



FINAL REPORT

ASEAN – EU Youth Forum

Youth Engagement in Food Crops Production and Value Chain

From Ideas to Impact: What
supports are needed for
youth in agribusiness and
entrepreneurship along the
value chain.

25 – 26 October 2017, Jakarta

Organised by:

**ASEAN Foundation and
Asian Farmers' Association**

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IFAD



Opening Remarks

International Fund for Agricultural Development (IFAD)	4
EU Mission to ASEAN	6
Permanent Country Representative of Thailand to ASEAN	8

1. Declaration of Cooperation: ASEAN and EU Young Farmers	10
2. ASEAN Young Farmers' Declaration	11
3. Minutes of the Meeting Day 1	13
4. Minutes of the Meeting Day 2	35

ANNEX

Concept Note

1. Background	49
2. Date and Venue	50
3. Participants	51
4. Working Languages	51
5. Correspondence	51

Programme Schedule	52
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OPENING REMARKS

International Fund for Agricultural Development (IFAD)

Mr. Ronald Hartmann, Country Director of IFAD Pacific and Indonesia

Excellencies, Ladies and Gentlemen, Colleagues

It is my great pleasure, and honour, to welcome you to this forum on Youth Engagement in Food Crop Production and Value Chain.

I'm particularly happy to see so many young people in the room – when talking about engaging youth, it is key to hear from you, the youth themselves, and to put you in the driver seat for such initiatives. So, my special welcome goes to you who have travelled from all over ASEAN and the European Union to be here with us.

The International Fund for Agricultural Development, IFAD, is a specialised agency of the United Nations, focusing on rural transformation. The question of how to engage youth in agriculture has been a priority for us over the past 10 or so years. Going forward, this focus will even be strengthened: as of 2019, all IFAD-supported investments will mainstream activities to build young people's capacities, strengthen their access to resources, link them to the private sector and enhance their involvement in value chains.

For example, we are currently developing a programme with the Government of Indonesia to

support youth employment and entrepreneurship. It will be the first programme in Indonesia to comprehensively create opportunities for rural youth and I look forward exploring take up of recommendations of this Forum in the design.

The reason behind this increased attention is pretty obvious. Farmers are getting older – that is true for the ASEAN region and globally. Take for example the Philippines, where the average age is as high as 55 years. Generally, this farmer generation is investing less in their farms, particularly if none of their children is interested in continuing farming, and they are less open to modern technologies and farming methods. At the same time, many young people do not see sufficient opportunities for themselves in the rural economy and are moving to the cities.

ASEAN's population is an extremely young one. The average age in this region is 28 years – take 38 in the United States or even 42 years in the European Union as a comparison. This demographic bonus provides an unprecedented opportunity.

Our experience shows that, young farmers are effective agents of change, including by diversifying agricultural production, adopting



new technologies and IT solutions, and entering remunerative value chains. We believe that the agriculture sector, including activities along the value chain, holds an attractive business proposition for young people – one that will not only allow them to stay with their families and communities and earn a decent living but that also ensures food security and vibrant rural economies for future generations.

It is our task as development partners to ensure that you, as young leaders, are empowered and capacitated to make use of opportunities presented by technologies, growing consumer classes and increased connectivity. It is also our task to make sure that you have a voice in the processes that shape your future. This is also why IFAD is partnering with ASEAN and the European Union on a programme to strengthen the dialogue and involvement with farmers' organisations throughout the region.

Under this programme, the second phase of the Medium-Term Cooperation Programme, or MTCP2 as we call it, we have already gathered some experiences in engaging youth in food crop production and value chains. In Laos, for example, young farmer groups are marketing organic vegetable boxes to the capital. In Fiji, the farmers' organisation is running a farm management training course for young farmers. And in the Philippines, young farmers are introducing integrated and diversified organic farming systems on their parents' farms.

Some emerging lessons that I would like to share from these, and other IFAD-supported, interventions are:

First, young people in rural areas have an interest in remaining and contributing to their community but often lack the capacity to start their own business or find wage employment. Particular challenges for young people wanting to create an agribusiness are access to land and finance.

Second, involving village elders and families into programmes targeting young people, ensures greater ownership. Young people need a supportive environment, particularly if they are introducing innovative products or methodologies. Involving and educating their families and communities, will even the path for them.

Third, starting your own business is a risk. So, in addition to a supportive environment, it is also important to build their confidence in themselves. In fact, a study conducted by the World Bank in West Africa found that trainings building key behaviours associated with a proactive entrepreneurial mindset such as self-starting behaviour, innovation, identifying and exploiting new opportunities, goal-setting, planning and feedback cycles, and overcoming obstacles are much more effective than traditional business training focusing on accounting, marketing, and other basic business skills. In addition to that, we need to invest in developing risk mitigation measures, such as insurances or mentor programmes.

Fourth, young people are a diverse target group. Not all young people want to become entrepreneurs. Measures to enhance employability need therefore be included in any programme for rural youth. This includes working with the private sector and enhancing the vocational and educational programmes to ensure that graduates' skill sets are aligned with the market demand.

Fifth and finally, I made this point earlier but do want to reiterate: Young people have the ability and curiosity to be agents of change for rural transformation. Involving youth in any initiatives towards important targets such as the sustainable development goals will therefore be crucial to transform the youth bulge into a demographic dividend as countries grow and transform in the coming decades.

With that, I do wish all of us a successful event and I am looking forward seeing the outcomes being implemented throughout ASEAN and beyond.

Thank you.

EU Mission to ASEAN

H. E. Ambassador Fransisco Fontan



Permanent Country Representative of Thailand to ASEAN

H.E. Ambassador Phasporn Sangasubana

ASEAN-EU Youth Forum

Youth Engagement in Food Crops Production and Value Chain

Opening Remarks: Young People in ASEAN Rural Development (5-10 Min.)

1. Excellency, Madam Executive Director, ladies and gentlemen, good morning. Welcome to the ASEAN-EU Youth Forum. The topic today is Youth Engagement in Food Crops Production and Value Chain. It is a timely topic and I would like to commend the ASEAN Foundation and the European Union for organizing today event.
2. Our region is undergoing rapid urbanization. Consequently, more and more people are moving to the cities, like Jakarta, Bangkok and Hanoi. By 2050, it is projected that more than 60% of our ASEAN population will live in the urban areas. This means that we have to prepare our cities in terms of accommodation, transportation and waste management, just to name a few. But, it also means that fewer and fewer people will live in the rural areas, and it is not necessarily a good thing.
3. It is not difficult to see why ASEAN is undergoing rapid urbanization. Lives in the cities seem to entail convenience, glamour and excitement. Perhaps, most of all, it is about hope. Hope of having a better life compared to a life in the rural area. In reality however, not all hopeful young people from the rural areas manage to have a convenient, glamorous and exciting lives in the cities.
4. I am not saying that young people in the rural areas should not come to work in the cities and follow their dreams. But, I think it is the governments' job to create opportunities in the rural areas, particularly for the young generation, as well as to prepare our cities for the rapid urbanization.
5. So, how do we create opportunities in the rural areas so that people have better lives? One way to have a better live is to have a good job – a job that pays well and fulfills oneself. Agriculture and agribusiness may be the answer.
6. The image of a farmer having to work hard in the field and having to face unpredictable weather is a common one in our region. It seems to be a profession that the younger generations have abandoned from year on year. That is why the average age of a farmer in ASEAN is going up and up. For example, in Thailand where I come from, the average age of a farmer is 54 years old. Young people tend to work in factories or services sectors in the cities. So, if the trend continues, we may have to import agricultural products, such as rice, mangos and durians, from abroad in the future. It is, therefore, high time we took this issue more seriously and came up with ways in which rural areas can be developed for the needs of our youth.
7. With new technologies and scientific knowledge, governments can support and help farmers to achieve higher yields, diversify their crops, minimize impacts of unpredictable weather, and have better access to the market place. In other words, we have to make agriculture and agribusiness something worth investing money, time and energy in – something worthwhile. Or to borrow President Trump's phrase, we have to make agriculture and agribusiness "great again". If we can do that, young people may think twice before leaving for the cities, and those who have already left, might consider returning.
8. There are a number of ways the governments can support farmers. For example, modern equipment can be brought in, irrigation can be improved, and digital platform can be created so that farmers can sell their products directly to the consumers. In addition, more value should be added to our agricultural products and financial support should be more readily available and accessible. All these will require cooperation and coordination of our governments, the private sector as well as perhaps, our Dialogue Partners, like the European Union.
9. Young people, like many of you here, are more familiar with technology than my generation. I am confident that if our youth see the opportunities in agriculture and agribusiness, more will enter this too-often overlooked industry and revitalize it with new ways of thinking, new ways of doing business and youthful energy.
10. Today event is part of this effort, and I hope that the participants will hear useful and

inspirational talks from our distinguished speakers, and I encourage you to share your views with us so that we have a better understanding of what you think about agriculture and agribusiness; what your concerns are; and what support you want. It is also very important that our young people speak up and take more active

role in ASEAN rural development. Youth leadership will be crucial if we are to have a more targeted and sustainable approach to all this.

11. Without further ado, I wish today event success and let us begin.



1. Declaration of Cooperation: ASEAN and EU Young Farmers

We, young farmers from ASEAN and Europe gathered here for the ASEAN-EU Youth Forum held on October 25-26, 2017 in ASEAN Secretariat, Jakarta, Indonesia in the event of 50th anniversary of ASEAN and 40th anniversary of ASEAN-EU partnership, after fruitful exchange and sharing, we hereby declare our common aspiration and areas for cooperation:

1. We recognise the common challenges confronting young farmers in ASEAN and EU region and register our common concern for the urgency of making collective action to address the declining number of young people in agriculture which poses grave threat to food security.
2. We remain conscious of our diverse context and commit to support each other' struggle in the spirit of solidarity.
3. We agree to pursue cooperation on the following areas:
 - a. Joint global advocacy to promote common interest of young farmers in key policy making bodies;
 - b. Identify specific themes for North-South/South-North Young Farmer learning exchange;
 - c. Sustain coordination between CEJA and the FO partners under the ASEAN Farmers Organization Support Program (AFOSP platform) facilitated by the consortium Asian Farmers Association (AFA) and La Via Campesina;
 - d. Open invitation to relevant events geared towards deepening solidarity and cooperation.

