baru disusun rancangannya.

Bagaimana cara kementerian memantau pemberian sertifikasi kakao di kepulauan Indonesia yang luas ini? Sebenarnya provinsi yang memiliki kebun kakao belum banyak, pusat-pusat produksi juga hanya ada di sebagian kecil wilayah Indonesia. Semuanya pun sudah tercatat di dalam peta Gerakan Nasional Kakao, sehingga pengawasannya tidak begitu sulit. Kalau boleh jujur, petani yang memiliki sertifikasi masih sedikit. Itu yang sekarang menjadi pekerjaan rumah semua pemegang kepentingan.

Dengan adanya sertifikasi, apa yang diharapkan kementerian dari petani? Jelas sekali dengan sertifikasi kami berharap produk petani memiliki

daya saing yang tinggi, baik di dalam negeri, regional, maupun global. Kami pun ingin petani memperoleh harga premium sehingga pendapatan mereka ikut meningkat.

Persepsi apa yang diharapkan oleh kementerian dari masyarakat setelah para petani memperoleh sertifikasi tersebut? Kami berharap masyarakat dapat melihat sertifikasi sebagai salah satu cara terbaik untuk meningkatkan mutu dan keamanan produk cokelat. Produsen tentunya juga diharapkan mampu menerapkan asas dan kriteria kakao lestari.

Adakah pro-kontra dari petani mengenai sertifikasi tersebut?

Sebetulnya petani setuju kalau kakaonya mendapat sertifikasi, apalagi setelah ada bantuan dari pemerintah dan lembaga swadaya masyarakat. Dengan sertifikat itu biji kakao mereka pun mendapat harga premium. Beda dengan mereka yang bertani asalan-asalan, atau yang belum mendapat sertifikasi.

Tanggapan Bapak sendiri mengenai sertifikasi kakao di Indonesia? Saya setuju dengan program ini, karena akan terbentuk kesinambungan kakao di tanah air. Ekspor kakao Indonesia sudah menempati urutan ke tiga dunia, sementara di dalam negeri menjadi penghasil devisa ke tiga dari pertanian. Penanam modal pun sudah banyak membangun pabrik baru, sehingga harus diimbangi dengan pasokan bahan baku. Secara pribadi saya ingin sertifikasi bisa diterapkan lebih luas lagi, terutama di wilayah-wilayah yang petaninya mulai berpikir untuk beralih ke tanaman lain. (IPR)

Foto: Mia

SKEMA KESINAMBUNGAN INDUSTRI KAKAO INDONESIA

Mengevaluasi Dampaknya

Banyak pihak telah mengenali pendekatan yang biasa dipakai untuk mengukur dampak program peningkatan mata pencarian di sektor kakao. Namun seiring semakin dikenalnya pendekatan ini, skema penyertifikatan berkelanjutan memerlukan evaluasi yang lebih sering, agar organisasi sertifikasi pun dapat mengakuinya. Sampai saat ini, belum banyak upaya yang sistematis untuk memantau dampak penyertifikatan terhadap kehidupan petani dan lingkungannya. Berikut laporan Jeffrey Neilson dan Fiona McKenzie.



Pemahaman yang baik terhadap skema sertifikasi di tingkat pertanian, tidak hanya memperbaiki program, tapi juga meningkatkan taraf hidup petani kecil.

Dalam sebuah proses jangka panjang, pemahaman yang lebih mendalam mengenai sebuah dampak memungkinkan kita untuk memperbaiki suatu program dan meningkatkan investasinya. Memang, kedengarannya mudah untuk diucapkan. Merancang sebuah jajak pendapat pertanian yang memperlihatkan sinyalemen-sinyalemen di lapangan tentu tidak mudah. Tolok ukur harus sesuai dengan konteks lokal serta mampu menyesuaikan diri dengan perubahan ekonomi, sosial, dan lingkungan dalam skala pertanian. Selain itu keadaan petani yang tidak selalu menyimpan catatan pertaniannya, dan adanya perubahan dalam suatu keanekaragaman hayati, dapat menjadi tantangan logistik yang membutuhkan tenaga-tenaga yang handal.

Melihat hal tersebut, desain penelitian yang efektif di tingkat pertanian mulai dibentuk oleh Australian Centre for International Agricultural Research (ACIAR);

dan sebagai bagian dari proyek tahunan, serangkaian penilaian mulai dilaksanakan di seluruh Indonesia untuk menentukan metode mana yang tepat.

Langkah pertama adalah uji coba terhadap 158 petani di Sulawesi Barat yang dilakukan oleh para peneliti ACIAR dan University of Sydney, bekerja sama dengan Universitas Hasanuddin pada Juli 2012. Hasil uji coba ini (lihat tautan di halaman sebelah), akan membantu penyampaian rancangan pengkajian skala besar tersebut.

Sementara pada April 2013, ACIAR ikut menyelenggarakan lokakarya bersama Cocoa Sustainability Partnership (CSP) untuk membahas metode dan hasil yang didapat. Lokakarya ini dihadiri oleh 24 perwakilan dari akademisi, pemerintah, organisasi nonpemerintah, swasta, dan organisasi penyertifikatan. Beberapa temuan pun diperlihatkan dalam lokakarya ini; meski perlu ditekankan

bahwa tujuan utama dari penelitian tersebut adalah menguji coba sebuah metode, belum sampai pada tahap memperlihatkan dampak dari penyertifikatan.

Perubahan setelah sertifikasi

Dari penelitian tersebut ditemukan beberapa hal menarik, meski sifatnya belum tetap. Secara keseluruhan terlihat bahwa petani mau turut serta dalam skema penyertifikatan, mereka merasa cocok dengan manfaat yang didapat. Petani setuju dengan manfaat ekonomi yang ditawarkan ditambah dengan adanya penyediaan layanan terkait, seperti pelatihan dan penghargaan. Temuan menarik lainnya meliputi:

- Sertifikasi yang dikaitkan dengan pengenalan skema baru pemasaran kakao (jalur langsung pada pengekspor), yang sangat didukung oleh petani;
- Sertifikasi dikaitkan dengan organisasi produsen yang aktif, organisasi yang memberikan manfaat bagi petani (misalnya

Foto: Fiona McKenzie.

“Ada beberapa temuan lain yang sebenarnya tidak serta merta dapat dikaitkan dengan sertifikasi; tapi juga bukan berarti sertifikasi tidak ada hubungannya dengan temuan temuan tersebut”

kegiatan gotong royong, jalur peminjaman, dan pemasaran bersama);

- Petani bersertifikat memiliki daya beli lebih tinggi daripada petani nonsertifikat;
- Sertifikasi dikaitkan dengan meningkatnya pencatatan (penjualan dan penggunaan input), yang dengan berlalunya waktu, akan memberikan hasil yang tinggi, seperti ilmu keuangan dan meningkatnya produksi;
- Petani bersertifikat akan menghindari penggunaan bahan kimia berbahaya. Dari penjelasan petani yang didukung oleh tim peneliti, beberapa bahan tidak lagi digunakan.

Ada beberapa temuan lain yang sebenarnya tidak serta merta dapat dikaitkan dengan sertifikasi; tapi juga bukan berarti sertifikasi tidak ada hubungannya dengan temuan-temuan tersebut. Metode sertifikasi masih perlu disempurnakan untuk lebih membedakan antara perubahan yang terjadi setelah sertifikasi, dengan perubahan yang disebabkan oleh hal lain. Sebagai contoh:

- Petani bersertifikat menerima harga yang lebih tinggi daripada petani nonsertifikat, bahkan setelah mereka memperpanjang masa pengeringan biji kakao. Hanya, masih sulit memastikan apakah hal tersebut disebabkan oleh skema penyertifikatan atau karena kegiatan jual beli secara langsung; dan,
- Daya produksi tampaknya semakin tinggi di antara petani bersertifikat (berdasarkan perkiraan hasil dari petani). Karena itu masih sulit memisahkan antara pengaruh sertifikasi dengan pengaruh kegiatan lain yang sedang

kesadaran lebih tinggi mengenai masalah-masalah kesehatan, keselamatan kerja, perbedaan jenis kelamin, dan manajemen lingkungan. Namun masih sulit dipastikan, apakah masalah-masalah tersebut harus diselipkan untuk meningkatkan kualitas praktik di lapangan. Masalah sosial juga sulit dijadikan penilaian jika hanya bergantung pada data subjektif, meskipun bisa saja dilakukan dengan merujuk pada varibel-varibel terkait, misalnya infrastruktur dan fasilitas masyarakat yang ada.

Penilaian berbasis pengamatan dapat dijadikan alat untuk menjelaskan tentang keadaan sehari-hari rumah tangga petani, seperti taraf hidup, bahan bangunan yang dipakai, serta praktik sanitasi, di samping informasi lain yang subjektif seperti nilai-nilai sosial, perasaan, dan persepsi.

Jelas sekali ada banyak hal yang dapat dipakai untuk mengukur suatu kesinambungan! Kami dari ACIAR dan universitas akan terus berbagi informasi dan siap menerima siapa saja yang ingin belajar lebih banyak mengenai sertifikasi. Pada akhirnya, kami berharap bahwa pemahaman yang baik terhadap skema sertifikasi di tingkat pertanian, dan nilai-nilai lain yang berhubungan, tidak hanya memperbaiki program, tapi juga meningkatkan taraf hidup petani kecil secara berkelanjutan. (IPR)

Jeffrey Neilson dan Fiona McKenzie bekerja di University of Sydney, masing-masing menjabat sebagai senior lecturer dan research associate.

http://sydney.edu.au/science/geosciences/research/re_cocoa.shtml

Satu Tahun PISAgro : Menyelaraskan Kemitraan Untuk Pertanian Berkelanjutan

Malang, 29 Mei 2013



Text by: Megi Wahyuni/Nicolas Tomecko/Manfred Borer

PURSUING TARGET OF COCOA



RAPID GLOBAL population growth and development put an ever increasing strain on natural and agricultural resources, increasing the importance of prioritizing the sustainable production of agricultural commodities. End-consumers are also increasingly concerned with the sourcing of ingredients going into their products and whether it is conducted in a sustainable and equitable manner. For cocoa, this is especially true of the consumer base for high quality chocolates in Europe. In order to maintain its market position as the world's third largest cocoa producer, production in Indonesia will need to meet agreed international standards that promote sustainability and equity in cocoa production.

In order to support sustainable agricultural production and the development of Indonesia's cocoa economy, Swisscontact, the Secretariat for Economic Affairs SECO, the Sustainable Trade Initiative IDH, the Embassy of the Kingdom of the Netherlands, and five leading international Private Sector Companies from the cocoa sector have formed a large Public Private Partnership (PPP). This PPP, named the Sustainable Cocoa Production Program (SCPP), runs from 2012 to 2015 and is implemented in six provinces in Indonesia, including Aceh, West Sumatra, West Sulawesi,

South Sulawesi, Central Sulawesi, and South East Sulawesi.

SCPP has conducted trainings at all levels in the five target districts in Aceh

The Program and its Private Sector Implementing Partners work directly with 60,000 cocoa farming households to improve cocoa productivity and quality, as well as achieve voluntary certification of smallholder cocoa producers, based on international sustainability standards. The Program takes a bottom-up approach, directly training cocoa farming household members, helping to strengthen and develop Cocoa Producer Groups (CPG), supporting the development of business-minded CPG to become Smallholder Cocoa Enterprises (SCE) in each sub-district, and supporting the development of District Cocoa Clinics (DCC) to act as service providers and formal Farmer Organizations/Associations for the SCE/CPG falling under its umbrella. This structure and Program Targets are illustrated in the chart 1.

Certification Processes of Farmer Organizations in SCPP

SCPP works with international certification labels and private sector companies with a strong commitment to sustainable cocoa production in an effort to improve farmer livelihoods, raise cocoa quality standards, and improve Indonesia's competitiveness in the international cocoa market. The certification program targets certification for 20,000 cocoa farmers with different Certification Labels (e.g. UTZ Certified or Rainforest Alliance) and supports at least 12 District based Farmer Organizations in the establishment of Internal Control Systems. Ideally, the certificates should be held by Farmer Organizations/Cooperatives/Associations (such as the DCC, which are established by the Program at District level), rather than by private sector actors who are the buyers of certified cocoa.

SCPP, through its design as a PPP, includes committed buyers of certified cocoa as Program Implementation Partners, and therefore works with the Private Sector Companies on different models to ensure sustainability of the Internal Control System (ICS) and the Farmer Organizations as certificate holders. Applying this approach should provide full traceability of



Chart 1, the program takes a bottom-up approach in pursuing target of farm productivity and cocoa quality improvement.

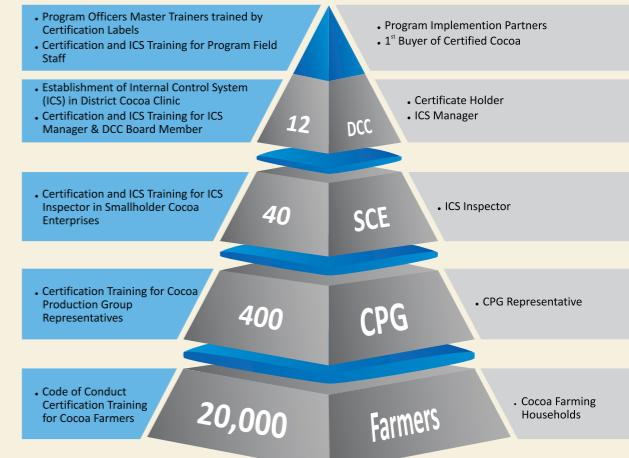


Chart 2, certification training processes in SCPP flow downwards to farmers level.

swisscontact

SCPP
Sustainable Cocoa Production Program
Program Produk Koko Berkualitas

Partnering with



certified cocoa for the buyers and farmers with sustainable access to markets, a price premium for their certified cocoa beans, improved access to farm inputs and potentially increased access to credit. However, certification is often perceived as a consumer-driven process, which leads some cocoa farmers to be skeptical about receiving tangible benefits themselves. Unfortunately, it is sometimes the case that current price premiums provided by buyers for certified cocoa are not considered sufficient for the additional work necessary, at both farmer and farmer organization levels, to achieve certification.

Although obtaining a price premium for certified beans is an important issue to cover certification and ICS cost, the Program is focused on ensuring that farmers produce higher yields of higher quality beans through the intensification of farm management and the application of Good Agricultural Practices (GAP).

The certification process in the Program begins with Master Training of Trainers for Program Officers (Swisscontact and Private Sector Implementing Partners), conducted by international certification labels, to provide a thorough understanding of the steps and criteria involved in certifying cocoa farmers. Technical

advice is then provided by the Program Officers and the international certification labels to facilitate the setting-up of the ICS and internal auditing systems at DCC and SCE levels.

The ICS essentially houses important data on all certified farmers underneath the umbrella of the DCC, from basic demographic data and farm location mapping, to farm-related statistics (e.g. production, farm size, on-farm practices etc.). ICS Inspectors ensure that CPG representatives at Sub-District level are thoroughly trained in required standards that need to be met and the certification code of conduct. The CPG representatives then conduct training for all CPG members (with support from the Field staff, ICS Manager and ICS Inspectors), which includes a complete explanation of the certification code of conduct and basic certification processes.

Once the system is in place and running appropriately, and the ICS confirms that farmers are complying with certification standards and the code of conduct, an external audit is arranged by the Program, using a list of certification bodies approved by the certification labels, to assess the system. After the system has been audited

and results show that it is maintaining appropriate standards, the DCC and cocoa farmers under its umbrella are certified. The external audits then need to be conducted annually to retain the Certificates.

To date, SCPP has conducted trainings at all levels in the five target districts in Aceh and is conducting regular meetings to strengthen the structural capacity of the DCC and internal control/audit systems for farmer organizations. Program certification processes in Sulawesi and West Sumatra are in the early stages of implementing a similar model.

Manfred Borer, SCPP Program Director added that "hopefully, so far in the SCPP Program, we have carefully followed all the procedures specified by the Certification Labels Code of Conduct for producer groups, even though it consumes a lot of additional time. Further, certification, as a supporting tool to achieve sustainability in the cocoa value chain and to achieve the objective of an improved livelihood of cocoa farmers, must be carried out as efficiently and effectively as possible and give priority to profits for farmers," Manfred Borer concluded.



