



AGRISOCIO

Introduction



Location: Indonesia

Industry: Agriculture

Founded in 2013

Image credit to AgriSocio

AgriSocio is a social enterprise in the agricultural sector, which aims to increase the value of farm produce by assisting villages with the knowledge of branding. It was founded in 2013, by Alfi Irfan. AgriSocio helps to bring to market locally-branded products in an equitable way that will increase the income of partnering village farmers. It aims to provide better income opportunity to rural households, and inspire young agricultural social entrepreneurs.

AgriSocio produces a line of commercial, social, and sustainable products from farm produce. It has employed an organic integrated farming system to empower farmers to harvest productive and quality commodities, built a production house, and trained women to make final products with high economy value.

Highlights

- AgriSocio was awarded S\$10,000 funding from the Singapore International Foundation

Social Problem

In Indonesia, there are over 72000 villages, and over 40% of the population work in the agricultural sector. Despite the potential market value of farm produce, such potential is often not optimized as rural farmers lack access to technology, capital, and institutional support. Often, farmers are both unaware and unable to realise the potential value that their produce hold. The farmers' income may also be driven down by competition in producing the same produce.

According to AgriSocio's research in Bogor, Garut and Malang regions, farmers sell products at very low prices, and are involved in a supply chain with around 7 actors, each of which marks up prices by 15-30%. 85% of these farmers however sell their crops without any processing, and hence remain stuck at the bottom of the supply chain. 95% of the women in the villages are also unemployed.



CEO and Founder,
Alfi Irfan sharing
about AgriSocio

Image credit to
Singapore
International
Foundation (SIF)

Social Intervention and Impact Created

AgriSocio pairs up undergraduate agriculture students with agricultural communities to achieve scale, productivity and sustainable development in the agricultural sector. The students work with each village for two years, helping them come up with branding and marketable ideas for their agricultural products. In doing so, AgriSocio provides the opportunities to apply their learning and gain experience while at the same time ensuring that villagers & farmers' quality of life are improved sustainably and equitably.

AgriSocio's strategy in its partnership with a village is as follows:

1. Establish a work program if there is no agricultural products improvement programmes in these locations
2. Improving the quality of work if the program already exists
3. Synergize with all community empowerment programs
4. Build opportunities for cooperation with external stakeholders to empowerment

As an example, AgriSocio's first project was with the Benteng Village, in Bogor, West Java. Students and staff worked with farmers and housewives in the village for six months to create a spiced drink from ginger, cumin, cloves, java pepper, black pepper, cinnamon, and anise, named 'Indorempah'. To minimise waste and promote sustainability, the leftover ingredients are used to

make three other candy products. IndoRempah is already being sold in the Indonesian market while the team has also worked on obtaining certification for their other products from the local health authority.

Business Model

AgriSocio's products are the results of research in collaboration with the Southeast Asian Food and Agricultural Science & Technology (SEAFAST) Center, and are processed by women living in Benteng and Cibanteng Village in Bogor, Indonesia. These products have obtained certifications of quality assurance by the local industry, halal certification, and ISO 9001 on quality standards.

AgriSocio is in its early phase of development, with 3 products listed on its website. Its two main products are IndoRempah (a drink with health benefits), and to a lower extent, KingChips (Cassava chips). The sales of KingChips has begun to climb steadily since the start of the year, while IndoRempah has seen sales growing but fluctuating.

Challenges Faced

AgriSocio is currently striving to develop its business, and to optimize marketing. This will help AgriSocio to expand its social impact and community development work. A stronger brand and identity will add value to AgriSocio's products, as well as increase awareness of AgriSocio's social mission. In particular, AgriSocio requires thinking on:

- Marketing
 - How can AgriSocio's social products stand out from other similar products? How can AgriSocio communicate the added social value of its products to consumers
 - How to spread the awareness of AgriSocio with a limited budget.
 - How to optimize consumer acquisition, retain consumer, brand development, digital marketing, and marketing campaign?
 - What are the tools to measure marketing effectiveness?
- Sales
 - How to spread the products across a wider region, such as exporting to ASEAN?
 - Channeling with related network, for example international exporter or distributor
 - What are the tools for product management to keep the excellent performance in distribution, production, until it is spread to end consumer?

Current Marketing Efforts

Online presence and social media

- **E-store:** no dedicated sales website, but main website lists 3 products which can be ordered online (Paypal or bank transfer), by phone, or by email
- **Facebook** (AgriSocio): 1304 likes, around 3 new posts per week
- **Instagram** (@agrisocio): 759 followers, 2-3 posts per week, 177 posts since June 2014
- **Twitter** (@AgriSocio): 753 followers, 429 likes, 2328 tweets since March 2014
- **Youtube** (Agri Socio): 5 uploaded videos

Almost all of its online presence in Bahasa Indonesia.

Presence in newspapers and on television programs

AgriSocio has been featured on local newspapers such as Republika and Bola Vaganza, and also on a national TV programme.

Participation in local events

AgriSocio has organized a farmer's market event in 2015, which brings together suppliers and buyers, and was graced by a former minister.

Participation in overseas expo

AgriSocio has promoted its products in an overseas expo in Singapore, and has gathered positive feedback. In particular, one of its products "KingChips", chips made from cassava with some extra spices case of chili, garlic, chives, salt, and sugar, is currently planned for export.

Project Scope

AgriSocio would like participants to help in:

- Increasing the brand awareness of AgriSocio's product, through developing the 'story behind the products', bearing in mind that AgriSocio has plans to export to ASEAN countries.
- Strengthening the brand equity of AgriSocio as social enterprise

Currently, the brand awareness of AgriSocio's products is not strong across the range of all products. AgriSocio is only more relatively well-known in Bogor, where it is located. AgriSocio is also growing to sell in various channels for example reseller, event, online, and retail.

Useful Links and Resources

Company Website: <http://www.agrisocio.com/>

Facebook: <http://www.facebook.com/agrisocio/>

Additional references

Prezi presentation by founder of AgriSocio

<https://prezi.com/fvzmj6o83-rr/copy-of-agrisocio-production-house-integrated-farming-system-cibanteng/>

Video about AgriSocio

<https://www.youtube.com/watch?v=TYesFNwwMyU>