



# Penyediaan Benih Berkualitas untuk Kemakmuran Petani

**Faisal Reza**

*General Manager Human Resources & Corporate Secretary*

*PT East West Seed Indonesia*

**panen  
makmur**



# PT East West Seed Indonesia [EWINDO]



>30 Years being Farmers' Best Friend

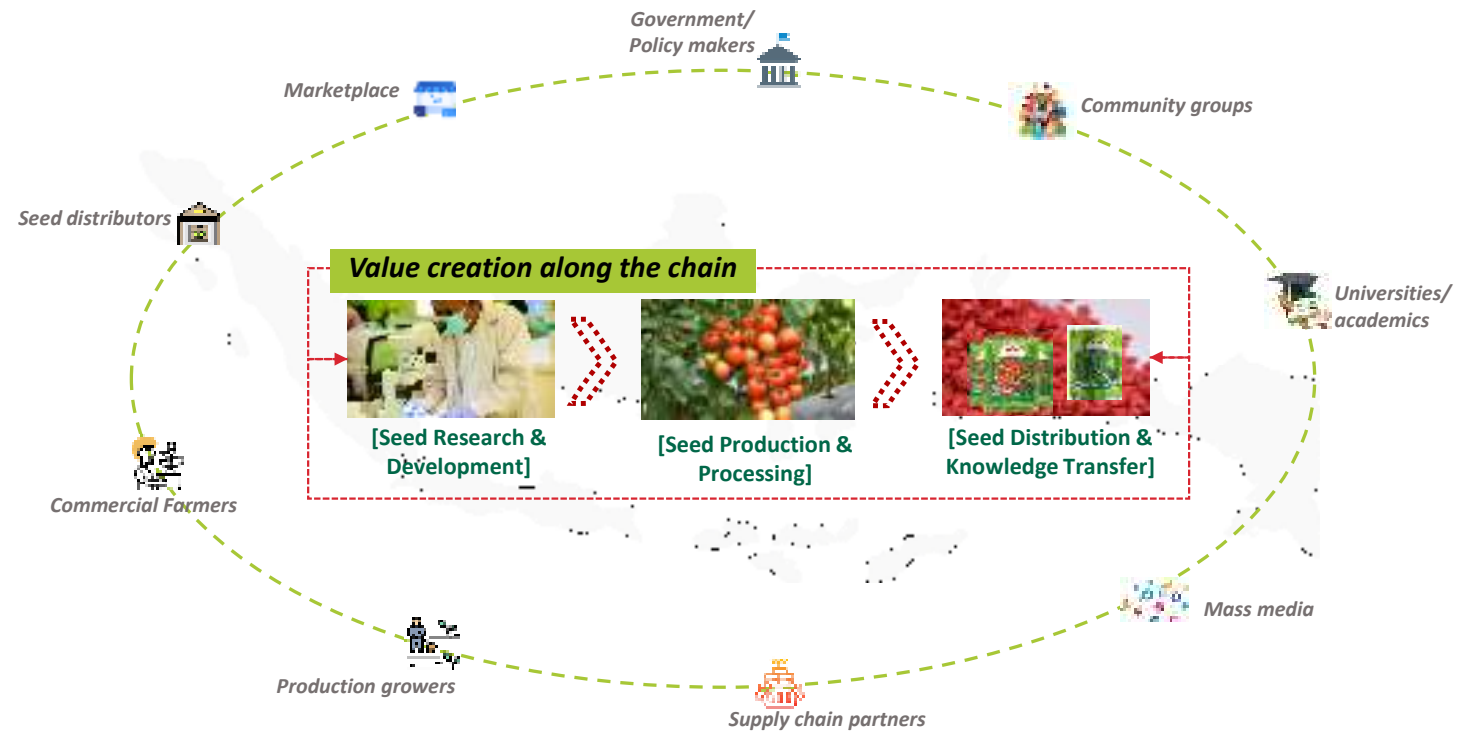
## About EWINDO

[Private, family business]

**Sector:** Agriculture  
(horticulture seeds)

### Business Model:

- Est. 1990
- Brand: **CAP PANAHA MERAH**
- Customers: **smallholder farmers**
- **Integrated vegetable seed business**
- Focus on **hybrid seed** technology for improved varieties suited for **tropical** environment and **meet farmers' needs**.