Studi Banding Petani Polewali Mandar Ke Kabupaten Luwu

Hilangkan kekhawatiran karena cokelat terbukti sehat

Bercermin pada Colonel Sanders

RAPAT UMUM ANGGOTA CSP MARET 2013

Menuju Kesinambungan Rantai Nilai Kakao di Indonesia 2020

Oleh Rini Indrayanti



Foto: Mia

Rapat Umum Anggota Cocoa Sustainability Partnership (CSP) Maret lalu sedikit berbeda dari Rapat Umum Anggota sebelumnya. Dalam Rapat Umum kali ini, anggota CSP melakukan tinjauan terhadap tujuan strategis CSP sekaligus menetapkan apa yang ingin dicapai sesuai Visi 2020. Dalam rapat ini, selain anggota CSP, juga hadir perwakilan dari direktorat jendral perkebunan dan dinas perkebunan provinsi dan kabupaten dari daerah-daerah yang menjadi sentra kakao di Indonesia.

Peserta rapat memutuskan tiga hal yang akan dicapai dengan Visi 2020, yaitu:

- Membawa Indonesia menjadi produsen kakao nomor satu dunia
- Meningkatkan produksi hingga 1,5 juta ton per tahun, dan
- Mengembalikan 500,000 generasi muda ke desa untuk bertani kakao.

Dari ketiga tujuan ini dapat dilihat bahwa peningkatan produksi dan produktivitas kakao masih menjadi perhatian utama dan dianggap penting untuk menjamin kelestarian kakao di Indonesia. Selain itu, kekhawatiran terhadap berkurangnya minat generasi muda untuk bertani dianggap pula mengancam keberlanjutan pertanian kakao di masa datang.

Maka demi mewujudkan Visi 2020 tersebut, CSP akan membuat Road Map Supply Chain Sustainable Cocoa 2020 dan menetapkan bahwa Road Map akan selesai pada Desember 2013. Sebuah Satuan Kerja yang terdiri dari beberapa pemegang kepentingan telah dibentuk untuk mengawal pembuatan Road Map tersebut. Saat ini CSP masih dalam proses perekutan konsultan. (IPR)



Foto: Igor Rangga

Secara detail, ada 18 indikator yang telah diujicobakan pada kelompok-kelompok binaan melalui sebuah survei. Survei itu sendiri berlangsung pada bulan Juni dan Juli 2013 yang hasilnya akan dipaparkan dalam lokakarya bulan Agustus demi mendapatkan umpan balik dan penyempurnaan dari anggota kelompok lainnya.

RAPAT KELOMPOK KERJA CSP JUNI 2013

Pertemuan rutin tiga bulanan Kelompok Kerja Farmer Empowerment and Sustainable Supply (FESS), dan CSP R&D Technology Transfer (RDTT), Makassar 7 Juni 2013.

By Rini Indrayanti

Pertemuan FESS dihadiri oleh MARS, UTZ, Cargill, AMARTA-2, Swisscontact dan VECO. Pada pertemuan tersebut dibahas mengenai tindak lanjut kegiatan yang telah direncanakan untuk tahun 2013, antara lain survei pemilihan model kelompok tani dan pembaurannya ke dalam rantai nilai kakao. Selain itu dibahas survei pemetaan kapasitas anggota CSP, serta rencana lokakarya gender dan agrifinance.

Pengembangan rantai nilai
Sehubungan dengan survei pemilihan model kelompok tani, telah dilakukan desk review untuk melihat model-model kelompok tani dan pembaurannya ke dalam kegiatan pengembangan rantai nilai komoditas. Ada empat model yang telah diidentifikasi terkait tahapan kegiatan, yaitu model inisiasi, co-management, mentoring dan kemitraan. Untuk menilai status, dan dalam model apa suatu kelompok tani berada, maka disusun indikator yang akan menilai kelompok tani tersebut.

Lebih baik mencegah
Sementara itu pertemuan kelompok kerja RDTT dihadiri oleh UNHAS, ACIAR, Swisscontact, AMARTA-2 dan VECO. Pertemuan tersebut salah satunya membahas tindak lanjut rencana kelompok kerja dan masalah-masalah lain seperti:

- Pegendalian busuk buah, yang masih menjadi ancaman bagi petani
- Curah hujan yang cukup tinggi akhir-akhir ini menyebabkan penyakit menyebar lebih cepat
- Praktik yang telah dilakukan untuk mengendalikan busuk buah seperti menggunakan larutan daun sirih yang terbukti efektif.

Hal lain yang menjadi kendala dalam pengendalian busuk buah adalah ketika petani menggunakan tenaga kerja sewa yang hanya mau memotik buah masak saat panen. Hal lain yang masih harus dilakukan adalah merubah pemahaman petani bahwa lebih baik mencegah penyakit daripada mengobati.

Terkait dengan rencana kerja, kelompok kerja membahas hasil survei tingkat adopsi petani. Kuesioner untuk survei tersebut dibuat pada April 2013 dan telah disebarluaskan pada Mei sampai Juni. Hasil sementara sudah terkumpul, namun data-data masih harus dianalisa. Diharapkan pada rapat kelompok kerja selanjutnya hasil sudah dapat dipaparkan dan disebar ke anggota-anggota CSP.

Selain itu, kelompok kerja juga berencana untuk membuat buku panduan *demo plot*. Kegiatan ini diharapkan rampung pada Desember 2013. (IPR)



KUNJUNGAN YANG MEMBUKA MATA

Studi Banding Petani Polewali Mandar Ke Kabupaten Luwu

Petani Polewali Mandar baru-baru ini berprakarsa mengunjungi rekan-rekannya di Luwu. Mereka ingin melihat apa yang telah dicapai para petani di sana setelah menerapkan cara berkebun kakao yang baik. Berikut liputan Kartika Fauziah dari lokasi.

Studi banding petani Polewali Mandar (Polman) dimulai tanggal 17 April 2013, diikuti 16 petani dari Kelompok Tani Bina Remaja dan Tunas Harapan, dengan didampingi oleh tiga penyuluh dari Dinas Kehutanan dan Perkebunan (Dishutbun) Polman. Turut serta dalam kunjungan, dua pegawai dari Balai Pengkajian Teknologi Pertanian (BPTP) Sulawesi Selatan. Mereka dilepas secara langsung oleh Sekretaris Dinas Kehutanan dan Perkebunan Kabupaten Polman.

Di hari pertama, peserta studi banding menuju wilayah Kelompok Tani Buah Harapan yang terletak di Dusun Toangkajang, Desa Salu Paremang Selatan, Kecamatan Kamanre, Luwu. Mereka berkumpul di Sanggar Tani Buah Harapan dan

disambut oleh Bapak Baramang, sebagai ketua kelompok; dan Arief Iswanto selaku perwakilan ACIAR (Australian Centre for International Agricultural Research). Kegiatan diawali dengan pengenalan peserta studi banding dan dilanjutkan dengan pemaparan singkat manfaat penggunaan pupuk organik oleh Arief Iswanto.

Pemaparan diberikan di kebun yang tanah dan tanamannya sudah terlanjur rusak akibat penggunaan pupuk kimia yang terus-menerus. Pemilihan tempat seperti itu sengaja dilakukan agar petani tergerak untuk mulai menggunakan bahan-bahan alami yang berasal dari kebun, seperti ranting, daun bekas pangkas, serta kulit buah sisa panen. Kelompok tani Buah Harapan sendiri telah lama

menggunakan pupuk organik, terlepas dari bantuan mesin pengolah kompos dari PT. Mars. Berkat pemakaian pupuk organik pula, kebun-kebun kelompok tani Buah Harapan berhasil mendapatkan sertifikasi dari Rainforest Alliance (RA). Buah Harapan pun mulai menggunakan pestisida nabati untuk mengusir hama, serta teknik pembabatan untuk mengendalikan gulma.

Jangan menunggu bantuan
Pada hari kedua, peserta studi banding berangkat menuju tempat pembuatan kompos yang juga dikelola oleh kelompok tani Buah Harapan. Di tempat ini diperlihatkan bagaimana tahap pembuatan pupuk kompos dengan bahan baku limbah kakao dan kotoran ternak.

Studi kemudian dilanjutkan di kebun milik ketua kelompok tani, Pak Baramang. Sebagai petani kakao, ia telah menggunakan pupuk organik lebih dari tiga tahun. Baramang mengatakan, bahwa beberapa hal harus selalu diperhatikan para petani, yaitu pemupukan, pemangkasan, dan pembuatan sanitasi yang baik. "Untuk kebun yang letaknya di gunung dan jauh, lebih baik menggunakan pupuk organik. Petani bakal membutuhkan biaya pengakutan jika ingin tetap menggunakan pupuk kimia," Baramang menyarankan.

Di akhir pertemuan Baramang juga memberi dorongan bagi rekannya, "Petani harus mencintai pekerjaan dan menaruh perhatian penuh pada kebun. Cobalah mandiri tanpa harus menunggu bantuan dari luar, niscaya hasil baik akan datang." Baramang menambahkan bahwa petani yang memiliki kebun luas sebaiknya menyewa tenaga kerja.

Membangun prakarsa sendiri
Di hari ketiga, peserta studi menuju Mars Cocoa Development Centre (MCDC) Tarengge yang merupakan pusat penelitian dan pelatihan petani kakao. Sudah banyak petani, penyuluh, pelajar, dan mahasiswa yang menimba ilmu di tempat ini. Bahkan ketika rombongan tiba di sana, sedang dilakukan pelatihan untuk para pegawai Badan Ketahanan Pangan dan Penyuluhan Provinsi Gorontalo. Ada juga beberapa pelajar dari Sekolah Menengah Kejuruan (SMK) Bone-Bone dan Tomoni yang sedang praktik kerja lapangan, serta tiga pegawai Mars dari Vietnam yang sedang dilatih untuk menjadi koordinator MCDC Vietnam.

Peserta studi diterima oleh Pak Muhamid dan Pak Jasi, staf ahli PT. Mars yang kemudian menjelaskan secara singkat mengenai kegiatan-kegiatan MCDC, termasuk yang disebut sebagai Cocoa Doctor. Kegiatan itu merupakan pelatihan selama dua minggu yang bertujuan untuk membentuk petani menjadi pelopor mengenai cara berkebun yang baik di desanya. Di kemudian hari peserta Cocoa Doctor akan diarahkan untuk membangun usahanya sendiri.

“Saya pikir tidak akan ada hasilnya; tapi setelah datang langsung di Luwu dan Tarengge, mata saya terbuka. Sekarang saya percaya, bahwa sambung samping itu menghasilkan!”

(pencangkok). Robin pun melatih pemuda-pemudi di lingkungannya untuk menjadi okulator, sampai akhirnya omzet Robin bisa mencapai Rp450 juta! Sekarang Robin memiliki lahan kakao seluas 12 ha, dan dengan keberhasilan itu, ia dapat membangun rumah untuk orang tuanya.

Janji petani Polman
Akhirnya para petani Polman sampai pada hari terakhir kunjungannya. Sebelum kembali, rombongan lebih dulu singgah di MCDC untuk berpamitan. Staf ahli PT. Mars, Pak Muhamid dan Pak Jasi, menyempatkan diri melakukan evaluasi kecil terhadap para petani. Mereka bertanya, apa saja yang telah diperoleh para peserta selama studi banding, apa saja yang akan mereka praktikkan sekembalinya ke rumah.

Pak Alimin, salah satu peserta menjawab, bahwa studi banding kali ini sangat berkesan dan akan ia ingat seumur hidup. "Selama puluhan tahun berkebun saya malas memberi pupuk, jarang memangkas, bahkan tidak pernah menyemprot kebun. Yang saya lakukan hanya memetik hasil panen," kenangnya. Alimin juga mengaku bahwa dulunya ia tidak percaya bahwa teknik sambung samping akan menghasilkan. "Saya pikir tidak akan ada hasilnya; tapi setelah datang langsung di Luwu dan Tarengge, mata saya terbuka. Sekarang saya percaya, bahwa sambung samping itu menghasilkan!" katanya bersemangat.

Pada akhirnya dalam perjalanan pulang, seluruh peserta studi berjanji akan menerapkan praktik berkebun yang baik di lahan mereka. Berkat bercermin pada petani kakao di Luwu, mereka pun yakin bahwa dalam waktu dekat, setiap petani di Polman juga dapat memiliki omzet Rp450 juta. (IPR)

Kartika Fauziah adalah Peneliti Badan Pengkajian Teknologi Pertanian (BPTP) Sulawesi Selatan dan anggota tim peneliti di ACIAR.



SEMINAR NASIONAL AGROBISNIS UNIVERSITAS HASANUDDIN 7 MEI 2013

Penguatan Sektor Agrobisnis Dalam Meningkatkan Daya Saing Kakao Di Pasar Global

Awal Mei lalu, generasi muda yang menempuh pendidikan pascasarjana di Program Studi Agrobisnis Pascasarjana Universitas Hasanuddin menyelenggarakan suatu seminar nasional dalam meningkatkan daya saing kakao di pasar global. Berikut liputan Arni Zakaria.

Kakao merupakan salah satu komoditas unggulan yang memiliki peran penting bagi perekonomian Indonesia, khususnya sebagai penyedia lapangan pekerjaan. Di samping itu, kakao juga berperan dalam mendorong pengembangan wilayah dan pengembangan agroindustri.

Setiap tahunnya, kakao sebagai komoditas unggulan, mengalami peningkatan ekspor. Selain itu diketahui bahwa beberapa provinsi di Indonesia memiliki potensi besar untuk mengembangkan komoditas tersebut. Maka diperlukan sistem agrobisnis terpadu yang nantinya dapat mendorong meningkatkan produksi mutu tanaman kakao secara berkelanjutan dan meningkatkan kesejahteraan masyarakat.

kerja sama semua pihak
Agrobisnis sendiri adalah suatu usaha yang terkait dengan pertanian dan meliputi kegiatan yang mendukung subsistem, proses produksi, dan pascapanen (pemasaran). Melihat itu harus ada kerja sama berkesinambungan antara para pemegang modal, pengusaha, dan

petani untuk mencapai kualitas dan kuantitas yang baik. Diperlukan juga kerja sama antar subsistem agrobisnis pada setiap subsektor pertanian, karena kurangnya kerja sama akan menyebabkan turunnya produksi teknologi oleh pakar komoditas kakao Prof. Sikstus Gusli.

Maka sebagai langkah awal, Program Studi Agrobisnis Pascasarjana Universitas Hasanuddin menyelenggarakan seminar berskala nasional dalam rangka menjaring pemikiran, menyatukan pandangan, dan menghasilkan kertas kerja yang berguna bagi kemajuan pembangunan agrobisnis.

Merangsang ide-ide cemerlang
Untuk menguatkan tujuan seminar ini disampaikan beberapa materi oleh berbagai pakar, diawali oleh Ibu Andi Siti Asmayanti, saat itu mewakili PT. Mars Symbioscience yang menyampaikan materi mengenai peranan PT. Mars Symbioscience dalam mengembangkan kakao sebagai komoditas unggulan. Kemudian ada penjelasan mengenai peranan UTZ sebagai lembaga penyertifikatan dalam rangka pencapaian mutu

komoditas berskala internasional oleh Mercedes Chavez dari Lembaga sertifikasi UTZ; disambung dengan kajian strategi pengembangan komoditas kakao melalui pengalihan teknologi oleh pakar komoditas kakao Prof. Sikstus Gusli.

Seminar ditutup dengan kajian komoditas agrobisnis sebagai komoditas unggulan dalam menghadapi pasar global oleh Dr. Rahman Laba, seorang pakar ekonomi dan keuangan; dan Dr. Jusni, seorang pakar pemasaran dan kewirausahaan yang menyampaikan kajian strategi pemasaran komoditas kakao dalam meningkatkan kesejahteraan petani.

Diharapkan seminar nasional ini dapat merangsang ide-ide cemerlang para mahasiswa yang nantinya dijadikan sebagai penilaian prestasi seluruh pemegang kepentingan dalam industri kakao. (IPR)

Arni Zakaria sempat bekerja sebagai Training Support Consultant di lembaga UTZ.

Foto: Arni Zakaria.



Ketiga pemenang, dari kiri ke kanan: SMKN I Bone-Bone sebagai juara pertama, sementara juara kedua dan ketiga berturut-turut dimenangkan oleh SMKN I Tomoni.

