

Localise agro-ecology and fostering sustainability of rural livelihoods/communities through community entrepreneurship to support Family Farming: *Framework, experiences and lessons learned.*

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PRESENTATION OUTLINE

- INTRODUCTION;
- FRAMEWORK ADAPTATION;
- SUMMARY OF 5 LOCAL CHAMPIONS INITIATIVE AND INTERACTIONS WITH ACADEMIA;
- SOME PHOTOS;
- SOCIAL LEARNING APPROACH IN ADAPTING THE FRAMEWORK;
- LESSONS LEARNED.

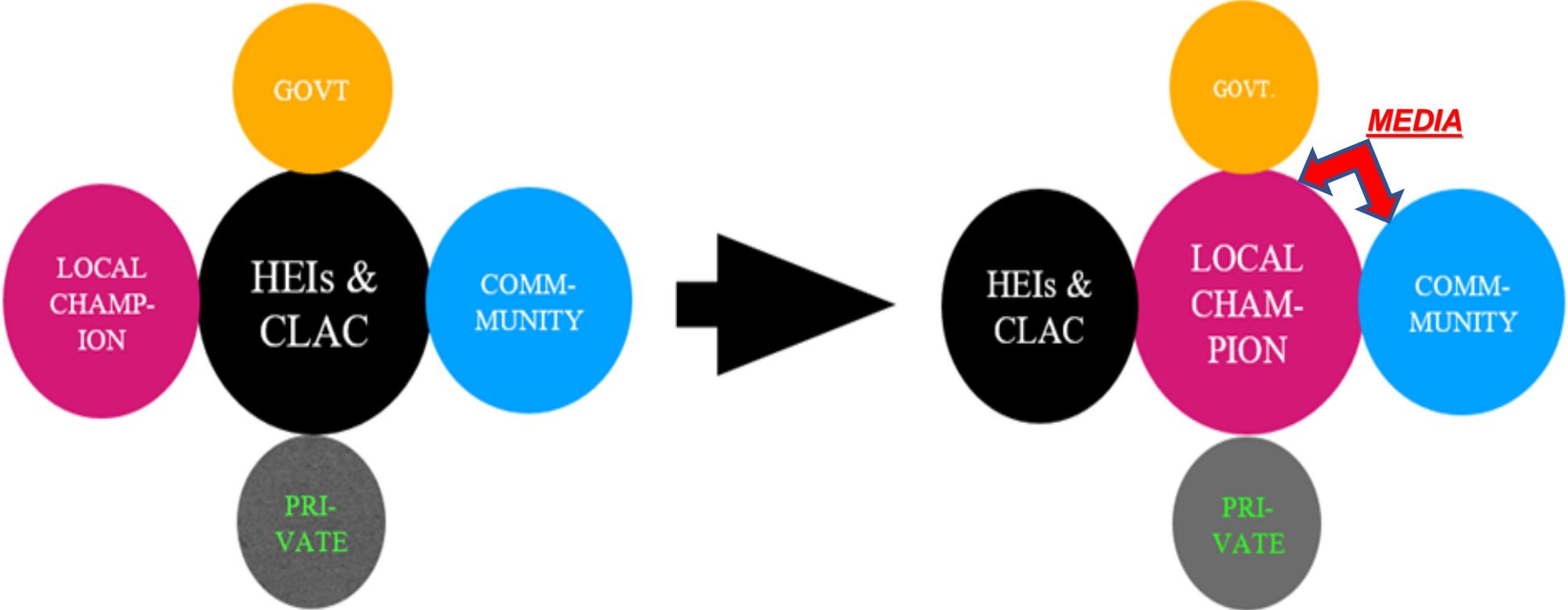
INTRODUCTION - 1

- Family-based small-scale farming is a dominant feature of agriculture in Asia, facing problems and limitation in different aspects of farming from pre-production, production, post-harvest, and marketing to earn income;
- The challenge is how to support these family-based farming → to address those challenges and transforming agriculture systems to build an inclusive, safe, sustainable and resilient society;
- → There is a need to localize and develop down-to-the-earth framework to apply agro-ecology approach.

INTRODUCTION - 2

- ***Sustainability and prosperity*** of family farming → determined by ***solutions*** to those problems faced and ***creating financial values*** out of farming activities → ***the concept of community entrepreneurship*** (→ the application of entrepreneurial principles in the context of ***social responsibility and sustainability of rural livelihoods***).
- We, as university researchers have made efforts to ***develop and adapted framework*** in evolution manner ***to localize agro-ecology*** and ***apply the concept of community entrepreneurship***.

