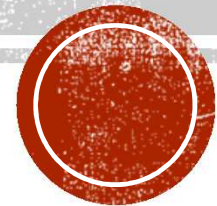


AGRIBUSINESS



AGRI-BUSINESS

- Agri-business as a concept was born in Harvard University in 1957 with the publication of a book “A concept of Agri-business”, written by *John David and A. Gold Berg*.

DEFINITION OF AGRI-BUSINESS:

- “Agri-business is the sum total of all operations involved in the manufacture and distribution of farm supplies, production activities on the farm, storage, processing and distribution of farm commodities and items made from them” (*John David and Gold Berg*)

SUB-SISTEM AGRIBISNIS

Lima sub-sistem agribisnis yaitu:

- (1) Subsistem Hulu (up stream)
- (2) Sub-sistem Produksi/Budidaya (on farm)
- (3) Sub-sistem Hilir (down stream)
- (4) Sub-sistem Penunjang (supporting)



AGRIBISNIS PETERNAKAN

- Pengembangan agribisnis peternakan mencakup pengembangan empat subsistem dari sistem dan usaha agribisnis berbasis peternakan.
- **Pertama**, subsistem agribisnis hulu (***up-stream agribusiness***) peternakan, yakni kegiatan yang menghasilkan sapronak bagi usaha peternakan, seperti pabrik pakan ternak, pembibitan, serta peralatan dan mesin produksi.
- **Kedua**, subsistem usaha budidaya ternak (***on-farm agribusiness***), seperti usaha peternakan sapi, kambing, domba, unggas, dsb.
- **Ketiga**, subsistem agribisnis hilir (***down-stream agribusiness***) peternakan, yakni industri yang mengolah hasil peternakan beserta distribusi/pemasaran, seperti IPS, meat packing, dsb.
- **Keempat**, subsistem jasa penunjang (***supporting agribusiness***) yakni kegiatan-kegiatan yang menyediakan jasa, seperti perkreditan, asuransi, transportasi, infrastruktur, pendidikan dan penyuluhan peternakan, penelitian dan pengembangan serta kebijakan pemerintah daerah.
- Keempat subsistem tersebut harus dikembangkan secara simultan & sinergis.



SISTEM AGRIBISNIS PETERNAKAN



AGRIBUSINESS

- agriculture conducted on strictly commercial principles, (using advanced technology).
- an organization engaged in this.
- the group of industries dealing with the produce of, and services to, farming.



Agri-business Involves Three Sectors

- 1. Input sector: It deals with the supply of inputs required by the farmers for raising crops, livestock and other allied enterprises. These include seeds, fertilizers, chemicals, machinery and fuel.
- 2. Farm sector: It aims at producing crops, livestock and other products.
- 3. Product sector: It deals with various aspects like storage, processing and marketing the finished products so as to meet the dynamic needs of consumers.



Importance Of Agri-business

- 1. It deals with agricultural sector and also with the portion of industrial sector, which is the major source of farm inputs like fertilizers, pesticides, machines, processing and post harvest technologies.
- 2. It suggests and directs the government and private sectors for development of sub sectors.
- 3. It contributes a good part of the national economy.



Dimensions Of Agri-business

- 1. It deals with different components of both *agricultural and industrial sector*, their interdependence and influence of one sector on other.
- 2. It deals with *decision making process* of farm either private or government in relation to production and selling aspects.
- 3. It deals with *strengths and weaknesses of a project* and thereby their viability in competing enterprises.
- 4. Agri-business is always *market oriented*.



- 5. Structure of Agri-business is generally vertical and it comprises the following:
 - a. Govt. policies and programmes regarding raising of crops or taking enterprises etc.,
 - b. Research and extension programmes of the Govt.
 - c. Farm supplies or inputs
 - d. Agricultural production
 - e. Processing
 - f. Marketing of agricultural products



Scope Of Agri-business

- 1) Our daily requirements of food and fiber products *at desired place at required form and time* come from efficient and hard working of many business personnel in input, farm and food production and also in marketing them. The entire system in brief is called Agribusiness.
- 2) Agribusiness, of late, is combining the diverse commercial enterprises, using heterogeneous combination of labour, materials, capital and technology.
- 3) It is a dynamic sector and continuously meets current demands of consumers in domestic and world markets.



