



“BELAJAR KEMITRAAN SAPI PERAH”

YCI WEBINAR SERIES, 23 APRIL 2020

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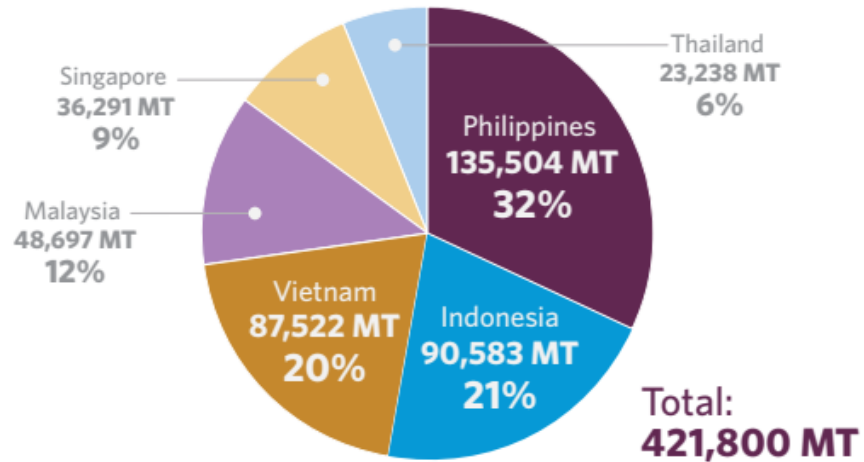
THE OUTLINE OF “THE”

- THE TREND
- THE CONTRAST
- THE THEORY
- THE IDEA
- THE NEAR FUTURE

THE TREND

Where Are U.S. Dairy Ingredients Going?

Top Southeast Asia Markets for U.S. Dairy Ingredients



In a word, everywhere! 421,800 MT of U.S. dairy ingredients are exported to Southeast Asia each year.



Philippines, Indonesia, and Vietnam together account for 3/4 of U.S. dairy ingredients to the region.

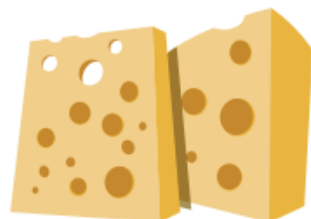
2018 was a record year for U.S. Dairy, and we look forward to 2019.



Where in Southeast Asia Is U.S. Cheese Going?

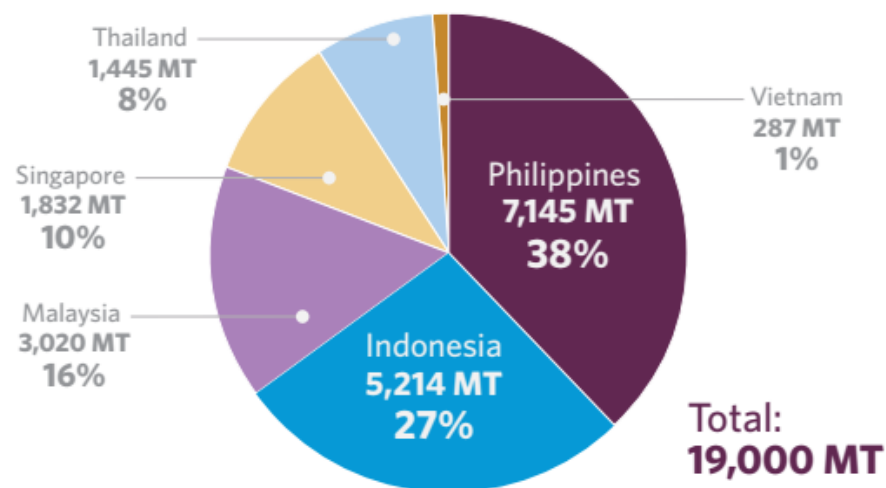


19,000 MT of cheese is a big jump. More and more Southeast Asian customers and consumers are discovering U.S. Cheese every year.



Philippines and **Indonesia** are the top two destinations, accounting for 2/3 of U.S. cheese exports to the region.

