

**Young Farmer Jamboree 3 Petrokimia Gresik  
ENCOURAGE MILLENIALS TO LIKE FARMING**

Number : 04/SP/PG/II/2020  
Day & Date : Thursday, February 6, 2020  
Place : Wisma Keebomas Petrokimia Gresik  
Event : Final "Agrosociopreneur Competition" Young Farmer Jamboree 3

Petrokimia Gresik is a company of agroindustry solution and the holding member of Pupuk Indonesia, held final of "Agrosociopreneur Competition" in Gresik, Thursday (6/2), as the highlight of the event series of Young Farmer Jamboree on 2019.

President Director of Petrokimia Gresik Rahmad Pribadi conveyed that Young Farmer Jamboree is company's effort to foster the millennial interest in agriculture. According to Rahmad, the role of millennial in this sector is still low.

"Whereas this agricultural sector, if managed properly and correctly, is no less prospective than other sectors," said Rahmad.

According to the 2013 Agriculture Census, Rahmad explained that there were around 61% of Indonesian farmers were more than 45 years old. The lack of interest in the millennial generation is worried can threatening the sustainability of agriculture in Indonesia.

"Young Farmer Jamboree is one of concrete solution that we did to support the sustainable agriculture in Indonesia," said Rahmad.

Young Farmer Jamboree 3 was started by roadshow in 12 National Universities in Indonesia. There were 100 teams participated this event, and at the end selected 9 best finalist who will compete today. The nine teams were from 8 National Universities, they are Lambung Mangkurat University (Unlam), Padjadjaran University (Unpad), Brawijaya University (UB), Udayana University, North Sumatra University (USU), Jember University, Sebelas Maret University (UNS), and Bogor Agricultural Development Polytechnic (Polbangtan).

Rahmad considered that the participants of the Agrosociopreneur Competition program were an oasis in the midst of the lack of interest in the younger generation. Rahmad is sure that this program will be generate millennial generation that will bring positive and big changes for Indonesian agriculture sector in the future.

In order to increase the spirit of the participants, Petrokimia Gresik also invite inspirational and successful young farmers. They are the alumni of Young Farmer Jamboree 1 Petrokimia Gresik, Juwita Juju (pioneer of golden berry farmer), Nur Agis Aulia (founder of Banten Community Develop Village), Andro Tunggul (hydroponic modern farmer, Founder Fruitable Farm) and Edy Lusi (initiator of Banyuwangi Dragon Fruit Village).

Furthermore, the alumni of Young Farmer Jamboree 2 Petrokimia Gresik, also already realized their innovation idea in developing agriculture sector in their area, such as SMKN 2 Metro (Central Lampung District, Lampung Province), Vocational High School 1 Nanggulan (Kulonprogo District, Special Region Yogyakarta Province), Vocational High School 2 Bagor (Nganjuk District, East Java Province).

"Through this program we see that the innovation of Indonesia's young generation in agriculture is very potential and extraordinary. This is what we need to pay attention to and fully support," said Rahmad Pribadi.

Young Farmer Jamboree 3 has three main programs which is aimed to student college of Agriculture all over Indonesia, the programs are *Sahabat Petani* Fest, CEO Talk and Agrosociopreneur Competition.

There were 12 National Universities who become the place to hold the selction process of Young Farmer Jamboree. The Universities were Gadjah Mada University (UGM), North Sumatra University (USU), Bogor Agriculture Institute (IPB), Jenderal Soedirman University (Unsoed), UB, Unpad, Lampung University (Unila), UNS, Jember National University, Udayana Univeristy, Hasanuddin University (Unhas), and Lambung Mangkurat University.

Rizky Salma, one of the Sebelas Maret University Surakarta (UNS) Faculty of Agriculture Students who qualified for the final round of the "Agrosociopreneur Competition" admitted that she was concerned with the problem of farmers' regeneration in Indonesia, because many young people are currently "unwilling" to work into the agricultural sector.

"Therefore I decided to go directly into this sector by entering the Faculty of Agriculture. If it doesn't us who start it, and then who else will advance agriculture in our country?" said Rizky.

Salma appreciate Young Farmer Jamboree which is initiated by Petrokimia Gresik. It is not only providing a place for agriculture technology innovation, but also give stimulus to the younger generation to contribute in creating agriculture solution in Indonesia.

Young Farmer Jamboree is yearly event of Petrokimia Gresik to support the government program to regenerate farmers. Young Farmer Jamboree is a commitment of Petrokimia Gresik to take a role in developing agriculture human resources and emphasizes the direction of future farmer-oriented and farmer-oriented company policies.

Young Farmers Jamboree is hoped can become a facility to form a national network of young farmers, a forum for exchanging information and experiences, so that they can strengthen the concept of agricultural development.

"And at the end we will enrich and maintain the sustainability agriculture in Indonesia," said Rahmad.

PT Petrokimia Gresik

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