Foto: Rison Shamsuddin

KONTES AGROBISNIS KAKAO PT. MARS SYMBIOSCIENCE INDONESIA Usaha mendorong minat generasi muda terhadap industri kakao

Guna mendukung minat generasi muda akan pertanian khususnya sektor kakao, PT. Mars Symbioscience Indonesia baru-baru ini menyelenggarakan Kontes Agrobisnis Kakao serta perencanaan usaha untuk pelajar Sekolah Menengah Kejuruan (SMK) sederajat dalam skala kabupaten di wilayah Luwu Raya. Editor Cokelat Rison Syamsuddin melaporkan.

Terbagi dalam empat tahapan, kegiatan ini dimulai dari *technical meeting* panitia pada 19 Januari 2013, dilanjutkan dengan pengumpulan proposal para peserta pada 20 Januari 2013.

Penilaian proposal oleh panitia dilakukan satu bulan kemudian, dan puncaknya pengumuman pemenang pada 5 April 2013. Acara tersebut dibuka langsung oleh Sari Nurlan (External Relation Manager PT. Mars Symbioscience Indonesia), Darna Ismail (Certification Manager PT. Mars Symbioscience Indonesia), dan perwakilan pemerintah Kota Palopo.

Kontes ini akhirnya memutuskan tiga pemenang, yaitu SMKN I Bone-Bone sebagai juara pertama, sementara juara kedua dan ketiga dimenangkan oleh SMKN I Tomoni.

Berikut ini adalah profil singkat dan hasil inovasi dari ketiga pemenang:

1. **Mesin Pemecah Kakao, SMKN I Bone-Bone:** Kelebihan alat ini adalah mempercepat proses pemecahan dan memudahkan pemisahan biji dari plasenta dan kulit buah kakao.

Dengan menggunakan mesin tersebut petani juga dapat mempertahankan kualitas biji, memutus siklus hama Cocoa Pod Borer (CPB) pada masa larva, dan mempermudah proses sanitasi.

2. **Pemanfaatan Tetesan Air Dari Biji Kakao Sebagai Herbisida Cadangan dan Pupuk Cair Organik, SMKN I Tomoni:** Dengan memanfaatkan tetesan air dari biji kakao, petani dapat menciptakan mata pencarian

tambahan, selain mengendalikan pertumbuhan gulma, mengurangi limbah, dan tentunya melestarikan lingkungan.

3. **Penggunaan Insektisida Organik Pada Tanaman Kakao, SMKN I Tomoni:** Pestisida ini terbuat dari bahan-bahan seperti biji jarak, buah sirsak, merica, buah pepaya muda, daun babadotan (*Ageratum conyzoides* L), serta bawang putih. Pestisida semacam ini dapat menjadi jawaban atas permasalahan mahalnya pestisida kimia yang beredar di pasaran.

Semoga di masa depan para pelajar dapat memunculkan ide-ide bisnis baru yang lebih menguntungkan, serta dapat meningkatkan minat generasi muda akan pertanian. (IPR)

Kegiatan Fermentasi Perempuan Tapporang

BERCERMIN PADA COLONEL SANDERS

Akhir Juni lalu Cokelat berkunjung ke desa Tapporang di wilayah Kabupaten Pinrang untuk melihat sekelompok ibu-ibu yang berinisiatif memajukan usaha fermentasi di desanya. Apa saja yang telah mereka capai? Berikut liputannya.

Seperti kita ketahui, kegiatan fermentasi untuk meningkatkan kualitas biji kakao belum banyak dilakukan oleh petani Indonesia. Namun sekelompok ibu-ibu di wilayah Pinrang, rupanya paham betul bahwa kegiatan tersebut berpotensi meningkatkan pendapatan mereka.

Sebuah kelompok bernama Jaya Mandiri mulai melakukan kegiatan fermentasi sejak triwulan pertama 2013. Tujuan Jaya Mandiri dibentuk sebenarnya untuk menciptakan suatu kegiatan yang banyak menarik perhatian petani perempuan. Sebelum fermentasi mereka pernah melakukan kegiatan mengolah eceng gondok menjadi kompos tanaman kakao. Kegiatan ini pun sukses. Lalu mereka berpikir, kegiatan apa lagi yang menguntungkan. "Setelah belajar ke sana ke mari, kami memutuskan untuk melakukan fermentasi," kata Rosmini Mansur yang ditunjuk sebagai ketua.

Satu ton dalam dua bulan
Jaya Mandiri sendiri adalah gabungan dari empat kelompok perempuan dari wilayah sekitar Tapporang. Penggabungan itu dimaksudkan agar semakin banyak hasil fermentasi

yang dapat dijual ke pembeli. Mengapa memilih fermentasi? Ibu-ibu di Tapporang rupanya memang senang dengan kegiatan yang membutuhkan ketelatenan tanpa harus mengorbankan banyak waktu. "Laki-laki kurang telaten, banyak alasan kalau sudah diminta mengelola fermentasi," kata Rosmini sambil tertawa.

Di kantor Jaya Mandiri ada enam kotak besar untuk fermentasi. Kelompok Bukit Tinggi, kelompok lain di bawah binaan Jaya Mandiri, sudah berencana membuat 10 kotak, sementara satu kelompok di Kelurahan Sejahtera sudah memiliki enam kotak.

Kotak-kotak fermentasi kakao dibuat dengan swadaya oleh masing-masing kelompok yang terdiri dari 25 orang. Pembuatan satu kotak



Foto: Igor Rangga

fermentasi dapat memakan biaya Rp500 ribu, terutama untuk konsumsi pekerja, paku, dan bahan lainnya yang tidak bisa diusahakan sendiri oleh kelompok. Karena mahalnya biaya pembuatan, maka kayu harus diambil dari sumbangan anggota. Proses pembuatan kotak dilakukan sendiri oleh ibu-ibu Tapporang, "Tapi untuk memotong kayu dengan *chain saw*, kami menyerahkannya ke bapak-bapak," kata Rosmini tersenyum. Rosmini mengatakan bahwa kayu masih menjadi bahan baku paling mahal dalam membuat kotak.

Kualitas paling rendah saja harganya dapat mencapai Rp35 ribu per lembar, sedangkan yang bagus bisa sampai Rp50 ribu per lembar. "Makanya kami bersyukur dengan adanya sumbangan dari anggota, biaya produksi jadi bisa ditekan," kata Rosmini. Ketika ditanya apakah kualitas dan jenis kayu memengaruhi hasil fermentasi Rosmini menjawab, "Tidak juga. Tapi kayu dengan kualitas rendah biasanya lebih cepat rusak."

Sejak April 2013 produk fermentasi yang diolah ibu-ibu Jaya Mandiri sudah empat kali dikirim ke pembeli internasional yang telah



Rosmini. Dimulai dari fermentasi, kakao Pinrang bakal terjual ke mana pun.



Para perempuan Tapporang, sedang menggaruk biji kakao.

menjalin kerjasama penjualan dengan kelompok. Standar dan cara fermentasi pun mengikuti ketetapan pembeli tersebut yang juga berperan sebagai pengelola rantai pasokan. Pada penjualan pertama mereka berhasil menjual biji kakao fermentasi sebanyak 284,5 kg; setelah itu mereka rata-rata menjual sekitar 200 kg biji kakao. "Jadi kami sudah menjual hampir satu ton dalam waktu dua bulan," kata Rosmini bangga.

Mempertahankan sertifikasi

Menurut Rosmini, kegiatan fermentasi sebenarnya salah satu cara untuk mempertahankan sertifikasi yang telah mereka jalani selama empat tahun, serta untuk meningkatkan harga biji kakao yang mereka jual. "Harga biji kakao di wilayah ini sebenarnya masih lebih rendah dibanding wilayah Polewali Mandar," kata Rosmini. Karena itu Rosmini dan teman-teman berharap ada bimbingan lebih jauh, tidak hanya dalam melakukan fermentasi, tapi kegiatan lain yang mungkin dapat meningkatkan mutu dan jumlah biji kakaonya.

Berbagai pelatihan dan *demo plot* yang diberikan oleh program AMARTA sampai saat ini cukup membantu dalam meningkatkan produksi dan produktifitas di Pinrang, meski Rosmini sebagai ketua kelompok mengaku belum paham betul mengenai alur *traceability*. Ibu-ibu Tapporang juga tidak ingin sekedar diberi buku, tapi juga ingin praktik langsung di lapangan. "Kami tidak ingin hanya diberi teori," kata Rosmini mewakili teman-temannya.

Di akhir pembicaraan Rosmini mengatakan bahwa ia dan rekan-rekannya tidak akan menyerah sampai biji kakao yang mereka hasilkan mendapat harga jual yang jauh lebih tinggi. Mereka bercermin pada pengalaman Colonel Sanders pendiri Kentucky Fried Chicken (KFC) yang mencoba teknik menggoreng lebih dari 730 jenis, sebelum akhirnya ketemu teknik yang sekarang menjadi ciri khasnya. "Dengan mencoba berbagai cara, KFC sekarang ada di mana-mana. Kami yakin, dimulai dengan fermentasi ini, biji kakao Pinrang pun juga dapat dijual ke mana-mana," kata Rosmini. (RI)

SIAPA TAKUT MAKAN COKELAT?

Hilangkan kekhawatiran karena cokelat terbukti sehat

Sebagian orang masih menganggap makan cokelat bikin gemuk. Jika Anda mengetahui apa sebenarnya yang terkandung di dalam cokelat, Anda mungkin akan berubah pikiran. Baca tulisan Arief Iswanto, peneliti dari Australian Centre for International Agricultural Research, berikut ini.

Cokelat merupakan kategori makanan yang mudah dicerna dan mengandung banyak vitamin, diantaranya A1, B1, B2, C, D, dan E serta beberapa mineral seperti fosfor, magnesium, zat besi, zinc, juga tembaga. Cokelat dikenal akan kandungan *antioxidant* yang berguna untuk mencegah masuknya radikal bebas penyebab kanker ke dalam tubuh. Cokelat mengandung lemak dan mineral hakiki yang memiliki fungsi sama dengan minyak zaitun, yaitu untuk memperkuat tulang, kuku, rambut, dan kulit. Mineral tersebut juga sangat membantu untuk mencegah proses penuaan.

Unsur *flavonoid* dalam cokelat memiliki kemampuan untuk menurunkan kolesterol, sehingga berpeluang menekan risiko penyakit jantung atau serangan jantung. Selain itu, cokelat mengandung *flavanols*, membuatnya mampu menurunkan tekanan darah. Makan cokelat pun dapat meningkatkan pengolahan gula darah sehingga dapat mengurangi risiko terkena penyakit diabetes.

Obat penyakit jantung

Khasiat cokelat untuk memerangi berbagai penyakit, seperti jantung, kulit, dan sembelit telah banyak diteliti. Sekarang ini sebagian besar

peneliti mendukung penggunaan cokelat untuk menyembuhkan penyakit manusia, meski penelitian yang lebih mendalam harus terus dilakukan.

Cokelat adalah salah satu makanan yang dipercaya mampu mengusir rasa tertekan. Penelitian yang dilakukan di San Diego School of Medicine, California University, Amerika Serikat, mengungkapkan bahwa rasa tertekan dapat dikurangi, bahkan dihilangkan, dengan mengonsumsi cokelat secara rutin. Itu bisa terjadi karena cokelat mengandung molekul *psychoactive* yang dapat membuat orang merasa nyaman. Beberapa kandungan cokelat seperti *caffeine*, *theobromine*, *methyl-xanthine*, dan *phenylethylalanine* ikut memperbaiki selera dan mengurangi kelelahan sehingga bisa digunakan sebagai obat antidepresi.

Ada lagi kegunaan lainnya, yaitu menyembuhkan penyakit batuk. Para ahli telah menemukan bahwa *theobromine*, senyawa yang ditemukan dalam biji kakao, dapat mempengaruhi ujung saraf sensorik *vagus* yang melintasi saluran udara di dalam paru-paru sehingga mengurangi batuk. Sementara itu penderita penyakit hati mendapat keuntungan

dari mengonsumsi cokelat karena *antioxidant* dalam cokelat ikut mengurangi kerusakan pada pembuluh darah hati. Orang yang rutin makan cokelat pun lebih lambat mengalami penggumpalan darah, sehingga risiko mendapat serangan jantung jadi lebih kecil.

Hilangkan kekhawatiran

Masih ada lagi beberapa kegunaan cokelat untuk tubuh kita. Cokelat berhubungan dengan sindrom kelelahan kronis. Para ahli menyarankan, daripada minum soda atau kopi ketika merasa lelah, lebih baik makan cokelat persegi, permen cokelat, atau minum secangkir cokelat panas. Karena dalam dosis kecil saja, *caffeine* dalam cokelat mampu mengurangi rasa kelelahan dengan efektif.

Jadi tunggu apalagi? Mari kita hilangkan rasa takut untuk makan dan minum cokelat. Makanlah cokelat secara teratur, juga jangan lupa rutin berolahraga. Niscaya Anda akan terbebas dari rasa tertekan, memiliki tubuh yang sehat, dan tentunya awet muda! (IPR)

Foto: Mia.



Siapa bilang makan cokelat bikin gemuk?

BARRY CALLEBAUT

Bekerja Langsung Dengan Petani Demi Kesinambungan Kakao

By Marina Morari

Barry Callebaut, pengusaha ternama cokelat berkualitas tinggi, berhasil mendorong seluruh pemegang kepentingan untuk bekerja sama menjamin pasokan kakao berkualitas dengan cara yang bertanggung jawab dan berkelanjutan.

Barry Callebaut, yang dibentuk pada 1996, adalah gabungan dari perusahaan Belgia Callebaut dan perusahaan Perancis Cacao Barry, dua perusahaan yang memiliki pengalaman di bidang kakao dan cokelat selama lebih dari 100 tahun. Bergabungnya kedua perusahaan secara tidak langsung menggabungkan dua keahlian, yaitu Cacao Barry yang berpengalaman dalam penyediaan dan pengolahan kakao, dengan Callebaut yang ahli dalam penjualan dan produksi cokelat.

Saat ini Barry Callebaut telah menancapkan kukunya di seluruh dunia dengan usaha di 30 negara, dan menjalankan lebih dari 45 fasilitas produksi yang mempekerjakan sekitar 6.000 orang. Barry Callebaut melayani seluruh industri pengolahan makanan, pengusaha menengah, serta para pengguna cokelat profesional.

Barry Callebaut memang memusatkan diri pada kakao dan cokelat. Strategi usaha Barry Callebaut sendiri dibangun dari empat pilar, yaitu pengembangan usaha, pembaruan, pengelolaan biaya, dan yang terpenting, kesinambungan kakao. Untuk memenuhi permintaan dunia akan cokelat yang semakin meningkat, Barry Callebaut tentunya perlu meningkatkan kualitas kakao. Barry Callebaut menyadari perlunya kerja keras demi terciptanya produksi kakao yang berkelanjutan.

Bekerja langsung dengan petani
Kami menganggap produksi kakao telah berkelanjutan ketika keluarga petani memiliki pendapatan yang memberi mereka semangat untuk terus berkebun; mereka bisa bertanggung jawab atas buruh dan tidak mempekerjakan anak-anak atau orang tua. Petani peduli akan lingkungannya karena menerapkan praktik-praktik berkebun yang benar serta dapat memenuhi kebutuhan pokok, kesehatan, dan sekolah keluarganya.

Barry Callebaut bekerja langsung dengan petani dan berbagai perkumpulan petani, itu dilakukan demi memperbaiki praktik-praktik berkebun dan demi meningkatkan kualitas serta produksi kakao itu sendiri. Berdasarkan pengalaman,

kami harus mengenali unsur-unsur kunci yang dipercaya sebagai bagian penting untuk mencapai produksi kakao berkelanjutan. Meski begitu, kenyataan bagi petani sekarang ini adalah mereka harus menghadapi berbagai kesenjangan, seperti kesenjangan ilmu, kesenjangan materi dan biaya. Jika ketiga kesenjangan tersebut tidak ‘ditutup’, maka petani harus bekerja sangat keras untuk meningkatkan produksi dan untuk meningkatkan taraf hidupnya. Kami percaya bahwa setiap pemegang kepentingan di sektor kakao, swasta maupun pemerintah, laba atau nirlaba, mempunyai peranan penting untuk menanggapi tantangan tersebut.