ADOPTED this 25th day of October, 2017
at Jakarta, Indonesia



2. ASEAN Young Farmers' Declaration



We, young farmer leaders from ASEAN countries gathered here for the ASEAN-EU Youth Forum held on October 25-26, 2017 at ASEAN Secretariat, Jakarta, Indonesia welcomed by key leaders both of ASEAN and EU together with IFAD as development partner, do hereby declare our agreements and call for actions drawn from our sharing, collective reflection and discussion:

1. We are deeply concerned about the declining interest of young people in agriculture as farming is not perceived as a rewarding endeavour (more hard work, less income). More and more rural youth are enticed to go to cities and in search for opportunities. The exodus of rural youth causes serious problems in addressing the demand for healthy food for a growing global population, particularly in Asia.
2. While we are concerned of the many challenges confronting young people, we also draw inspiration from increasing initiatives among farmers' organization (FOs), some government agencies and development partners to develop and promote the full potential of rural youth as the farmer successor imbued with important role

of feeding the world and caring for the earth through various capacity development programs (leadership and value formation, organizational and technical training, farmer-to-farmer learning exchanges, mentoring/coaching sessions) including affirmative action of instituting mechanism for participation of youth mostly at FO level (e.g. young farmer committee, etc) and to some extent on public policies.

3. We recognize our inherent strength to promote innovation in agriculture through our capacity to adopt both scientific and indigenous knowledge towards climate resilient and sustainable farming technologies as well as our keenness to use of ICT in accessing timely information on production and particularly in reaching new markets along an inclusive value-chain approach and in the context of solidarity economy.
4. Aware of the challenges as well as of our strengths and opportunities ahead of us, we commit to:
 - a. Strongly push for affirmative action in our respective farmer organizations (e.g.

- at least 20% of membership of our farmers organization should be composed of young farmer; guaranteed seat for young farmer in the governance structure of our farmer organization; formation/strengthening young farmers' wings and committees or separate young organization while maintaining close institutional link with our farmer organization;
- b. Build leadership and agri-entrepreneurial capacities so we can manage well production and marketing initiatives at our own farm and or organization;
 - c. Actively engage in advocacy, policy dialogue and constructive engagement with government and other partners through participatory and evidenced-based policy papers promoting the interest of young farmers;
 - d. Proactively link with other young farmers at different level and collaborate with other farmer organizations in setting-up a national platform for young farmers as well as the regional/ ASEAN Young Farmer Platform/ Federation (AYFF/AYFP).
5. While we commit ourselves to the noble task as the successor farmer, we urgently call for needed support from various partners:
- a. We call on ASEAN and member states to ensure rural youths' access to land through provision of national legal framework and regional guideline facilitating easier transfer of land rights to young farmers (e.g. land and succession laws);
 - b. Young farmers agripreneur requires access to start-up capital and affordable credit which will assist us in setting-up new farm, acquiring farm equipments/machinery or diversifying activities on our existing family farms to add value on our product. In line with this, we call on member states and development partners to:
 - b.1. provide a financing window dedicated to young farmer agripreneur with package of grant and soft-loan both for short term and long term
 - b.2. provide public guarantees to help manage risk (e.g. weather-based insurance, etc)
 - b.3. encourage commercial and rural banks to offer preferential credit services and interest rate for young farmer agripreneur and their agricultural cooperative;
 - d. Trainings and advisory services should be made available to young farmers including technical, legal, economic, environmental and social awareness. Internship, learning visits, coaching/mentoring and farmer-to-farmer learning are useful methodologies which should be made available to young farmers;
 - e. Support the organizing and networking of young farmers at a local, national and regional level;
 - f. Ensure meaningful participation of young farmers in policy dialogues and developing agricultural development program through the recognition of the ASEAN Young Farmers Platform catalyzed by the ASEAN Farmer organization support program;
 - g. Set-up recognition mechanism to manifest public awareness and appreciation of the role of farmers in the society (e.g. integrate in school curriculum; regular award to young farmer, etc).

ADOPTED this 26th day of October 25, 2017, Jakarta. Indonesia

Main Objectives of the ASEAN EU Youth Forum:

6. Motivate youth into joining employment opportunities in the agribusiness value chains.
7. Provide a platform for sharing information, knowledge, and learning from real life experiences of the ASEAN youth agripreneurs who have successfully expanded their business to National/European market.
8. Provide a platform for joint action and amplify young people's voice to interact with policy makers on issues that affect youth participation in the agribusiness sector.

I. Opening Programs:

I.1. Welcoming Remarks: IFAD-AFOSP to support young participation in the agricultural sector.

Presented by: R. Hartman (Country Director of IFAD)

IFAD has been putting more

focus on: Youth, Employment and Entrepreneurship. Agriculture and Agribusiness are one of the key parts of the organization's programs. Since current farmers are getting older and older, therefore youth as an agent of change needs to step into action. There are four areas to be improved:

1. Lack of Capacity

Young people in rural areas have an interest in remaining and contributing to their community but often lack the capacity to start their own business or find wage employment. Particular challenges for young people wanting to create an agribusiness are access to land and finance.

2. Access to Finance

Involving village elders and families into programs targeting young people, ensures greater ownership. Young people need a supportive environment, particularly if they are introducing innovative products or methodologies. Involving and educating their families and communities, will even the path for them.



3. Supporting Environment

Starting a business is a risk. So in addition to a supportive environment, it is also important to build their confidence in themselves. In fact, trainings building key behaviours associated with a proactive entrepreneurial mind-set such as self-starting behaviour, innovation, identifying and exploiting new opportunities, goal-setting, planning and feedback cycles, and overcoming obstacles are much more effective than traditional business training focusing on accounting, marketing, and other basic business skills. In addition to that, we need to invest in developing risk mitigation measures, such as insurances or mentor programs.

4. Diverse Target Group

Not all young people want to become entrepreneurs. Measures to enhance employability need therefore be included in any program for rural youth. This includes working with the private sector and enhancing the vocational and educational programs to ensure that graduates' skill sets are aligned with the market demand.

Genuinely, young people have the ability and capability to make progress in every aspect of their life. Therefore, this potential factor needs to be supported by governments, particularly within agricultural businesses. Youth have the ability and curiosity to be agents of change for rural transformation. Involving youth in any initiatives towards important targets such as the sustainable development goals will therefore be crucial to transform the youth bulge into a demographic dividend as countries grow and transform in the coming decades. The event seeks to highlight the opportunities and potentials the agriculture and agribusiness sectors have for young people.

As a final statement, IFAD is eager to work with ASEAN and EU by strengthening dialogue among agricultural organizations.

I.2. Young people in ASEAN rural development

Presented by: H.E Sangasubana (Permanent Representative of Thailand to ASEAN)

It is predicted that in 2050, about 60% of ASEAN population will be living in





urban areas. It is very likely that the villages will be left by young generation who move to big cities. Hence, there will be a significant need to create good jobs and entrepreneurial environment in rural areas, primarily Agriculture and Agribusiness.

There are three messages to be addressed:

1. Governments need to support farmers with special assistance in terms of technology, such as: high yields sharing information, minimizing weather impacts, finding appropriate investments.
2. All people in ASEAN have equal access to education. One of the initiatives is the Students Exchange Program. It aims to make young generation be able to develop their own community in their originated areas.
3. Intellectual Property Rights. This is to stimulate youth participation in the Agriculture and Agribusiness industry.
4. All the activities involved in terms of developing agriculture and agribusiness sectors must benefit not only for the farmers but also all the related stakeholders. All the efforts

aim to attract youth to the farming. By highlighting opportunities, still according to her, will kick-start efforts to encourage young people to return to rural areas.

1.3. Learning exchange to young people working together to transform agricultural value chain through their innovations.

Presented by H.E Fontan (EU Ambassador to ASEAN)

ASEAN-EU should work towards a strategic partnership by strengthening cooperation in trade, connectivity, development cooperation, and research, as called for in the Bangkok Declaration. The EU is facing a similar situation with ASEAN of an ageing farming population. Supporting the next generation of European and ASEAN farmers not only enhances future competitiveness in the global food trade, but also helps to guarantee food supplies for years to come. The EU's number of programs designed to encourage young people to become the next generation of European farmers that can be shared to inspire ASEAN farmers. They established Common Agricultural Policy (CAP) to encourage further dialogue and

cooperation in the field of agriculture. It aims at contributing to sustainable and inclusive growth, social cohesion, and labor market stability including decent work for young people.

ASEAN-EU have discussed a roadmap to involve youth in developing agricultural sectors. Youth voices should be heard as an input for the policy making by government. The policy itself focuses more on how to attract young generations to participate in value chains within the agriculture sector. In Europe, similar to ASEAN countries, the number of people who migrate to urban areas are getting bigger and bigger over time, therefore there has to be an initiative to develop villages and connect them with the cities, since much of the crop productions begin from the villages while consumption ends in the cities.

II. ASEAN agricultural production moving forward towards regional integration on single market and production base

II.1. ATWGARD (ASEAN Technical Working Group on Agricultural Research and Development)

Presented by Dr. Yiyi Sulaeman (ATWGARD Representative)

The speaker said that the initial idea is to maximize the ICT application in the agricultural value chain. Then the ATWGARD, which stands for ASEAN Technical Working Group on Agricultural Research and Development, was introduced to the audience with their three main objectives:

1. To provide policy inputs for decision-making in ASEAN agricultural research and development
2. To provide framework for ASEAN agricultural research and development prioritization
3. To facilitate cooperation with existing ASEAN bodies for intergovernmental networking, technical assistance, and knowledge sharing in agricultural research and development.

The implementation of ICT in agriculture may comprise all information and communication technologies including devices, networks, mobiles, services and applications. It can be applied in every stage of farming cycle, with its functions as:





1. Pre-Cultivation

ICT can be used for soil testing, finding suitability land for crops, to provide information for good seeds, potential markets, and trends.

2. Harvesting

Early warning and weather systems, water management, online order and payment

3. Post-Harvest

Access to storage, to get transportation and needed packaging, applying various prices at different locations, to market the crops/products.

There are pros and cons regarding the use of ICT in agriculture. The pros are stated below:

1. ICT can increase productivity and boost farmer's prosperity.

Platform or applications that can be used by farmers or agricultural practitioners might be a place for sharing best practice as well as getting solutions for their specific problems.