## Vision

We believe in high quality vegetable seeds and excellent services for **farmers prosperity**

## Mission

EWINDO provides **high quality vegetable seeds**  
EWINDO **helps farmers** through **excellent services**  
EWINDO promotes **vegetables consumption**

## FOCUS ON VALUES



Farmers' best friend



Happy and grateful employees



Strive for excellence

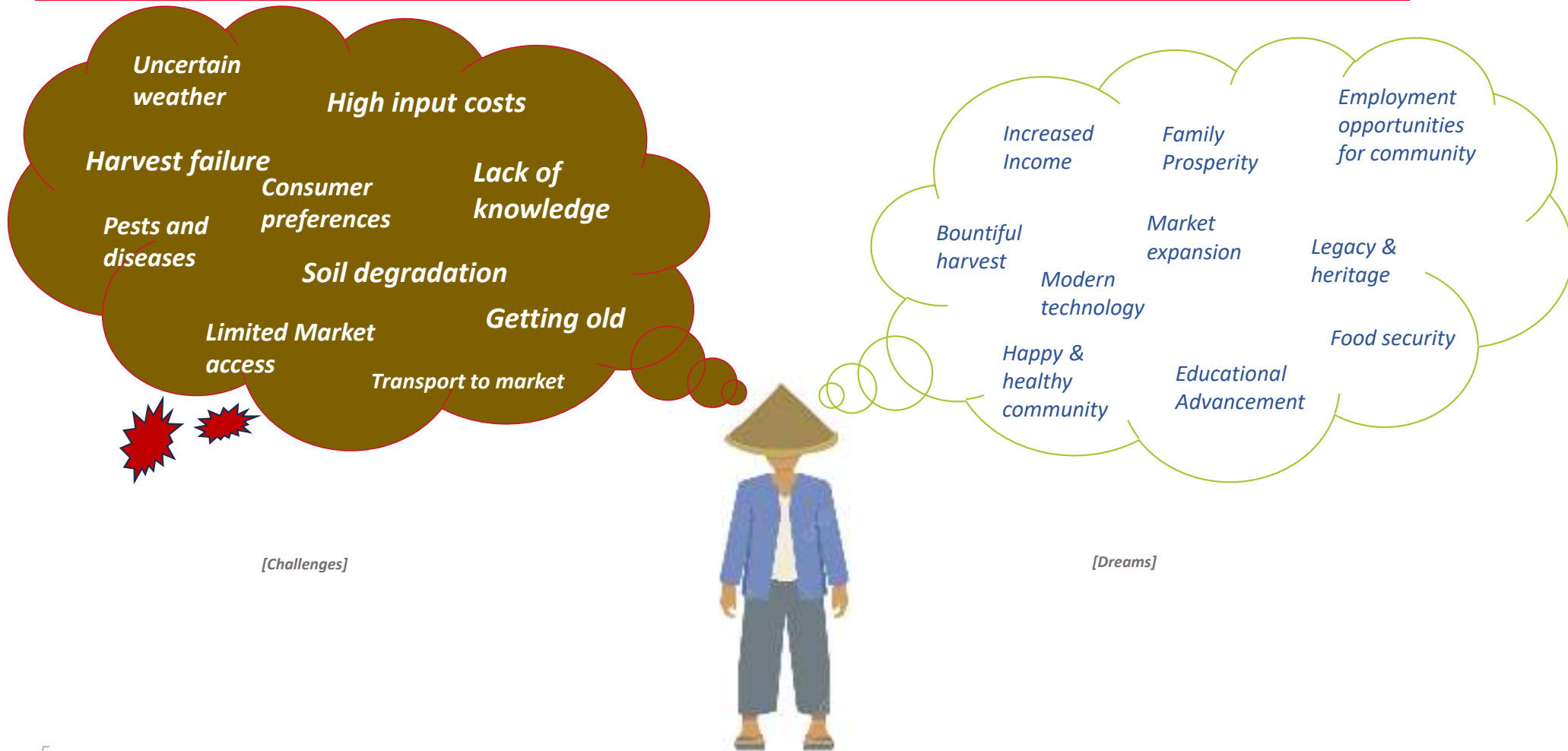


# Our Offices

*East-West Seed Indonesia*



# In a horticulture farmer's mind



# Why improved varieties and quality seeds are so important

All these challenges & opportunities require the development, production, storage, marketing and effective farmer uptake of **new or improved varieties and quality seeds.**



- In 2050 the world's population will be > 9 billion people.
- Population growth is mainly in developing countries.
- The rural population remains stable or declines, the urban population will move up from 50 to 70% of the total population.
- The acreage of arable land will not increase, **MEANING** the same fields must produce 70% more.

***not only to feed the growing population, but also to respond to market demand!***

- Consumers - increasingly urban and **demanding** - ask for a broader diversity of agrifood products (homogeneous quality & appearance, food safety & traceability ensured)

***At the same time...***

- The agricultural sector has to adapt to climate change, increased demand for biofuels and animal feed, and agro-logistic challenges related to the storage & transport of food products over longer distances.