Melalui program bernama Cocoa Horizons, Kami bekerja sama dengan petani agar kesenjangan-kesenjangan tersebut dapat dihilangkan. Cocoa Horizons sendiri dibangun dari pengalaman yang telah kami dapat dari beberapa program sebelumnya, seperti Quality Partner Program bersama Côte d'Ivoire dan Cameroon, serta program budi daya kakao Biolands di Tanzania, Côte d'Ivoire dan Sierra Leone. Cocoa Horizons juga dibangun berkat keahlian serta persahabatan dengan banyak kelompok petani. Cocoa Horizons berpusat pada tiga pilar, yaitu Praktik Petani, Pendidikan Petani, dan Kesehatan Petani.

Terakhir, sudah menjadi tanggung jawab petani untuk berpikir dan bertindak layaknya pengusaha, yang nanti akan disebut sebagai pelaku-pelaku perubahan. Tindakan secara berkelompok juga menjadi cara kami untuk mempercepat kesinambungan kakao, seperti menjalin kerja sama dengan Cocoa Sustainability Partnership (CSP), yang merancang masa depan lebih cerah bagi petani-petani berkemauan tinggi. Dengan begitu, perubahan tentunya berada lebih dekat dalam jangkauan. (IPR)

Marina Morari adalah Corporate Social Responsibility - Global Sourcing & Cocoa Manager di Barry Callebaut.

Contributing to sustainable growth in Indonesia

Cargill is playing a key role in the sustainable development of the Indonesian cocoa sector, which is now the third largest in the world, and growing.

We established our cocoa business in Indonesia in 1995. Today we source and export over 20,000 tons of cocoa annually and over the next couple of years we're investing over US\$100 million, most of which will be used to build a state-of-the-art cocoa processing facility in East Java.

Our work is guided by *The Cargill Cocoa Promise* – our global commitment to securing a sustainable supply of cocoa. We're delivering the Promise in partnership with farmers, customers, the local Sulawesi government and NGOs, such as SECO and Swisscontact, to improve the sector for generations to come:

1. Farmer training

Farmer Field Schools help farmers improve yields, enhance the quality of their crops and increase their incomes. In Indonesia, one focus area is pest and disease control because it's estimated that over 50% of the cocoa crop is lost this way. Our aim is to train 1,300 farmers.



2. Community support

Employees at our cocoa sourcing operations in Indonesia have renovated a number of orphanages and houses for the elderly. In 2012 we refurbished the Yayasan Panti Asuhan Rahmat orphanage in Makassar to create a safe home for around 60 children.



3. Farm development

Together with government officials, and under the supervision of Cargill's field officers, we've set up 40 demonstration plots, which show farmers how to use fertilizer appropriately, rehabilitate unproductive trees and distribute new, healthy seedlings.



The Cargill Cocoa Promise



Hanya dengan sistem yang saling menguntungkan maka akan tercipta rantai pasokan yang berkelanjutan.

BT COCOA

Akan terus mengembangkan dan mempromosikan keberlanjutan kakao di Indonesia.

Oleh Thomas Jasman

Misi kami adalah memenuhi kebutuhan kakao dengan semangat dan mutu yang tinggi, juga membangun kepedulian pada alur berkelanjutan. BT Cocoa juga menerapkan rantai nilai yang terhubung langsung dari delapan pos pembeli, yang kemudian dikirim dan diolah di kantor pusat kami. Tiap langkah menjamin alur yang jelas dan keterbukaan mengenai harga.

Sampai saat ini BT Cocoa menyerap sepetiga biji yang dihasilkan di dalam negeri, sehingga harus dipastikan bahwa setiap kebutuhan baku pelanggan terpenuhi, tanpa harus mengganggu kapasitas dunia dan pasokan di masa depan tetap ada. BT Cocoa menekankan kerja sama dengan petani, menerapkan alur yang tepat, serta membentuk rantai pasokan yang berkelanjutan.

BT Cocoa juga bertujuan membantu petani kecil membangun usaha yang layak melalui pendekatan pasar. Kami membimbing kelompok petani melalui sejumlah pelatihan agar mereka mampu menciptakan sebuah sistem yang adil dan berkelanjutan. Jadi

tidak hanya memikirkan keuntungan, tapi juga kesejahteraan keluarganya.

Untuk menjamin usaha tersebut, BT Cocoa pun menciptakan sebuah program yang disebut BT CARE atau Usaha Pemulihuan dan Bantuan Kakao. Program ini berpusat pada penerapan misi perusahaan ke dalam setiap tindakan, seperti mempertahankan kualitas, meningkatkan daya produksi, serta penyertifikatan. Sehingga BT Cocoa tidak hanya menghasilkan produk yang lebih baik, tetapi juga membantu petani memperoleh pendapatan yang lebih tinggi.

Hubungan langsung dengan petani

BT CARE melakukan pendekatan secara holistik, yang tidak hanya berpusat pada satu aspek, namun melibatkan setiap manusia, bumi tempat kita tinggal, juga keuntungan usaha, agar sistem dapat berjalan secara berkesinambungan. Itu sebabnya kami mulai menerapkan program ini ke dalam proses fermentasi biji kakao, agar kualitasnya meningkat. Kita harus ingat bahwa kualitas biji kakao Indonesia belum dianggap memenuhi penilaian yang baku.

Proyek percontohan diluncurkan pertama kali di Bali pada 2012, yang sekarang telah memiliki 32 koperasi terdaftar. Kami pun telah menerapkan BT CARE di kantor pusat wilayah Pekutatan, di mana pelatihan Good Agricultural Practices (GAP) telah banyak dilakukan, begitu pula teknik-teknik berkebun, serta penjelasan mengenai mesin-mesin pertanian.

Mengembangkan keberlanjutan kakao

Sekali lagi, BT Cocoa menekankan pada terjalinnya hubungan langsung dengan petani. Itulah sebabnya kami memiliki tim keberlanjutan sendiri di Bali, tujuannya agar BT Cocoa dapat menjangkau langsung petani kakao sekaligus menjadi penghubung antara kami dan para petani. Selain itu BT Cocoa juga menggunakan teknologi telepon genggam untuk meningkatkan komunikasi dengan petani, di mana mereka dapat menyampaikan sejelas-jelasnya masalah mengenai harga, sehingga keterbukaan dapat dipertahankan di semua rantai pasokan.

BT Cocoa bangga menjadi anggota Cocoa Sustainability Partnership (CSP), yang bertekad menciptakan persaingan sehat baik secara internasional, ekonomi, sosial, dan lingkungan hidup. Semua jelas sejalan dengan harapan kami. Selain CSP, kami juga aktif dalam sejumlah organisasi keberlanjutan lainnya, termasuk World Cocoa Foundation (WCF) dan PIS Agro.

BT Cocoa akan terus mengembangkan dan mempromosikan keberlanjutan kakao di Indonesia. Hanya dengan sistem yang saling menguntungkan maka akan tercipta rantai pasokan yang berkelanjutan. (IPR)

Thomas Jasman adalah Direktur Operasional dan Rantai Pasokan BT Cocoa.

Photo: Thomas Jasman.

Si Koka

gambar dan teks : gus dark



MUDAH MENDAPAT PINJAMAN

DAYA BELI LEBIH TINGGI

PENINGKATAN KUALITAS DAN PRODUKSI

PENGETAHUAN TENTANG BERTANAM KAKAO SEHINGGA TERHINDAR DARI PENGGUNAAN KIMIA BERBAHAYA



MELESTARIKAN LINGKUNGAN

... DAN BERBAGAI KEUNTUNGAN DARI PROGRAM PETANI KAKAO LAINNYA

Kalau memang begitu
Bapak akan Sekolah kan ... eh ...
Sertifikatkan kamu



July - September 2013

FREE

COKELAT

The advancement of communication

SPIRIT OF CHANGES FROM WEST BALI

Determination towards
Glorious Future

CHANGES IN THE COCOA SUPPLY CHAIN

*With the Implementation of
Certification*

FERMENTATION
ACTIVITY OF
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SOMETHING THAT OPENS THE EYE

Farmer Field Visit of Polewali
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Future actions and policies

New Member!
BT COCOA

Aims to Continue to Develop and Promote
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*Certification In The Eyes of
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Their responses on the
program



A CLEAVER PICTURE OF THE CHANGES

In recent years, consumer awareness of certified food products becomes more widely. People are no longer look only at the packaging of the goods, or flavours offered, but rather on how a product is made, do farmers use organic materials to fertilize the soil, and are the manufacturers employed minor workers. People become more and more critical, they are no longer just advanced the economic aspects, but also social and environmental.

Indonesia as the third largest cocoa supplier in the world, is seeing the fact as a golden opportunity to improve the quality of cocoa they produced. In 2009, stakeholders such as the government, certification agencies, and chocolate manufacturers managed to formulate a standard that guides farmers for better practices and let them to pay attention to biodiversity as well as cultural aspects of their native lands. Standard called the National Indicators for Cocoa Sustainability is then applied in the form of sustainable certified farmers.

We would like to give a clearer picture of the changes that took place since the exercise of certification, especially in the largest cocoa producer centres in Indonesia. We also describe the results obtained by the farmers through certification, their inputs for the stakeholders, as well as other findings obtained by several supply chain managers in the area. We also covered a woman activity as an example to the other farmers who are determined to increase their incomes.

This issue is also the first anniversary edition for *Cokelat*, which carrying some changes in terms of design and content. We will show you a simpler design without having to reduce the weight of the magazine, while the contents lift more about the concerns and grievances of farmers, which we believe it can show us what is actually needed by the farmers and help all parties to improve practices that already exist. Without further delays, please do open the next page and happy reading.

Salam Kaka!

Supported By:



Photo: Mia. Cover Photo: Igor Rangga

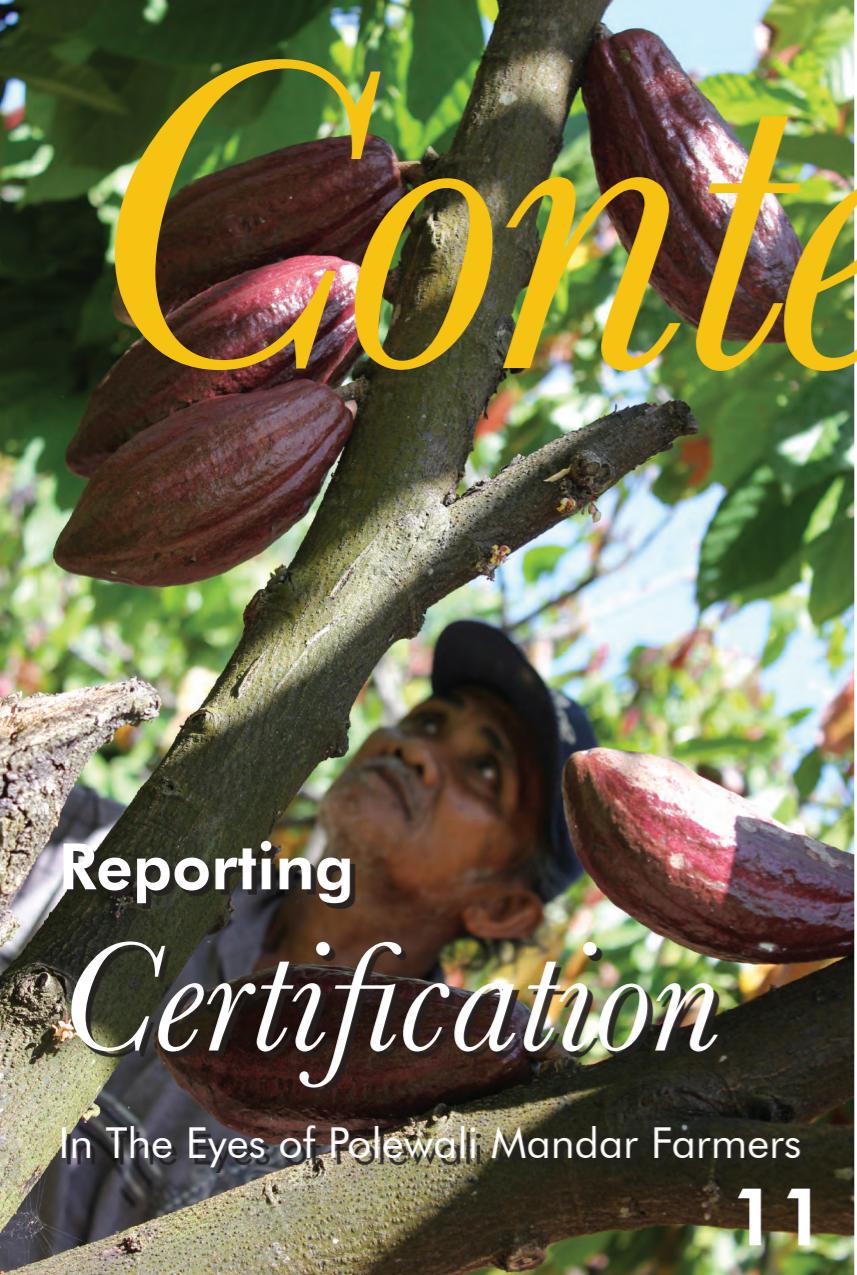
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Cocoa Sustainability Partnership





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Letter From Executive Board

Dear CSP colleagues,

When I was writing this note, the cocoa market price was not favourable. Suddenly, I felt blue and got headache instantly. How could I buy beans and keep getting some margin to keep my team employed? Idul Fitri is in August, and holiday allowances should be paid.

You can imagine if I, who can eat three times a day and watch *Men of Steel* at XXI Cinema every week, still worry about the future; how worry are the farmers who might be struggling just to feed their family?

Is there any future in cocoa? Should I move to other commodity? Should we let the cocoa and chocolate extinct? Should our great grandchildren 'taste' chocolate only from digital images?

None of us would like to see this happens. That was why during Cocoa Sustainability Partnership (CSP) General Assembly meeting last March, together we had aim for putting Indonesia as the number one producer of cocoa with 1.5 million tons production per year in 2020. We also would like to bring 500,000 young farmers back to farming.

Certification is one of the ways to boost productivity. However, there is ambiguous point of view about this. Some people feel good, some still figure it out; is certification a threat or an opportunity in solving cocoa value chain problem? It is the topic for the edition. Not to take one's side, but we try to give perspectives collected from all parties.

I will enjoy reading it, not only to ease my headache but to learn from others who have experienced the certification. I look forward in learning the mistakes that I should not repeat; because that is the reason why CSP are here, so we can learn from each other to move forward together.

I am optimist that there are always ways to victory through certification, and I hope you can find it also.

Enjoy reading and Happy Ramadan!

Best regards,

Ina Murwani
President Director
Nedcommodities Makmur Jaya/Continaf
Trading House



Photo: Mia.

General Overview On Certification

Cocoa certification has become the centre of a fierce debate in the international cocoa community ever since it was first introduced. Certification is considered as a consumer-driven process, causing many industrial investors doubt its benefits.

We have to admit that cocoa and chocolate industry is currently being challenged for their readiness in producing chocolate that is not only qualified, but also comply with social and environmental ethics. Looking at the volume of globally traded cocoa and the length of cocoa value chain, makes it a big challenge for us all.

From results obtained in the field, we can say that until today certification is the most effective way in supporting many efforts which are being done in achieving long-term goals in cocoa sector. Even so, the fundamental difference is still going on between farmers and certification. Uncertainty as to whether certification provides benefits for farmers, precisely underlies these differences.

Various questions arose, questioning what kind of practices that have been done in the success of certification schemes; responses received then misinterpreted, and used to delay the schemes that have been built.

Answering to those questions, in 2012 the International Cocoa Organization conducted a study on the costs, disadvantages, and advantages of certification. The study showed, although certification philosophies can differ between each scheme, they actually share a common philosophy in improving farmers' lives, as well as maintaining the sustainability of cocoa value chain.

The study also revealed that after a few years, cooperatives and farmers apparently earn higher revenues from certification. Most of the revenue obtained from higher yields. Although it turned out that there were also disadvantages, including the cost that should be spent to get certification, as well as the difficulty of some farmers to form groups which in fact will lead to increased investment and establish an internal control system.

Therefore, the first important thing to do is to give both parties the opportunity to exchange ideas; so all of them, including other stakeholders, can answer all of the questions. The goal is to find a consensus in finding ways to minimize the difference, and of course continue to move forward towards sustainable certification schemes. (IPR)

Photo: Mia.



Rainforest Alliance and Its Strongest Commodity in Agriculture: COCOA!

By Peter Sprang

When you see a yellow labelled tea bag in Indonesia with a Rainforest Alliance green frog seal, you might think that tea is our most widely certified agriculture commodity. But cocoa is in fact our number one both in area as well as number of farmers.