2. It will attract young generations to be farmers.

Farming is considered as an old-fashioned job which gain lower income than other jobs in the cities. The use of ICT can reduce that paradigm and open up young minds to the idea that farming can be modern, exciting, and could earn more money than other jobs because the income that they receive will depend on their efforts.

While the cons, are as follow:

- a. The use of ICT needs investment and even infrastructures to support its implementation
- b. There has been openness issues since the internet is a worldwide phenomena which everyone can access. So there might be a chance that the information will be misused by the wrong people
- c. The assumption that farmers are not ready yet for ICT execution in agriculture. Some people might say that it is useless and requires too much effort to make farmers understand technology. This opinion is supported by evidence that most of the farmers are part of an aging population.

Despite all pros and cons, young generation never give up to contribute their ideas and skills to help people who are in the agricultural industry. Youth create several websites and applications such as: TANAM, iTANI, Crop Calendar - KATAM (Kalender Tanam Terpadu) which has its differentiation for agriculture stakeholders to use the technology. For example "Petani" is a counselling application in facilitating the exchange of information about agriculture, and "iTani" which enable the users to read thousands of book about agriculture and agribusiness anywhere and anytime. Not to mention, "Tanam" is basically a place for consultation between farmers and those who are the right persons to discuss. Users can also be informed about land suitability and crop variety recommendation.

As a concluding remark, the speaker spoke about:

- a. ICT as a tool to improve agricultural productivity in many aspects
- b. Agriculture is demanding Apps and devices, which are ready to use. We all need more innovative apps, devices, and

even sensors, in the near future.

- c. Farmers and all stakeholders need better e-agriculture planning and infrastructure
- d. ATWGARD is consistent to promote ICT for Agricultural Research and Development.

II.2. EU economic and trade policy towards ASEAN

Presented by: Mr R. Quarto (EU Trade Section)

EU is the biggest trading partner in the world. Trade must be beneficial for everybody. Focusing on consumers, variety and prices. EU common agricultural policies are: Firstly, agriculture is a key sector for sustainable economic development, and the EU strives to safeguard that the European agriculture remains sustainable and competitive.

Secondly, the EU farm policy ensures a decent standard of living for farmers, at the same time as setting requirements for animal health and welfare, environmental protection and food safety, and lastly, with an annual budget of roughly €59 billion, the measures are financed through the





European Agricultural Guarantee Fund (EAGF) and the European Agricultural Fund for Rural Development (EAFRD).

European young farmers are environmentally conscious and want to be recognized by civil society for their work sustaining local communities. Furthermore, they believe a future in the farming sector is possible. The “European Young Farmers: Building a Sustainable Sector” shows the most significant barriers for young people wishing to enter or remain in the agricultural sector are a fair income level, access to land, simplification of administrative procedures; and fair competition from global markets.

The EU responds the challenge by:

1. Places a strong priority on strengthening the position of the farmer in the food chain.
2. Simplifying the CAP is essential to making EU agricultural economy more competitive, preserving and creating jobs and contributing to a sound development of rural areas.
3. Focus on quality, innovation, and sustainability, in order to ensure that EU agri-food products will remain immensely marketable and exportable in the coming years.
4. Use of new satellite technology for farm inspections. If correctly implemented, this could cut out a huge and costly layer of bureaucracy and save time for the farmers
5. Development of smart, tailored financial instruments to support young farmers investing in modernization of agricultural holdings (production, diversification, processing and marketing), and through their investment projects or business start-ups.
6. Stimulate the transfer of knowledge among generations: young and old should work together, and the EU ensures that the proper instruments to foster this cooperation are available.
7. Intensify and create new relationships with key export markets in third countries, including Indonesia, Viet Nam, China, and Japan.

Questions and Answers – Part 1

Q: How to make a business model to make peer-to-peer relation, for instance encouraging ASEAN agricultural youth group to make partnership with each other?

A: This idea has been integrated in agreement in ASEAN-EU which implemented by bilateral track, started from Singapore in 2009.

Q: How to overcome situation when farmers are not ready for ICT development yet. A common fact is that they are not familiar with websites, applications, so what is the strategy to build farmers' readiness for using ICT?

A: Farmers can first be introduced to use multichannel to market and promote products. Next, they can be trained first by applying the easiest until the difficult tasks.

Q: Does the cooperation between EU and ASEAN in terms of trade benefit marginalized people as well? What mechanism can be done to ensure that the policy benefits smallholder farmers?

A: Even though common trade agreements tend to benefit big players in industry. Notwithstanding, in EU-ASEAN trade agreement put more emphasize on building capacity, training, technical assistance, access to finance and capital resources, and also access to markets in Europe.

Q: What are the issues faced by farmers because it is very hard and difficult for investors to invest some money by providing sufficient technology in agricultural sectors in rural areas?

A: The Government needs to build infrastructure to enable farmers using the internet. This can be done when through giving free access to the internet, building the technology equipment in rural areas, and donating electronic devices to farmers to build internet literacy. However, for private sectors, to avoid financial risks, there must be a strict agreement between the farmers and the lenders.

The representative closed his presentation by addressing final two important messages from EU Trade Section, which are:





1. ASEAN & EU need to create user friendly platform to share knowledge, best practice, trends and other related information to each other.
2. To ensure the participations of smallholder farmers and cooperatives, how to overcome the level of participations.

III. Learning exchange from existing Indonesian Value Chain Business Model for Young Entrepreneur

III.1.UR FARM COFFEE: Fixing small holder farmers supply chain

Presented by Dea Amira (CEO of Ur Farm Start-Up)

This start-up is a social business which aims to empower small coffee farmers in Indonesia by fixing their value chain. Up to now they have 80 farmers registered and have recognition as the Top 300 start-up worldwide in 2016. The founder described six problems that Indonesian farmers have to deal with:

1. Supply Chain
Too many players involved in the chain of supply. In general, the chain could be viewed as: Farmers – Trader

– Commission Agent – Wholesaler – Retailer – Consumer. Ur Farm cuts off that complicated sequence by making it much simpler as: Farmers – Ur Farm – End User.

2. Lack of Innovation
Indonesian farmers only depend on traditional methods of planting, nurturing and producing crops. They need more effective and efficient way to improve their production.
3. Declining Product Sales
With so many imported crops entering the Indonesian market, local products directly experience the impact of this through decreasing sales .
4. Financial Aids
Farmers do not have enough money or resources to develop their farming. This case is worsened because they do not have access to financial institutions. Therefore, there should be a program which gives financial support directly to the farmers.
5. Technical Assistance
To always improving, farmers needs to be guided, taught, and trained. They

need technical assistance not only about producing crops but also how to sell in the market well.

6. Unfair Trade

There have been so many cases in Indonesia, where farmers are the ones who got manipulated or injured in terms of financial aspect. Traders usually buy the crops with a very low price, and sell them with a high price. It can be noticed that the profit distribution is imbalance.

Ur Farm has been conducting some good initiatives to environment, for example: to use eco-friendly packaging, plant-able paper by putting seeds inside the book and also to the farmers by giving useful training to local farmers. One by one they commit to eradicate the problems which farmers have been facing. There are at least two social impacts that have been made by Ur Farm to local farmers:

- a. The monthly income of the farmers has increased between 100% - 200% on average.
- b. They currently have adequate lives, which enable them to have more personal savings, in addition to that, their corps are well maintained.

Ur Farm has a dream to create an open platform where coffee farmers from ASEAN region can sell their unprocessed green bean to the market. As a final closing the founders said that "You're never too old young to change the world."

III.2. UnLtd: Nurture early stage of social enterprises

Presented by: Romy Cahyadi (CEO of UnLtd)

UnLtd exists in Indonesia as a catalyst, connector, and community of social enterprises (SEs). Providing technical and non-technical information and assistance for social entrepreneurs. They have been, so far, supporting more than 50 social enterprises who are led by the youngsters.

The speaker described the definition of a social enterprise, which is a business with its purposes to address social or environmental issues. Thus, the success indicator is not merely on the profit they get, but more on the impact or the improvement on the issues they aim to overcome. There are three elements which have always been involved, namely: values, relations, and ownership.





Values mean something or few things that contribute positivity to society or environment. Relations are more related to how a social enterprise can nurture its relation to all parties connected, e.g. governments, private sectors, beneficiaries, suppliers, sponsors, and consumers. The last, ownership, means that a social enterprise must put an effort to make all people involved has a sense of belonging of the company and a responsibility to socio-economic-environmental development.

He gave three examples of successful social-agricultural-start up enterprises. First is JALA, who measures the quality of water so that the farmers can make a good harvest, because most of the time, farmers do not know anything about such information. Next is CROWDE, a crow-funding platform which connecting farmers to individual investors, this is a good treatment for farmers to get financial supports. Last is HABIBI GARDEN, which company is to install sensors in farming area, therefore farmers can get adequate information related to their farm, rice field, or yield. As an example, by using certain equipment, they can monitor humidity of the soil as well as the pesticides level being used.

As a final remark, the speaker gave some information about the awards or acknowledgements received by the three start-ups born by the UnLtd incubator.

Question and Answers – Part 2

Q: How did you find capital sources when you started this business?

A: There was a competition held Ministry of Research and Technology of Republic of Indonesia, we joined it and won as the first champion. That was the first time we got the funding. I suggest for those who want to establish a start-up like I did, can send a proposal to related government institution to have a budget to build your business model in agriculture.

Q: Do you have any experience to mentor the agricultural producers?

A: Our focus is the business development. Providing workshops related to marketing, product development, to implement how an idea can be executed in real life, especially to help other people or environment.

Q: How to transform our partners to be social entrepreneurs since they mainly prioritize profit over anything else?

A: UnLtd targets people who want to do social things by applying a certain business model. Since helping community or environment comes from the hearts, it is very hard to change people who do not willingness to make social enterprises. Therefore, we think it would be much better if we focus on those have eagerness to do business in social purposes rather on those who do not.

Q: How Ur Farm contribute to socio-economic development since they apply higher prices?

A: We buy with relatively higher price compared to others. We then create website which people can buy horticulture products directly from the farmers. Collaborating with some investors, to conduct the program which can boost farmers' income, for example improving "Luwak Coffee" productivity in East Java.

