

**Title** Improvement of Indonesian pineapple competitiveness through the empowerment of small scale farmers

**Author** W.D. Wibawa and S.D. Iswari

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### **Abstract**

Indonesia is among the top three pineapple producers in the world and the fourth of top of processed pineapple exporters. Generally, export of processed pineapple has been done by multinational plantation company that own large farms. To have better share in international markets, Indonesia has increased its efforts to improve production capacity and quality of pineapple by empowering of small scale farmers through institution strengthening, quality improvement and partnership development. For institution strengthening is focused to drive farmers to develop farmer groups that moving toward to form growers' association. For marketing purposes farmers are encouraged to establish farmers private enterprise that fully managed by farmers, with main tasks are to develop partnership with the exporters as well as establish better communication and coordination with farmer groups and farmer association. To improve quality of the produce is conducted by implementation of Good Agricultural Practices (Indo-GAP). Partnership with exporters is aimed to develop mutual understanding and transparency along supply chain from farmers to exporter, including guaranteeing supply continuity of produce.