Top Southeast Asia Markets for U.S. Cheese

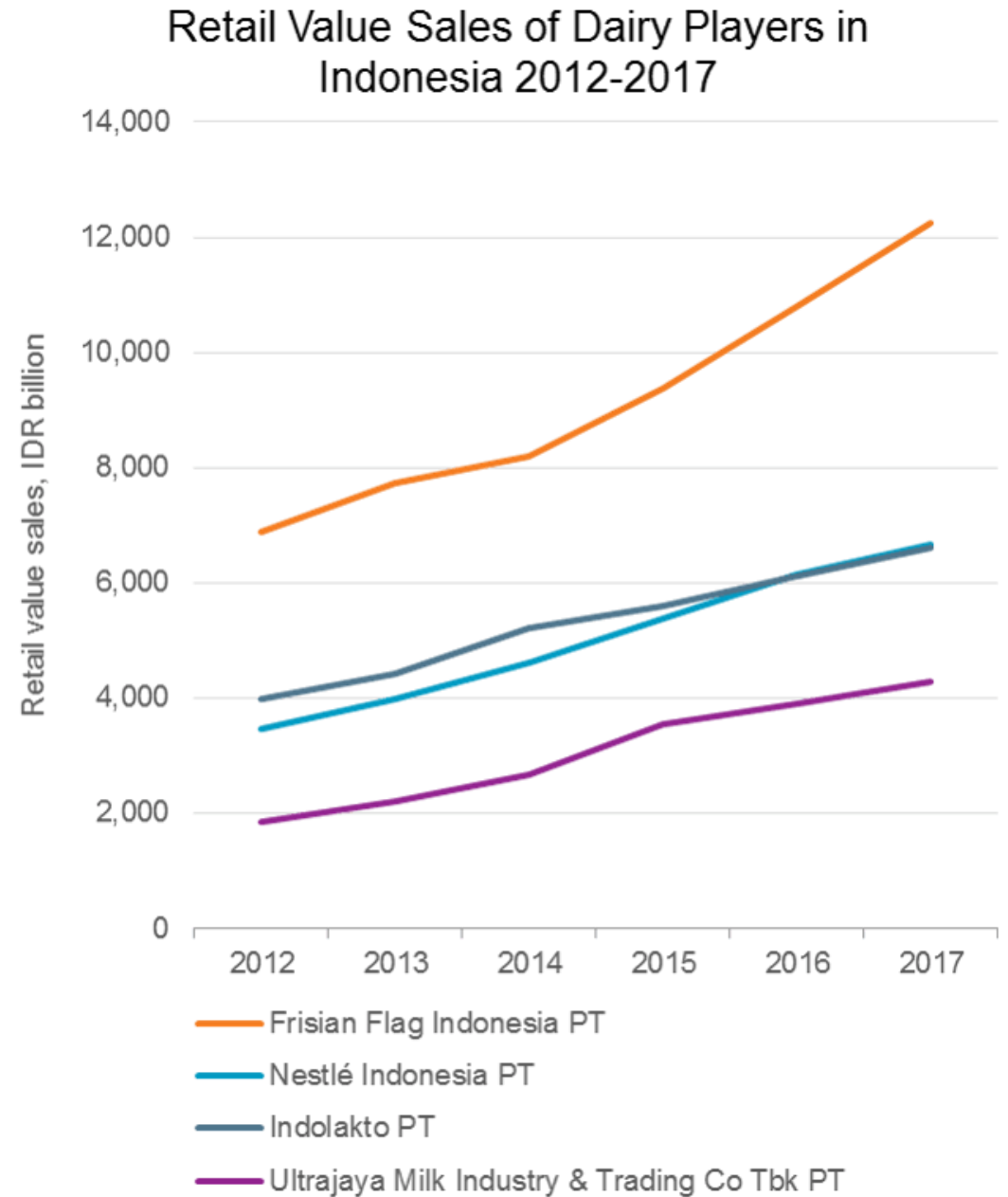


MEGATREND INDONESIA

- Strong economic growth
- Rise of medium class urban family
- So western, even more western than western
- Toward healthy lifestyles

