Extension Model For Broiler Farmers Of Partnership System In Malang Regency, East Java Province, Indonesia

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The prospect of broiler industry in Indonesia is very promising, particularly if its population and meat production compared with other livestock commodities (namely dairy, beef cattle, goat, sheep, pig, horse, native chicken, and duck).

The data shows in 2015 broiler gained biggest share in livestock industry (1,528,329,180 birds or 73.63% from total livestock population) and produced 1,628,310 tons or 53.39% out of total meat production (Indonesian General Directorate of Livestock and Animal Health, 2016).
To support the existence of the broiler industry and to empower broiler smallholders, in 1995 Indonesian government built a broiler partnership system between big industries and smallholders.

Based on Indonesian General Stipulation Section 1 Verse (8) Act No. 9 1995, partnership must be:

- interdependency,
- mutual strengthening and
- profitably for both parties.
• The principles → non formal education by nucleus/middle-big industries (feed millers) to broiler farmers.

• Carried out by:
  ○ Local integrators (in partnership system called as nucleus)
  ○ Feed millers
Communication for farmers empowerment in non formal education objective → to raise target awareness about their condition
METHODOLOGY

- The research was done in Malang Regency, East Java, Indonesia from August to September 2016.
- Descriptive qualitative method with case study approach.
- Key informan: 4 nucleus which are supported by Charoen Pokphand (IP, TJS, SSS and Sawahan PS), 4 technical supports from each nucleus, 7 broiler farmers and 4 extension officers from feed millers.
- Data collection: in depth interview and participation observation.
- Data analysis: inductive analysis with Miles and Huberman analysis model.
DISCUSSION

Two sections:

A. Extension Model in Broiler Partnership System in Malang Regency

B. Communication Process as Empowerment Tool in The Extension of Broiler Partnership System
Mainly aimed to empower farmers but it also used to keep farmers attaching to the nucleus to get best profit. → compels extension model that is not aligned with empowerment objective
Coutts and Roberts (2003) mention some models of extension:

1. The group facilitation/empowerment model
2. The technological development model
3. The programmed learning model
4. The information access model
5. The personalised consultant model
The extension model in broiler partnership system Malang Regency uses *the programmed learning model*, the reasons are:

1. Specifically designed for broiler farmers who join the partnership system (plasms);
2. Delivered in varying learning approach, such as farm visit, group discussion, seminar, and home visit, and
3. the aim is merely to increase the knowledge and the skills in broiler farming management (feeding, housing, disease handling, bio security, vaccination).
This programmed learning model cannot facilitate broiler farmers to empower themselves → it only targeting on increasing farmers’ ability in farming management.

empowerment program should make farmers be able to participate actively in the partnership system, namely

- situation analyzing,
- problem solving,
- contract making
B. Communication Process as Empowerment Tool in The Extension of Broiler Partnership System

- The essence of communication in partnership system extension → broiler farmers are able to deliver their expectation and participate in the contract making.
- This communication process should bring congruity between the objectives of partnership program and both parties needs.
Two sources in the broiler partnership program:

- nucleus/local integrator officers
- professionals from feed miller

→ a message transmitters in the communication process and to handle farmers’ problems.
Nucleus/local integrator officers’:

(1) to help farmers solve their problems, and
(2) to make sure that farmers do not have any intention to leave the partnership system.

It was found that sincere attention is the most important thing to keep a good/personal relation with consumers/plasms.

High frequent visit (minimum once a week) tends to keep consumers/plasms stay longer in the partnership.
Seminars for farmers are held by the nucleus officers by inviting **professionals from feed miller**.

Serve the seminar as a team consists of: animal health, nutrition, and production experts.

Although these seminars actually are very rare (about once or twice a year), but its communication process is quite **effective to maintain good relationship between feed miller and its consumers (but not to empower farmers)**.
• Other parties in the extension are academicians and government.
• Academician → community service or as part of his/her research.
MESSAGE

- Education in broiler partnership system aim→ promote farmers’ awareness about:
  - Broiler industry as a system so they know their position in the system
  - The most appropriate farming strategy for themselves.
However, in the extension of broiler partnership system, non formal education for farmers is not convey this idea → contains only a conventional basic materials/on farm management or schedule for vaccination, harvesting and medication.

According to:

- Nucleus officers: personal and general issues for experienced farmers
- Farmers: the nucleus guarantee for on time harvesting, input quality complaints and farming management.

→ more important than empowerment materials.
• Extension materials by professional from feed millers mainly about:
  ○ recent and general issues in broiler farming and industry, and
  ○ promotion of certain products that play along with nucleus in equipping farming input.

→ technical messages make farmers more depend on the nucleus to solve their daily problem, but never solve their real problem.

→ It is not designated to empower farmers to face the core problem in the broiler industry.

→ need to be (and are) versatile to deal with the diversity and complexity that is the context in which they operate.
• Some low to medium scale farmers mentioned a specific situation how nucleus interact with big scale farmers.
• Nucleus tends to give more intensive extension for big plasms \(\rightarrow\) complains handling such as feed composition consulting, feed and harvest scheduling.
• The more two ways traffic communication between big scale farmers and nucleus \(\rightarrow\) big scale farmers to get better facilitation than small/medium scale farmers.
Some of extension materials
CHANNEL

- Dialog between farmers and stakeholders occur between:
  - farmers-nucleus officers
  - farmers-professionals from feed millers.

- MEDIA: This process are carried out by unmediated personal and mediated communication through phone, SMS and social media (whatsapp, BBM).
METHODS: While communication between farmers and professionals from feed millers are organized as seminars that take place in hotels or farmers houses.
• For some big scale farmers, these professionals usually give extra services.

• Unfortunately, small-medium farmers are difficult to get this special treatment.

• It implies a poor trust condition between farmers and nucleus → Farmers then tend to not believe nucleus’ information (especially about market price, government policy) and to convey their all problems to nucleus (and feed millers).
The receivers of extension and the target of empowerment in the development program for partnership system are broiler farmers.
Farmers as receiver in the communication process of partnership never participate in the contract making, input choosing and harvesting schedule.

All the decision in the partnership system are controlled by nucleus and farmers get the final contract.

The condition actually create financial loss risk for both parties because it encourages farmers to cheat on input using.
Farmers buy lower quality feed from other parties to reduce feed cost or even sell the feed to ‘special’ buyer. Nucleus then lost some of their profit and farmers get lower harvest quality.

Additional “illegal” feed

- Grinded Corn
- Expired Milk Powder
- Expired Dry Noodle
• Enhancing farmers empowerment in the communication process must be started by improving partnership system itself.

• Should be unbiased to political interest, need government interference by creating proper policy.

• In broiler industry, government should help maintain feed materials price (especially corn price) and DOC supply stability.
The data showed that most farmers also change partners less than 5 years because of broken contract.

If government able to make a good condition for broiler industry and to interfere without any depraved interest, empowerment for farmers will be easier to conduct.
Contract between nucleus and plasm

Price Guarantee Information Sheet

Payment Calculation from Nucleus
1. It is important to develop the extension model by redefining the objective of extension in partnership system.

2. The group facilitation/empowerment model is one of alternative that could be applied in the partnership system.

3. To enhance communication process between nucleus and plasms, it also need the government interference in the broiler partnership system.
Thank you...