

# **MEETING THE REQUIREMENTS OF INTERNATIONAL MARKET FOR SALACCA**

**(CASE STUDY : EXPORT CHALLENGE OF  
SALACCA “PONDOH” VARIETY TO CHINA)**

**Ahmad Dimiyati  
Sri Kuntarsih, Dwi Iswari,  
Yenny N. Salampessy**

**Directorate General of Horticulture  
Ministry of Agriculture,  
Republic of Indonesia**





# INTRODUCTION

Indonesia was the center of origin of *Salacca edulis* with a broad range of appearance and taste

Production of 800,879 tons per year, harvested year round with December-March peak

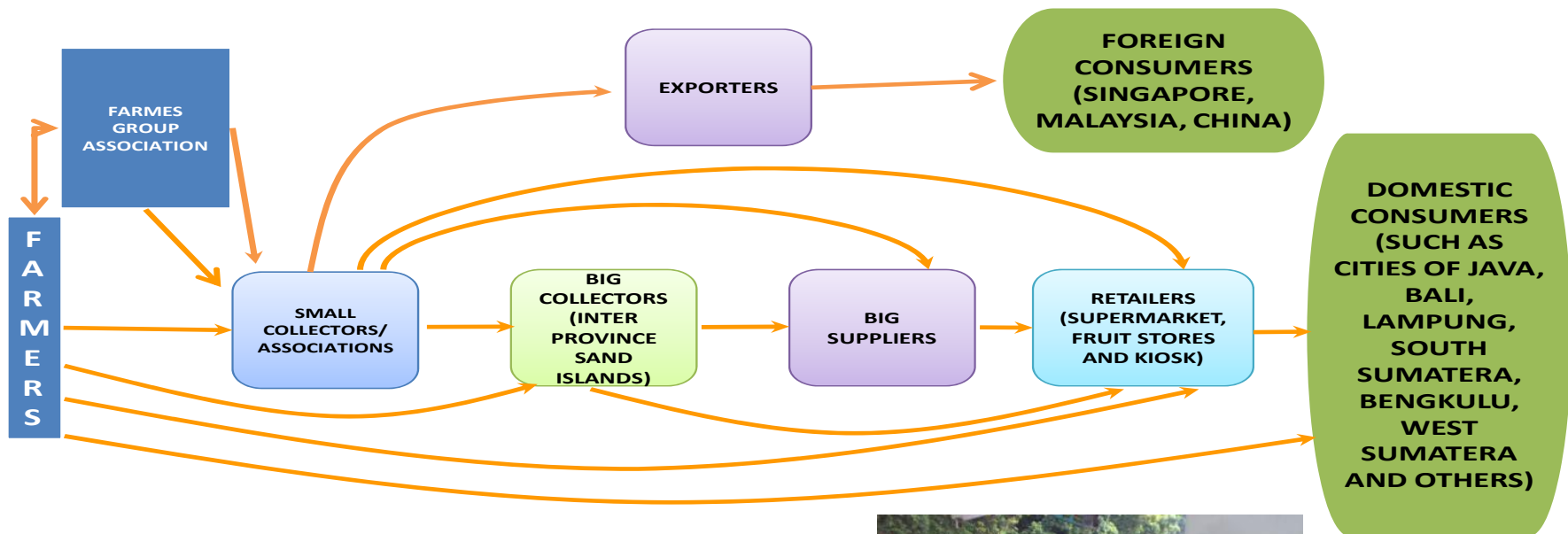
Salacca “Pondoh” variety grown at Sleman district, Yogyakarta province increased popularity of the fruit.

Salacca has been exported to Malaysia, Singapore and Hong Kong (indirectly to China) for long time

Efforts for direct export to China initiated in 2006 and succeeded at the end of 2008



# Marketing Chain of Salacca



# INDONESIA-CHINA EXPORT AGREEMENT

- **SIGNED OCTOBER 4, 2008**
- **Requirements for export to China :**
  - 1) Product has to be produced from the registered farms
  - 2) Product has to be packed in the registered packing houses
  - 3) Registration Number of farms and packing houses as well as the profiles of the exporter(s) have to be informed by the Indonesian Agriculture Quarantine Agency to the Administration of Quality Inspection and Quarantine of PROC
  - 4) The product has to follow quality assurance system to ensure the quality, food safety and traceability
  - 5) Exported products should not carry pests and diseases
  - 6) Product packaging has to follow international standard

# Plant Quarantine Procedures

---

- ❑ Pest list of Salacca developed and notified to China (along with GAP/SOP tools, list of registered farms and packing houses)
- ❑ China sent entomologists to farm sites in Indonesia to verify the pest list (and the registered farms & packing houses)
- ❑ Pest risk analysis conducted by China
- ❑ MoU between the Quarantine Agency of the two countries signed

# GAP Registration System

- ❖ Registration by Agricultural Provincial Office under the supervision of DG of Horticulture
- ❖ The prerequisites of GAP applicants are :
  - Impelementing GAP principles
  - Implementing IPM
  - Implementing SOP
  - Conducting record keeping
- ❖ The tools:
  - GAP Assessment Check list
  - Guidance for Farm Registration
  - Guidance for On-line Farm Registration

# Implementing GAP principle

- ◉ Food Safety
  - ◉ Good quality product
- ◉ Efficient use of natural resources
  - ◉ Environmentally friendly
- ◉ Farmers' and labors' health, safety and welfare



# The Standard Operating Procedures (SOP) of GAP on Salacca

- Site management
- Planting materials
- Pruning
- Fertilizing
- Pest management
- Irrigation
- Harvesting
- Post harvest handling





# Registration Number of GAP Farm

**GAP.01** – **Prov. District. 1** – **I.001**  
Segment 1                      Segment 2                      Segment 3

## Example of Farm Number

**GAP.01** – **34.04.1** – **I.050**

HORTICULTURE  
DIY Provinces  
SLEMAN District  
FARM NUMBER : 1  
FRUIT  
SALACCA

The diagram illustrates the structure of the farm registration number. It shows the number 'GAP.01 - 34.04.1 - I.050' with lines connecting each segment to its corresponding label. 'GAP.01' is linked to 'HORTICULTURE'. '34.04.1' is linked to 'DIY Provinces', 'SLEMAN District', and 'FARM NUMBER : 1'. 'I.050' is linked to 'FRUIT' and 'SALACCA'.

# CONCLUSION

- Salacca is a unique exotic fruit of Indonesia with great variation and good competitive advantages
- Registration of fruit farms and packing houses: among basic requirements for export to China
- The success with Salacca has pushed the process with other horticulture crops
- Growers' association is important in GAP implementation, farm registration, and improving growers' bargaining position