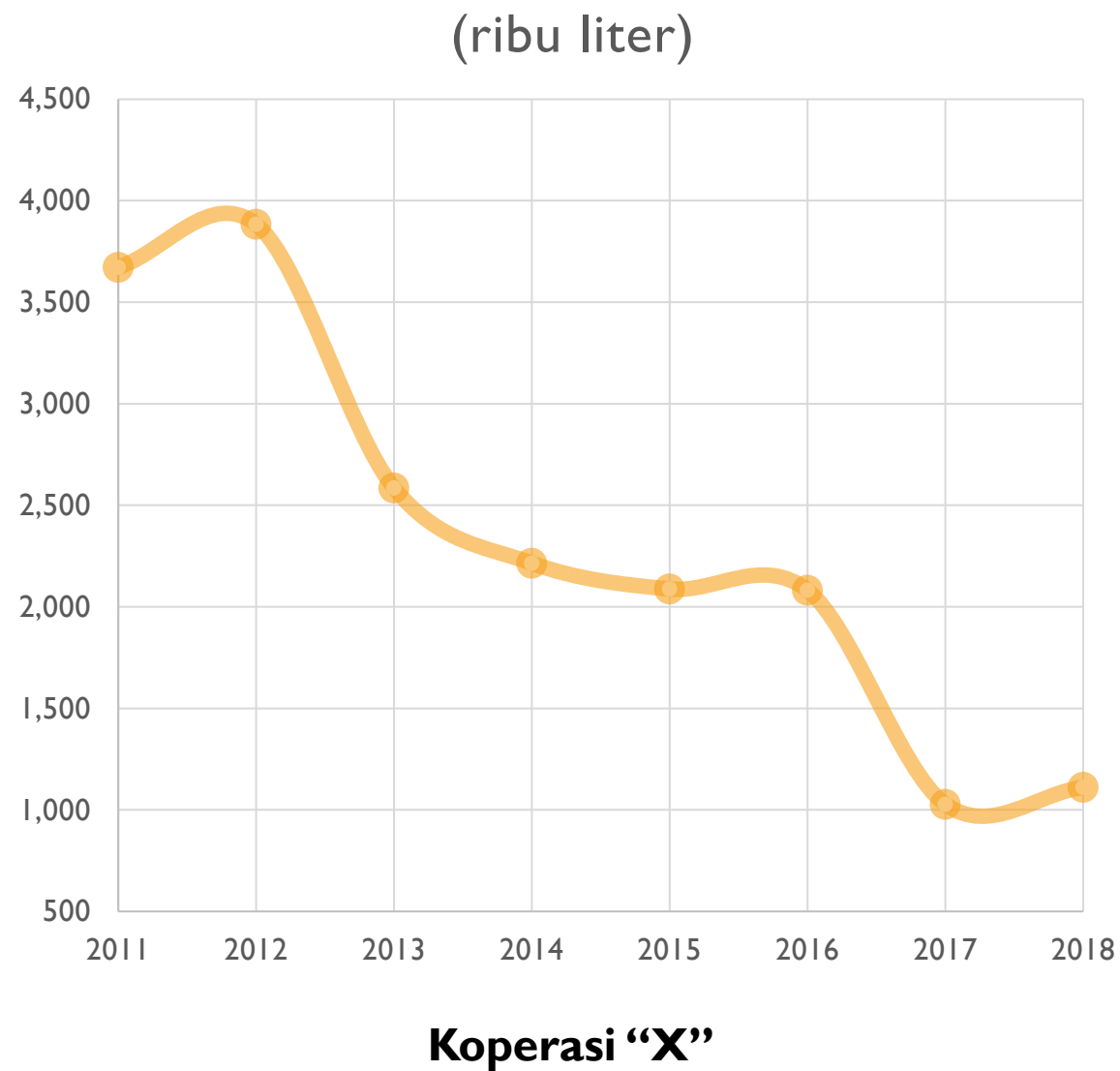


INDUSTRIAL DYNAMICS

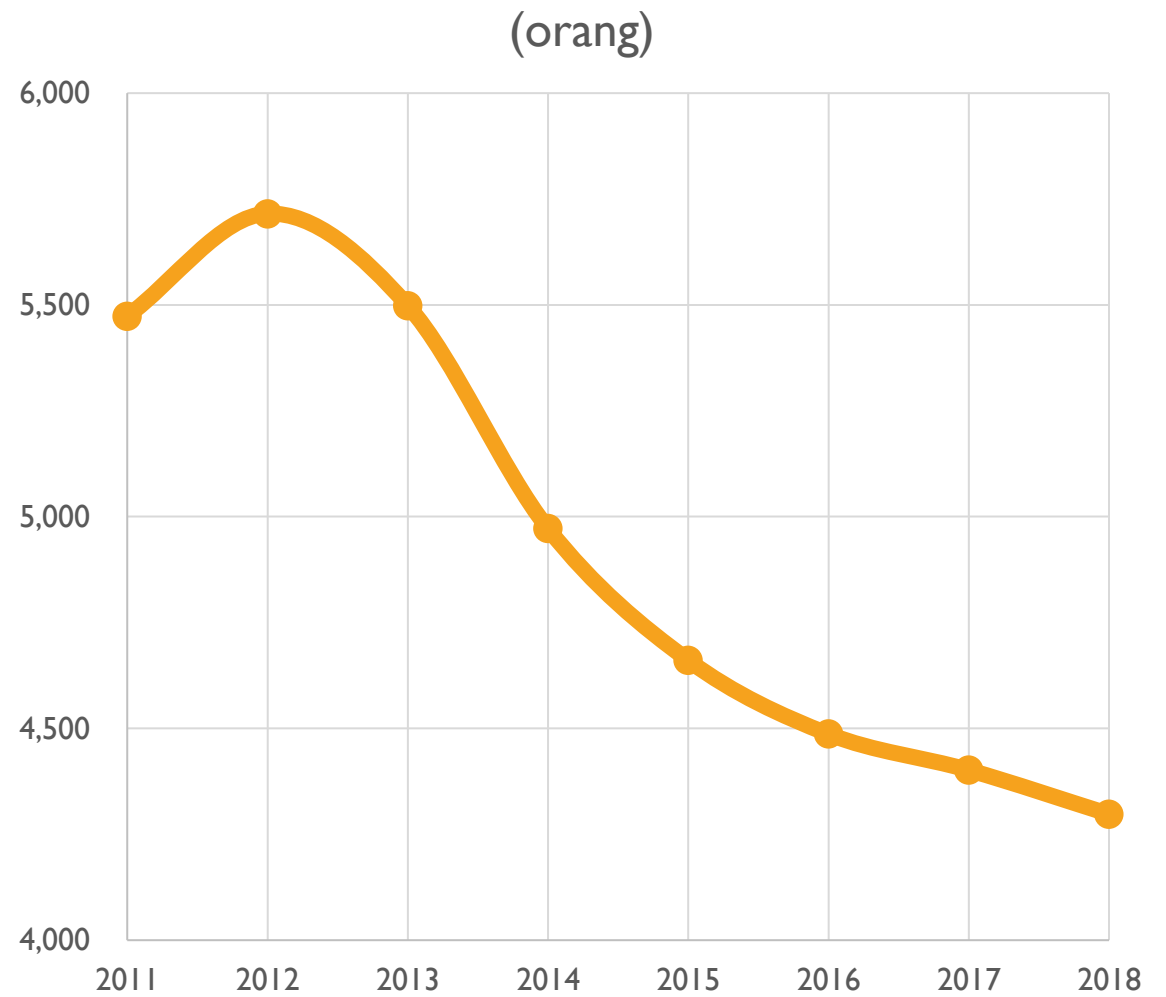


