



## SDG 2 – Indicator 2.5.4 - Sustainable food purchases

### Helping local farmers to market their organic rice

The application of technology that is relevant to the needs can increase rice productivity in farmers' fields, but increasing rice yields will not automatically increase the income of the farmers concerned. In the agricultural commodity business in developing countries, it very often happens that if production increases it will soon be followed by a decrease in selling prices, so that farmers do not get the expected profit. Incidents like this that occur repeatedly discourage local farmers from increasing the productivity of their rice fields.



To keep the price of rice from falling drastically when the harvest increases, the Sriwijaya University Faculty of Agriculture Team took the initiative to help distribute rice marketing from its harvest so that the price does not fall. On the other hand, farmers are also taught to practice the rice cultivation system organically, guaranteed not to have agrochemical residues at risk for consumers.



Urban communities can generally understand if the selling price is increased proportionally, following the increase in the intensity of manual labor outpouring to ensure to consumers that the rice marketed is 100% free of agrochemical contamination.

The rice used is the Purple label Mekongga Variety which is free of synthetic pesticides. Added nutrients for plants are supplied from compost plus enrichment of entomopathogenic fungi. Plant water needs are guaranteed during the life cycle of rice plants by preparing water pumps if needed. The plant pattern uses a 'jajar-legowo' plant system with a ratio of 2: 1. Seed production is carried out by the Association of Farmers Group Karya Usaha, Pelabuhan Dalam Village, in collaboration with the PUR-PLSO Team, Faculty of Agriculture, Sriwijaya University (SH/BL).