

avpn

SOUTHEAST ASIA  
SUMMIT 2021

# Agradaya

**Agradaya Indonesia, CV**

**Asri Saraswati**

Co-Founder & Chief Operational Officer

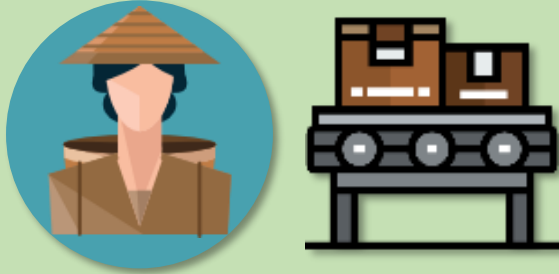
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A sustainable agricultural practices  
to improve of smallholder spice farmers  
welfare in Indonesia.

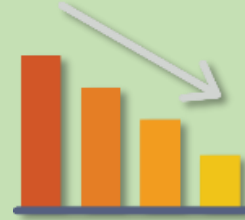


# Problem Identification

## Community Farmers



- Crops was sold in a low price
- Farmers was disconnected from post-harvest process
- Long distribution chain
- Dependent to Chemical fertilizer usage



- IDR 500.000. Average income per month
- 53 years old. Average number age of farmers in Indonesia
- 25,95 Million. Total numbers of poor farmers in Indonesia

## Consumers



- Healthy life style, alternatives of food, healthy food and beverage.
- Herbal and pharmaceutical industry grow significantly
- Natural, Healthy & local products consumption growing for last 10 years.

# Solutions

## Community Farmers



- Applying appropriate technology which has lower cost and maintenance.
- Through Natural Farming, farmers could produce their own fertilizers.
- By doing Post harvest process has 3-5 times incremental value than fresh crops

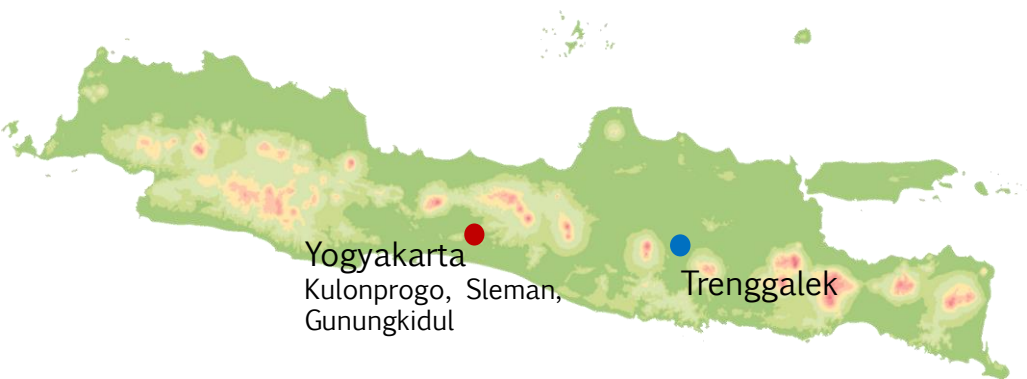
## Consumers



- Create herbal products with good standard ( Halal, BPOM TR cert.)
- Traceability of products. Where the products come from. How it processes and who produce
- Health consultation is supported by herbalist

# Beneficiaries

Farmers Partner Location:



**> 200  
farmers**

6 Group Farmers in Yogyakarta  
& East Java



**7 units**

Solar Dome Dryer Installed.  
A renewable-appropriate  
technology



**> 73 Ha**

Agrospices – Forestry,  
Land and forest cultivated



# Products

## Retail

### Spices Powder



### Spices Tisane



### Herbalatte



## Bulk

### Dried Sliced Spices



### Spices Powder



# Market Segmentation

**Retail Product  
Sell to End  
Customer**



Women, Urban, Family  
Healthy Lifestyle, Class  
economy A, Love to cook at  
home

Natural, Local Resources,  
Healthy Ingredients,  
Traceability in Process,  
Pharmacist consultancy

**Target  
Market**

**Customer  
Segment**

**Value  
Proposition**



**Bulk Product  
Sell to  
Company**

Pharmacy  
Extract  
Flavor

Consistent supply both in  
quality and quantity,  
Traceability in process,  
Standardize products  
that meet requirements.