IV. Value chain business model best practice and lesson learned on agricultural production and value chain involving youth: The EU Experience

IV.1. Attracting youth to Agriculture – Part 1 by FJA (Federation des Jeunes Agriculteurs)

Presented by: Julie Lebrun

FJA is Young Farmers Federation in Belgium. It consists of around 3000 members from any agricultural sectors and rural areas. The hierarchy from the bottom to the top respectively is: Members-Local Sections-Provincial Sections-Steering Committee-National Board.

There have been challenges and issues confronting Young Farmers such as:

1. Progressive price decline
The declining price trend from time to time impacts directly to farmers' income. Instead of getting higher revenue from the crops they produce, in fact, farmers tend to get a progressive lower income.
2. Price volatility
Not only is the price trend getting lower, but also changes so frequently. The unpredictable income discourages the youth to be young farmers.





3. Cessation of activity

From generation to generation, there have been too few available farms to be taken over by young people. As a result, farms become less in numbers but larger in terms of broadness.

4. High installation costs and indebtedness

Since an installation requires a lot of money or capital to defray. Young generations finds it difficult to overcome this situation with their own resources. As a consequence, they look for loans which often end with indebtedness, especially if the climate does not support the harvest time or the crops prices are fall below their expectation.

5. Difficult access to land

It often results in high cost acquisition. It sometimes has to deal with land policies, which for the most part, urbanization becomes the first priority for young generation who live in rural areas to set their future.

6. Unfair trading practices

Farmers often have to face unfair trading practices. They have been wronged by the low prices, lopsided agreements,

risky mechanisms, and other fraudulent activities related to trading.

7. Widely outspread cooperative model

For the most part, farmers are fighting alone to produce and sell the crops. A cooperative model which involves farmers to be united as one power is not very common to them.

8. EU Food supply chain requirements

There are heavy administrative procedures for farmers. The value of agricultural products is underestimated. Not to mention, farmers are not well-paid according to their efforts they have made to supply safe, environment-friendly and high-quality products

9. As image of not-attractive job

People who work in agriculture, especially farming is considered old-fashioned. It is not an interesting job that they can be proud of.

Those nine challenges in agricultural sector makes FJA bring forth their four missions, namely: Animation, Training, Advices, and Defence.

1. Animation

Encouraging contacts between young

farmers and rural youth and create exchanges opportunities in the rural community.

2. Training

Proposing several types of training to improve agricultural and entrepreneurship skills

3. Advises

Giving access to useful information for a successful setting-up in agriculture

4. Defence

Defending young farmers' interest to be focus on developing agriculture and agribusiness sectors.

To implement these four missions, FJA conducts several activities which are called: citizen sensibilization, agricultural competitions and exhibitions, farm-product tasting, recreational activities, basic training to be a farmer, specific trainings for farmers, traineeship in farms, success stories, information session in schools, setting up a steering committee which holds regular annual meeting.

IV.2. Attracting youth to agriculture – part 2 by CEJA (Conseil Européen des Jeunes Agriculteurs)

Presented by: Jannes Maes

CEJA, the European Council for Young Farmers, is the voice of Europe's next generation of farmers to the European institutions acting as a forum for communication and dialogue between young farmers and European decision makers, aiming to promote a younger and more innovative agricultural sector and to create good working and living conditions for young people.

The organization's main concern is position of young farmers, so the focus of our activities lies upon access to land, credit and production rights and strengthening education and training facilities for young people in rural areas.

CEJA represents 2 million young farmers in Europe. The membership spans across 23 EU Member States and 31 national member organizations. CEJA remain in regular contact with young farmers' organizations, agricultural institutions and associations throughout Europe and worldwide.





People join CEJA for several reasons, with main purposes are:

1. To gain representation and promotion in Brussels to the EU decision-makers in agriculture policy
2. For support in EU and international discussion forum
3. To receive quality information, advice and early warning on EU regulatory developments that impact young farmers
4. To exchange views & expertise
5. To be able to participate and design CEJA positions and policies
6. To be part of the institutional lobbying and influence the EU decision-making process
7. To participate in and benefit from European-wide projects

The challenges and issues in Europe are similar with what happen in Belgium presented by FJA. Some initiatives have been executed to overcome the problems. To begin with, access to land has been overcome by the policy of land mobility scheme. Next, a solution for Investment support is a platform to get funding online, thus everyone can own

a farming area with their any budget. In addition to that, business training for farmers have been conducted, along with the technical training. The last is providing support for new comers to be persistent with their goals.

The three focus areas that CEJA has been working for are:

1. Market transparency
The system needs to be opened up for public, especially regarding the price in each value chain.
2. Tackling unfair trading practices
An urgent need for agricultural policies which are strict and firm to eradicate unfair practices.
3. Value sharing agreements
This is to make sure farmers speak in one similar voice instead of fighting each other.

CEJA's closing statement is that young generation must use their voice by using their organizations as their microphones to be united as one strong voice for agriculture.

Questions and Answers – Part 3

Q: What is the strategy to overcome your situation that less than 5% of European farmers are people under 35 years old?

A: CEJA is the solution where young generation is encouraged to take participation in agriculture fields. We have been doing some initiatives, such as: CEJA Manifesto launched during EXPO of Food chain, TTIP, Soils and Food Waste in 2015 and CEJA Document of "Young Farmers are key in the future Common Agricultural Policy (CAP)" which was presented in May 2017. Furthermore, CEJA had a report on sustainability and needs of young farmers which was presented in September 2017

Q: What is the biggest strength of European agricultural organizations in general?

A: The strength is the diversity. Even though there are many different opinions, the purpose is not to make it become one, but to hold an open discussion which leads to reach our similar objectives.

Q: How do FJA and CEJA sustain their activities? Where are the resources and funding coming from?

A: FJA is an independent organization, which asks for fees for membership,

trainings and other assistances. We have also sponsors and other stakeholders who contribute resources for our organization.

CEJA is completely independent. All the activities, it may assumed that 30% is from membership fees, 50% from big companies as sponsors, while the 20% is from projects. We are the only body in Europe which can have direct contact to young farmers. In addition, sometimes big companies buy the data information from CEJA. It is indeed, contributes high income to the organization as well.

Q: How do you manage the organizations considering there are so many parties involved?

A: Even though we have various separate groups, CEJA as an organization is one, but for the technical level, there are institutions under the organization. We basically do the coordination among the institutions and gather their inputs as one voice to be delivered to governments.

Q: How do you push the European youth to be farmers in the future?

A: We do not force young generation to join agricultural industry, but what we do is to attract them. We should spread fascinating facts and interesting information that can win the hearts of youth to join the agricultural world.





V. Value chain business model best practice and lesson learned on agricultural production and value chain involving youth: The ASEAN Experience

V.1. Lao

LFN is a national farmer network consists of 24 farmers organizations in 10 provinces in Lao. There is an activity to link students with agricultural small-medium sized enterprises (SMEs). The SMEs hire the youth to work of processing the goods outside the school hours.

The LFN membership composition is 3 out of 10 are young people, which under 35 years old. At the national level there has been movement to put more on youth participations on policy making. Innovation is one of the key parts, for example in Lao people tend to assume that farming is a hard-working job, however with the using of advanced technology, farming can be considered as an enjoyable work.

In ASEAN level, it is recommended to have a cross scholarship training and internship program, documentation of best practices among ASEAN member states, and conducting a campaign which promotes

agriculture as a movement to reduce poverty and fight against climate change.

V.2. Philippines

Medium Term Cooperation Program Phase 2 (MTCP2).

There are some agricultural issues in Philippines. First, the struggle for land acquisition is a problem intertwined with farmer empowerment and agricultural development. Second, farming is perceived as a low-status job that does not earn enough. As a result, young people in rural areas prefer to migrate to big cities or urbanized areas to look for better-paying jobs.

Therefore, the ASEAN Farmers Organization Support Programme – MTCP2 recognizes the challenge of encouraging participation of young farmer in agricultural development, which established ReADYFarmers, stands for “Reinvigorate Agricultural Development through Young Farmers Participation. It is a training curriculum which intended to capacitate young farmers to become farmer leaders and agri-peneurs in the future.

The topics of the training include: organizational development, sustainable agriculture, good agricultural practices,

asset reforms, environmental protection for farmers, gender mainstreaming, renewable energy applications in agriculture, and policy advocacy plus empowerment.

With the background that women in agricultural production setting are generally unrecognized, their contribution becomes hardly noticed, moreover their roles are limited and stereotyped and their needs are rarely addressed. This adds to the reason why young women and girls are less likely to consider farming as a career option.

In response, READYFarmer intends to integrate gender and gender related issues into the training curriculum. The project recognizes gender bias as a crucial social hurdle in the fulfilment of human development and in the total eradication of poverty. By ensuring the inclusion of gender related topics in the training program, the project aims to contribute a more equal future for young women and to raise gender conscious farmer's organizations and community. As an example, they introduce new marketing strategies, better capacity building approaches, as well as the use of ICT in agriculture.

