



Agribusiness Model

# The Empowerment of Farmer's Communities for Sustainable Eco-friendly Practices on Growing Horticultural Crops



- To promote sustainable production of horticultural crops in the Karo Highlands
- Karo Highlands, North Sumatra, Indonesia
- January 2013 – December 2015

## Success factors



Cooperation

Public - Private Partnership



Learning and Innovation

**giz**

Islamic University  
of North Sumatra  
(UISU)

Taman Simalem  
Resort (TSR)

Budget: 150,000 Euro

GIZ: 50,000 Euro, UISU: 10,000 Euro  
TSR: 90,000 Euro

Capacity development  
of farmers and TSR  
staffs on sustainable  
agricultural practices

Value chain development

- Registration of organic certification
- Contract farming
- Market establishment

## Results

- 70 farmers adopted organic farming practices and received "Organik Indonesia" certification
- Income of organic farmers increased by 180% from 2013 to 2015



Implemented by:  
**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH