

Title The assessment of supply chain management on tangerine cv Pontianak in West Kalimantan, Indonesia

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Abstract

This assessment was carried out in some locations of marketing in West Kalimantan, covering Sambas, Singkawang, Mempawah, Sungai Pnyuh, and Pontianak City. The objective of activity was to formulate model of supply chain management on Pontianak tangerine in West Kalimantan. This assessment used two approach, that are survey approach and policy analysis approach. It used primary data from a field survey and secondary data came from involved institutions. The data was collected through observation technique and interview technique. Intake samples conduct by purposive sampling. The data was analyzed by farming analysis, marketing analysis, consumer response analysis, and policy analysis. The results of this assessment showed that: (a) The model of SCM on Pontianak tangerine was formulated based on 6 principles, that are focusing and sharing value, creating and sharing value, getting the product right, ensuring effective logistics and distribution, having an information and communication strategy, and building effective relationship. (b) The consumers preferences to Pontianak tangerine are feel beloved, grade of AB, color of rind of chartreuse, rind attenuate, clear of dirt, ceiling price of AB=RP 8,829/kg, C=RP 6.529/kg, D=RP 4,929, and E=RP 3,586/kg. (c) To produce the right product, the support of various institutions is needed especially agro-input and agro-production, and applying Standard Operating Procedure (SOP) widely two all citrus grower's group. (d) Values of profit margin on two dominant marketing chains (Pontianak and Jakarta) are above mean 57,07% in Pontianak and 47,21 % in Jakarta is not significantly different. (e) Logistics stream and distribution of Pontianak tangerine from farmers to final consumers through some market players, that are collector, whole seller, distributor, and retailer which forming 21 marketing chains. (f) To create an information and communication optimally, its needed tripartite meeting forum (farmer, distributor, and whole seller) and supported by marketing information center. (g) Relationship among supply chain players could be conducted by institution approach on agribusiness system which consisted of agro-input institution, agro-production institution, agro-industry institution, agro-marketing institution, and supporting institution.