

“GEBYAR PROMOSI BERHADIAH” INCREASE PETROGANIK ABSORPTION OF 5.32% IN 9 DISTRICTS

Day/Date : Wednesday, September 18th, 2019
Location : Demak District, Province of Central Java
Event : Gebyar Promosi Berhadiah

PT Petrokimia Gresik (PG) a member of PT Pupuk Indonesia Holding Company along with the Petroganik Partners in 9 (nine) districts in Central Java held “Gebyar Promosi Berhadiah” at Graha Sakinah, Demak, Wednesday (18/9).

This event is a medium of appreciation or gift giving to the official stall which Petroganik redemption reaches the target during April until July 2019. “Gebyar Promosi Berhadiah” this time is for stalls in Semarang, Salatiga, Demak, Pati, Kudus, Jepara, Rembang, Blora and Grobogan.

“This activity has proven to have a positive impact, Petroganik realization for April until July 2019 in 9 (nine) districts increased 5,32 percent if it is compared with the same period last year,” Said Director of Marketing PG, Meinu Sadariyo after attending “Gebyar Promosi Berhadiah”.

Petroganik redemption in the period of competition reached 22.471 tons, whereas during April-July period last year only 21.275 tons. There are quantum increases of redemption as much as 1.196 tons.

“I wish in the future Petrokimia Gresik along with the Petroganik Partners, Distributors, and Stalls keep active in promoting Petroganik, so that farmers can be more educate about the beneficial of Petroganik fertilizer,” said Meinu.

Meinu also said to the Petroganik Partners to be consistent in keeping their product quality. Currently, PG is implementing business transformation program which one of the focus is stressing in supervision and improvement of Petroganik quality, so that with maintained quality, farmers can also feel the benefits and keep using Petroganik loyally.

Meinu further explained that Petroganik Fertilizer has been developed since 2004, in response to the research center of land and Agroklimat Bogor (2003) which mention that most agriculture land in Indonesia containing C-Organic under 2%. While healthy soils contain a minimum of 5% C-Organic. Meanwhile Petroganik contain C-Organic minimum 15%, According to standard of Agriculture Minister Regulation No. 1 on 2019 and SNI No 7763 on 2008, so that it can improve physical properties, chemical, and soil structure.

At the same event, Comissioner of PG, Mahmud Nurwindu said that Petroganik has won government trust since 2008 as subsidized fertilizer. The existence of Petroganik organic fertilizer become more relevant in the midst of conditions soil fertility in Indonesia is declining and become concrete evidence of PG’s efforts become Agroindustry Solutions, especially in the sector of on farm.

Mahmud added the use of organic fertilizers was also an effort to maintain environmental sustainability. Then PG recommend balanced fertilization, that is a combination between the

use of organic and inorganic fertilizer with 5:3:2 applications, where for one hectare (ha) of paddy land it takes 500 kilograms (kg) of organic Petroganik fertilizer, 300 kg of NPK Phonska fertilizer, and 200 kg of Urea fertilizer.

"Let us together to maintain sustainable agricultural land so that the productivity can be so that its productivity can also be continuously improved to support the National Food Security," stated Mahmud.

PT Petrokimia Gresik

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