

Petrokimia Gresik Low-Priced Market  
**ENCOURAGE AGRICULTURE PRODUCTIVITY  
THROUGH LOW-PRICED MARKET AND EDUCATION**

Event : Petrokimia Gresik Products Low-Priced Market  
Days, dates : Thursday, and Friday, July 18th, 2019, and July 19th, 2019  
Location : Sukapura Subdistrict, Probolinggo District, East Java (18/07/2019)  
: Leksono Subdistrict, Wonosobo District, Central Java (19/07/2019)

PT Petrokimia Gresik (PG), a fertilizer producer for agro-industry solution, showed its commitment in increasing agriculture productivity through Petrokimia Gresik Products "Low-Priced Market" programme held in PG Petromart farm shops in Sukapura, Probolinggo, East Java, on Thursday (18/07).

PG President Director Rahmad Pribadi stated that in this low-priced market, farmers were allowed to redeem non-subsidized products through coupons exchange system for IDR 250 thousands. By each coupon, farmers could get one sack of NPK Phonska Plus fertilizer (25 kg packaging), one bag of NPK Petro Nitrate fertilizer (25kg packaging), one pack of Petro Gladiator decomposers (1kg packaging), and one pack of Petro Biofertil biofertilizer (2kg packaging).

"The products total price, if purchased at the kiosks, ranges from IDR 388 thousands to IDR 518 thousands, therefore the discount obtained by farmers through this low-priced market reaches around 35-50 percent", Rahmad said.

Probolinggo District, continued Rahmad, was chosen since it was not far away from Mount Bromo. This area was famous for being fertile, having great agricultural potential, and being known as one of horticultural centers in East Java.

Not only selling cheap products, during this event, PG were also giving agriculture education through booths by introducing various PG products, products applications, consultations, and free soil test services provided by a unit of soil test car.

"Farmers are allowed to bring their soil samples and then will be informed the current conditions of their soils. Once the soil testing is completed, they will be given recommendation of correct and balanced fertilization. The goal is that agricultural land should have optimal and sustainable productivity", Rahmad added.

This low-priced market event was one of tactics in business transformation programme strategies, which was to strengthen the brand image of non-subsidized products to support the company's position in domestic commercial market.

This also became company's strategic efforts to strengthen the position of non-subsidized products in commercial market, as well as anticipating the changes of fertilizer subsidies schemes.

Based on results of researches and trials in various regions, PG products series had been proven to be able to increase agricultural productivity, including in horticulture sector.

"We have many non-subsidized products from upstream to downstream such as superior seeds, fertilizers, pest controls, decomposers and probiotics. Since our target is to be dominant player and market leader", Rahmad concluded.

This "Petrokimia Gresik Products Low-Priced Market" was also held in Wonosobo District, Central Java on Friday (19/07), and was attended by PG Marketing Director, Meinu Sadariyo.

According to him, Wonosobo District was chosen since it was one of strategic agricultural centers in Central Java. Since it was located on a plateau (500-1,000 meters above sea level), it became one of the largest horticultural centers in Central Java.

PT Petrokimia Gresik

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