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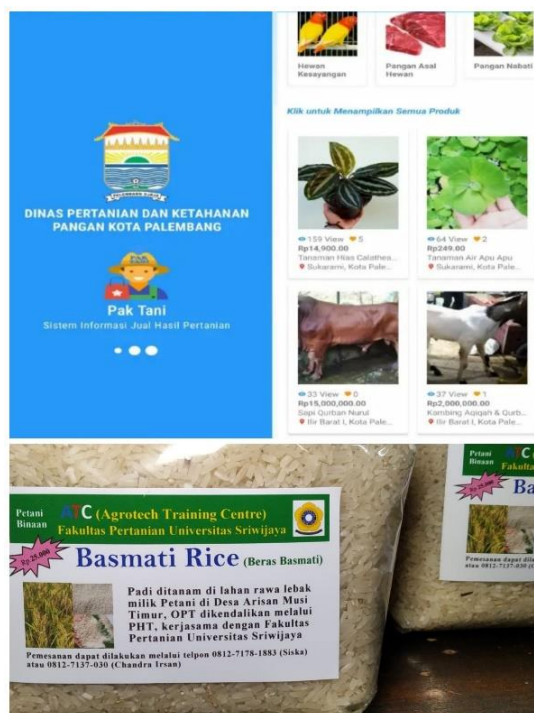


SDG 2
Zero Hunger

SDG 2 – Indicator 2.5.4 –Sustainable food purchases

Support for local farmers in the marketing of their organic rice

Rice productivity in farmers' fields can be increased through the use of appropriate technology, but higher rice yields do not always translate into higher farmer incomes. In the agricultural commodity industry in emerging markets, increases in production are often followed by decreases in selling prices, depriving farmers of the expected profit. Repeated occurrences of such incidents discourage local farmers from increasing the yield of their rice fields.



The Sriwijaya University Faculty of Agriculture team has taken the initiative to assist in the distribution of rice marketing from their harvest to prevent the price of rice from dropping sharply as the harvest increases. Producers are also instructed to use an organic rice growing system, which ensures that customers won't be at risk from agrochemical residues.

When the selling price is increased in proportion to the amount of human labor required to ensure that the rice sold is 100% free of pesticide contamination, urban dwellers can usually understand.

Some types of healthy rice include 'beras koks', 'healthy rice', 'Basmati Rice', Purple Label Mekongga rice, which is free of artificial pesticides. Entomopathogenic fungal enrichment and compost provide additional nutrients for the plants.

If necessary, water pumps are provided to ensure that the rice plants have the water they need throughout their life cycle. A 'jajar-legowo' plant system with a 2:1 ratio is used in the plant layout. The PUR-PLSO team, the Faculty of Agriculture, Sriwijaya University, and the Karya Usaha Farmers' Association, Pelabuhan Dalam Village, work together to produce the seed. In addition, an expert from the Faculty of Agriculture is developing an application of Pak Tani to help farmers to sell organic rice and other organic products to consumers, besides through other online platforms.

Link 1: <https://sumsel.idntimes.com/news/sumsel/feny-agustin/petani-sumsel-bisa-jual-hasil-panen-lewat-aplikasi-pak-tani>

Link 2: <https://www.rmolsumsel.id/peneliti-polsri-dan-unsri-kolaborasi-ajarkan-petani-teknik-bertani-dan-pasarkan-padi-tanpa-jalur-tengkulak>

Link 3 : <https://www.scribd.com/presentation/616402612/Aplikasi-Pak-Tani>

Link 4: <https://sites.google.com/view/sporagreens/home>