As a forester, this makes me proud because cocoa is an agro forestry crop. The Rainforest Alliance (RA) appreciates cocoa farmers as the custodians of a sustainable landscape, as long as production is limited to existing agricultural land and not expanding into the few and valuable forest areas. A growing number of people in Indonesia support the idea that remaining forest areas should be kept for its various functions such as watershed (drinking water!) protection, erosion and landslide prevention, wildlife conservation, climate stabilization.

To demonstrate that cocoa farms are not destroying ecosystems, are free from dangerous agrochemicals and provide a decent living (among other requirements) the international Sustainable Agriculture Network (SAN) standard is used for independent auditing. The SAN standard is currently under a public revision process. If you missed the public consultation workshop in Indonesia in June, you can still participate at www.publicconsultation.sanstandards.org. As of June 2013 in Indonesia an area of 46.253 ha cocoa, distributed among 37.879 farmers was organized in 25 group certificates.

To quantify the benefits

To prepare for certification, training is provided as part of the sustainable agriculture program

(www.sustainableagriculturetraining.org). The Rainforest Alliance has a cocoa projects coordinator based in Makassar as well as cocoa field teams in South Sulawesi, Southeast Sulawesi, and Central Sulawesi. There are exciting projects such as the Mars funded Sustainable Yield Module, which is applied and monitored in Central Sulawesi.

The results of this trial help the SAN to specify productivity criteria. Because we will only see a new generation of cocoa farmers if there is a high enough yield and profit in growing cocoa.

Another exciting project is in Bantaeng Regency, South Sulawesi where a team of young researchers collects livelihood and ecosystem data and measures the contribution of training and certification activities. These measured impacts are enabled by the Global Environmental Fund (GEF) of the United Nations Environmental Programme (UNEP) and the Biodiversity and Agricultural Commodities Program (BACP) funding. At the end of the project we would be able to quantify the benefits to cocoa farmer families as well as the environmental impact.

Furthermore there is the Ford Foundation funded training of cocoa farmers in South East Sulawesi, where experience in collaboration with a fertilizer company was collected.

MARS-made products that have been certified by the RA.

Good examples of farmers training centres with farmer co-sharing cost can be seen there.

Diverse forest ecosystems

Finally the recurring question of "what are the benefits in getting certified?". If you have three minutes, please "Follow the Frog", <http://my.rainforest-alliance.org/site/PageNavigator/followthefrog.html> which features an award-winning advertisement for Rainforest Alliance Certified™ products. This type of marketing increases the market demand which results into a premium, especially since there is a general acknowledgment of the costs associated with certification and training.

More significant for farmers is the potential of increasing productivity to a level where farmers are successful high yield business players. This intensification can be part of the protection of Indonesia's cultural heritage: diverse forest ecosystems. (IPR)

Peter Sprang works as the Regional Manager in Rainforest Alliance. He is based in Bali, Indonesia.



Photo: MARS

PT ARMAJARO INDONESIA

Changes in the Cocoa Supply Chain with the Implementation of Certification

By Pither Sutardji

Cocoa farmers have been living on marginal subsistence incomes due to lower yields mainly influenced by lower inputs and higher pest and diseases infestation. With fluctuating global prices and market changes, many more farmers found that cocoa farming was uncompetitive and their living standards were actually declining. They were now indebt, forced to abandon farms or change to other crops.

With a weaker supply chain it was necessary for PT Armajaro Indonesia, as a supply chain manager, to engage with the farmers directly to ensure that their farming was sustainable and more profitable. It was necessary to engage with farmers directly to give them a sense of assurance, both in terms of a source outlet

and technical-financial assistance so that there could be long term sustainability of cocoa.

The principal objective of sustainability is focused on improving farmer livelihood by promoting entrepreneurial and sustainable farming as a business. This means to generate benefits for farmers

by increasing their awareness and understanding of cocoa.

Certification is a useful tool to drive change in farming practices. It is a tool that establishes requirement to facilitate sustainable production practices.



Process, Implementation, and Challenges

The first Armajaro certification pilot project started in 2010, in the region of Polewali Mandar (Polman), West Sulawesi. This program was in collaboration with VECO, Wahana Sukses Pertanian Terpandang (WASIA), and UTZ. It aimed to train farmers and increase their capacity in order to meet certification requirements. In mid 2011, 67 farmer groups in Polman were audited and have successfully met certification requirements.

The results from this certification project pilot among others are cocoa quality have improved which is lead to better prices for the farmer's produce; farmers dried cocoa properly which reducing mould content, lower waste levels and hence a better quality product to the client.

With the traceability and certification project, a direct relationship was established with farmers. This has attracted more interest from other parties and we can see that there have been formation of partnerships and collaborations with other stakeholders to increase the speed of implementation and impacts. These partnerships and collaborations including with government, NGOs, private companies, and other institutions.

The process of certifying cocoa farmers involves various steps and decision types of training to be provided. Then identifying type of farmers, examining current problems of farmers, type of status of farm conditions, access to farms, mapping of farms viz a viz location etc.

The main challenges we face are:

1. Reaching unorganized smallholder farmers. The vast majority of Indonesian farmers are unorganized. This limits their ability to market their products in more efficient way and is bottleneck to foster field development to meet standards. Farmers' capacity needs to be built to adopt sustainable
2. Long-term Investment needed to further improve the farm productivity. Increasing productivity is part of the aim of certification program that can be achieved in major three levels, which are good agricultural practices, better inputs and better genetic materials (higher yielding planting materials). So far, certification program has grasped good farming practices and in some areas have better access to inputs, but the coup in sustainability will be improved planting materials. However, investing in farmers' plants requires long term financing.
3. Necessity for preserving environment, whether natural forest, flora and fauna, water shed, exists in cocoa agricultural practices.
4. Maintaining farmer loyalty. We have to keep producing innovation programs so we can deliver more values to farmers. But procuring cocoa beans is competitive and loyalty is



sometimes simply the best price on the day. As long as they keep having more benefits than their neighbour, farmers are loyal.

Long term objectives

ARMAJARO's longer term objectives for certification project is to create supply chain intelligence software that not only map cocoa farms, but also collect data at the farm and community level. This tracking system allows a proper coordination of data throughout the cocoa supply chain from farmer to client. The collected data will provide farmers with detailed information about their farms so that they can manage their business more efficiently.

The data also enables to gauge the impact of initiatives, including certification at the farm level. Using these data, proper assessments and audits can be made periodically. (RI)

Pither Sutradji works as the Development & Sustainability Manager in PT. Armajaro Indonesia.

Photo: Pither Sutardji.

Reporting



Pak Ma'i. He is still faithful to sell his cocoa to the same buyer.

CERTIFICATION IN THE EYES OF POLEWALI MANDAR FARMERS

Their responses on the program

Three years since the implementation of certification in Polewali Mandar, many farmers feel their business moving forward. There are also who claim that they haven't seen any changes. What kind of impact of the implementation in these areas? Cokelat visited three regions in Polewali Mandar district to track it down further. Here's the coverage.

At the beginning of the visit, we met with Pak Muddin of Tandreangin farmer group. Muddin said he and his group have been receiving a lot of training and support from the company Armajaro, to meet the certification standards of UTZ and Rainforest Alliance, since

2009. Now he feels more aware of how to plant and produce cocoa properly. The certificate is held by Armajaro, buyer as well as caretaker in the region.

In addition to have better understanding on cocoa planting,

Muddin says that there are other advantages that come from being a certified farmer. He could get a premium price per kilogram of cocoa beans he sold. "Of course, if I sell it to a buyer who holds a certificate. If not, I do not get the premium," said Muddin. The middle-aged man did not

deny that he sometimes sold his crops to uncertified buyers.

Muddin told *Cokelat* that to get the actual certification is not easy, at least for him. "Certification has its own criteria; first, cocoa trees must be healthy and well maintained, then we got the certification. It costs me a lot," he said. But then Muddin added that all these costs were comparable with the income he currently received.

Meanwhile in Wonomulyo, Lewardi, a coordinator of Wasiat organization that helps Armajaro to provide training for farmers, claims that the requirement to obtain certification is not very difficult. First, farmers must register his or her field to a farmer group. "Farmers just follow the guidance given in caring for the field, including to use pesticides that are safe for the environment," said Lewardi.

Certification is not binding

Nur Alia (22), a girl from Majene who works as an administration officer in Amanah organization, has a different story. Often mingling with farmers, she sometimes overhears conversation regarding payment. Farmers wanted to get a faster payment, as one of the benefits in following the program. "No money, no goods," Alia said with a laugh. What Alia means is that when cocoa products are transported by the purchaser, the farmers want to get paid right away.

We try to match Alia's story with one of the farmers. Tasri (39), a farmer from the village of Campalagian apparently agreed with Alia. "The payment is usually not made on D day; maximum two or three days later. We would be more than happy to be paid on the same day," said Tasri.

To get more information on certified farmers in Polewali Mandar, we went to Batupanga Daala village, Luyo district, West Sulawesi. In this village we met Pak Ma'i, chairperson of Bina Bersama farmer group. The group itself is one of the 67 farmer groups in West Sulawesi who have undergone

Certification has its own criteria; first, cocoa trees must be healthy and well maintained, then we got the certification. It costs me a lot

household when harvest coincides with Idul Fitri. "Like this year, our income from premiums would have doubled, we could buy all the necessities for the holiday," said Marni smiling.

Any kind of expression from farmers such as Muddin, Ma'i, and Marni regarding certification, it will



Nur Alia and Tasri. Both agreed that products should be paid on D day.

be a learning experience for all stakeholders in the cocoa sector. Such simple opinions indirectly explained what actually happened since the introduction of certification; which would later be useful for program refinement and improvement of living standards of farmers in the near future. With responses like this, we are encouraged to work even harder to improve cocoa production in order to meet the agenda of Road Map 2020.(RI)

Program to enhance

Another case is with Ibu Marni, a housewife from the same village, she had a distinctive view of certification and premiums. As someone who is responsible for day-to-day needs, Marni feels these two things are not directly make her whole household expenditures are met. "I got married in 2006. With my husband, we participated in the certification in 2010. Since then up until now, the income we receive is not much different," said Marni. But at one point, Marni admits that premium shares a big contribution over her

Photo: Igor Rangga

Case Study



SPIRIT OF CHANGES FROM WEST BALI

Determination towards Glorious Future

"Cocoa is my life..." said I Ketut Suartika, a cocoa farmer and member of Subak Amerta Nadhi, Yeh Embang Village, Jembrana, Bali. From this statement it was clear that there was a great hope in the preservation of cocoa on west side of Bali. I GST Ayu Agung Widiastuti reports from the Land of Mekepung, Jembrana.

Jembrana is the largest cocoa producer in Bali; with an area of 6.262 hectares (data 2011) spread over five districts. Population involved in this industry is quite a lot; from 71.144 families, approximately 15.82% or 11.255 households are working in cocoa. At the same year it was recorded that production of cocoa in Jembrana reached 2.755,28 tons with productivity 440.73 kg per hectare per year.

Although, in Indonesia, Bali Province is not yet included in the top 10 of cocoa producer, dynamics recorded primarily from their field should be taken into account.

Establishment of a program

Indonesian cocoa products rely on export market, so inevitably the industry must adapt to all the developments taking place in the international world. Since the level of consumer awareness increases, the demands of the market for agricultural commodities undergo major changes. Consumers not only expect good quality of the products they buy, but also require consistency in supply chain management and

certifying, especially in terms of economic, social, and environmental. The manufacturers should be involved in any development program related to supply chain and certification.

Unfortunately, only a small proportion of Indonesian cocoa sector has certified their product, although it doesn't mean that there is no hope for Indonesia to penetrate the market of sustainable cocoa.

This condition prompted the form of a program within certification framework, which is also referred to as 'kakao lestari'. Certification frame was chosen to complete programs that have already existed; either was done by the government, private, or any other party.

In 2011, Kalimajari Foundation along with The Business Watch Indonesia (BWI), Koperasi Kerta Semaya Samaniya,

Samaniya, and 1.588 farmers from 18 Subak Abian (group of people who cultivate commodity plant), which are spread over four districts in Jembrana, started a new vision. They built a sustainable method of a certification system.

Upstream to downstream aspects are program's major concern. Not only strengthening the farmers, Subak Abian is also used as a social institution; while cooperation, which provided reinforcement capacity, serves as the certificate holder. The main points are hoped to develop a strong empowerment process.

However, implementing a new program is not easy; challenges may appear at any time, especially at the beginning of the program. Changing the mind-set of farmers is one of them. Solution taken was to give continuous guidance, and to establish good communication with various stakeholders, such as governments, private sector, donor agencies, and other elements. Mentoring and communication also aim to strengthen the position of cooperation in the program.

As time went by, the program eventually delivered Koperasi Kerta Semaya Samaniya, the first trusted community, as a certificate holder. Of course, it was not easy to derive a trust; limitations of human resources, minimal funding, developing internal

control system (ICS) as community coaching, until perfection at farmers and cooperatives level, were some of the challenges faced by Kerta Semaya Samaniya.

Meanwhile, to improve the quality and quantity of cocoa beans, cooperative sales system had been built, and farmers were given premium price. Another thing that is to embed the meaning of 'sustainable', in terms of certification, as a reminder the importance of cocoa to continually grow and flourish in the district.

Benefits for all parties

Besides constant mentoring, implementation of good agricultural practices (GAP), which strictly regulates farming practice, provides a positive impact for farmers, especially to increase productivity. From data obtained, there was an increase in production of average 1.6 to 2 kg of wet beans per tree, where previously only reached 1.3 to 1.5 kg per tree.

To improve postharvest quality, company social responsibility programs (CSR) were also implemented, recently by Bank Indonesia and Bank Exim by distributing solar dryer unit and cocoa tester to several subak. Similar assistance was later followed by local government, hoping to set an example for other stakeholders to participate in developing the program on larger scale.

Benefits for agencies such as Subak Abian are the growing of its capacity in terms of marketing; caused by an agreement of direct marketing from farmers to cooperation through unit level processing(UPH) in every Subak Abian. That way, the market chain becomes shorter and farmers can get higher prices. Meanwhile sales activity also performed under the auspices of Subak Abian, so they could get bigger volume and stronger bid.

Quality control is undertaken in stages, starting from farmers, then

Subak Abian, UPH, and cooperation. One of the real impacts is the forming of UPH Merthala in Yeh Embang village (sub-UPH Amrita Nadi Tempek Badung, Yeh Embang Kauh village), and UPH Taman Sari, Candikusuma village.

Benefit for Koperasi Kerta Semaya Samaniya as certificate holder is, that it has gradually improved its cooperative management, which is regulated in the agenda of its own members, in this case Subak Abian. In addition, they started to use UTZ codes of conduct as a benchmark to improve their role in cooperation. Thanks to the improvement, cooperation position as bidder and market chooser is increasingly stronger, and is no longer dependent on a single market.

Nevertheless, flow of market selection that is ready to give premium to farmers, still need to be fought. Currently Koperasi Kerta Semaya Samaniya is used as a reference and a comprehensive review of cooperatives in Indonesia, and is expected to provide the spirit for other cooperatives to improve their system.

Commitment from all parties

Developing commitment from all parties involved in the flow is not a simple job. If the commitment of farmers has been achieved, it cannot be said as a success, because to support around 1.588 people will need cooperation from all parties.

As a working system and a phase of a program, the role of ICS is important, primary at farmer and cooperative level. Increasing ICS as a formidable human resource should always be the target of the program each year. It should be assisting farmers in making any changes, from managing the farm, recording farm journal to building sense of openness.

From the institutional side, removing Subak Abian's socioreligious function as a board, to be a productive economic empowerment institution can be a constraint on program

implementation. This change should be done gradually and developed in line with the noble values of Subak. Thankfully, the bond that has been rooted in the institutional Subak, helped the communication within the program runs effectively; coupled with Paruman activities (gathering) at each Subak which eventually became the bridge to deliver cocoa certification programs.

With high willingness

Upstream to downstream aspects which have been built should be made as an evaluation. While learning activities that has been done while the program was running might be forwarded to other farmers, so that more and more 'local champion' appeared. Creativity which is more down to earth should be made to translate the code of conduct, which is often written in a language that is difficult for farmers to understand.