- 4) Agri-business establishment leads to *strengthening of infrastructural facilities* in that area, expansion of credit, raw materials supply agencies, adoption of modern technology in production and marketing of agricultural products.
- 5) Agri-business provides crucial *forward and backward linkages*. (Backward linkage include supply of inputs, credit, production technologies, farm services etc., A forward linkage includes storage, processing, transportation and marketing aspects.)
- 6) Agri-business generates potential *employment opportunities*.
- 7) It adds value to products and thereby increases the net profits.



Distinctive Features Of Agri-business Management

- 1. Management varies from business to business depending on the kind and type of business. It varies from basic producer to brokers, wholesalers, processors, packagers, manufacturers, storage proprietors, transporters, retailers etc.,
- 2. Agri-business is very large and evolved to handle the products through various marketing channels from producers to consumers.
- 3. Management varies with several million of farmers who produce hundreds of food and livestock products



- 4. There is very *large variation in the size of agri-business*; some are very large, while many other are one person or one family organization.
- 5. Most of the Agri-business units are *conservative and subsistence* in nature and family oriented and deal with business that is run by family members.
- 6. The production of Agri-business is seasonal and depends on farm production. They deal with vagaries of nature.



- 7. Agri-business is always market oriented.
- 8. They are by far vertically integrated, but some are horizontally integrated and many are conglomerated.
- 9. There is direct impact of govt. programmes on the production and performance of Agribusiness.



Profil Agribisnis

POTENSI :

- ✓ DUA IKLIM (*KEMARAU DAN PENGHUJAN*)
- ✓ BUDIDAYA SEPANJANG TAHUN

KENDALA :

- SDM (*GENERALIST, SPESIALISASI*)
- TEKNOLOGI (*KETERBATASAN INFORMASI*)
- MODAL KECIL
- PASAR (*RANTAI PANJANG, SEASONALITY, STANDARISASI RENDAH*)
- RISET KURANG KONDUSIF (*NON MARKET ORIENTED*)



PRASYARAT

1. BERJIWA PETANI :

- Tidak mengandalkan pekerja
- Pengetahuan rinci dari hulu ke hilir (product-line, value-chain)

2. MENCARI INFORMASI :

- On Farm (*sesuai modal*)
- Off Farm (*perlu Product Knowledge*)

3. PROFESIONALISME :

- PILIHAN KOMODITAS (*Market Oriented, pilih usaha yang mudah dulu sesuai modal*)
- LOKASI (near market or customers)
- BIBIT UNGGUL
- PENGELOLAAN USAHA
- PASCA PANEN



