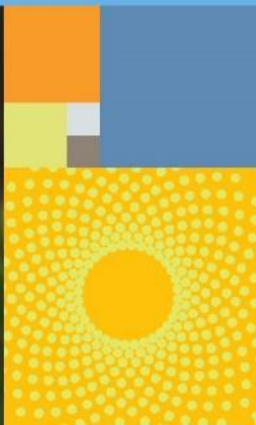




Knowledge grows

Knowledge Transfer & Best Practice Sharing for our potato farmers

2021





Value added from our learning



Good quality
potato seed



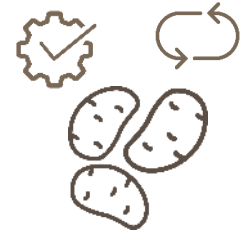
Good potato
Production practices



Good and balanced
fertilization



Integrated Pest
Management



Potato quality aspect.
Post harvest management



Understand farmers need or problems

1. low yield / below potential (undesired tuber size, low no. of tuber forming, yield loss during/post harvest)
2. Yield quality issue (internal deterioration, in/external defects, poor skin finish)
3. Pest and diseases management (wilting, nematodes, blights diseases)



Our Farmercentric Activity



A graphic for an FB Live / Webinar. It features a man's face on the left, a bag of YaraLiva fertilizer in the center, and a woman's face at the bottom. The text 'FB Live / Webinar' is overlaid in the middle. Below the bag, there is text: 'Webinar Bersama PT. Yara Indonesia di Facebook Live', 'Dengan judul Pentingnya unsur Kalsium untuk Peningkatan Produksi dan Kualitas Tanaman Kentang', 'Bpk. Tasha Arwahman Senior Agroteknisi', 'Bpk. Ipp Soplan Agroteknisi', '21 Januari 2021', and '15:30 - Selesai WIB'. The YARA logo is in the top left corner.



Crop Clinics

- On the spot pH test – interpretation (pH Charts) and lime needed
- PUTK soil test – portable soil analysis – interpretation
- Fertilizer programme / recommendation
- Tissue sample diagnosis – formostly leaf / nutrient deficiency check
- Farmers & Agronomist discussion
- Volatility kit



Commercial Demoplot

- Non scientific trial – test and prove
- Cooperative farmers/key farmers/opinion leader
- Yara Practice vs Farmer Practice on agreed land area
- From planting to harvesting
- Agreed parameters to be observed
- Follow up with Farmers meeting/Farmers field day/Field trip



Farmers Meeting & Farmers Field Day

- Introduce our solution to farmers
- FM held at farmer house or local retailers
- Incooperation with retailers or distributors
- See the results / at harvest stage – showing the parameters
- 25-30 farmers (FM) and 30-50 farmers (FFD)
- Short presentation on FM followed with discussion
- Short background presentation on FFD followed by farmer collabolator testimonial – discussion
- Economic calculation with our solution



FB Live / online Webinar

- Held on Facebook fanpage Yara Indonesia
- 2 (twice a month) every Thursday afternoon
- Different crops and topics related with planting season
- Sending announcement via sms blast, Facebook and WA
- Topics on nutrient management, demoplot results etc
- Live from farmers field / testimonial from farmers who use our solution



Webinar Bersama PT. Yara Indonesia
di Facebook Live

Dengan judul

Pentingnya unsur Kalsium
untuk Peningkatan Produksi dan Kualitas Tanaman Kentang

Bpk. Tesha Arrahman
Senior Agronomist
Bpk. Iep Sopian
Agronomist

21 Januari 2021
Kamis

15:30 - Selesai
WIB



Knowledge grows

Terima Kasih.