On the other hand, farmers are expected to have self-awareness in order to be more actively involved in certification program. There is no term of 'registering' farmers. Awareness should be built by delivering continuous information, so in the end, farmers can take their own decision whether to participate or not. From delivering information it is expected that only high-willed farmer who joined the program.

All the challenges faced by Koperasi Kerta Semaya Samaniya and cocoa farmers in Jembrana have become evident that the spirit of change, high survivability, and a sense of togetherness, will built a sustainable certification flow. (RI)

I Gst Agung Ayu Widiasuti is Kalimajari Foundation Director and Cocoa Sustainable Certification Program Assistant in Jembrana regency.

Photo: I Gst Agung Ayu Widiasuti

COCOA CERTIFICATION AND ROLE OF THE GOVERNMENT

Future actions and policies

In May 2010, the Indonesian cocoa stakeholders succeeded in formulating the National Indicators and Criteria for Sustainable Cocoa. The formulation certainly cannot be separated from government big support in forming sustainable cocoa in Indonesia. Below is our recent conversation with an expert from Ministry of Agriculture, Directorate General of Plantation.

In term of cocoa certification, government is not only acted as one of the institution who formulating the national indicators, but also expected as a decision and policy maker who supports the sustainability of cocoa.

I Nyoman Oka Tridajaja, PhD, an expert of sustainable agriculture, shares some of information concerning cocoa certification, especially those related to government plans and policies that will be realized in the near future. Here are the details:

How does the ministry help farmers in improving competitiveness through certification? The government technically manages all the certified products, mainly by documents recording. That way, the government could track farmers who do not own a certificate, and later we have them trained in order to make them viable to get a certificate.

Is there any particular system developed by the ministry? System that is being developed is called the ISCCocoa (Indonesia Sustainable Cocoa) certification. The system is formulated from various international standards which will raise the quality of Indonesian cocoa.

Are there any facilitation or coaching that has been done by the ministry to help cocoa farmers to get certification? The Ministry

currently has made an allotment of funds for several farmer groups in Indonesia; especially in Bali, West Sulawesi and West Sumatra.

What policies or regulations have been made concerning cocoa certification? At the moment the ministry is developing principles and criteria for sustainable cocoa, which included in the ISCCocoa. The implementation itself has been compiled in ministerial regulations, but its application is still under discussion in the Legal Bureau, Ministry of Agriculture.

Is there a macro planning for cocoa certification? The concept has been made; just have to wait for signature of the Minister of Agriculture. After that, we can create a draft.

How do you monitor the provision of cocoa certification in this vast archipelago? Indonesia doesn't have a lot of cocoa plantation, yet. Production centres also exist only in a small part of the archipelago. So supervision is not very difficult, and everything is already listed in the Cacao National Movement map. If I may be honest, numbers of certified farmers are still small. It is a home work for all the stakeholders.

With the certification, what ministry expects from the farmers? Obviously, we expect their certified products have high competitiveness, domestically, regionally, and globally. (IPR)



Latest system is being formulated by the government which will raise the quality of the Indonesian cocoa.

We also want to see farmers obtaining premium price so they could increase their earnings.

What perception does ministry expect from society when they see farmers getting certified? We hope people can see certification as one of the best ways to improve quality and safety of cocoa products. Manufacturers also expected to be able to apply the principles and criteria of sustainable cocoa.

Are there pro-cons from farmers about the certification? Farmers are actually agreed to have their cocoa certified, especially when they get assisted by local government and non-government organizations. Farmers also get premium prices from certification. So it makes a difference to those who have not obtained certification.

What is your own response on certification of cocoa in Indonesia? I agree with this program, it forms the sustainability of cocoa in the country. Indonesian cocoa exports had peaked at number three in the world, while in Indonesia itself; it became the third largest foreign exchange from farming. Investors have also built new plants, so there should be balance with our supply. Personally I would like to see certification applied in more areas, especially where farmers begin to think of switching to other crops. (IPR)

Photo: Mia

SUSTAINABILITY SCHEMES IN THE INDONESIA COCOA INDUSTRY

Evaluating the Impacts

Many stakeholders have identified the need to better measure the impact of programs aimed at improving smallholder livelihoods and sustainability in the cocoa sector. As an increasingly popular approach, sustainable certification schemes require greater evaluation, something that certification organisations themselves recognise. Until recently, there weren't many attempts to systematically monitor the impacts of certification on farmer livelihoods or the environment. Jeffrey Neilson and Fiona McKenzie report.

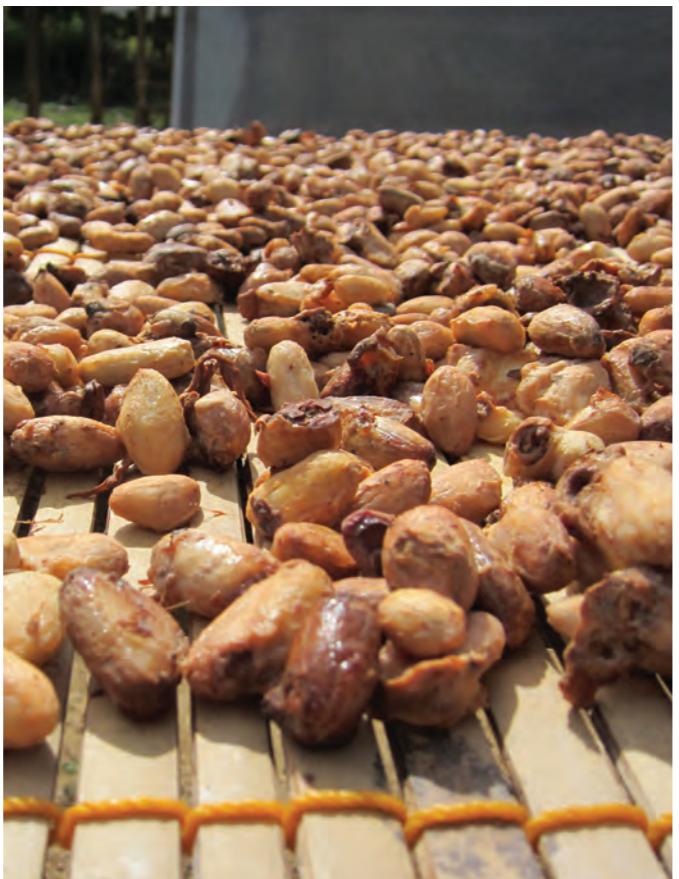


Photo: Fiona McKenzie.

In the long-run, a greater understanding of impacts will allow for improved programs and investments. This is easier said than done. Determining how to design a survey that provides a true indication of sustainability can be difficult. Indicators need to be suited to the local context and able to capture economic, social and environmental changes that are occurring at the farm-scale. This must be done in a situation where farmers may not keep farm records and where assessing changes in environmental conditions such as biodiversity can pose logistical challenges as well as requiring a skilled surveyor.

Given its importance, research exploring the effective design of a farm level sustainability survey is now being supported by the Australian Centre for International Agricultural Research (ACIAR). As part of this multi-year project, a series of assessments will be conducted across

Indonesia to determine appropriate methods as well as outcomes. As a first step, researchers from ACIAR and the University of Sydney, in partnership with Hasanuddin University, trialled a survey with 158 cocoa farmers in West Sulawesi in July 2012. The results of this pilot survey (see link on next page) are helping to inform the design of the larger-scale impact assessment.

In April 2013, ACIAR co-hosted a workshop with the CSP to discuss the method and results. The workshop was well attended with 24 representatives from academia, government, non-government organisations, the private sector and certification organisations. Some of the preliminary results are shared here, although it needs to be emphasised that the primary objective of the pilot survey was to trial a method rather than categorically assess the impacts of certification.

Changes caused by certification
The pilot survey did yield some interesting, albeit tentative, findings. Overall, farmers participating in certification schemes felt overwhelmingly positive about the benefits of the program. They were particularly positive about the economic benefits and the provision of associated services, such as training and credit. Other findings included that:

- Certification was associated with the introduction of new cocoa marketing schemes (direct exporter linkage), which was strongly supported by farmers;
- Certification was associated with significantly more active producer organisations, which were delivering several co-benefits to participating farmers (e.g. labour sharing, access to credit, collective marketing);

"Other survey findings could not necessarily be attributed directly to certification. This is not necessarily to say that certification wasn't responsible but that the method may need to be refined to better distinguish between changes caused by certification versus changes caused by other factors"

- Certified farmers had higher purchasing capacity than non-certified farmers;
- Certification was associated with increased levels of farm-level record-keeping (sales, use of inputs), which may, in time, result in heightened levels of financial literacy and improved production efficiency;
- Awareness of the use of dangerous chemicals was particularly enhanced amongst certified farmers, with claims by farmers (unverified by the survey) that specific pesticides were now being avoided.

Other survey findings could not necessarily be attributed directly to certification. This is not necessarily to say that certification wasn't responsible but that the method may need to be refined to better distinguish between changes caused by certification versus changes caused by other factors. For example:

- Certified farmers (even after taking into account extended drying of cocoa beans) are receiving higher prices than non-certified farmers - but it is difficult to ascertain whether this is due to the certification scheme specifically or the associated direct-purchasing program; and,
- Certified farmers generally reported spending increased amounts of labour on their farm (both their own family labour and recruited labour), which could be interpreted as either employment creation or increasing farm costs and therefore reducing farm profits.

Improved smallholder livelihoods and sustainability
Lastly, there were findings which will require observation-based assessments to complement farmer surveys. For example certified

farmers had a much higher level of awareness regarding issues such as health and safety, gender, and environmental management - but it was difficult to verify whether this was translating into improved practices. Social sustainability is similarly difficult to assess and may solely depend on subjective data, although it is possible to refer to linked variables such as availability of corresponding social infrastructure and facilities.

Observation-based assessment may contribute to a better description of social household conditions such as living condition appearance, building material, ventilation and sanitation practices in addition to subjective information on social values, feelings and perceptions.

Clearly there is more to measuring sustainability than meets the eye! We will keep working to refine our method and better measure sustainability outcomes. We will keep sharing our results too and invite anyone interested in learning more to contact us. Ultimately, we hope that a greater understanding of farm-level impacts of certification schemes and other value chain interventions will not only result in improved programs, but also in improved smallholder livelihoods and sustainability. (IPR)

Jeffrey Neilson and Fiona McKenzie work at the University of Sydney, as a senior lecturer and research associate respectively.

http://sydney.edu.au/science/geosciences/research/re_cocoa.shtml

Satu Tahun PISAgro : Menyelaraskan Kemitraan Untuk Pertanian Berkelanjutan

Malang, 29 Mei 2013



Text by: Megi Wahyuni/Nicolas Tomecko/Manfred Borer

PURSUING TARGET OF COCOA



RAPID GLOBAL population growth and development put an ever increasing strain on natural and agricultural resources, increasing the importance of prioritizing the sustainable production of agricultural commodities. End-consumers are also increasingly concerned with the sourcing of ingredients going into their products and whether it is conducted in a sustainable and equitable manner. For cocoa, this is especially true of the consumer base for high quality chocolates in Europe. In order to maintain its market position as the world's third largest cocoa producer, production in Indonesia will need to meet agreed international standards that promote sustainability and equity in cocoa production.

In order to support sustainable agricultural production and the development of Indonesia's cocoa economy, Swisscontact, the Secretariat for Economic Affairs SECO, the Sustainable Trade Initiative IDH, the Embassy of the Kingdom of the Netherlands, and five leading international Private Sector Companies from the cocoa sector have formed a large Public Private Partnership (PPP). This PPP, named the Sustainable Cocoa Production Program (SCPP), runs from 2012 to 2015 and is implemented in six provinces in Indonesia, including Aceh, West Sumatra, West Sulawesi,

South Sulawesi, Central Sulawesi, and South East Sulawesi.

SCPP has conducted trainings at all levels in the five target districts in Aceh

The Program and its Private Sector Implementing Partners work directly with 60,000 cocoa farming households to improve cocoa productivity and quality, as well as achieve voluntary certification of smallholder cocoa producers, based on international sustainability standards. The Program takes a bottom-up approach, directly training cocoa farming household members, helping to strengthen and develop Cocoa Producer Groups (CPG), supporting the development of business-minded CPG to become Smallholder Cocoa Enterprises (SCE) in each sub-district, and supporting the development of District Cocoa Clinics (DCC) to act as service providers and formal Farmer Organizations/Associations for the SCE/CPG falling under its umbrella. This structure and Program Targets are illustrated in the chart 1.

Certification Processes of Farmer Organizations in SCPP

SCPP works with international certification labels and private sector companies with a strong commitment to sustainable cocoa production in an effort to improve farmer livelihoods, raise cocoa quality standards, and improve Indonesia's competitiveness in the international cocoa market. The certification program targets certification for 20,000 cocoa farmers with different Certification Labels (e.g. UTZ Certified or Rainforest Alliance) and supports at least 12 District based Farmer Organizations in the establishment of Internal Control Systems. Ideally, the certificates should be held by Farmer Organizations/Cooperatives/Associations (such as the DCC, which are established by the Program at District level), rather than by private sector actors who are the buyers of certified cocoa.

SCPP, through its design as a PPP, includes committed buyers of certified cocoa as Program Implementation Partners, and therefore works with the Private Sector Companies on different models to ensure sustainability of the Internal Control System (ICS) and the Farmer Organizations as certificate holders. Applying this approach should provide full traceability of



Chart 1, the program takes a bottom-up approach in pursuing target of farm productivity and cocoa quality improvement.

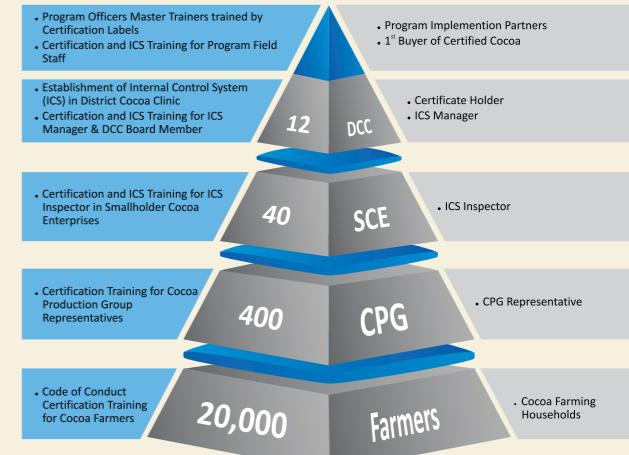


Chart 2, certification training processes in SCPP flow downwards to farmers level.

swisscontact

SCPP
Sustainable Cocoa Production Program
Program Produk Koko Berkualitas

Partnering with



certified cocoa for the buyers and farmers with sustainable access to markets, a price premium for their certified cocoa beans, improved access to farm inputs and potentially increased access to credit. However, certification is often perceived as a consumer-driven process, which leads some cocoa farmers to be skeptical about receiving tangible benefits themselves. Unfortunately, it is sometimes the case that current price premiums provided by buyers for certified cocoa are not considered sufficient for the additional work necessary, at both farmer and farmer organization levels, to achieve certification.

Although obtaining a price premium for certified beans is an important issue to cover certification and ICS cost, the Program is focused on ensuring that farmers produce higher yields of higher quality beans through the intensification of farm management and the application of Good Agricultural Practices (GAP).

The certification process in the Program begins with Master Training of Trainers for Program Officers (Swisscontact and Private Sector Implementing Partners), conducted by international certification labels, to provide a thorough understanding of the steps and criteria involved in certifying cocoa farmers. Technical

advice is then provided by the Program Officers and the international certification labels to facilitate the setting-up of the ICS and internal auditing systems at DCC and SCE levels.

The ICS essentially houses important data on all certified farmers underneath the umbrella of the DCC, from basic demographic data and farm location mapping, to farm-related statistics (e.g. production, farm size, on-farm practices etc.). ICS Inspectors ensure that CPG representatives at Sub-District level are thoroughly trained in required standards that need to be met and the certification code of conduct. The CPG representatives then conduct training for all CPG members (with support from the Field staff, ICS Manager and ICS Inspectors), which includes a complete explanation of the certification code of conduct and basic certification processes.

Once the system is in place and running appropriately, and the ICS confirms that farmers are complying with certification standards and the code of conduct, an external audit is arranged by the Program, using a list of certification bodies approved by the certification labels, to assess the system. After the system has been audited

and results show that it is maintaining appropriate standards, the DCC and cocoa farmers under its umbrella are certified. The external audits then need to be conducted annually to retain the Certificates.