Kesalahan Umum Beragribisnis

1. LATAH :

- Harga Jatuh (over supply)
- Konsistensi Kurang

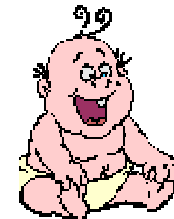
2. OVER SUPPLY

- Kurang/Tidak tertangani

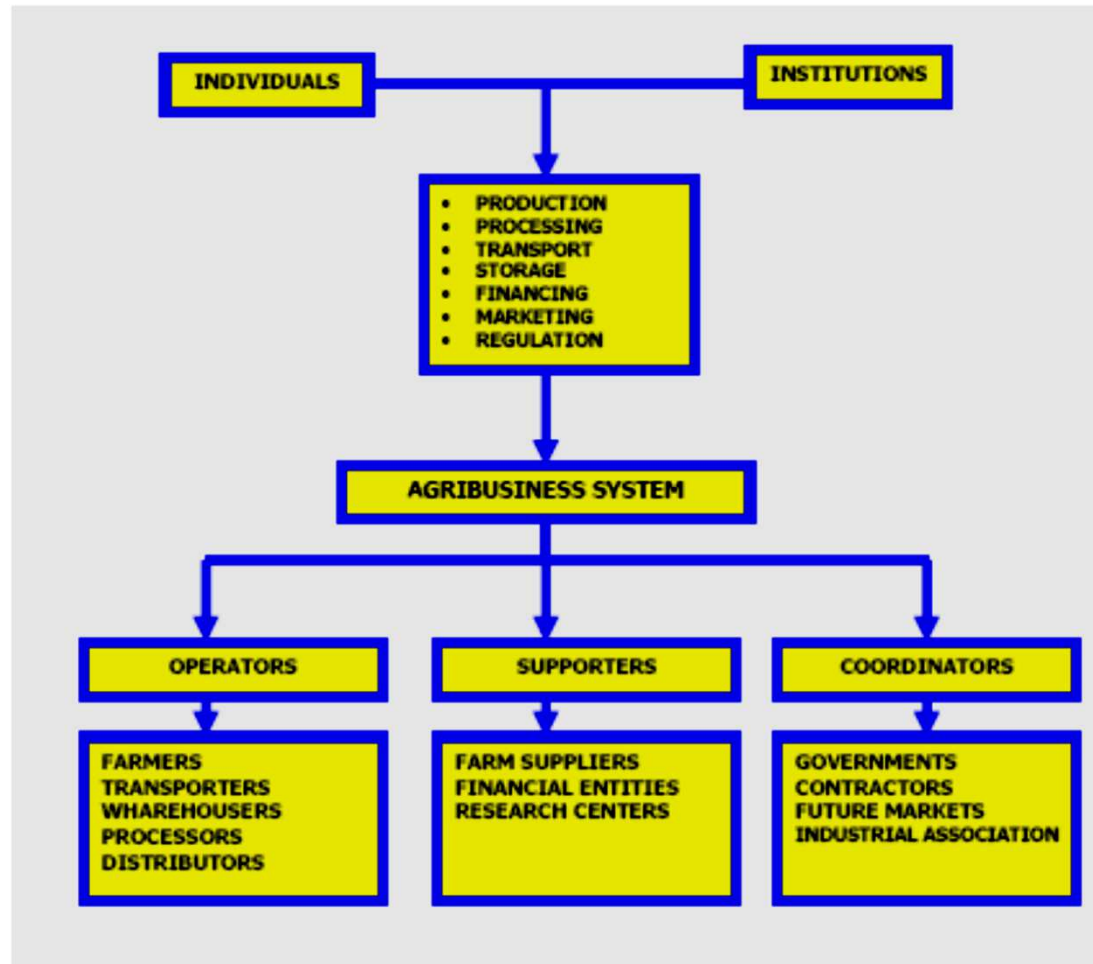
3. TEKNOLOGI BUDIDAYA

4. STANDARISASI PRODUK

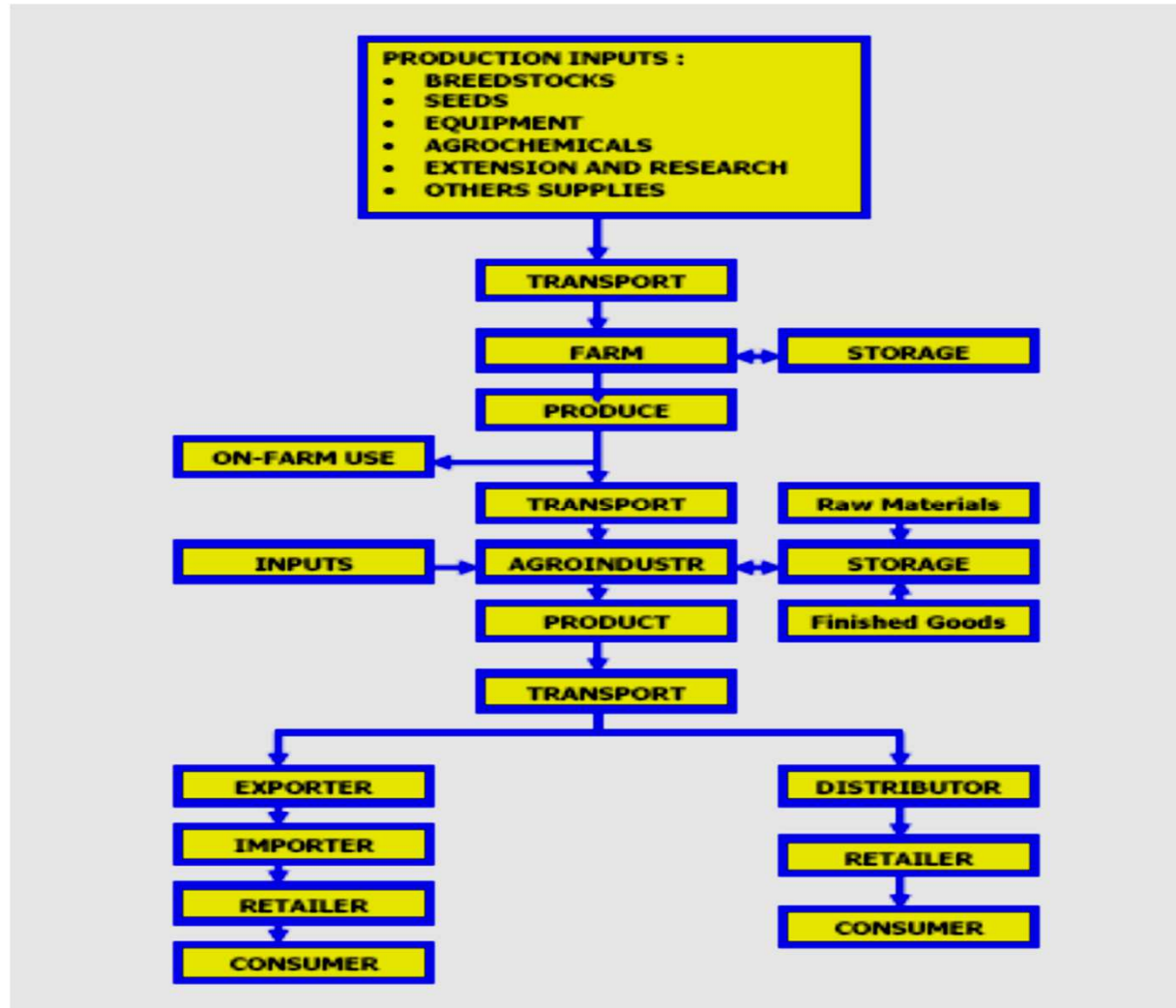
5. STORAGE (Ruang Pendingin)



AGRIBUSINESS SYSTEM



Flowchart For Agro-Industry



KARAKTERISTIK BAHAN BAKU AGROINDUSTRY : **FOOD & FIBER**

- SEASONALITY : *Cyclical Nature of Production*
- PERISHABILITY
- BULKY
- VARIABILITY : *Quantity & Quality*
- PRICE INSTABILITY



A FORCE FOR DEVELOPMENT

barnalung@yahoo.com

Bagi negara berkembang, aktivitas agroindustri berperan secara signifikan dalam perekonomian nasional, karena :

- (a) Cara utama dalam mentransformasi hasil pertanian (food & fiber) ke arah produk akhir untuk konsumsi
- (b) Aktivitas agroindustri pada umumnya merupakan kegiatan industri yang dominan dalam perekonomian nasional
- (c) Produk agroindustri pada umumnya menyumbang bagian terbesar dari nilai ekspor
- (d) Seiring dengan bertambahnya jumlah penduduk maka peranan agroindustri menjadi krusial dalam hal penyediaan pangan baik kuantitas maupun kualitasnya



AGROINDUSTRY MERUPAKAN :