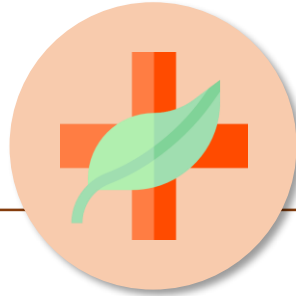
# Market Size



## **IDR 10,6 Trillion**

Market Share Value of herbal – traditional medicine industry in 2017, with 9.8% growth/year

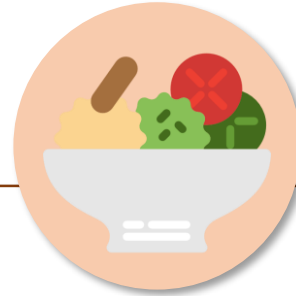
*Source:  
Release Report from  
Association of Indonesian  
Herbal Medicine  
Entrepreneurs (GP Jamu)*



## **IDR 4,5 Trillion**

Revenue of food and supplement industry in Indonesia in 2019

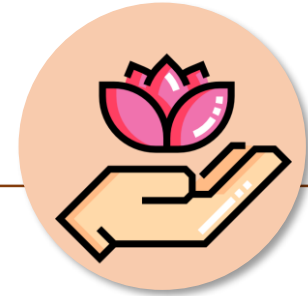
*Source:  
Cekindo Business Center*



## **Trend Increase**

Healthy food consumption to prevent health problem.