The results are quite satisfying as stated below:

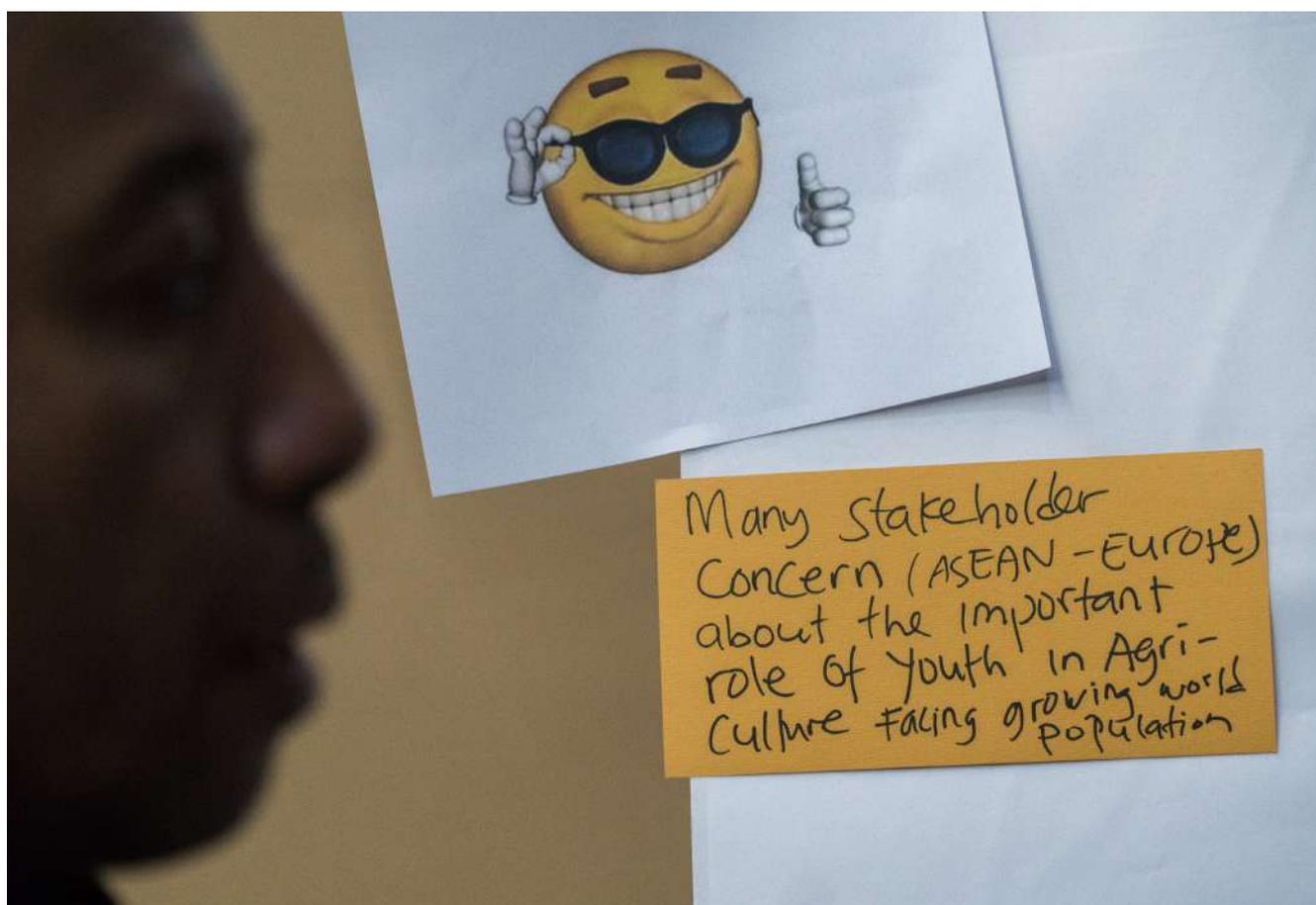
1. Increased participation of young farmers in their organizations;
2. Young farmers applying their learnings in their agricultural practices and organizational life;
3. Increased participation of young farmers in advocacies pertinent to agricultural development;
4. Increased consciousness of young farmers in sustainable agricultural practices;
5. Improved capacities of young farmers in value chain development and other possible marketing innovations.

V.3. Myanmar

AFFM: Agriculture and Farmers Federation of Myanmar. The organization consists of 35.000 farmers without youth participation on its committee so far. Some of the issues confronting young farmers are:

1. The interest for youth to participate in agriculture become less and less;
2. Lack of knowledge and technical aspects in the agriculture;





3. Not-well-invested farming sectors;
4. Lack of capacity for the cooperation potency;
5. Lack of potential market to be penetrated;
6. Inadequate storage systems used the farmers;
7. Lack of communication devices and platforms as well as transportation;
8. Heavy work but less income. Results in young farmers who do not consider agriculture as a future;
9. The believe that Migrant work is better than agricultural professions;
10. Lack of proper guidance and unsupported suggestions from the parents;
11. Due to non-inclusive agriculture subjects in the primary and high school level.

Initiatives in attracting youth to agriculture

1. The government and AFFM have been initiating for the model farm initiative around the country;
2. Village-level capacity building training for permanent culture action in Myanmar;
3. Building small-scale eco farming in

Yangon province;

4. Introducing different technique of agriculture (e.g. how to make mushroom, fertilizer and handicraft);
5. Introducing a new model of farming;
6. Providing subsidies to the young farmers;
7. Educating better marketing system for farmers;
8. Upgrading a proper communication and transportation.

Recommendations at national level:

1. National government should support long-term farm investments, e.g. irrigation system, farm design and bio fertilizers;
2. Educational governments should put inclusion of agricultural subject in the primary and high school level;
3. Quantity of crops produced should depend mostly on farmers not government's target;
4. Encourage young generation to enter the agriculture by starting such activities, such as vegetable cluster system or hydroponic planting system.

Inputs for ASEAN level:

1. Governments in ASEAN Member States should initiate young farmers exchange program;
2. Fair trade of seed must be opened to all ASEAN member states;
3. ASEAN Young Farmers Organization should be formally established;
4. Farming organizations in local, national and regional levels must be put on ASEAN database and recognized by all agricultural ministries among ASEAN member states.

V.4. Cambodia

Farmers and Nature Net Association (FNN) is a Farmers Organization, non-profit and non-political organization, which was established in 2003. It represents a network of village-based farmer associations (VFAs) from grassroots to the National level.

Challenges that are faced by young farmers in Cambodia are:

1. Farming is a long process, from cropping until harvesting and is also heavily labour-intensive;

2. Lack of capital for farming-start up investment;
3. Young farmers do not have their own land, genuinely it serves as a legacy from their parents;
4. Industrialization development effects on young people leaving farms for jobs in cities or factories nearby their village;
5. Low, unstable, and high fluctuating market prices, which are highly dependent on traders. This is due to the lack of and not-well-organized market information;
6. Poor soil fertility;
7. Unfavourable climate condition (e.g. drought, flood during harvesting season);
8. Limited knowledge on food processing, packaging, and post-harvesting period.

Several actions have been taking into account and some are being prepared:

1. Agricultural cooperatives try to mobilize more young people to be involved in activities, such as: training course, and youth in management and leadership;





2. Youth saving groups that manage by youth leaders in agricultural cooperatives;
3. Most of board of directors in cooperatives are elder people with below-average-quality education on ICT. Therefore, the cooperatives always try to boost more participation of youth, to gain fresh energy and easy to access new technology;
4. Promoting more learning exchange to successful models on farming production as well as linking farmers' products to ASEAN market;
5. The government should promote social messages in public media, involving agricultural sector, especially to motivate youth participation;
6. Agriculture and farming should be induced into integrated educational program;
7. The donors should focus more on the importance of young farmers in a sustainable agricultural and rural development.

V.5. Indonesia

WAMTI is an agricultural organization comprises about 80,000 farmer families. The youth participation is less than 5% in the forms of young farmer movements.

Two main issues should be addressed are:

1. Inadequate awareness and willingness in young people to start or continue a business in agriculture, both in production or marketing;
2. Insufficient resources support, for example: land, equipment, machines, or tools related to farming.

Initiatives to attract youth to join agriculture:

1. Executing educational programs and training to raise awareness of the importance of agriculture;
2. Conducting some cooperation and collaboration among stakeholders, for instance: implementing applied technology in production and packaging;
3. Facilitating the producers to have connection with e-commerce service provider.

Recommendations for all agricultural levels:

1. Farmers organizations:
 - a. To build awareness and knowledge for rural youth
 - b. To improve youth membership participation in organizations and forums in order to increase their capacity.
 - c. To facilitate cooperation and market access expansion;
2. National levels:
 - a. To involve youth in development plan of agriculture national wide
 - b. To apply policies which enable youth easier to enter the agricultural industries
 - c. To provide free resources and supported elements, such as land, funding, and new technology;
3. Other stakeholders:
 - a. To establish a forum and platform for youth to exchange knowledge, best practice, new skills, and other constructive information related to agriculture and agribusiness
 - b. Building and developing cooperation among crops producers and all stakeholders.

VI. Reflection and interactive sharing

VI.1. Reflection

The committee asked whether all the participants still remember the most striking point or the most memorable thing about each talk from all the today's presenters. The participants then wrote on cards and gave them to ASEAN Foundation to be compiled.

VI.2. Interactive sharing

It is an interactive game with equipment of three white boards. The topics stated on cards stick to each boards. Participants are divided into three groups, namely: Indonesia, Philippines & EU, and Lao & Cambodia respectively. Each group has one white board to take the responsibility on. They were given three minutes to discuss and moved from one whiteboard to another, to give responses regarding the initial topics based on their group's

discussion. At the end of the game, each group delivered a presentation highlighting five selected points as a must. The final result is as below:

1. Good practices, Models, Partnership, Initiatives (Group 1: Indonesia)
 - a. ASEAN and EU Stakeholders put more concern on the role of youth in agriculture
 - b. Use of ICT in terms of educating and marketing farmers
 - c. International training and education
 - d. The growth of social entrepreneurship related to agriculture
 - e. Youth network are going in terms of agriculture in ASEAN and EU;
2. Issues, Problems, Unfavorable Situations (Group 2: Philippines & EU)
 - a. Global Problems
 - b. Lack of government support
 - c. Lack of entrepreneurial skills
 - d. Lack of infrastructure and resources to support agriculture
 - e. Less successful models in ASEAN countries which can effectively attract youth to join agriculture and agribusiness industry;
3. New Ideas, Next Steps (Group 3: Lao and Cambodia)
 - a. Use of ICT for instance: an online platform of sharing, learning, collaborating and highlighting innovations.
 - b. Representatives of young farmers are supposed to be invited in global forum
 - c. Build creative business models and share them to agripreneurs in ASEAN and EU
 - d. Document the best practices in agricultural things.
 - e. Involve more youth in the existing farming organizations

VII. Closing

VII.1. Highlighting for day 2 discussion

VII.2. Announcement of field visitations

4. Minutes of the Meeting Day 2



I. Field observation: SABISA Farm

All the participants arrived in SABISA Farm, Bogor, West Java, at around 9 AM. The participants are divided into three groups as previously to visit three different parts of the farm. SABISA Farm is a Teaching Farm Unit established in 2014 by Bogor Agricultural University collaborated with CDA (Career Development and Alumni Affairs), Alumni Association of Faculty of Agriculture, by using +/- 5,000 m² land. The farm has been managed by the college students with a team of agribusiness. At the beginning, the farm only cultivated with dragon fruit trees, but started in 2016, SABISA Farm constructed a greenhouse to plant and grow some vegetables with a hydroponic system and later that year they built a goat pen at one side of the farm and catfish pond beside it. Unfortunately, it was a spring period for dragon fruit plants, therefore the area must be sterile from any visitors. Hence, all the participants visited every sites of the farm except the dragon fruit tree location.