barnalung@yahoo.com

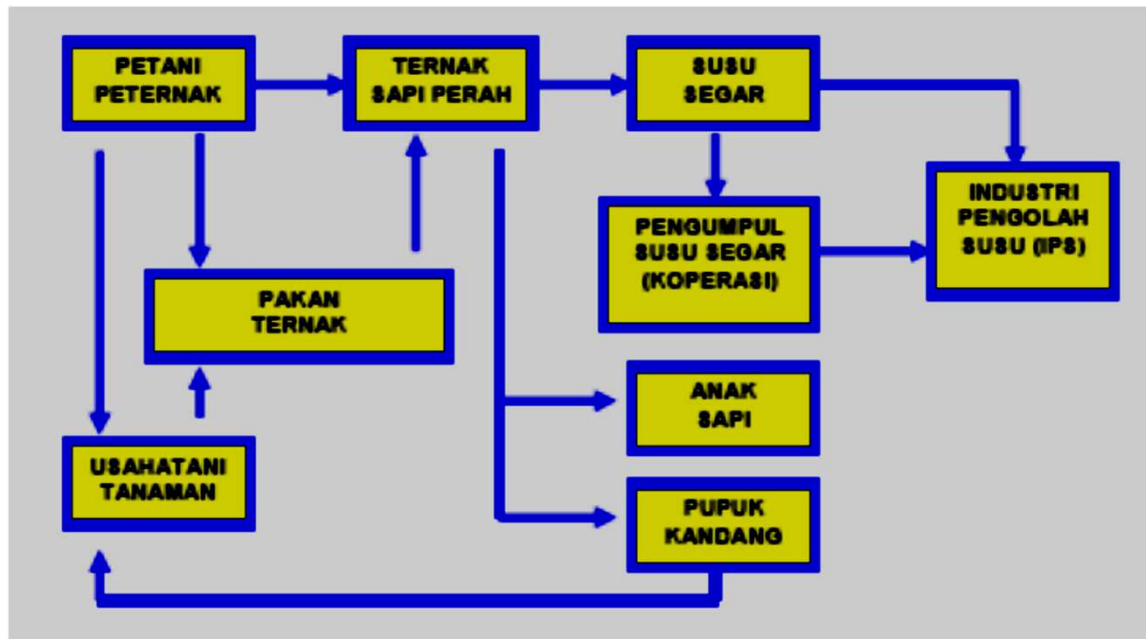


- (a) A Door For Agriculture
- (b) A Cornerstone Of The Manufacturing Sector
- (c) An Export Generator
- (d) The Nutrition Dimension

