

# The assessment of supply chain management on 'Pontianak' tangerine in west Kalimantan, Indonesia

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## Abstract

This assessment was carried out at several locations in West Kalimantan, Indonesia covering Sambas, Singkawang, Mempawah, Sungai Pinyuh and Pontianak City. The objective was to formulate a model of supply chain management (SCM) for 'Pontianak' tangerines in West Kalimantan. This assessment used two approaches, i.e., a survey approach and a policy analysis approach. The primary data came from a field survey and secondary data came from related institutions. The data were collected through observation and interview techniques. The data were analyzed by farming type, marketing method, consumer response characteristics and policy framework. The results of this assessment showed that (a) a model of SCM for 'Pontianak' tangerine could be formulated based on six principles, which focused on customer and consumer preference, getting the product correctly supplied, creating and sharing value, ensuring effective logistics and distribution, having an information and communication strategy, and building effective relationships; (b) consumer preferences for 'Pontianak' tangerine were based on specifications of sweet taste, an AB grade, yellowish green skin, thin husk, dirt free, and ceiling prices of AB = Rp 8.829/kg, C = Rp 6.529/kg, D = Rp 4.929 and E = Rp 3.586/kg; (c) getting the product correctly supplied required some institutional support especially with regard to agro-input and agro-production, and applying Standard Operating Procedures (SOP) widely to all citrus farmers as a group; (d) profit margin values for the two dominant marketing chains (to Pontianak and Jakarta) were 57.07 and 47.21%, respectively; (e) logistic and distribution flows of 'Pontianak' tangerine from farmer to the end consumer involved several parties including collectors, wholesalers, distributors and retailers; (f) creating information and communicating that information optimally required tripartite meetings (farmers, distributors and wholesalers) and the support of a marketing information center; (g) relationships among supply chain players could be conducted using an institution approach to agribusiness which consisted of agro-input, agro-production, agro-industry, agro-marketing and provision of institutional support.