To date, SCPP has conducted trainings at all levels in the five target districts in Aceh and is conducting regular meetings to strengthen the structural capacity of the DCC and internal control/audit systems for farmer organizations. Program certification processes in Sulawesi and West Sumatra are in the early stages of implementing a similar model.

Manfred Borer, SCPP Program Director added that "hopefully, so far in the SCPP Program, we have carefully followed all the procedures specified by the Certification Labels Code of Conduct for producer groups, even though it consumes a lot of additional time. Further, certification, as a supporting tool to achieve sustainability in the cocoa value chain and to achieve the objective of an improved livelihood of cocoa farmers, must be carried out as efficiently and effectively as possible and give priority to profits for farmers," Manfred Borer concluded.



CSP GENERAL ASSEMBLY MARCH 2013

Moving Forward For Indonesia Sustainable Supply Chain 2020

By Rini Indrayanti



Photo: Mia

General Assembly this March was slightly different from previous meetings; CSP members were reviewing their strategic objectives as well as defining what is to be achieved in accordance with the Vision 2020. In addition, representatives from directorate general of estates and provincial and district level state crop department from cocoa centers in Indonesia were also present.

Participants decided three things that will be accomplished within the Vision 2020, namely:

- Bringing Indonesia to become world's number one cocoa producer with increasing production to 1,5 MT per year.
- Increase farm production 1.5 tons per hectare per year, and
- Restores 500,000 young people back into village to plant cocoa.

Of these objectives can be seen that the increase in production and productivity of cocoa is still a major concern, and it is considered essential to ensure the sustainability of cocoa in Indonesia. Concerns over lack of interest in the younger generation to farming also threaten the sustainability of cocoa in the future.

So in order to realize the 2020 Vision, CSP will make a Road Map for Sustainable Cocoa Supply Chain 2020 and determine that the Road Map should be completed in December 2013. A Task Force consisting of multiple stakeholders has been formed to oversee the formation of the Road Map. CSP is currently still in the process of hiring consultants. (IPR)



Photo: Igor Rangga

A brief survey has been conducted in May 2013 by members of CSP

CSP WORKING GROUP JUNE 2013

Regular three-monthly meetings of the Farmer Empowerment and Sustainable Supply (FESS) Working Group, and CSP R & D Technology Transfer (RDTT), Makassar 7 June 2013.

By Rini Indrayanti

The FESS meeting was attended by MARS, UTZ, Cargill, AMARTA-2, Swisscontact and VECO. The meeting had discussed the follow-up activities planned for 2013, including a survey of farmer group aggregation models and its integration into cocoa value chain program. Also discussed the CSP members capacity mapping survey, as well as a plan to hold a gender and agrifinance workshop.

Improved Value Chain Development
In connection with the survey of farmer group aggregation models, a desk review has been conducted to oversee farmer group models integration into value chain commodity development activities. There are four models that have been identified related to the phases of activity: the initiation, co-management, mentoring and partnership. To assess the status, and what kind of model that a farmer group should be, indicators were defined to assess the farmer group.

In detail, there are 18 indicators which will be tested on the target groups through a survey. The survey itself planned to take place in June and July 2013 and the results will be presented in a workshop in August to get feedbacks and refinement of other group members.

Meanwhile the RDTT working group meeting was attended by UNHAS, ACIAR, Swisscontact, AMARTA-2 and VECO. The meeting had discussed the follow-up of working groups plans and other issues such as:

capacity mapping; proceed with the construction of a database system. Currently the database system and questionnaires are in the stage of improvements.

Addtion to the above activities, in September, the working group will hold a gender workshop which aims to:

- Know the roles of men and women in the cocoa value chain
- Determine the gender-related issues in the cocoa value chain, as well as
- Lift the importance of women's role in the economic success of the program or activity.

To smooth the activities in the workshop, the group will work with several agencies who are experts in gender issues and agriculture.

Better to prevent

Meanwhile the RDTT working group meeting was attended by UNHAS, ACIAR, Swisscontact, AMARTA-2 and VECO. The meeting had discussed the follow-up of working groups plans and other issues such as:

- Controlling black pod, since the disease is still a threat to farmers
- Rainfall is quite high these days causing the disease to spread

more rapidly

- Practices that have been done to control black pod such as using betel leaf solution which is proved to be effective.

Another thing that becomes an obstacle in controlling black pod is when farmers hiring labours who only willing to pickup ripe fruits when harvest time. What also needs to be improved is to change farmers' understanding that it is better to prevent diseases than to cure.

Associated with the work plan, this working group had discussed the results of farmers adoption rate survey. The questionnaire for the survey was made in April 2013 and has been deployed in May and June. Interim results have been collected, but the data remains to be analyzed. It is expected that at the next meeting we could define the results and distribute them to CSP members.

In addition, the working group also plans to make a manual for demo plot . This activity is expected to be completed in December 2013. (IPR)



SOMETHING THAT OPENS THE EYE

Farmer Field Visit of Polewali Mandar Farmers to Luwu

Farmers from Polewali Mandar (Polman) recently took an initiative to visit their fellow farmers in Luwu. They wanted to see what farmers in Luwu had been accomplished after applying good cocoa farming practices.

Kartika Fauziah reports.

The Farmer Field Visit began on 17 April 2013; around 16 farmers from Kelompok Tani Bina Remaja and Tunas Harapan were participated. They were accompanied by three extension staffs from Polman Department of Forestry and Plantation (Dishutbun), and two employees from the Institute of Agricultural Technology (BPTP), South Sulawesi. They were sent by Polman Secretary of the Department of Forestry and Plantation.

On the first day, participants headed directly to Kelompok Tani Buah Harapan area which was located in the hamlet of Toangkajang, South Paremang, Salu village, Sub-district Kamanre, Luwu. They were gathered in Tani Buah Harapan Studio and greeted by Mr. Baramang, chairperson

of the group; there was also Arief Iswanto as Australian Centre for International Agricultural Research (ACIAR) representative. The event began with an introduction between participants and Kelompok Tani Buah Harapan, followed by Arief Iswanto brief presentation about using organic fertilizer.

Presentation was given on soils that had been damaged caused by constant use of chemical fertilizers. The selection of such places was deliberately done in order to encourage Polman farmers to start using natural ingredients that can be obtained from their own land such as twigs, leaves, as well as cocoa pods. Kelompok Tani Buah Harapan itself has long used organic fertilizer, regardless the compost

processing machine donated from PT. Mars. Thanks to the use of organic fertilizer, Kelompok Tani Buah Harapan managed to get certification from Rainforest Alliance (RA). Buah Harapan also began to use botanical pesticides to repel pests, as well as pruning techniques to control weeds.

Don't wait for donation

On second day, the participants went to a place where farmers usually producing compost, which was also managed by Kelompok Tani Buah Harapan. The farmers were shown the stage of producing compost from cocoa waste and livestock excreta.

They continued to a field managed by Pak Baramang, chairperson of Kelompok Tani Buah Harapan. As a cocoa farmer, he had been using

organic fertilizers more than three years. Baramang said, some things should be kept in mind, namely fertilizing, pruning, and providing better sanitation. "Field that is located in the mountains is better to use organic fertilizers. Farmers will need to add transportation cost if they want to keep using chemical fertilizers," Baramang suggested.

At the end of the meeting Baramang gave an impetus to his colleagues, "It is necessary for farmers to love their work and pay full attention to their field. Try to be more independent, don't expect donations. If you do this, good results will surely come." Baramang also added that farmers who have extensive gardens should hire more labour.

Build your own initiative

On the third day, the participants went off to Mars Cocoa Development Centre (Mars CDC) in Tarengge. It is a research and training centre for cocoa farmers. Many farmers, workers, and students, had been educated here. When the group arrived, training was being conducted for Food Guidance and Security Agency employees, Gorontalo Province. There were also some students from Vocational School (SMK) of Bone-Bone and Tomoni who were taking job trainings. Three employees of Mars Vietnam were also being trained as coordinators for Mars CDC in Vietnam

Participants were received by Pak Muhajir and Pak Jasi, experts from PT. Mars who then explaining briefly about Mars CDC activities, including the so-called Cocoa Doctor. Cocoa Doctor is an activity of two weeks training which aims to establish good farming pioneers. In later time,

In this meeting Robin told the farmers



that sometime in the past, he had cocoa field of only 0.5 ha. When he made a study to Noling and Palopo, his eyes opened. "I got interested and have often wondered on how to plant cocoa properly. Later I registered as a candidate in the Cocoa Doctor Mars CDC in Palopo," told Robin. After completing the training, Robin returned to Pendolo and started practicing the knowledge he had acquired, as well as launched a breeding and transplanting services. Robin also trained several young people in his neighbourhood to be transplant experts. Recently Robin had reach turnover more than Rp450 million! Robin now has a land area of 12 ha of cocoa and he succeeds to build a house for his parents.

Pledge of the farmers

Finally the farmers of Polman reached their last day of visit. Before returning, the group stopped at Mars CDC to say goodbye. Pak Muhajir and Pak Jasi took a little evaluation on the farmers. They asked the farmers what had been gained during the study, what they would practice upon returning home.

Pak Alimin, one participant replied that the study was very impressive and he would remember it for the rest of his life. "For decades I was too lazy to add fertilizers, barely pruning, and never sprayed on the field. All I did was picking up the crops," he recalls. Alimin also admitted that once he did not believe that side grafting technique would produce something. "I thought there would be no result; but after I saw what happened in Luwu and Tarengge, my eyes opened. Now I believed that side grafting produces!" he said eagerly.

In the end, all participants pledged to implement good farming practices on their own field. Thanks to the reflection on cocoa farmers in Luwu, they were convinced that in the near future, every farmer in the Polman can also have a turnover of Rp450 million. (RI)

Kartika Fauziah is a researcher in Agricultural Technology Assessment Agency (BPTP) South Sulawesi and members of the research team at ACIAR.



AGROBUSINESS NATIONAL SEMINAR UNIVERSITAS HASANUDDIN 7 MAY 2013

Strengthening the Sector to Improve Competitiveness in Cocoa Global Market

Early May, the young generation from Agribusiness Graduate Program of Universitas Hasanuddin organized a national seminar enhancing the competitiveness of global cocoa market. Arni Zakaria reports.

Cocoa is a commodity that has an important role for the Indonesian economy, especially for its part as a job provider. In addition, cacao also plays a role in encouraging the development of the region and the development of agro-industry.

Each year, cocoa commodity exports are increased. Please note that some provinces in Indonesia have a huge potential to develop the commodity. But it would require an integrated agribusiness system that can later be pushed to improve the quality of cocoa production in a sustainable manner and improve the welfare of the community.

Cooperation of all parties
Agribusiness is a business related to agriculture and includes activities that support subsystems, production, and post-harvest or marketing. Seeing that, there should be an ongoing collaboration between capital owners, entrepreneurs, and farmers to achieve good quality and quantity. Also required cooperation among subsystems in each sub-sector

of agriculture business; lack of cooperation will cause a decline in agricultural production, forestry, and food crops.

So as a first step, Agribusiness Graduate Program of Universitas Hasanuddin held a national seminar in order to capture the ideas, bringing together the views, and generate worksheets that are useful for the progress of development of agribusiness.

Stimulate brilliant ideas

This seminar aims to reinforce some of the material presented by a variety of experts, started from Andi Siti Asmayanti, then represented PT Mars Symbioscience, who submitted material regarding the role of PT Mars Symbioscience in developing cocoa as a commodity. Then there was an explanation of UTZ as a certification agency and its part to help farmers to achieve international quality by Mercedes Chavez; then continued with the study of strategy development through cocoa technology transfer by cocoa expert Prof. Sikstus Gusli.

The seminar was closed with a review of several agro commodities on the face of global market by Dr. Rahman Laba, an economic and financial expert, and Dr. Jusni, an expert in marketing and entrepreneurial studies who conveys the cocoa marketing strategy in improving the welfare of farmers.

It is hoped that seminar like this would stimulate brilliant ideas that students will later be used as performance evaluation across stakeholders in the cocoa industry. (IPR)

Arni Zakaria once worked as a Training Support Consultant at UTZ.

Photo: Arni Zakaria.



The three winners, from left to right: SMKN I Bone-Bone as the first prize, while runner-up and third prize won by SMK Tomoni I in a row.

Photo: Rison Shamsuddin

AGROBUSINESS CONTEST PT MARS SYMBIOSCIENCE INDONESIA

It's one of the Ways to Build Interest in Cocoa Industry

To support interest of younger generation in agriculture, especially in cocoa sector, PT Mars Symbioscience Indonesia recently held a contest called Cacao Business Planning for Vocational School (SMK) students or equal in Luwu Raya district. Cokelat editor Rison Shamsuddin reports.

Divided into four stages, the contest started with a technical committee meeting on 19 January 2013, followed by collecting proposals from participants on 20 January 2013. Assessment of the proposals by the committee was conducted one month later, and ultimately the winners were announced on 5 April 2013. The event was opened by Sari Nurlan (External Relations Manager of PT Mars Symbioscience Indonesia), Darna Ismail (Certification Manager PT Mars Symbioscience Indonesia), and government representatives of Palopo.

The contest had decided on three winners, namely SMK I Bone-Bone as the first prize, while second place and third had been won by SMK I Tomoni.

Here is a brief profile and results of innovation from the three winners:

- 1. Cocoa Shatter Machine, SMK I Bone-Bone:** Advantage of this tool is to accelerate the process of fragmentation and facilitate the separation of cocoa seed from its placenta and fruit skin. Farmers using the machine can also maintain the quality of seeds, able to break the cycles of Cocoa Pod borer (CPB) straight from larvae, and simplify the process of sanitation.
- 2. Utilization of Water Droplets From Cocoa Beans As Herbicides Backup and Organic Liquid Fertilizer, SMK I Tomoni:** By utilizing the water droplets from cocoa beans, farmers can create additional livelihoods,

in addition to controlling the growth of weeds, reduce waste, and of course, preserve the environment.

- 3. Use of Organic Plant Insecticide For Cocoa, SMK I Tomoni:** Pesticides are made from materials such as jarak beans, soursop fruit, pepper, papaya fruit, babadotan leaves (*Ageratum conyzoides L*), as well as garlic. Such pesticides might be the answer to the problem of high cost chemical pesticides on the market.

Hopefully in the future these students can come up with fresh business ideas which are more profitable, and increase the interest of other young people about cocoa farming. (IPR)

Fermentation Activity of Tapporang Women

REFLECTION ON COLONEL SANDERS

In late June Cokelat visited Tapporang village in Pinrang region to see a group of women who took the initiative to promote business in fermentation. What have they really accomplished? Here is the coverage.

As we all know, fermentation activities to improve the quality of cocoa beans have not been carried out by most Indonesian farmers. But a group of women in the region of Pinrang, apparently well aware that these activities could potentially increase their income.

A group called Jaya Mandiri started to engage in fermentation since the first quarter of 2013. Jaya Mandiri actual purpose was to create an activity that attracted the attention of many female farmers. Before this, they had been conducting a process turning water hyacinth into compost for cocoa plant. It was a success. Then they thought, what other activities could be beneficial for them. "After studying here and there, we decided to do the fermentation," said Rosmini Mansur who appointed as the chairperson.

A ton in two months

Jaya Mandiri itself is a combination of four groups of women in the area around Tapporang. The merger was

intended to achieve more and more result of fermentation that can be sold to the buyer. But why choose fermentation? Women in Tapporang apparently was pleased with activities that require patience without having to sacrifice a lot of time. "Men are less painstaking, they have many excuses when asked to manage the fermentation," said Rosmini, laughing.

In Jaya Mandiri office there are six large boxes for fermentation. Bukit Tinggi group, other group under the guidance of Jaya Mandiri, has planned to make 10 boxes, while the group at Sejahtera village already has six boxes.



Since April 2013, fermentation products processed by these women



Rosmini. Starting with fermentation, cocoa beans from Pinrang can also be sold anywhere.

These fermentation boxes are made by each group consisting of 25 people. To make one fermentation box can cost Rp500.000, mainly to buy nails, worker consumption, and other materials that cannot be provided by the members. Due to high cost of manufacture, the wood should be taken from member donations. Box-making process is usually done by the women, "But when it comes to use the chain saw, we submit it to the men," said Rosmini smiling. Rosmini says that wood is still the most expensive raw material in making the boxes. Lowest quality alone can cost Rp35.000 per sheet, while the good one can be up to Rp50.000 per sheet. "So we were grateful with the donations, the production costs can be reduced," said Rosmini. When asked whether the quality and type of wood affects the fermentation Rosmini replied, "Not really. But low quality wood tends to break easily."

