TaniHub: Building Indonesia’s most efficient and reliable farm-to-business supply chain platform

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Traditional Agriculture Supply Chain is Suboptimal

Highly fragmented industry with multiple middlemen causes food wastage, and drives up end prices

Problems for Farmers

- Geographically isolated locations far from commercial centres
- Limited negotiating leverage on payment terms from middlemen
- Limited access to capital to expand existing farm businesses
- No access to data-driven inputs to enhance farming decisions

Problems for Buyers

- Inconsistent supply, poor quality, and lack of variety
- Costly and time-consuming process to source from suppliers
- Not equipped to manage logistics and fulfilment operations

Condition of Indonesian Farmers

- 75% Practice manual methods of farming
- US$ 3.2/Day Average income for smallholder farmers
- 61% Above the age of 45 years old
- 56% Own less than 0.3 ha of land (smallholder)

Condition of Buyers

- 96% Face inefficiencies; need to leave their stall before dawn to source from wet market

Source: Survei Pertanian, BPS (2018)

1) Based on survey with our 200 B2B clients
TaniHub – Building the supply chain backbone & information infrastructure

Streamlining supply chain with technology allows better outcomes for farmers and customers

- Farmers earn agricultural, financial and tech literacy
- Financial access and information allows farmers to increase and improve harvest yields
- Efficient supply chain allows goods to be delivered with less breakage and more competitive price

**Benefits for Farmers**
- Improved quality of life through higher income
- Demand-based harvesting and access to market information
- Access to financial services and fair payment terms

**Benefits for Buyers**
- Consistent supply, high quality, and better price
- Convenience and time-saving procurement process
- Value-add marketing through social impact
TaniHub Group Impact: Six years growing with farmers, customers & partners

- **110,000+** farmers supported
- **350,000** retail customers supported
- **1,339** SMEs supported
- **>1,500** Patriots supported

- **USD12 million** total funding for farmers until 2020

- **2 job opportunities** created for each hectare of farmland funded by TaniHub Group

- **67%** of farmers increased their income by 25%
- **55%** Patriots with increased revenue

- **84%** of farmers felt peace of mind and less stress when doing cultivation
- **75%** of farmers felt more capable to access health and education

- **94%** of retail customers were proud to buy local products

- **4.8-5.3 MT CO₂** avoided emission by SME customers from transportation fuel saving

**United Nations Sustainable Development Goals addressed**

1. No Poverty
2. Zero Hunger
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
12. Responsible Consumption and Production
13. Climate Action
Challenges faced on the ground

Sudden Import Flows

Input Subsidy Policy

Connectivity
THANK YOU

TaniHubgroup