THE CONTRAST

RAW MILK PRODUCTION

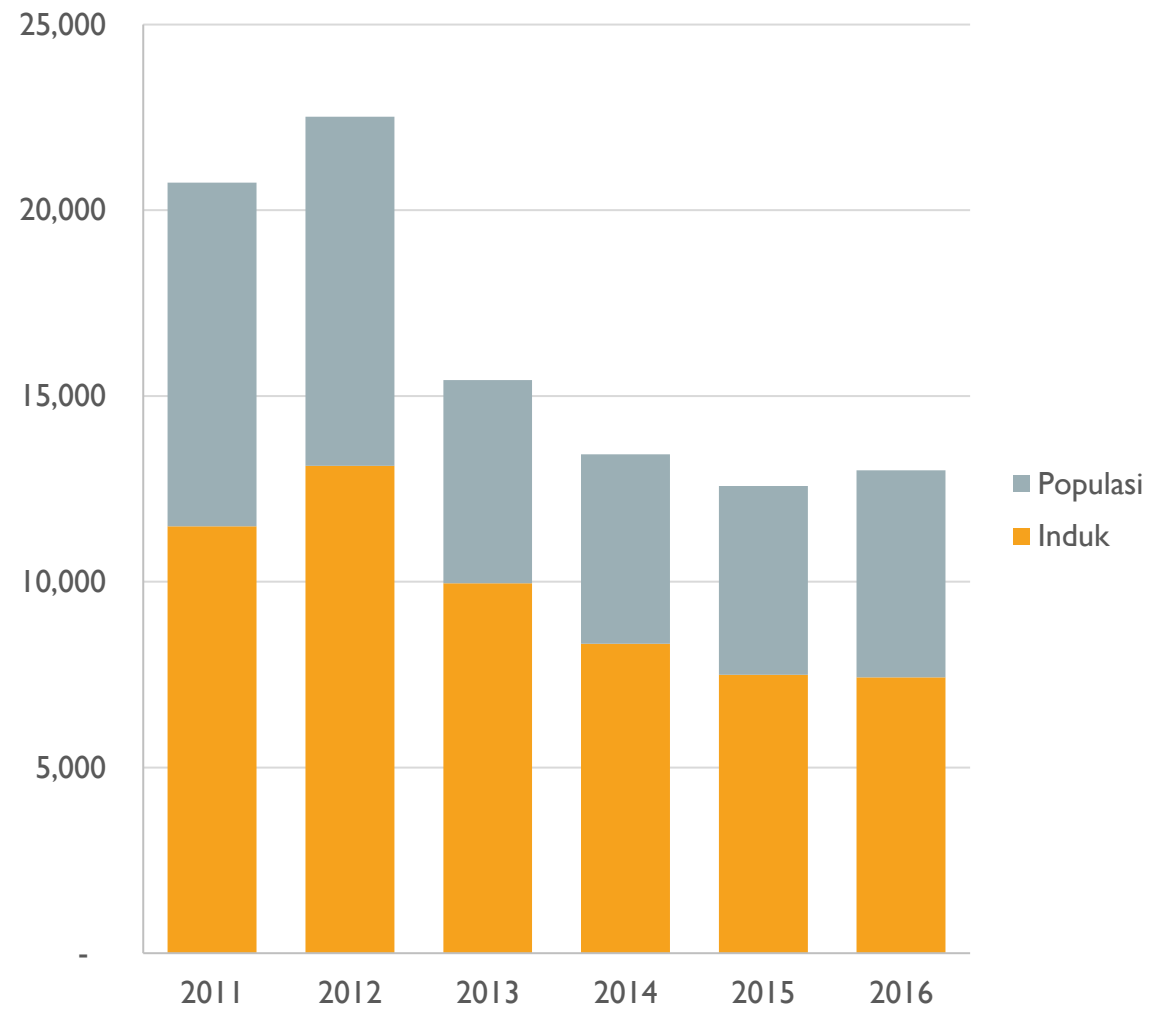


NUMBER OF FARMERS



Koperasi "X"

DAIRY HERDS



Koperasi "X"

THEORY OF “KEMITRAAN”

KEMITRAAN?

