

Shallots from TSS & Seedlings

VegImpact | 21 October 2020

Agenda

- A little bit about myself
- Why we are in NTB & our facilities
- Advantages of TSS: Growing from Seeds and Seedlings
- The purpose of this knowledge transfer
- Strategy
- Challenges
- Knowledge transfer in three agronomic areas

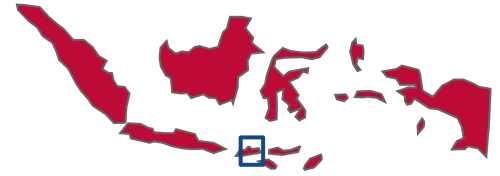
A little bit about myself

- Active as agriculture consultant since 2014
 - Working with smallholder farmers to promote growing shallots from seeds, TSS
- Started UD Sumbawang in 2016
 - TSS reseller of premium shallot seeds to smallholder farmers
 - Started making seedlings for smallholder farmers
- Began working with Panemas in 2020
 - Larger scale seedling production to smallholder farmers
 - Increased focus on development of smallholder farmers
 - Bringing education, innovation & technology to farmers
- Knowledge transfer is a very important aspect of increasing yields and profits of smallholder farmers



Why are we in NTB

- The two most important components of being able to grow from TSS are:
 - a. Soil
 - b. Weather
- NTB has very loose and light / sandy soil, which is perfect for TSS
- A long dry season and strong winds are the perfect weather conditions for a long TSS season
- NTB has less pest and disease pressure
- Therefore, NTB (particularly Bima) is very famous for making quality onions from seeds in Indonesia





How do we work with farmers

- Bejo training facilities in Rhee, Sumbawa, NTB
- Online user guide
- WA group
- FB group
- On site training

Growing Shallots from Seeds and Seedlings

Shallot farmers grow shallots in three distinct ways - from seedlings is most effective

From Seeds



Gaining popularity as expertise improves; need specific conditions

- ✓ Lowest purchase price
- ✓ High yield (when done right)
- ✓ Healthy & disease-free
- ⚠ Long growing time
- ⚠ Intricate and need expertise
- ⚠ High maintenance
- ⚠ Many soil types not suited
- ⚠ Cannot plant in the rain

From Seedlings



New product - Low risk & high yield make this the preferred option

- ✓ Affordable purchase price
- ✓ High yield
- ✓ Healthy & disease free shallot yield
- ✓ Easy to grow & low maintenance
- ✓ Can grow in most soils
- ⚠ Delicate, mainly when not in ground between harvest and replanting

From Bulbs



Traditionally most popular with clear disadvantages and risks

- ✓ Easiest to grow
- ✓ Low maintenance
- ✓ Can grow in most soils
- ⚠ Generally lower yield
- ⚠ Don't know what you buy
- ! Prone to diseases
- ! Expensive, subject to market prices

The Benefits of Knowledge Transfer

- Introduces an alternative way to grow shallots: cheaper, healthier & more profitable
- Support the farmers while they try the Maserati seedlings
- Help farmers to market the results of the Maserati seeds that are planted
- Build a community of smallholder shallot farmers to share knowledge together
- Create demonstration plots in all areas of shallots as sample gardens and places to learn about Maserati TSS



We are building a large and strong community of shallot farmers who believe in TSS

Our Strategy for Knowledge Transfer

Channels

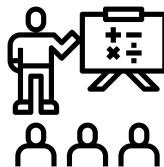
Today:



Whatsapp
Groups



Facebook
Messenger



In-person
teaching

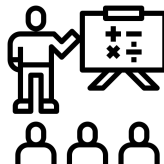
Expanding to:



Online
courses



Full PDF
syllabus



Train-the-
trainer

Objectives

- Teach smallholder farmers how to use TSS from seeds and seedlings
- Raise public awareness
- Increase smallholders knowledge of the entire shallot value chain
- Follow up after smallholders have bought our products for support and new product

Challenges

- Digital penetration of smallholder farmers
 - Network connectivity problems
 - Internet / phone credit
 - Adoption and usage of smartphones
- The market is still adapting
 - A Dutch saying goes “What the farmer doesn’t know he won’t eat”: Growing from bulb is still by far the most popular way to grow shallots and farmers stick to that
 - TSS is gaining popularity but need the right conditions
 - We see a growing demand for seedlings
- TSS planting period is longer than from bulbs
 - Farmers are not used to making nurseries
 - Our seedling solution caters for that

Typical Shallot Timeline from TSS

0-6 weeks

TSS Sowing to Seedling



- Nursery sows dense, harvests seedlings for sale
- Farmers sow with more distance to leave in the field

7-15 weeks

Seedling to Bulb



-

Week 16

Harvest



-

What We Do in Our Nurseries



Sow seeds

The seeds are sown about ~1 cm apart in a groove ~1-2 cm deep.

Grooves are placed ~10cm apart



Feed the soil



Cover the ground



6-7 days later



10-11 days later

~ 30-35 days after sowing, ~5 weeks, the seedlings are ready to harvest



25-30 days later

Innovation That We Introduce to Farmers

Growing shallots from seedlings

- Lower cost
- Higher yield



Seeding Machine

- Save time
- Increase quality of sowing



Drip Irrigation

- Save time
- More even irrigation



Our Experiences To Date

- Seedlings are very well received by farmers
- Some farmers are interested in being seed breeders
- There is not a professional market (yet) - a personal one-on-one approach works best and personal relationships are very important
- Social media is a very good way to reach the farming communities, rather than on the field





Thank you!