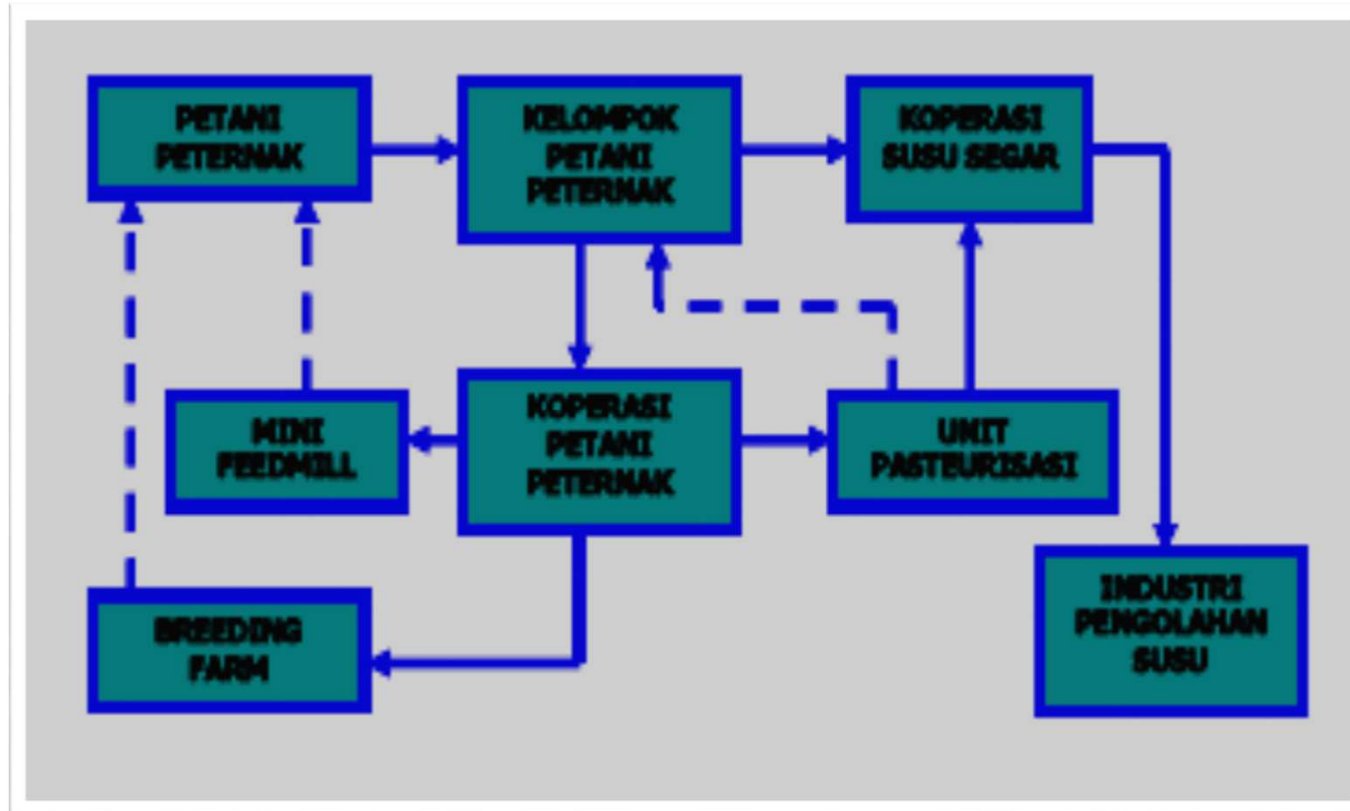


KEMITRAAN PUBLIK-SWASTA
(CLUSTER DEVELOPMENT PARTNERSHIP)

