

Young Farmer Jamboree (YFJ) 4
**THE PRESENCE OF MILENIAL
BRING A TOUCH OF TECHNOLOGY ON AGRICULTURE SECTOR**

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Venue : Gresik
Event : Interactive Agriculture Talk show Young Farmer Jamboree (YFJ) 4

Still in the Young Farmer Jamboree 4 event series, Petrokimia Gresik, an Agroindustry Solution company and a member of Pupuk Indonesia holding company, also presented an Agricultural Talk show entitled "Utilizing Agricultural Business Opportunities on Post-New Normal with Sustainable Agriculture and High Social Impact Principles" which was attended by more than 1,000 participants from various regions throughout Indonesia, Tuesday (10/11).

Present as a speaker Sandiaga Uno, a successful practitioner of young Indonesian entrepreneurs; then Oshin Hernis, Head of Communication Sayurbox, and Sandi Octa Susila, The Chairperson of the Ambassador of Indonesian Millennial Farmers.

President Director of Petrokimia Gresik, Dwi Satriyo Annurogo stated that through this activity, Petrokimia Gresik wants to encourage the millennial generation to take advantage of opportunities to become business fields in the agricultural sector that are profit-oriented and have a direct social impact on the surrounding environment.

"With the knowledge sharing and experience from the role models, the millennial generation can get a real picture of how prospective the agricultural sector is, if it is handled optimally, so that hopefully it can be motivated to cultivate this sector," said Dwi Satriyo.

Meanwhile, Sandiaga Uno, who is also a former Deputy Governor of DKI, said that the regeneration of farmers in Indonesia at this time is very crucial, because the age of farmers in this country is dominated by the elderly. For that he invited Indonesian millennials to be pro-active in the progress of Indonesian agriculture.

"It's time for millennials to take on the role and responsibility to become a driving force and locomotive in the agricultural sector," said Sandiaga Uno.

According to this successful young entrepreneur, agriculture is now capable of becoming a leading sector. When the national economy slowed down in the two quarters of 2020 due to the Covid-19 outbreak so that it experienced a recession, the agricultural sector managed to grow and rise in popularity.

Sandiaga Uno also revealed that agriculture in Indonesia grew up to 16 percent in the second quarter and experienced a slight slowdown but continued to grow in the third quarter. Meanwhile, on an annual basis, the agricultural sector also grows by around 2 percent.

"I traveled around this country, seeing many areas that were able to withstand from the attack of Covid-19 because the agricultural, fishery and plantation sectors were the mainstays," said Sandiaga Uno.

For that, agriculture must continue to be developed by the millennial generation, so that this sector can be at the forefront. Sandiaga Uno also invited millennials to become agents of change in the agricultural sector by bringing innovation.

"Food is the new internet, I believe that the food sector is a new innovation curve. After the internet, the food sector will be the prima donna. Meanwhile, food is produced by agriculture," he said.

With the presence of millennials, Sandiaga Uno continued, agriculture will get a touch of technology so that it will become more modern and advanced, such as digitization, robotics, machine learning, and the data revolution.

"This is where the importance of regeneration for better Indonesian agriculture," he explained.

Agriculture is proven to be prospective with a touch from the younger generation. Evidently, Sayurbox is the people's choice to get fresh vegetables at affordable prices and directly delivered to their home.

As explained by Oshin Hernis, as Head of Communication Sayurbox, Sayurbox is a platform that was originally built to cut the supply chain process in the agricultural sector, from farmers directly to consumers, there are no middlemen. So that the welfare of farmers is more secure.

"This platform turns out to be able to exist as a solution for people in the midst of the Covid-19 outbreak who must implement health protocols to prevent Covid-19 contagion," said Oshin.

Currently Sayurbox has partnered with 8,000 farmers, of which 1,000 are fresh produce, namely vegetables and fruit. In a day, Sayurbox is able to sell vegetables and fruit up to 40 tons.

Oshin also invited YFJ 4 participants to develop agriculture, based on strong motivation to advance the food industry. The hope is that the participants can become the determining motor for successful regeneration of farmers in Indonesia.

Meanwhile, Sandi Octa Susila, Chairperson of the Indonesian Millennial Farmers Ambassador stated that the agricultural business is a very prospective business. According to him, many millennial generations in Indonesia have succeeded in being successful in agriculture. Currently he and 67 Millennial Farmer Ambassadors spread across 34 provinces continue to strive to provide understanding to the millennial generation that the agricultural sector can become a mainstay.

However, he believes that in order to attract the interest of the millennial generation, it is not enough just to do it with an appeal or solicitation, but it must be done in a real or concrete way.

"For that we have to present successful role models, for example through forums and discussions like this, so that it is easier to invite millennials to enter the field of agriculture," he said.

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