# Where We Play Our Role

- EWINDO provides **high quality vegetable seeds**
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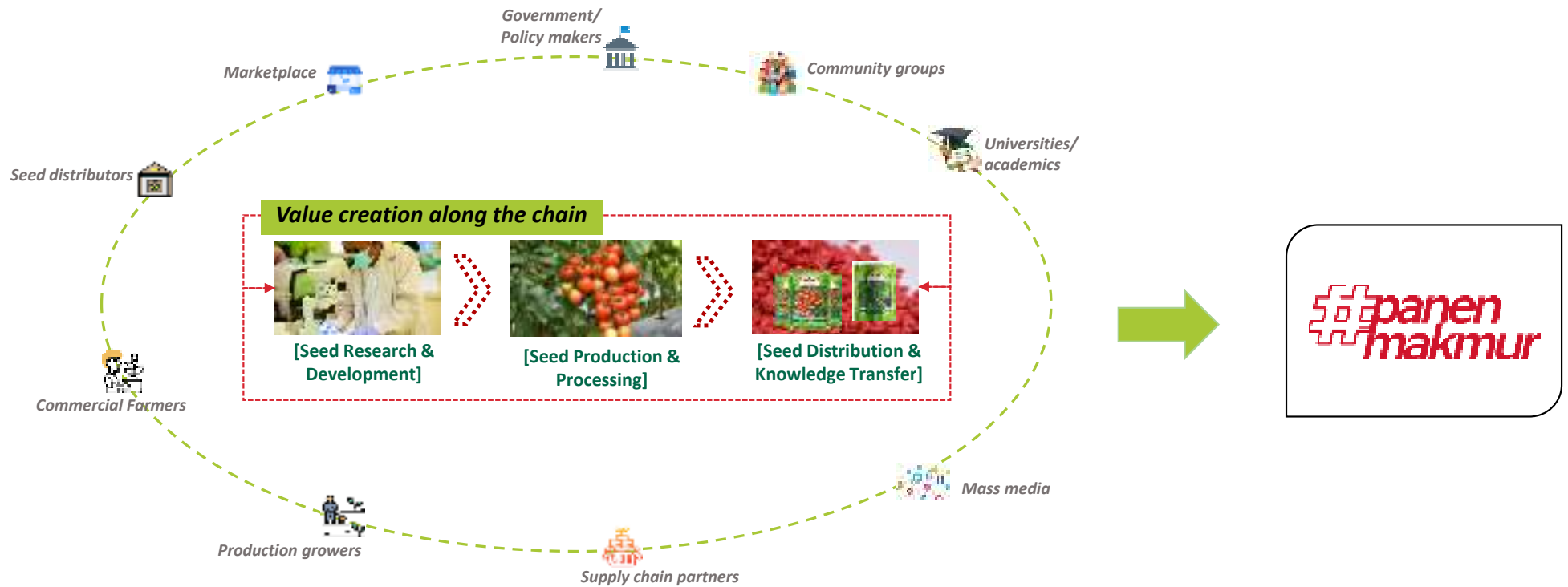
Focus on **hybrid seed** technology for **improved varieties** suited for **tropical** environment and **meet farmers' needs**.



# The Journey to Provide the **Good Seeds**



It is multistakeholder effort! *34 years and continue....*





# “Cara Bisa Panen Makmur”



- A hub for finding and practicing cultivation key success for Farmers
- Currently **8 sites in 7 provinces**, *more to be established*
- Open for everyone, anytime!



Learning about DEWANGGA watermelon  
@ LF Pekalongan



Learning about MERDEKA shallot  
@ LF Pekalongan



Festival Panen Makmur  
@ LF Takalar

# Yayasan Bina Tani Sejahtera [YBTS]



## About YBTS

[Not-for-profit, foundation]

### Working Model:

- EWINDO's knowledge transfer strategy
- Managed independently, Est. 2009
- Financial reports audited by Public Auditor
- Deliver program & service for farmer's livelihood improvement: demoplot, training, collaboration, information service, field day & expo.

### YBTS Working Areas

📍 Knowledge Transfer, 📍 Special Project

<https://www.panahmerah.id/id>

<https://www.binatani.or.id/>



**"A good seed can change the lives of millions"**

*Simon Groot  
Founder of EWS Group*



“Through knowledge transfer performed by YBTS, EWINDO sees more outreach extends to less developed areas where smallholder farmers need help with technical support in improving vegetable production.  
~ Glenn Pardede”

panen  
makmur



**TERIMA KASIH**  
PT EAST WEST SEED INDONESIA  
Sahabat Petani yang Paling Baik