Chart1: Framework adaptation.



(Developed from the worked with UNESCO, sustainability science initiative).

(CURRENT FRAMEWORK)

Summary of five local champions initiative and interactions with academia.

Local Champion (LC)	Focus of Activity	Interaction with Academia	Support to Family Farmers and Food System
LC 1	Coffee farming, post-harvest processing, and ecotourism.	Entrepreneurship training, start-up and acceleration of social business, linking with govt. agencies and private sector, promotion of product and eco-tourism site.	Market certainty, increasing income, job opportunities (related to coffee processing and activities at tourism destination site)
LC 2	Organic agriculture, healthy drinks (herbal and vegetable fresh juice) and agri-eco-tourism.	Production, demand creation and promotion of organic products and healthy drinks; development of agri-eco-tourism site and promoting events and visits to the site; linking with government agencies, private sector and media.	Demand creation, increasing income, promotion of agri-eco-tourism site, multistakeholders networking.
LC 3	Agri-tourism destination promotion, training and promotion of agriculture and food products.	Organising events to promote tourism destination, training and demand creation of agriculture products.	Demand creation, increasing income and capacity building.
LC 4	Added value creation of local food product.	Training and equipment as well as promotion (demand creation) of the food product.	Production capacity building and demand creation; increasing income; opening market opportunity for local agriculture/food product.
LC 5	Improving product quality, and demand creation.	Training and consultation, product promotion and demand creation.	Scaling-up and increasing income.

LC 1: COFFEE SOCIAL BUSINESS AND ECOTOURISM



INISIATIF : MENJAGA SUNGAI, MENGEMBANGKAN EKOWISATA BERBASIS SOSIAL-BUDAYA MASYARAKAT



di KAWASAN HULU SUNGAI SUNGKAI,
Kecamatan Pauh, Kota Padang

"Kawasan hulu Sungai Sungkai berada di sekitar Kampus

LC 2: ORGANIC FARMING AND COMMUNITY ECOTOURISM

kolaborasi dalam melaksanakan inisiatif ini."



Inisiator dan Ketua Lembaga
Masyarakat Lokal Mitra:

Pak Rimbra
(Ketua P4S Sungkai)

P4S (Pusat Pelatihan Pertanian dan Peternakan Swadaya) Sungkai berdiri sejak tahun 2017 (Mendapat SK dari Kementerian Pertanian RI). Kegiatan yang dilakukan pertanian terpadu, pengolahan pupuk organik cair dan padat, bimbingan pendidikan gratis bagi anak-anak setempat (dibantu relawan mahasiswa), dan menjadi host KKN mahasiswa.

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a.n Ferdhinal Astul





LC 3: Creating added value to food products supporting the village as tourism destination..

Deslalu STIK LABU



Komposisi :
Labu, tepung terigu, tepung tapioka,
mentega, garam, telur

@deslarensa 085363209382 Deslarensa Chan

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LC 4: PUMPKIN- BASED FOOD PRODUCTS





**LC 5: SHALOT, POTATO,
YAM/TARO PROCESSING FOODS**



SOCIAL LEARNING APPROACH IN ADAPTING THE FRAMEWORK

- ***The answers*** to the problems faced by the farmers or rural community, in some instances, ***are not readily available***;
- → We applied ***social learning approach (SLA)*** in implementing and adapting the framework;
- ***SLA*** has three components: ***learning to be effective*** (acquire the know hows), ***learning to be efficient*** (implementing with reasonable costs), and ***learning to expand*** (expanding coverage of implementation).

LESSONS LEARNED

- First, ***application of social-community entrepreneurship principles*** in the framework could ***provide basis for localizing agro-ecology*** to support family farmers and food system. It is combining two important aspects together at the same time: provide ***innovative solutions*** to the problems faced by farmers and ***creating financial value*** to improve their livelihood;
- Second, the ***role of local champions*** in implementing the framework are important to fostering the application of innovative ***solutions and creating financial value***;
- Third, the ***role of academia in collaboration with other key stakeholders*** to backstopped local champions and community in improving livelihood of family farmers is essential;
- Fourth, ***social learning approach has helped in creating innovative solutions*** where answer to the problems faced not readily available.

THANK YOU.