Group 1, Indonesia visited the goat husbandry. The goat pen's appearance looks the same as normal shed, the

difference is the way the goats are treated, especially the food. Not only they feed the goats with green grass, but also with bean sprouts and vitamin concentrates. The students who take care the farm stated that through this treatment, the goats are much healthier than those who are raised in traditional way.

Group 2, Philippines and EU visited the catfish pond. It is pond which at first to be given some manure in sacks so that the animal dung does not mix with the water. The treatment cannot use flowing water, it has to be in a constant position and requires clean water. This mechanism results in the texture and taste of the catfish flesh. The students claimed that the flesh is tender and the taste is more delicious compared to other catfishes.

Group 3, Lao, Cambodia and Myanmar visited the greenhouse. The place has to be sterile from insects and bugs. There are two doors, one to enter and one to exit the greenhouse. Anyone who wants to enter the area has to wear sandals which are provided at the entrance. The system is called hydroponic, where they do not need soil to plant the seeds. There

are spinach, cabbage, and watercress planted in a piece of sponge sunk in a water system. The students claimed that in average normal plants need four months to be harvested, but with their system, it only takes two months to harvest. It can be assumed that the growing process becomes twice quicker than the traditional soil system.

II. Presentation from entrepreneurs and ASEAN Secretariat representative.

II.1. Presentation from Java Fresh Company

Presented by Robert Budiarto

Topic: How do you start your agro business with limited sources.

Java Fresh Company which is registered as PT. Nusantara Segar Global is a fast-growing business focusing on providing tropical fresh fruits and fruits products from Indonesia. It is one of the two Indonesian exotic fruits exporters to Europe, such as: salak (salacca), durian, mangosteen, rambutan, many others. They partner with various plantations in Indonesia, especially from Sumatra, Java and Bali Island to ensure a full year supply

of our commodities. The founder was studying in Europe when he first had an idea to build a business about exporting something to Europe. Having had some information, he decided to concentrate on fruits.

He further explained about how to build an agro-business with limited resources by sharing 10 tips for the ASEAN-EU Youth Forum participants:

1. Read newspaper

It is important to find what opportunity that might be a business that we can enter. The founder of Java Fresh read some local newspaper in German about the increasing trend of exotic fruits consumption in that country. It is followed by observing what kinds of fruits are highly needed in details;

2. Get to know your origin

We have to know very much about our country. For example, Indonesia is suitable to produce a wide range of tropical and subtropical fruits and ranks as the third biggest exotic fruit producer in the world. Regrettably, Indonesia is not in Top 10 exotic fruit exporters due to lack of marketing and quality stability;





3. Do benchmarking
Compare your country with those which have similar conditions but are better in a business you want to run. In this case, the founder compares Indonesia with Thailand, observing the production, exports, farming methods, and other aspects which useful to start your business. It also can be followed by PESTEL (Political-Economy-Social-Technological-Environmental-Legal) analysis;
4. Troubleshoot
After doing the benchmarking we will understand what the problem really is, so that we need to set up some troubleshoots. Before there was Java Fresh, international trading on exotic fruits only focused on profit and quantity, hence the founder set up some priorities on standardized quality, branding and packaging, as well as harvest production and constant shipment;
5. To reach standardized quality
Several researches and technological developments have to be conducted before we start offering our products into the market;
6. Make a great branding and well-designed packaging
First, we have to make a clear concept and execute it in reality. The brand name should be simple and easy to memorize. The packaging should look interesting and elegant. Another tip is that we can put some educational values on the packaging we use;
7. Trace and secure your product.
This trick will make your product valued higher than other competitors. If we put batch number, product code and other information related to the production, we can sell our product to more than double in standard price. This function will enable consumers trace the producing company, even the employee or the farmer who produced the crops. That is the reason why people love to buy typical fruits with these advantages;
8. Focus on consumers
We must understand deeply about the needs and wants from our consumers. We should provide useful information about our products and give some extra benefits to our consumers to make them feel special;

9. Make a real differentiation in the market.

Product differentiation which is developed into unique selling point could make your brand stand out from ordinary products. It makes a real differentiation in the market. The founder explained about BCG (Boston Consulting Group) matrix which describes that as a company we should aim to be a star-categorized player in the market;

10. Do it without too much thinking.

Every journey starts with a single step. There is always a first time for everything, it applies also in business. Make an agribusiness company requires hard works, trials and errors, and most important, persistence. There will be problems to face which can gain development of our products.

He closed the presentation by showing one of Java Fresh's Instagram posts depicting salak fruits which were displayed in Carrefour for the first time beside the mangoes. There was a point-of-promo stated that the fruits are originally imported from Indonesia.

II.2. Presentation from ASEAN Secretariat

Presented by Mr. Dian Sukmajaya, Senior Officer of the Agriculture Industries and Natural Resources Division (AINRD) of the ASEAN Secretariat.

Topic: Agriculture Cooperatives in ASEAN

ASEAN has prepared the roadmap of agricultural cooperatives development. The main concept is to gather farmers in ASEAN member states to be united as a big power in economy. This initiative is to ensure the participation of farmers in the implementation of ASEAN Roadmap for Agricultural Cooperative Development toward 2025. The roadmap will focus on the strategy to strengthen cooperation in agriculture cooperatives to enhance competitiveness of agriculture and forest products to facilitate trade within ASEAN and access to the global value chain. The Roadmap is intended to inform and guide future investments in-line with the Vision of ASEAN 2025 and Strategic Plan Action for ASEAN Cooperation in Food, Agriculture, and Forestry (2016—2025).

The Roadmap will present in-depth analysis on current agricultural cooperatives





activities and national priorities, identify gaps in services, support capacity and information sharing and where relevant, identify new and innovative opportunities for investment. The Roadmap will be developed through a combination of desk review, stakeholder consultations, and qualitative/quantitative analysis.

The purpose of this roadmap is to support the efforts in facilitating trade among ASEAN Member States and to provide a vision and direction for enhancing participation of the ASEAN agricultural cooperatives in Global Value Chain and inclusive agricultural business. The roadmap will advance the implementations of enhancing trade facilitation, economic integration and market access, as well as to improve productivity, technology and product quality to meet global market standards and increase competitiveness. It also functions as a reference to harmonize the Agricultural Cooperatives' legal frameworks and institutional arrangements in ASEAN member countries.

ASEAN Sectoral Working Group on Agricultural Cooperatives was established as an action to execute the roadmap planned by ASEAN member

states. The tasks that have been done by this working group is:

- a. Established business linkages among the potential agricultural cooperatives and farmers;
- b. Promote direct investment and strategic partnership with ASEAN Agricultural cooperatives and farmer organizations, producers, consumer and traders' organization;
- c. Strengthening the Food Marketing System of Agricultural Cooperatives for enhancing Food Security in ASEAN;
- d. Assist small scale producers in the agricultural sector to become viable and competitive enterprises by provision of better technology, inputs, finance and extension services, access to higher value markets, and by facilitating integration into modern value chains;
- e. Promote and strengthen cooperatives and farmers organizations so as to better

integrate the AMS's integrate small producers in the value chains and to provide collective platforms to deal with production and market risks;

- f. Empowerment of personnel and leaders of agricultural cooperatives;
- g. Establishment of strategic alliance among agricultural cooperatives in ASEAN.

Next steps to be done:

- a. A concept note on strengthening ASEAN-EU to attract young generation in Agriculture and Forestry sector should be developed;
- b. Promote exchange learning/ learning program on youth in agriculture. This can significantly raise willingness among the youth consider becoming farmers or being involved in agriculture and agribusiness;
- c. Sharing best practices. A platform of sharing knowledge, information and best practices should be built in order to

make a communication tool so that farmers can get something useful to increase their productivity;

- d. Networking between young entrepreneurs in ASEAN and EU. A cooperation or collaboration needs to be done immediately. This network cannot only they will know each other but also building business together.

II.3. Presentation from SABISA Farm

Presented by Sutarjo

Topic: Direct Marketing

SABISA Farm located in Bogor is managed and run by IPB (Bogor Agricultural University) college students. Their activities comprise seeding, planting, nurturing, and also marketing of the crops and stock produced by the farm. There are at least four initiatives have been done namely:

- a. The farm of dragon fruit

It had been quite a theory that a dragon fruit comes from a tropical tree which requires a





lot of sunshine and a minimum rainfall before a lecturer in IPB defied that belief by raising an idea that a dragon fruit tree can be planted and grow in Bogor, which is well known as a city with high rainfall level over the years. This idea was implemented by establishing SABISA Farm in 2014 with the first step was to make a dragon fruit tree farming area. The theory has been crushed by successfully growing the trees in an area with the rain drops all the years around. Not many people know that there are various types of that fruit based on its colour. They are red, orange and yellow dragon fruit. The harvested dragon fruits are sold in the farm directly to the consumers.

- b. Fruit plant in a pot to express the beauty and aesthetic

Normally fruit trees are planted in soil, however SABISA Farm introduced a new way of planting. The fruit trees can be planted in pots to express the beauty and aesthetic values in terms of appearance. The

trees could grow smaller in size but still produce fruits. These advantages outweigh the weakness related to the tree size. This technique can be best adopted by those who live in urban areas but have a willingness to farm.

- c. Agricultural Training for kids

SABISA Farm has a program which involved kids. The kids can visit in a group and be taught about farming. They will be learning about how to plant a seed, nurture and how to harvest the fruits. This is a new activity which could introduce agricultural things to people since their early age. The response has been well received by the people, as an evidence, not only kids but also teenagers sometimes join this program.

- d. Processed products

The crops and fruits produced by this farm are processed on location. Even though raw produce was sold, but some of them are processed to have added values before marketed

to consumers. The products that have been produced so far are dragon fruit juice, pumpkin chips and various snacks made from vegetables.

SABISA Farm implement direct marketing strategy. They sell the products directly to the consumers and do not accept resellers. Most of the selling is on location, but sometimes they also deliver the products to the consumers. Selling in the farm attracts so many potential consumers. The unique value is the experience of harvesting crops and fruits in the farm. Many visitors and buyers find it very fascinating that you can pick up the fruits right from the trees with their own hands and consume them directly. In the farm, not only can the visitors buy but also can learn how to plant the trees and to nurture them.