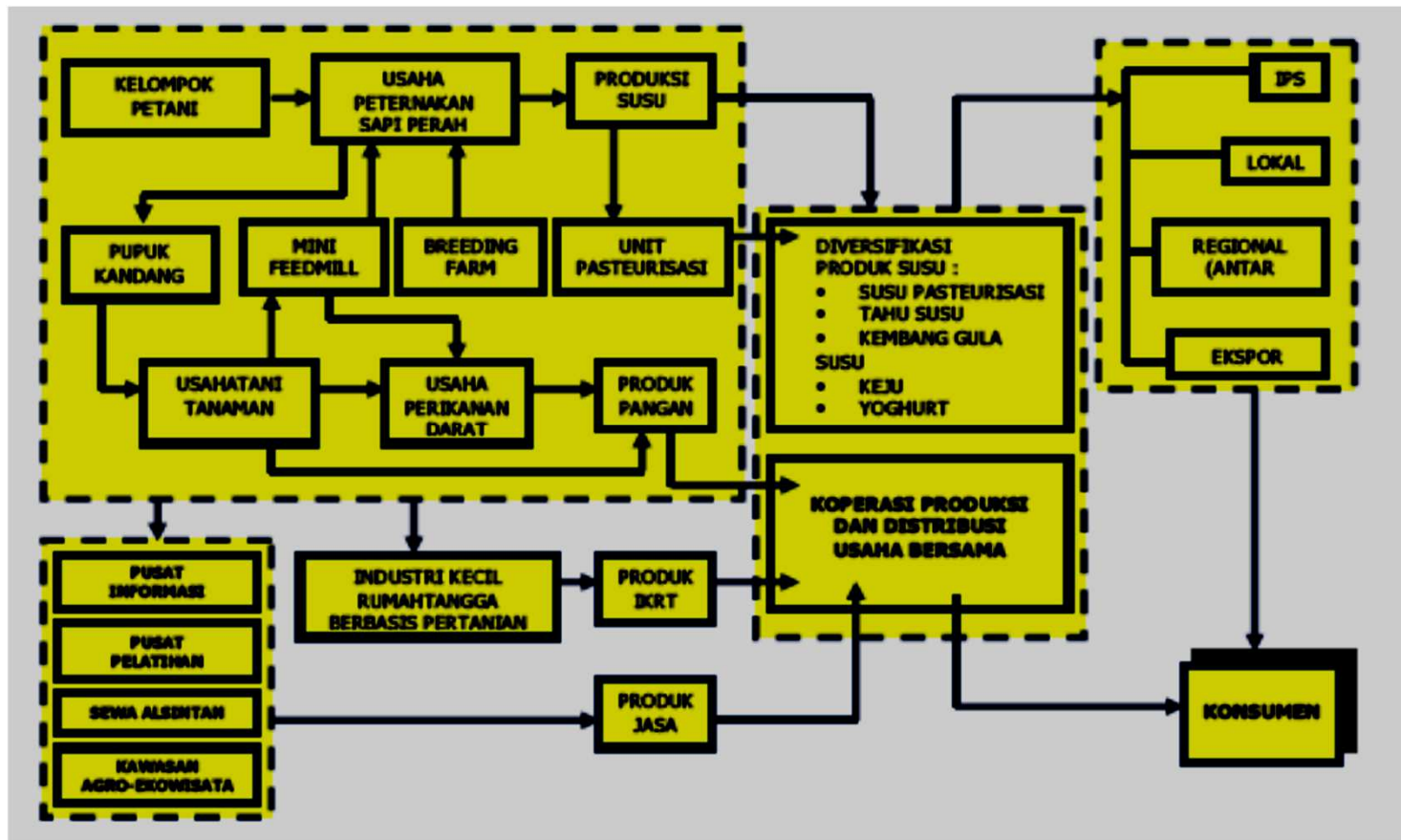
CONTOH : POLA USAHATANI TERNAK SAPI PERAH
1. POLA PENGELOLAAN SEDERHANA



2. POLA PENGELOLAAN KOOPERATIF PRODUKTIF



3. POLA INTEGRASI USAHATANI TERNAK SAPI PERAH



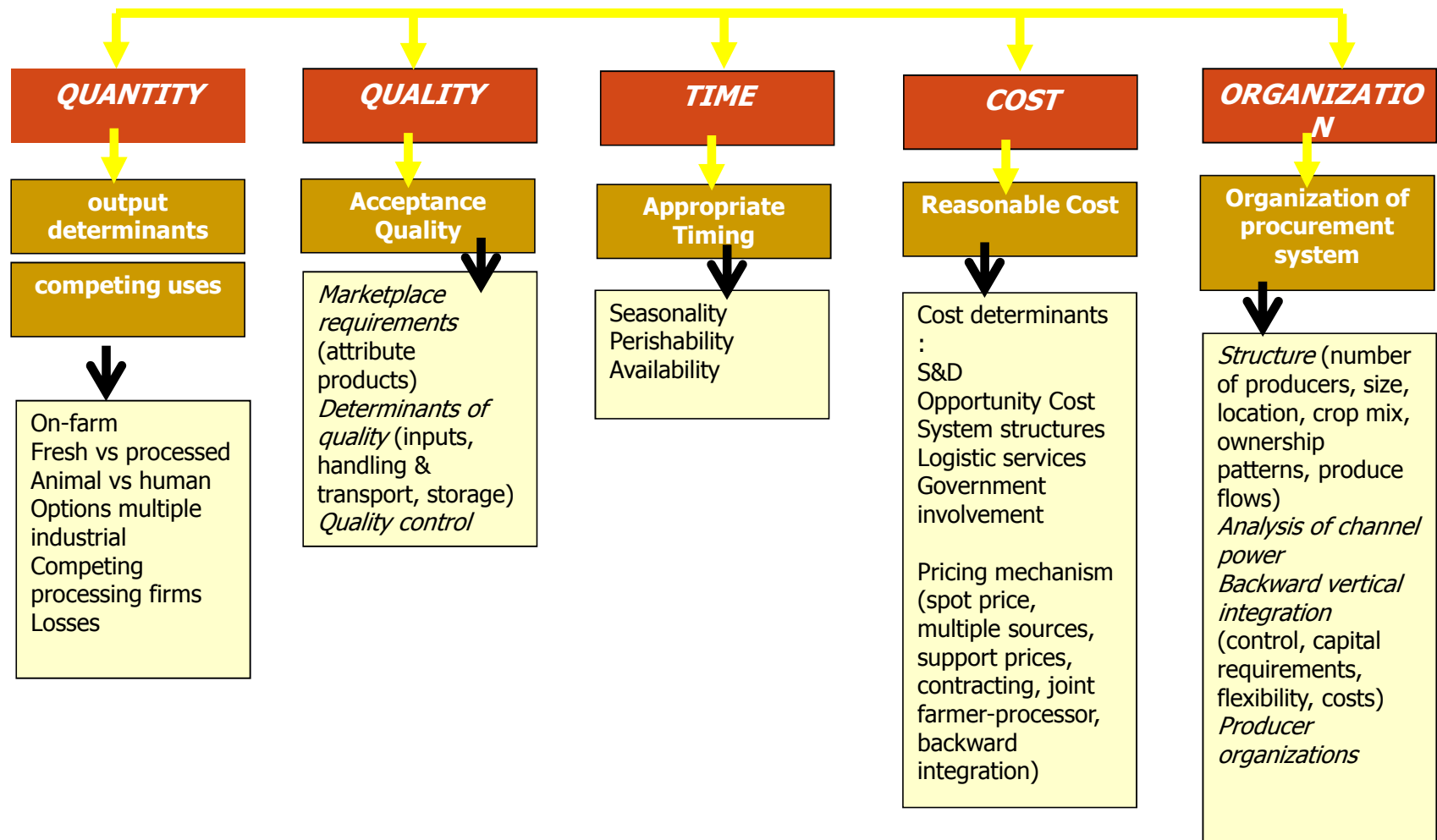
Agro Industry

