

MEKARYA IMPROVING THE LIVES OF SALT FARMERS IN AMED, BALI

Amed Salt is one of the salts from Indonesia which has been known worldwide, especially in Europe, for its distinctive quality, pleasant aroma, texture and clean salty aftertaste among others - compared to salts from France, India and Australia. The salt is also one of the cultural heritages of Indonesia, which has been produced since the 15th century and has received a Geographical Indication Product Certificate from the Government of Indonesia.

Yet, the Amed salt farmers, who are also members of Amed Salt Producers' Community (MPIG Garam Amed) have been facing various challenges in sustaining their local business and tradition. Salt farming is highly dependent on weather conditions and season, making the business to be considered as unstable, requiring extensive labor-work with low return of income.

This reputation has contributed to the lack of awareness and interest about salt farming among the community, which made it difficult for MPIG Garam Amed to recruit



**IMPLEMENTING PARTNERS
PLUS**



PROGRAM PERIOD
2020 - 2022



BENERFICIARIES
MPIG Garam Amed and Salt
Farmers



talent and had increased employee turnover. In 2006, there were approximately 200 salt farmers in Amed and the number shrunk to only around 24 farmers in 2016. Many residents also sold their land for tourism development so that the salt farming area is getting narrower.

MPIG Garam Amed, which is meant to become the business entity overseeing the production and sales of Amed Salt, also struggled with a lack of strategic planning, direction and new technology innovation. It made the entity run without any job roles and descriptions to follow, poor cash flow and profitability ratio, no standardization in quality assurance process, inefficient use of assets and high dependency on loan. These problems threatened the sustainability of the Amed salt industry and the community's livelihood, as well as a loss to one of Indonesia's traditions and heritage. However, Amed salt farming still has a potential to develop and grow as a business and tradition through capacity building, market expansion, product diversification and regeneration.

PROGRAM ACTIVITIES



1. Coaching sessions focusing on institutional cooperative) management to strengthen the management capacity for planning, implementing, organizing and monitoring operational business activities, human resource management, and administration and financial management.
2. Support on stakeholder engagement among others exploring potential business collaboration with individual potential buyers, small and medium enterprises and local business; program support and promotion with village government, local government institutions in district level and ministry, bank, as well as non-governmental organisation.
3. Support in digital/online marketing (business-to-consumer/B2C model) as part of sales pivoting responding to the impact of COVID-19 pandemic, particularly in the setting up and managing online store and social media accounts.

PROGRAM ACHIEVEMENT



Improved management practices in analyzing internal productivity, organizational management, and business strategies.



Compliance with legal aspects: MPIG Garam Amed has obtained three permits of Business Identification Number, Business Permit and Location Permit.



The management and members understand the importance of partnership schemes that provide win-win solutions, a clear mechanism in regard to business transactions and analyze their focus between business-to-business and business-to-consumers markets.



Increased participation of women in the business: Almost all women involved in the business play the roles in the operational process (production, sorting and packaging) and no one is involved in the strategic activities.

