

PRESS RELEASE

Ministry of Agriculture Works with KOLTIVA Provides Training as part of the Horticulture Development Dryland Area Project across 7 Provinces in Indonesia

- *The Ministry of Agriculture and KOLTIVA recently conducted field visits to seven provinces, namely North Sumatra, West Java, Bali, NTT, and South Sulawesi East Java, and Central Java for HDDAP project implementation program on May 20-22, 2024.*
- *One of the key objectives of the HDDAP project is the optimization of dryland areas for horticultural cultivation, supported with the technology of KoltiTrace MIS to improve traceability and farm management.*
- *HDDAP project, overseen by the Ministry of Agriculture, is scheduled to run from 2024 to 2028 with a budget of IDR 1.7 trillion.*

Jakarta, Indonesia, June 26, 2024 - The Directorate General of Horticulture of the Ministry of Agriculture of the Republic of Indonesia and PT KOLTIVA, has launched the Horticulture Development Dryland Area Project (HDDAP). This project aims to increase the productivity, quality, and value chain improvements of horticultural products in Indonesia and involves producers in 13 districts within seven provinces. HDDAP is scheduled to run from 2024 to 2028.

On May 20-22, 2024, the Ministry of Agriculture and KOLTIVA conducted field visits to the seven provinces—North Sumatra, West Java, Bali, East Nusa Tenggara, South Sulawesi, East Java, and Central Java—to monitor the implementation of the HDDAP project. This program is expected to optimize more than 10,000 hectares of dry land into horticultural cultivation areas, with the assistance of KoltiTrace MIS technology to enhance traceability and agricultural management.

As part of this commitment, KOLTIVA introduced KoltiTrace, a Management Information System (MIS) designed to monitor and manage agricultural projects more effectively. This system not only ensures transparency in the supply chain but also supports strategic decision-making through an advanced dashboard. For instance, the system includes various features such as Geo Location & Land Mapping that enable the Indonesian Ministry of Agriculture to monitor operations, make data-driven decisions, optimize costs, and enhance crop yields with a proven tracking system and Supply Chain Management. This system allows users to verify producer traceability and access to a comprehensive KPI dashboard, customized to agreements and privacy policies, along with many other features.

With this approach, KOLTIVA can demonstrate that agricultural practices and economic activities in the sector can become more sustainable and enable investment. Thus, KOLTIVA can drive the transformation of the horticultural sector towards a more sustainable and inclusive future.

During the visit, sub-district supervisors, component leaders, *Petugas Pengendali Organisme Pengganggu Tumbuhan* (POPT) or Plant Pest Organism Control Officers, *Penyuluh Pertanian Lapangan* (PPL) or Field Agricultural Extension Officers, and the secretariat team participated in training on the use of the KoltiTrace MIS Mobile Application. This training included detailed data recording about producer and their land, using the application's interface and features, and hands-on practice at production sites. The data collected ranged from producer's family backgrounds to monitoring and evaluation farming processes, with the aim of strengthening producers' capacity to efficiently utilize dry land.

During the kick-off event in Surabaya last month, it was emphasized that the HDDAP program will run for five years, with the goal of providing substantial benefits to producers, including the empowerment of women. The program includes agricultural modernization, collaboration between producers and the private sector, stimulation of market demand, and enhancement of the business capacity of producer groups.

The HDDAP project not only focuses on agricultural transformation through digitization but also has a tangible impact on the lives of producers by providing direct assistance in the form of agricultural production facilities and skill enhancement. Through this program, producers receive essential support such as fertilizers, farming equipment, and other production means, enabling them to optimize agricultural practices and increase crop yields, ultimately contributing to their economic well-being.

"The supply chain mapping with KoltiTrace MIS is pivotal for the horticulture sector, transcending mere identification of key points to empower industry players for enhanced efficiency and sustainability in production and distribution. This collaboration underscores the importance of uniting all stakeholders, from suppliers to governments to customers, competitors, and society in general in achieving shared objectives. Leveraging advanced tools for project management and data tracking further amplifies this collaboration, ensuring seamless coordination and optimization of resources," said Manfred Borer, CEO and Co-Founder of KOLTIVA.

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About KOLTIVA

Offering human-centered technology and boots-on-the-ground solutions that digitize agribusinesses and help smallholder producers transition to sustainable practices and traceable sourcing, **KOLTIVA** is recognized as the leading Indonesia-based sustainable agriculture and supply chain traceability startup. As a global technology provider, it constructs ethical, transparent, and sustainable supply chains, assisting enterprises in fortifying their resilience and transparency. The company helps businesses, and their suppliers comply with ever-changing regulations and consumer demands worldwide with traceability solutions. Operating in more than 60 countries and fortified by a network of 16 customer support offices and over 1,100 employees, KOLTIVA is steadfast in supporting 10,000 enterprises in establishing transparent and robust supply chains while empowering over 1,300,000 producers to increase their annual income. www.koltiva.com

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