*Source:  
Nielsen Indonesia*

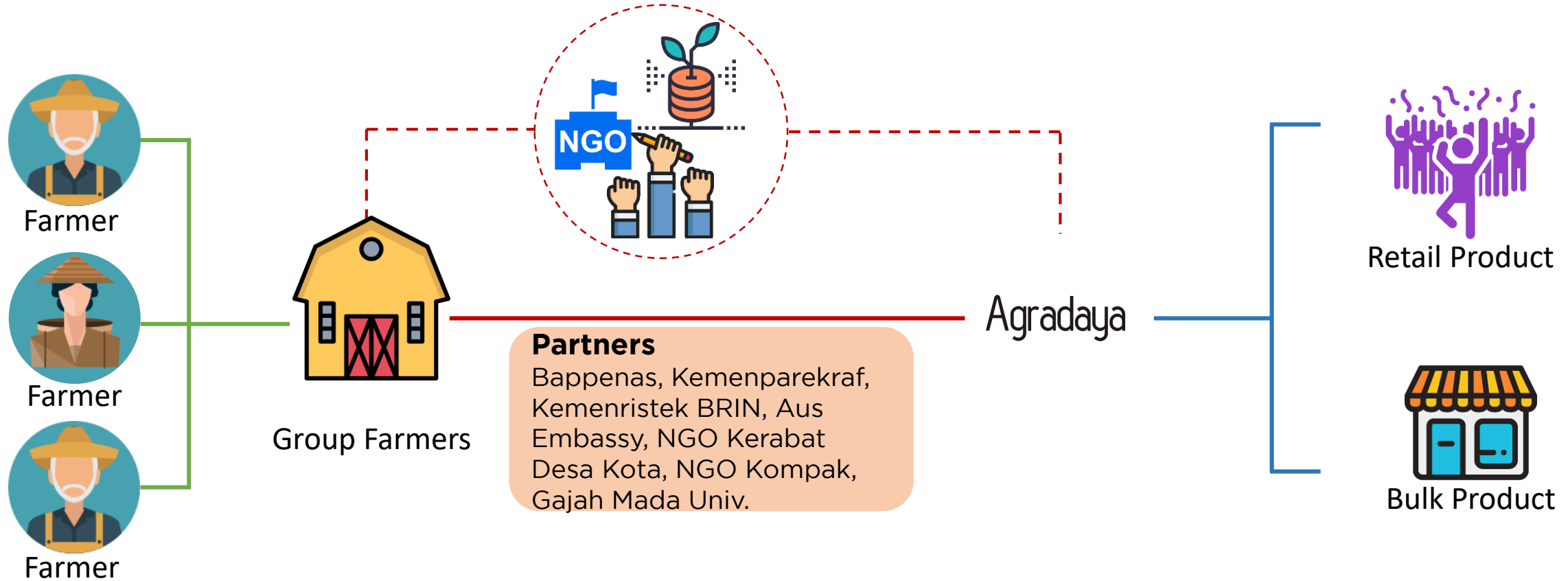


## **45 million**

middle income class of Indonesia in 2021

*Source:  
Bappenas*

# Business Model



## Community Farmers

201 Farmers in Two  
Province Yogyakarta  
and East Java

## Upstream Production

8 kinds of Spices  
Produce dried product  
Capacity 2,5 ton / month

## Downstream Production

11 SKU Spices Product  
Capacity 3500 pcs/month

## Channel Distribution

76 Reseller in 20 Cities  
8 Marketplace  
3 Company (Bulk)



# Core Team



## **Andhika Mahardika | CEO**

Engineer. Experienced in **marketing & organizational** development

## **Asri Saraswati | CMO**

**Chemist.** Experienced in chemical process industry

## **Citra Kurnia Solihat | Chief Pharmaceutical**

**Pharmacist.** Experienced in herbal industry

## **Afif Ariza N | Chief Product**

7 Years Experienced in **food industry**

## **Ganang Aziz Nurhuda | Chief Community Development**

**Agronomist.** Experienced in agriculture & community development

## **Partner & Advisor:**

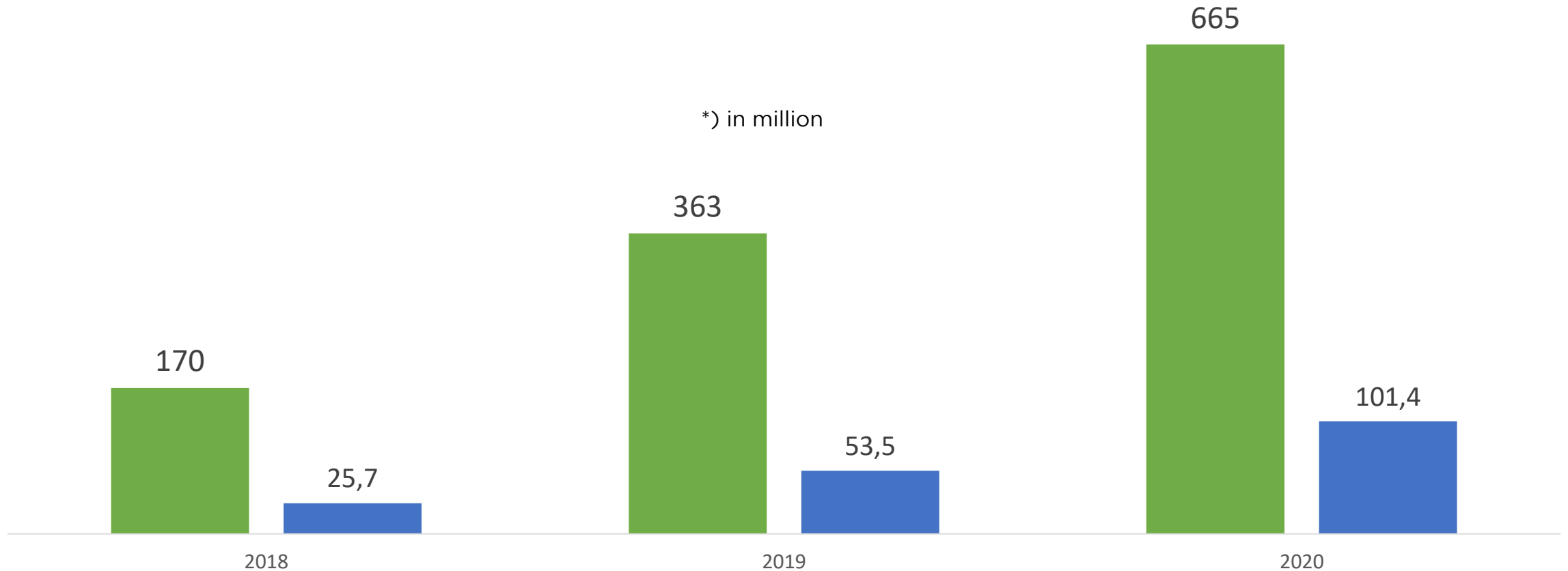
### **Ibu Dwi Pertiwi**

**Founder JC Organics.** >15 years experienced in Organic Spices Industry  
(both Production & Export Trading)

# Revenue 2018 - 2020

■ Revenue ■ Profit

\*) in million



## 2016 - 2017

Community Empowerment Program in Yogyakarta. Funded by Aus. Embassy

## 2017

- Rise Inc Incubation
- Research Product
- Trial Market
- PIRT Cert.

