

PETRO AGRIFOOD EXPO (PAE) 2019
Launching Petro Ningrat and Developing Floriculture Products

Event : Petro Agrifood Expo (PAE)
Location : Petrokimia Gresik Experimental Garden
Date : July 12th – 14th, 2019

PT Petrokimia Gresik (PG), a member of PT Pupuk Indonesia (Persero) holding company, again to launch innovative products to realize the commitment as an agro-industry solution. This time, the launched development product was **NPK Petro Ningrat 11-11-20**. The launching was conducted by PG President Director, Rahmad Pribadi with Board of Commissioners and Board of Directors during the opening of 2019 Petro Agrifood Expo (PAE) at Petrokimia Gresik Experimental Garden, Jl. Notoprayitno, Gresik, Friday (12/06).

Rahmad Pribadi conveyed that this was a strategic step for the company in realizing the business transformation target as a market leader and dominant player in commercial market. NPK Petro Ningrat was a fertilizer for plantation crops, horticulture fruits and roots, including tobaccos, potatoes, chili, shallots, tomatoes, melons, and fruits.

"This product complements PG innovative product lines in commercial market. As Phonska Plus targets the agricultural commercial market, Petro Ningrat targets the commercial plantation market completing the NPS Petro Nitrat which was first launched last year", Rahmad said.

Results of trial series in the field showed that NPK Petro Ningrat was proven capable in increasing crop yields between 10 and 37 percent. NPK Petro Ningrat application in potato plants in Batu City was able to produce 41.25 tons per hectares, or increased by 37 percent. Then the trial of NPK Petro Ningrat in tobacco plants in Jember and East Lombok was able to yield crops as much as 1.6 ton/hectare (increased by 10.6%) and 1.5 tons/hectare (increased by 11,%).

Whereas on shallots in Nganjuk Regency, it was able to improve farmer productivity up to 28.5 percent, or produced 18 tons/hectare. In that trial, NPK Petro Ningrat was applied together with Petroganik and ZA.

NPK Petro Ningrat 11-11-20 contains Nitrogen in the form of Nitrate. It is useful to improve aroma, color, taste and flexibility of tobacco leaves. Also, it is able to straighten the plants and make them sturdy; also to stimulate in forming the roots and fruits; it is best used in dry land; and it dissolves in water to be easily absorbed by plants.

Currently, the product is technically and legally ready to be commercialized in various packages ranging from 1 kg, 5 kg, to 20 kg.

Developing Floriculture Fertilizers

In this year, PAE takes the theme "Floriculture Research to Support Successful Business Transformation". This theme is a form of PG commitment in the fertilizer research and floriculture development, a branch of horticulture engaged in the cultivation of ornamental plants such as jasmine, rose, chrysanthemum, and so on.

Floriculture fertilizer development starts from several formulations to be tested on flowers, then the most effective formula will be tested in the field in collaboration institutions or farmers. The initial development stage is carried out in the greenhouse, Compartment of Research, which is also inaugurated during PAE 2019.

"Floriculture fertilizer will then become the media for Petrokimia Gresik to penetrate the niche market. This market is not sensitive to prices and is perfect for premium products", said Rahmad.

According to him, a niche market or market that is very focused on particular types or services must not be abandoned, since it is possible that this market may yield very big profit for the company.

"One example of a potential niche market to work on is the jasmine cultivation sector. The income from cultivating jasmine flowers with an area of 1 hectare in a year can reach IDR 1 billion", Rahmad said.

#SmartonPlastic during PAE 2019

PAE 2019 is the 14th PAE ever held, lasting for three days (July 12th – 14th 2019) and is included in the series of the 47th PG Anniversary.

Rahmad said the purpose of PAE was to expose the results of PG researches to be known and benefited by agricultural actors. For example, the latest agricultural technology, as well as research activities and product application tests.

"PAE is an important moment to show the superiority of Petrokimia Gresik in the field of research while attracting potential customers", Rahmad said.

Besides displaying the research products, PAE was also showing the success of supervised farmers' crops. A total of 60 booths enlivened PAE 2019 consisting of PG booths and subsidiaries, PT Pupuk Indonesia Group, PG supervised farmer groups and distributors supervised farmers, as well as private companies engaged in agricultural and processed products.

Unlike the previous years, during PAE in this time, visitors were invited to #SmartonPlastics by carrying their own shopping bags. Committee also gave education to visitors to be wise in using disposable plastic.

"This is a form of PG concern for the plastic waste environmental issues which is now continuing to be in the spotlight, both in Indonesia and the world," explained Rahmad.

Meanwhile, on the second day of PAE, on Saturday (13/07), the committee gave free training on farming for visitors who were interested in crops cultivation with verticultural techniques. And on the third day of PAE on Sunday (14/07), visitors were also given the opportunity to harvest/pick fruits and vegetables directly on experimental garden.

"PAE is an agro-tourism facility which has become an icon of Petrokimia Gresik and this event is most awaited by people around the company", concluded Rahmad.

PT Petrokimia Gresik

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