Many time they are out of stocks when the visitors come frequently. However, when the selling is stagnant or decreasing, delivery order can significantly increase the sales. This mechanism acts as an expansion to reach the potential market, for example, people who are busy or have difficulties related to the distance and time.

To conclude, the speaker shared the information that they have received some appreciations from government, universities related to agriculture. The most significant breakthrough is that they create an image of scholar-farmer, where agriculture is a bright future for young generation even if they are well-educated and hold high degrees at formal schools.

Questions and answers – Part 1

Q: *To the fruit exporter, how to ensure the quality assurance and the volume to break into the European market.*

A: The products must be in perfect condition through a series of research. One of the strategies is to sacrifice the volume. Even though the price will be higher than others from Asian countries. For example, instead of 1 ton, export only 500 kilograms with high quality.

Q: *How to ensure that the farmers benefit from those activities made by Java Fresh Company?*

A: Java Fresh does not set the price. So that the farmers can sell products which have affordable profit as they expect. The pricing strategy is applied by setting different location targets when they have various quality products.





Q: What are the highest risk investment when it comes to exporting fruits to other countries?

A: Fruits are perishable. Time issues, for example when the harvest is not at the right time. The company accentuates organic growth rather than getting loans from financial institutions. To always fulfil the quality and quantity as required by the importers is the best evidence that other importers will look for your company.

Q: How to add special skills to the farmers in order to achieve the international standard for your products?

A: On regional level in ASEAN, they set a standard. The standards should be introduced for farmers. The ministries among the ASEAN Member States make cooperation with local organizations. They make a good module for farmers about how to apply best practice in terms of agricultural practices. Establishing farmers-to-farmers activity by using ICT to share information, best practice, and related information about agriculture could be a good strategy to achieve that goal.

Q: How to make a connection between great entrepreneurs and the farmers? Because their main job is to produce. Selling comes second.

A: In every country there is a database

about registered farmers in areas. The entrepreneur might use the data to trace about their crops they need. Then they can tell the farmers about the quality. There should be conducted an exhibition or application that enables farmers can export their goods directly to the market. The farmers produce high quality products. They joined the farmer cooperative. The professionals are in that cooperative who does the marketing.

Q: Who are the professionals or leaders of agriculture which we are always discussing in this forum?

A: Focal points of each countries in terms of agriculture, consists of government officials, heads of cooperatives, start-up founders.

Q: Looking at Indonesian figure, cooperatives tend to do their activities inappropriately. Should we need to evaluate them? How to manage suppliers to always meet the required capacity? If a certification is needed, how to solve that problem?

A: The ASEAN Secretariat has established a road map to develop Agriculture. There might be setting up a cooperative competition to evaluate the cooperative. The price of certification at least USD 5,000 a year. That price can be funded by Ministry of Agriculture by proposal, but

they have to follow the process around two years. The session is to find out some possibilities make cooperation between farmer organizations and great models of entrepreneurs. If we want to go fast, go alone. If we want to go far, go together.

Q: Tell us about the business model of Sabisa Farm?

A: Dragon fruit normally requires 1 hectare which costs IDR. 300 million. SABISA Farm mix the products and services. They only sell on location so there is no transportation cost. The consumers pay the tickets to pick the fruits directly from the trees. The fruit is chosen because the rain level is high in Bogor, so there is no competitor in this category.

III. Plenary, innovative production and marketing intervention

III.1. Discussion in groups

The participants are divided into two groups, which consists of EU-ASEAN representatives for each. They had to discuss about two questions:

1. What support that is needed by young farmers to increase production and marketing?

2. What are the right ideas for your agricultural companies' business models?

The leader of each group run the discussion by raising the question and asked members of the groups to share their thoughts. The ideas were written into cards to stick on the group's whiteboard. Then the leader of the group presented what they have discussed.

III.1.1. Presentation by group 1

Responses to question no 1 are as below:

1. Training on marketing, good quality production and international standard.
2. Transfer knowledge from old farmers to young farmers.
3. Land, Irrigation, communication facilities, and electricity facility.
4. Providing Information about market, production and techniques.
5. Government policies to support youth in agriculture, for examples: farming education and credit scheme.
6. Best practices of processing and packaging.





Responses to question no 2 are as below:

1. Making more income through export of high quality products and diversification of business units.
2. Grading products to be sold to different markets.
3. Business expansion by conducting agro-tourism and homestay.
4. Direct marketing enhancement.
5. Creating agricultural shops community, farmer cooperatives and organic markets.
6. Establishing E-Commerce dedicated for agriculture and agribusiness.

III.1.2. Presentation by Group 2

Responses to question no 1 are as below:

1. Providing productive Resources.
2. Open-mindedness of young farmers to improve.
3. Increase bargaining power for the young farmers.
4. Governmental aids on land, finance and technology.

5. Conducting agricultural education related to entrepreneurship and business planning.
6. A platform for sharing success stories among agricultural workers and entrepreneurs.
7. Mapping the real agricultural value chain.
8. Gaining trust from old farmers to young generation.

Responses to question no 2 are as below:

1. Consolidation of products.
2. More advertisement for agricultural crops and products.
3. One farmer's waste might be another person's treasure.

When farmers have byproducts, they usually get rid of them. This practice needs to be improved by looking for opportunity out there which can gain some profit. As an example, when a livestock farmer has offal that cannot be sold into the usual market, they can find other persons who want to buy that offal.

4. Farmer-to-farmer linkage,
5. This is not just an idea. It needs to be implemented in order to have a sharing platform for all ASEAN farmers.
6. Organizing farmers to meet with prospective exporters in order to meet customers' requirements.
7. Connection between input supplier and producers.

2. Not only the governments and organizations, but also should include private sectors.

It is very important to involve private sectors, especially big companies. Farmer-to-farmer connection can be ineffective, since most of them are not stable yet. They need big partners to support them, there are some areas which the governments or NGOs cannot handle.

III.2. Young ASEAN Farmers' Declaration

The declaration draft is distributed among the participants to read and make comments before declaring the document. After reading about 10 minutes some comments were raised during that activity. Indonesia, Lao, and Cambodia had the similar comments which reflect:

1. The declaration should be shortened
The draft was so complicated with so many sentences to read and speak of. The input was to make it shorter into one page only;

The declaration was to establish one ASEAN Young Farmers Platform which then expected to be a federation. The goal is to increase 5% young farmers to be at least 20% in total ASEAN farmers. Those are the reasons that the participants have go back to their countries and tell the governments that there is an ASEAN Young Farmers movement that must be supported in terms of the issues they are facing in their respective countries.

The declaration was celebrated by putting their thumb marks on the map of all ASEAN countries by each representative.





III.3. CEJA's final comments of the forum

Presented by Jannes Maes

1. Huge congratulations for the event
The 2-day activity has run smoothly without any significant problems. Objectives were achieved through lots of discussion and sharing sessions;
2. Next year 60th anniversary to engage all young farmers in Europe.
There will be a big agricultural event in Europe, it is hoped and expected that ASEAN young farmers representatives will attend the event;
3. CEJA is going to a global level by an education called "Young Farmer Leaders of the Future". To identify potential youth in every part of the world and train them to be the next leaders. In the future ASEAN will hopefully could take participation on this new initiative;
4. Next time, in any other agricultural

events, it should be taken into consideration that young farmer images or pictures are embedded on the event's decorations.

III.4. Closing activities

The ASEAN Young Farmers Champion was offered to the participants who want to take that position. However, it turned out that no participant was eager to take that chance.

The cooperation between ASEAN and EU was symbolized by putting their signatures by each country representatives and EU representatives.

The participants filled out the form of evaluation of the event.

Social Media Competition Winners were announced.

Certificates and souvenirs were distributed to all of the participants.



Concept Note

1. Background

The agricultural sector in Southeast Asia is one of the most important drivers of economic growth. Production and trade pattern in ASEAN have been reflecting the strength and importance of crop especially in perishable produce (e.g. vegetables and fruits). However, ASEAN faces challenges in food security and inclusive agricultural growth agenda.

First, increasing cross borders trade potentially creates fears over sovereignty and opportunity loss in domestic value among primary producing countries.

On the opposite side, the rapid economic growth in ASEAN increases living standards, and enhances urbanization. Together with the projected increasing population, this magnify not only the overall demand for affordable food and agricultural products, but also the quality of food. In this change of demand, food security and value chain are inseparable. The level of engagement in food security and trade is influenced by the ability of the producers to respond to incentives that trade can offer. Taking standards compliance into account, it can be seen as a so-called upgrading strategy that aims to improve the competitiveness and strategic position in specific value chains – the niche market.

Secondly, whereas agricultural trade is potentially able to generate income and employment, farming is not seen as a profitable and attractive job for young people. The Indonesia Research Institute (LIPI) documented that the average age of farmers in Indonesia is around 45 years old and above. In Malaysia, it is also recorded that 50 percent of farmers are around 45 to 64 years old. Understandably, there is migration of occupation preferences from agricultural to industrial sectors.

The low participation of youth in agribusiness is further attributed to the limited access to key resources such as land, start-up capital, and as well as role model and business mentor. The situation is exacerbated with the increasing number of youth migration from rural to urban areas.

Young people still view agriculture as a unfavorable career that entails life-long labor on a farm. However, with the right investment to support entrepreneurs

in agriculture, profitable careers could await ASEAN's young population. To be entrepreneurs, young small-scale farmers need to be innovative and forward-looking as well as capable to maintain their business as sustainable long-term ventures¹.

ASEAN – EU believes that young people is the excellent source of ideas and innovations. It is important to increase as well as to enhance their participation in agribusiness. With this background, the ASEAN Farmers' Organisations Support Programme (AFOSP) in coordination with the ASEAN Sectoral Working Groups, EU delegation for Indonesia and Brunei Darussalam, private companies, development partners, professionals, practitioners, and value chain actors are organizing the ASEAN – EU Youth Forum. The overall objective is to create platform for joint actions on motivating youth into agribusiness as agripreneurs. This shall be achieved through a learning exchange, networking with multi-stakeholders, and an exposure visit to sustainable farming.