Photo: Igor Rangga



Women of Tapporang, scratching the beans

have been sent four times to an international buyer who has made a selling contract with the group. Meanwhile the fermentation standard and quality is determined by this buyer which also acts as a supply chain manager. At first, the group managed to sell as many as 284,5 kg of fermented cocoa bean, after which they sell on average about 200 kg. "So we've sold almost a ton within two months," said Rosmini proudly.

To maintain certification

According to Rosmini, fermentation activity is actually one of the ways to maintain certification they have run for four years, as well as to increase price of cocoa beans they sell. "The price of cocoa beans in this region is still lower than Polewali Mandar," told Rosmini. Therefore Rosmini and friends wished for further guidance, not only in fermentation, but other activities that may improve the quality and quantity of their cocoa beans.

Various training and demo plot given by the AMARTA program were quite helpful in increasing the production and productivity in Pinrang, although Rosmini as a chairperson of the group claimed that she still does not understand very well about traceability. Tapporang women also do not want to do things by the book, they expect more practices on the field. "We do not want theories," said Rosmini representing her friends.

At the end of conversation Rosmini says that she and her fellow farmers will not give up until they produce high precious cocoa beans. They reflect on the experience of Colonel Sanders, founder of Kentucky Fried Chicken (KFC), who had tried more than 730 frying techniques, before he finally got one which later became his signature. "By trying a variety of ways, KFC is now everywhere. We believe, that starting with fermentation, cocoa beans from Pinrang can also be sold anywhere," said Rosmini. (RI)

DO YOU FEAR OF CHOCOLATE?

Proven to be healthy let's eliminate the worries

You probably might consider eating chocolate makes you fat. But if you know exactly what chocolate can do, you might change your mind. Arief Iswanto, a researcher from Australian Centre for International Agricultural Research, breaks them all down.

Chocolate is easily digested and it contains lots of vitamins, among which A1, B1, B2, C, D, and E, and some minerals such as phosphorus, magnesium, iron, zinc, also copper. Antioxidant contains in chocolate is very useful to prevent symptom of cancer caused by free radicals in our body. Chocolate too contains essential minerals which have similar function with olive oil; those are to strengthen bones, nails, hair, and skin. These minerals are very helpful to slow down the aging process.

Element of *flavonoid* in chocolate have the ability to low cholesterol, thereby potentially reduce the risk of heart disease or heart attack. In addition, chocolate contains *flavanol*, making it capable of lowering blood pressure. Eating chocolate can also improve blood sugar processing so as to reduce the risk of developing diabetes.

Preventing heart disease
Chocolate's benefits to combat a variety of diseases, such as heart, skin, and constipation have been

widely studied. Nowadays most researchers support the use of chocolate to cure human disease, although further research should be done.

Chocolate is a food that is believed to chase away depression. Research conducted at the San Diego School of Medicine, California University, USA, revealed that depression can be reduced, even eliminated, by eating chocolate on a regular basis. That could happen because chocolate contains psychoactive molecule that can make people feel comfortable. Some content of chocolate like caffeine, *theobromine*, *methylxanthine*, and *phenylethylalanine* help improve appetite and reduce fatigue so that it can be used as an antidepressant.

Other uses of chocolate include curing cough. Experts have found that *theobromine*, the compound found in cocoa beans, can affect the *vagus* sensory nerve that crosses the airways in the lungs, thereby reducing cough. Meanwhile liver disease patients benefit from eating

chocolate because antioxidant in chocolate help reduce damage to heart blood vessels. People who eat chocolate regularly had blood clots more slowly, so that the risk of a heart attacks much smaller.

Eliminate the worries

There are even more uses of chocolate to our body. Chocolate is associated with chronic fatigue syndrome. Experts suggest that, rather than drinking soda or coffee when feeling tired, better to eat chocolate bar, chocolate candy, or drink a cup of hot chocolate. In small doses, caffeine in chocolate can relieve fatigue effectively.

So do you still afraid of chocolate? Let's eliminate the fear of eating or drinking chocolate. Do eat chocolate on a regular basis; do not forget to workout routine. You certainly will be liberated from feeling depressed, have a healthier body, and of course live longer! (IPR)

Photo: Mira.



Who says eating chocolates make you fat?

BARRY CALLEBAUT

Partnering With Cocoa Farmers, Accelerating Sustainability

By Marina Morari

Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, has championed efforts to encourage all stakeholders in the sector to work together in uncommon ways to ensure a growing supply of quality cocoa, produced in a sustainable and responsible way.

Barry Callebaut, formed in 1996, brought together the Belgian company Callebaut and the French company Cacao Barry - companies with histories of more than 100 years in cocoa and chocolate processing. The merger combined Cacao Barry's know-how in procurement and processing of cocoa beans with Callebaut's experience in producing and marketing chocolate products.

Today, Barry Callebaut has a global manufacturing footprint, operating in 30 countries, running more than 45 production facilities and employing a diverse and dedicated workforce of about 6,000 people. We serve the entire food industry focusing on industrial food manufacturers, artisans and professional users of chocolate.

Our business strategy is built upon four strategic pillars: expansion, innovation, cost leadership, and - more important than ever - sustainable cocoa. We focus on cocoa and chocolate - that's all we do. To satisfy the growing global demand for chocolate, we need a growing supply of quality cocoa. So we well understand the urgency with which we must work to ensure sustainable cocoa production.

Work directly with farmers

We define cocoa production as "sustainable" when farmer families earn an equitable income that encourages them and the next generation to continue cocoa farming, engage in responsible labour practices that do not exploit or harm children or adults, safeguard the environment through sound agricultural practices and responsible use of resources, and can provide for the basic health and education needs and general well-being of their families.

At Barry Callebaut, we work directly with farmers and farmer organizations to improve cocoa growing practices and to increase farm productivity and cocoa quality. Based on our experience, we have identified key elements that we believe are essential to achieve sustainable cocoa production. However, the reality for cocoa farmers today is that they must cope with three gaps - a knowledge gap, a materials gap and a funding gap. Unless each gap is 'closed,' farmers will struggle to realize the productivity gains that can lead to improved livelihoods. At Barry Callebaut, we believe that every stakeholder in the cocoa sector - public and private, for-profit and non-profit - has a role to play in addressing this challenge.

Through our Cocoa Horizons initiative, Barry Callebaut is partnering with farmers to help close these critical gaps. Cocoa Horizons builds on our experience, expertise and relationships with farming communities and our existing farmer programs, including the Quality Partner Program with cooperatives in Côte d'Ivoire and Cameroon, and the Biolands cocoa sourcing programs in Tanzania, Côte d'Ivoire and Sierra Leone. Cocoa Horizons focuses on 3 pillars: Farmer Practices, Farmer Education and Farmer Health.

The three pillars

Our aim with Farmer Practices is to double cocoa yields per hectare and improve cocoa quality through training programs in yield enhancement techniques and

sustainable cocoa production. We offer farmers the opportunity to use a fermentation technique we developed that results in higher quality beans with near-zero defects. And, we also help enable farmers to be eligible for independent certification according to multiple cocoa sustainability standards.

For Farmer Education, our aim is to improve access to education in cocoa farming communities and promoting a cocoa curriculum and other actions to train the next generation of young cocoa farmers. And for Farmer Health, our aim is to improve access to clean water and basic healthcare services to contribute to the wellbeing of farming families.

With this approach, we are working to enable farmers to earn more from cocoa production. Higher income and improved access to education, water and healthcare means improved livelihoods. In addition, we aim to enable young farmer entrepreneurs to set up businesses to deliver services to other farmers in rural communities, thereby accelerating sustainable cocoa production - and making cocoa farming an attractive option for the next generation.

Ultimately, it is cocoa farmers themselves - thinking and acting as farmer entrepreneurs - who will be the agents of change. Our collective actions now to accelerate sustainability - through engagement with associations such as the Cocoa Sustainability Partnership - will help ensure a brighter and prosperous future for coming generations of motivated farmers. Change is within our reach. (IPR)

Marina Morari is the Manager Corporate Social Responsibility - Global Sourcing & Cocoa of Barry Callebaut.

Contributing to sustainable growth in Indonesia

Cargill is playing a key role in the sustainable development of the Indonesian cocoa sector, which is now the third largest in the world, and growing.

We established our cocoa business in Indonesia in 1995. Today we source and export over 20,000 tons of cocoa annually and over the next couple of years we're investing over US\$100 million, most of which will be used to build a state-of-the-art cocoa processing facility in East Java.

Our work is guided by *The Cargill Cocoa Promise* – our global commitment to securing a sustainable supply of cocoa. We're delivering the Promise in partnership with farmers, customers, the local Sulawesi government and NGOs, such as SECO and Swisscontact, to improve the sector for generations to come:

1. Farmer training

Farmer Field Schools help farmers improve yields, enhance the quality of their crops and increase their incomes. In Indonesia, one focus area is pest and disease control because it's estimated that over 50% of the cocoa crop is lost this way. Our aim is to train 1,300 farmers.



2. Community support

Employees at our cocoa sourcing operations in Indonesia have renovated a number of orphanages and houses for the elderly. In 2012 we refurbished the Yayasan Panti Asuhan Rahmat orphanage in Makassar to create a safe home for around 60 children.



3. Farm development

Together with government officials, and under the supervision of Cargill's field officers, we've set up 40 demonstration plots, which show farmers how to use fertilizer appropriately, rehabilitate unproductive trees and distribute new, healthy seedlings.



The Cargill Cocoa Promise



Only with a mutually beneficial system will create a sustainable supply chain.

BT COCOA

Aims to Continue to Develop and Promote Cocoa Sustainability In Indonesia

By Thomas Jasman

The mission is to fulfil customer's cocoa needs with passion and integrity, whilst focusing on sustainable growth. BT Cocoa apply an integrated value chain straight from its eight buying stations, which is then sent and processed at our headquarters. Each step ensuring traceability and price transparency.

BT Cocoa absorb one third of the beans produced locally, thus there is great importance to ensure we meet our customers' needs without impairing the world's capacity to serve future generations. BT Cocoa works with an emphasis on collaborating with farmers, applying efficient processes and sustainable supply chains.

We aim to help transform cocoa farming into a viable and sustainable business for smallholders through a market driven approach. We assist in farmer groups, providing ongoing training and educating farmer communities in efforts of creating a fair and sustainable system that not only profit the cocoa industry, but the farmer families as well.

To ensure sustainability remains top of mind at BT Cocoa, we have created BT CARE (Cocoa Assistance and Rehabilitation Efforts), a program focused on putting our corporate mission into action. Through these quality, productivity and certification efforts, we are not only producing better products, we are also helping farmers generate more income.

Direct relationships with farmers
BT CARE adopts a holistic approach, not only focusing on one aspect but all involving people, planet and profit to ensure a sustainable system. Which is why we have included in this program a continuous effort on fermentation training to increase Indonesia's cocoa quality, currently still regarded as being lower quality.

Our pilot project in Bali launched in 2012, now has 32 registered co-operatives. We've invested in a BT CARE headquarter office in Pekutatan, where many of our training classes about Good Agricultural Practices (GAP), farming techniques and explanations about machinery are held.

To develop cocoa sustainability
BT Cocoa place high emphasis on having direct relationships with farmers. This is why we have a dedicated sustainability team on the ground in Bali to reach out to the farmers directly on to their farms and have the effort to build and continue these relationships with cocoa farmers. It is also the reason we use mobile technologies to increase communication with farmers, where

cocoa prices are sent daily, ensuring price transparency at all levels of the supply chain.

BT Cocoa is proud to be a member of the Cocoa Sustainability Partnership (CSP), whose vision to create an internationally competitive and economically, environmentally and socially sustainable in Indonesia, is aligned with our hopes. We are also active in a number of other sustainability focused organizations, including World Cocoa Foundation (WCF) and PIS Agro.

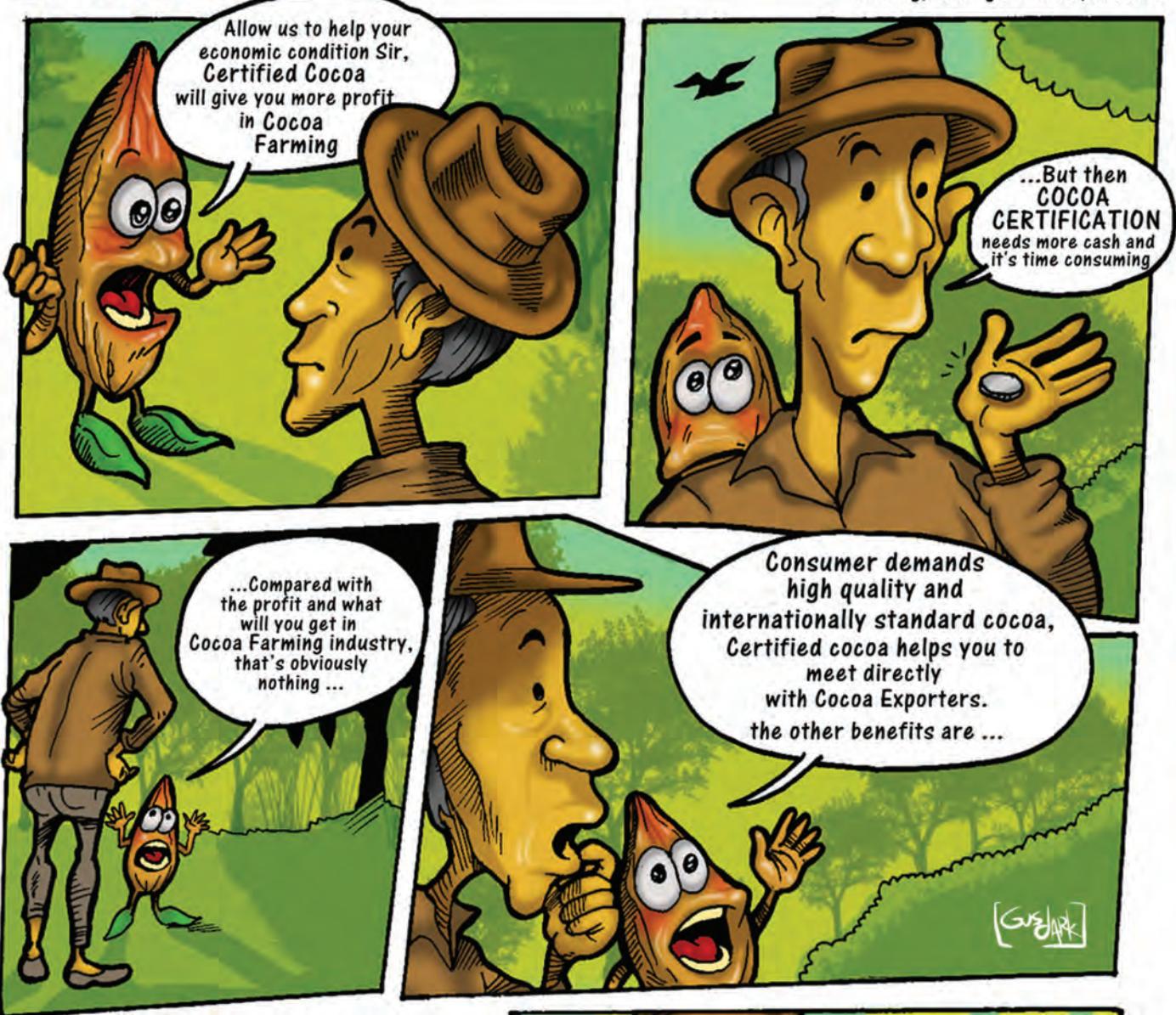
BT Cocoa aims to continue to develop and promote cocoa sustainability in Indonesia. Only with a mutually beneficial and profitable system will a sustainable supply chain exist. (IPR)

Thomas Jasman is the Supply Chain and Operation Director of BT Cocoa

BT COCOA
Good from the source

Si Koka

drawing, coloring and text by Gus dark



Easy to get loans

High Purchasing Power



Improving
the quality and production
of Cacao

Get more knowledge
about Cocoa farming so we can avoid
the use of harmful chemicals

Help the world in
protect and preserve the environment

... and many more programs
that based on
Cocoa farming



Interesting,
Al'rite I will put you in school, I mean
in Cocoa Certification Program

THE END