## 2018

- Perusahaan Selaras Alam by WWF Indonesia
- Sales nationwide

## 2019

- NOPE Exhibition in London, UK
- Halal Cert.
- Nationwide sales

## 2020

- Hyundai Start-up
- BPOM
- Trial Export

# Projection 2025

Year	2020		2021	2022	2023	2024	2025
Target Market	Local Market	National Market		National-Export Market	National-Export Market	National-Export Market	National-Export Market
		Trial Export		LCL	FCL 1Cont./Month	FCL 2Cont./Month	FCL 5Cont./Month
Capacity		5 ton / month		10 - 20 ton / month	100 ton / month	100 ton / month	100 ton / month
Legal		Vegan   Halal, BPOM, PIRT		HACCP, BRC, Organic (EU, JAS, USDA), Vegan   Halal, BPOM	HACCP, BRC, Organic (EU, JAS, USDA), Vegan, Fair Trade   Halal, BPOM	HACCP, BRC, Organic (EU, JAS, USDA), Vegan, Fair Trade, Kosher   Halal, BPOM	HACCP, BRC, Organic (EU, JAS, USDA), Vegan, Fair Trade, B-Corp, Kosher   Halal, BPOM
Farmers	157	310		500	1.500	3.000	5.000
Revenue	Rp665.000.000	Rp850.000.000		Rp 2 Milliar	Rp 10 Milliar	Rp 30 Milliar	Rp 100 Milliar
Pipeline			National	National	National	National	National
			B2C	B2C	B2C	B2C	B2C
			9 Marketplace	20 Marketplace	50 Marketplace	50 Marketplace	50 Marketplace
			139 Reseller	300 Reseller	7000	1500 Reseller	3500 Reseller
			4 Healthy Store Supermarket	10 Healthy Store Supermarket	30 Healthy Store Supermarket	70 Healthy Store Supermarket	100 Healthy Store Supermarket
			B2B	B2B	B2B	B2B	B2B
			2 Makloon	5 Makloon	15 Makloon	40 Makloon	50 Makloon
			3 Reca	10 Reca	35 Reca	80 Reca	200 Reca
			Export	Export	Export	Export	Export
			Malaysia	1 Buyer - Belgium	1 Buyer - Belgium	2 Buyer - Europe	5 Buyer - Europe
Partner	Bappenas, Kemenristek BRIN, Kemenparekraf, Australian Embassy, Yayasan Wahana Mandiri, NGO Kompak, Bank Mandiri, Bumdesma Saribumi Trenggalek, Kelompok Tani Menoreh, Instellar Incubator, Hyundai Motor, Komunitas Organik Indonesia, Sekolah Tani Muda, UGM, Undip, Disperindag Sleman DIY			Kemenperin, Kemendag, Kemenkop UKM, Exim Bank, Aliansi Organik Indonesia, JC Organics, International Trade & Promotion Center / KBRI di Eropa-Jepang-USA, Control Union, Catalyst Consulting, Sustainable Spices Initiatives, Yayasan Inisiatif Dagang Hijau, Swiss Contact, Hivos			

# Funding Needs

## Projection in 2025



Farmers

**5.000**



Land  
Cultivated

**10.000  
Hectare**



Amount  
Revenue

**\$ 7,1  
Trillion**



## Funds Use Plan

Category	Allocation
New Site Factory	40 %
Marketing	20 %
Legality	6,7 %
Operational	27,3 %
Training & Capacity Building	2,7 %
R & D Product	3,3 %



# Agradaya

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[Instagram.com/agradaya](https://www.instagram.com/agradaya)