ASEAN – EU Youth Forum

The ASEAN – EU Youth Forum is continuation of the Roundtable Discussion (RTD) on Strengthening Farmers' Organisations/ Agricultural Cooperatives and Attracting Youth in Agriculture, which previously took place on 7 November 2016 at the ASEAN Foundation, Jakarta, Indonesia. It aims to create a platform for ASEAN – EU joint actions in enhancing youth participation into innovative agribusiness and agripreneurship activities.

The ASEAN – EU Youth Forum is co-organized by the ASEAN Foundation (AF), ASEAN Secretariat, EU Jakarta Office, the Consortium of Asian Farmers Association for Sustainable Rural Development (AFA), La Via Campesina (LVC), and AgriCord. The event will take place in ASEAN Secretariat, Jakarta and Bogor (Indonesia) on 25 – 26 October 2017.

Rationale and Objectives

To attract young people's participation in agriculture in Southeast Asia by giving appropriate information and support system, in order to attract youth to engage in agriculture, especially using family farming approaches.

¹ <http://www.fao.org/uploads/media/5-EntrepreneurshipInternLores.pdf>

The ASEAN-EU youth forum would like to provide a venue for young people of ASEAN and EU to:

- a. Motivate youth into joining employment opportunities in the agribusiness value chains.
- b. Provide a platform for sharing information, knowledge, and learning from real life experiences of the ASEAN youth agripreneurs who have successfully expanded their business to National/European market.
- c. Provide a platform for joint action and amplify young people's voice to interact with policy makers on issues that affect youth participation in the agribusiness sector.

Expected Outputs

- a. Youth Plan of Action to achieve in the upcoming 6 months at the Farmer Organisation level;
- b. Identification of potential areas for cooperation between ASEAN – EU Youth through AFOSP programme in cooperation with relevant ASEAN, EU bodies and other development programme;
- c. A Report Recommendation for potential Joint Activities of ASEAN – EU to promote youth participation in the agricultural production and innovative marketing.

Expected Outcomes

- a. At least 70 percent of the youth participants have an improved perception towards agribusiness, proved by the documentation of activities in the sustainable production and marketing;
- b. At least 50 percent use online platform to share knowledge (e.g AgriProFocus and many others).
- c. A continuation of ASEAN EU youth forum in 2018 supported by the ASEAN and EU in agriculture.

Criteria for participants:

- a. National Implementing Agencies of AFOSP;
- b. Youth Farmer must be between 20 – 38 years old by 25 October 2017;
- c. The selected farmer must have experience in food crop cultivation, or food crops marketing, and familiar with national standards (Good Agricultural Practices, etc);
- d. The selected farmer must have an active media social account (Twitter, Facebook, Gmail account) for follow up communication after the event;
- e. The selected farmer is encouraged to bring and to promote his or her products on the 2nd day of event.

Honorable guests:

- a. Permanent Representative of Thailand to ASEAN (Board of Trustee of ASEAN Foundation)
- b. EU ASEAN Ambassador: H.E. Fontan
- c. IFAD Indonesia: Ronald Thomas Hartman
- d. Food, Agriculture and Forestry Division: ADR Pham Quang Minh
- e. Chairman of ASWGC (under AMAF): Mr Abdul bin Daut
- f. Chairman of ATWGARD (under AMAF): Dr. Yiyi Sulaiman
- g. Representative from ASWGAC

2. Date and Venue

25 – 26 October 2017

ASEAN Secretariat, Jakarta, Indonesia

3. Participants

- a. Total participants: with ... female and ... male participants.
 - i. *Farmers Organisations and Cooperatives from Cambodia, Indonesia, Lao PDR, Myanmar, Philippines, and EU.*
 - ii. *Rikolto Indonesia, AgriProFocus Indonesia*
- b. Invited Speakers:
 - i. *Technical Working Groups on Agricultural Research and Development (ATWGARD): Dr. Yiyi Sulaeman*
 - ii. *Food, Agriculture, and Forestry Division of ASEAN Secretariat: SO. Dian Sukmajaya*
 - iii. *EU Delegation to Indonesia and Brunei Darussalam:*
 - iv. *Java Fresh: Robert Budianto*
 - v. *Unltd: Romy Cahyadi*
 - vi. *Ur Farm: Dea Salsabila Amira*
 - vii. *Sabisa: Sutarjo*
- c. Organiser:

ASEAN Foundation and Asian Farmers' Association
- d. Co-organisers: La Via Campesina
- e. Donors:
 - i. *European Union Delegation*
 - ii. *IFAD*

4. Working Languages

English and Indonesia

5. Correspondence

All correspondence regarding ALSPEAC 2017 event should be addressed to:

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PROGRAMME SCHEDULE

25 October 2017

ASEAN – EU Cooperation: Youth Participation in the Agricultural Production and Value Chain

08:00 – 08:30

Registration

09:00 - 09:30

Opening Programme

1. IFAD – AFOSP to support young participation in the agricultural sector
2. Permanent Representative of Thailand to ASEAN (dialogue coordinating partner of EU): *Supports for ASEAN Youth in agribusiness and entrepreneurship along the Value Chain*
3. EU Ambassador to ASEAN: *Global development trends in agriculture in EU, an exchange knowledge to ASEAN*

09:30 - 10:00

Tea / Coffee break and Photo session

10:00 – 12:00

Agricultural production, moving forward towards regional integration

1. **ATWGARD**: ICT in agriculture - technology transfer involving private sector
2. EU **Economic and Trade Section towards ASEAN**: EU Economic and Trade Policy towards ASEAN

12:00 – 13:00

Lunch Break

13:00 - 14:00

SDGs 8: Decent Work

Social Entrepreneur Business Model:

1. UnLtd: nurture early stage of social agri -enterprises
2. Urban farm

14:00 - 15:00

Value chain business model best practice and lesson learned on agricultural production and value chain involving youth: The EU Experience

1. CEJA
2. Walloon Farmers

15:00 - 15:15

Coffee Break

15:15 - 17:15

Value chain business model best practice and lesson learned on agricultural production and value chain involving youth: The ASEAN Experience

1. Myanmar (AFFM)
2. Cambodia (FNN)
3. Laos (LFN)
4. Philippines
5. Indonesia

17:15 - 17:30	Take home message for Day 2 1. Respective Sectoral Working Group 2. Co-organizer
26 October 2017 Field Visit: Youth Participation in Value Chain through innovative Business Model	
06:30	Gather at the hotel lobby before departure to Bogor
09:00 - 10:00	Field observation at Sabisa Farm: 1. Identification on Business Model 2. Identification of challenges and opportunities
10:00 - 11:00	From Sabisa to Agriculture Development Station (ADS)
11:00 - 12:30	Value chain business model best practice and lesson learned on agricultural production and value chain involving youth: 1. Java Fresh, Robert Budianto: How do you start your agribusiness with limited resources 2. Dragon Fruit Farm, Sutarjo: I am a farmer, I am a savant Agriculture Cooperatives in ASEAN: Food, Agriculture, and Forestry Division of ASEAN Secretariat, Senior Officer Dian Sukmajaya Questions and Answers
12:30 - 13:30	Lunch
13:30 - 15:00	Gallery Walk and Open Space, develop scenarios of alternative options in: 1. Access to finance: incentives to start agribusiness formally or informally 2. Access to sustainable production: use of technology 3. Access to market especially for niche and export market: creating/developing new agri hubs
15:00 - 16:00	Plenary, Innovative Production and Marketing Intervention: 1. Essential drivers to involve youth in the agriculture and what can be learned from previous experiences 2. Scenarios to overcome challenges and to seize opportunities
16:00 – 16:30	Farmers Declaration
16:15 - 17:00	Solidarity Session
17:00 - 17:15	Closing Programme
17:30	Back to Jakarta

LIST OF SPEAKERS, PARTICIPANTS AND ORGANISERS

Speakers

1. **Dr. Yiyi Sulaeman**, Vice Chair of ASEAN Technical Working Group on Agricultural Research and Development (ATWGARD)
2. **Mr. Raffaele Quarto**, Head of Economic and Trade Section, EU Delegation to Indonesia and Brunei Darussalam
3. **ASEAN Agricultural Cooperatives** by Senior Officer Dian Sukmajaya, Food, Agriculture, and Forestry of ASEAN Secretariat
4. **Mr. Sutarjo**, Dragon Fruit Farm Owner, Indonesia
5. **Ms. Dea Salsabila Amira**, Ur-farm
6. **Mr. Romy Cahyadi**, Unltd
7. **Mr. Robert Budianto**, Java Fresh Company, Indonesia

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- Interns
Diah Nikmayati
- Rapporteur
Andreas Haryono and Bintang
- Intepreter
Dea Rusdiana
- Videographer and Photographer
Suryo Wibowo

ASEAN agricultural production, moving forward towards regional integration on single market and production base

1. Application of ICT in the agricultural value chain by **Dr. Yiyi Sulaeman**, Vice Chair of ASEAN Technical Working Group on Agricultural Research and Development (ATWGARD)
2. Main Features of the EU trade and Agricultural Policies by **Mr. Raffaele Quarto**, Head of Economic and Trade Section, EU Delegation to Indonesia and Brunei Darussalam

Learning Exchange from existing Indonesian Value Chain Business Model for Young Entrepreneur

1. Fixing Small Farmers Supply Chain by **Ms. Dea Salsabila Amira**, Ur-farm
2. Nurture Early Stage Social Enterprises by **Mr. Romy Cahyadi**, Unltd

Learning Exchange from existing Indonesian Value Chain Business Model from EU farmers

1. Attracting Youth to Agriculture: Belgium (Walloon Region) and EU Case by **Mr. Jannes and Ms. Julie**

Learning Exchange from existing Indonesian Value Chain Business Model from ASEAN farmers

1. Attracting Youth to Agriculture: Lao PDR
2. Attracting Youth to Agriculture: The Philippines
3. Attracting Youth to Agriculture: Myanmar
4. Attracting Youth to Agriculture: Cambodia
5. Attracting Youth to Agriculture: Indonesia

Coffee Collective Marketing and Participation of Cooperative at the Policy Level

1. How do you start your agribusiness with limited resources by **Mr. Robert Budianto**, Java Fresh Company, Indonesia
2. ASEAN Agricultural Cooperatives by **Senior Officer Dian Sukmajaya**, Food, Agriculture, and Forestry of ASEAN Secretariat
3. I am a farmer, I am a savant by **Mr. Sutarjo**, Dragon Fruit Farm Owner, Indonesia