procurement
processing
marketing

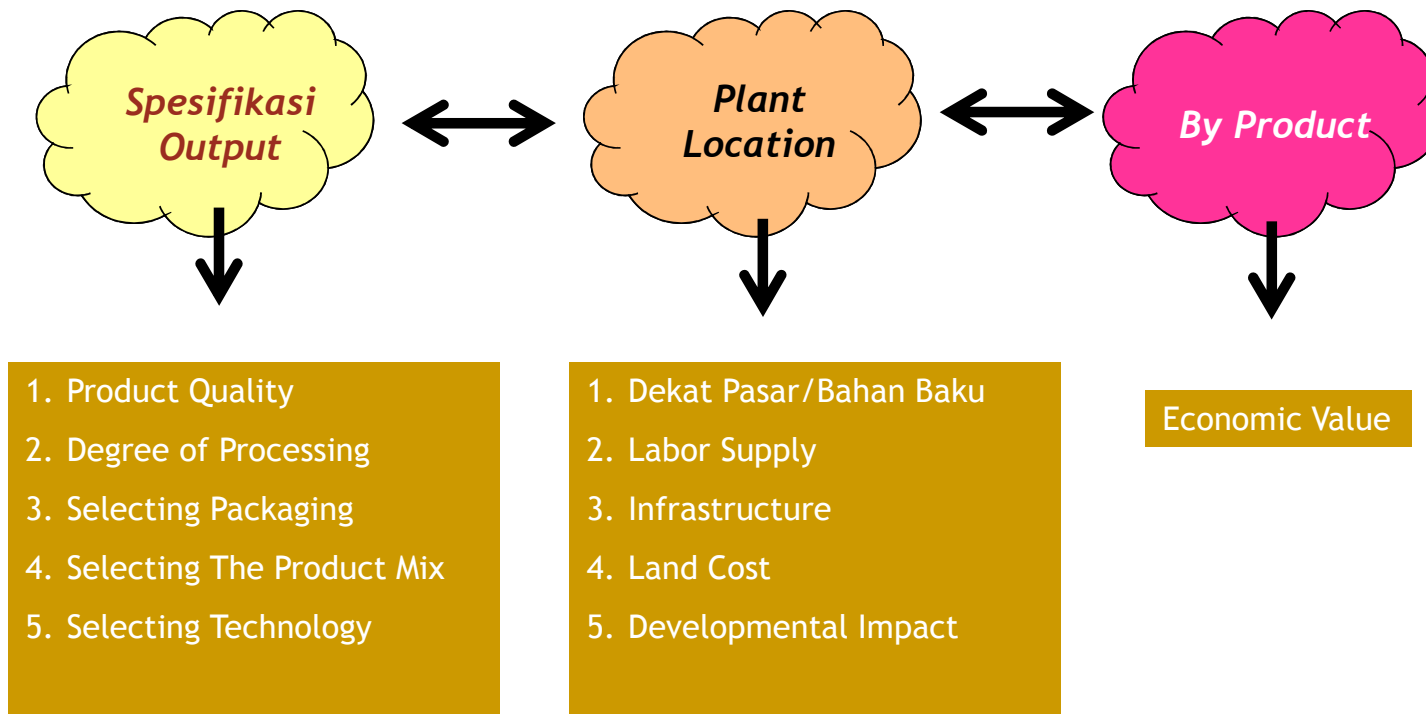
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PROCUREMENT FACTOR



Processing Factor





M
A
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Marketing Channel (Thailand)