Perspectives in
Agricultural Economics
or Management

Agro-industrial supply chain management: concepts and applications

by

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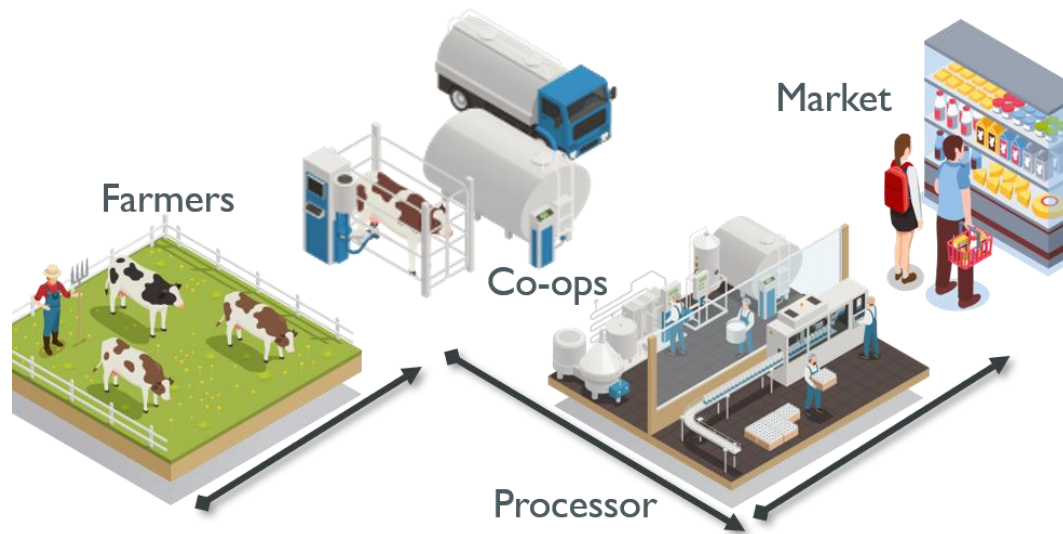
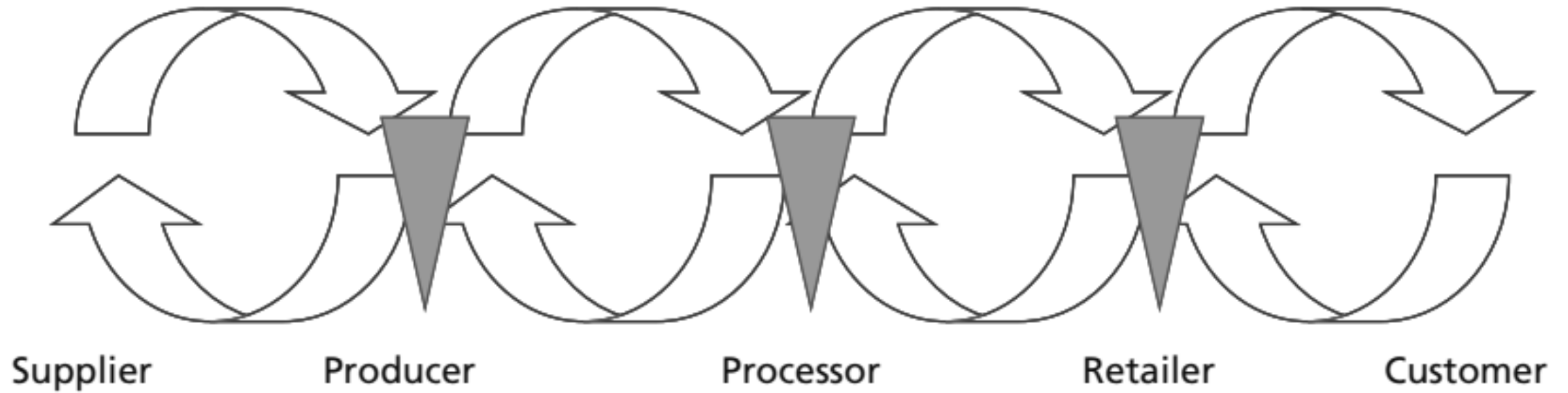


Figure 5. A risk chain in smallholder milk production

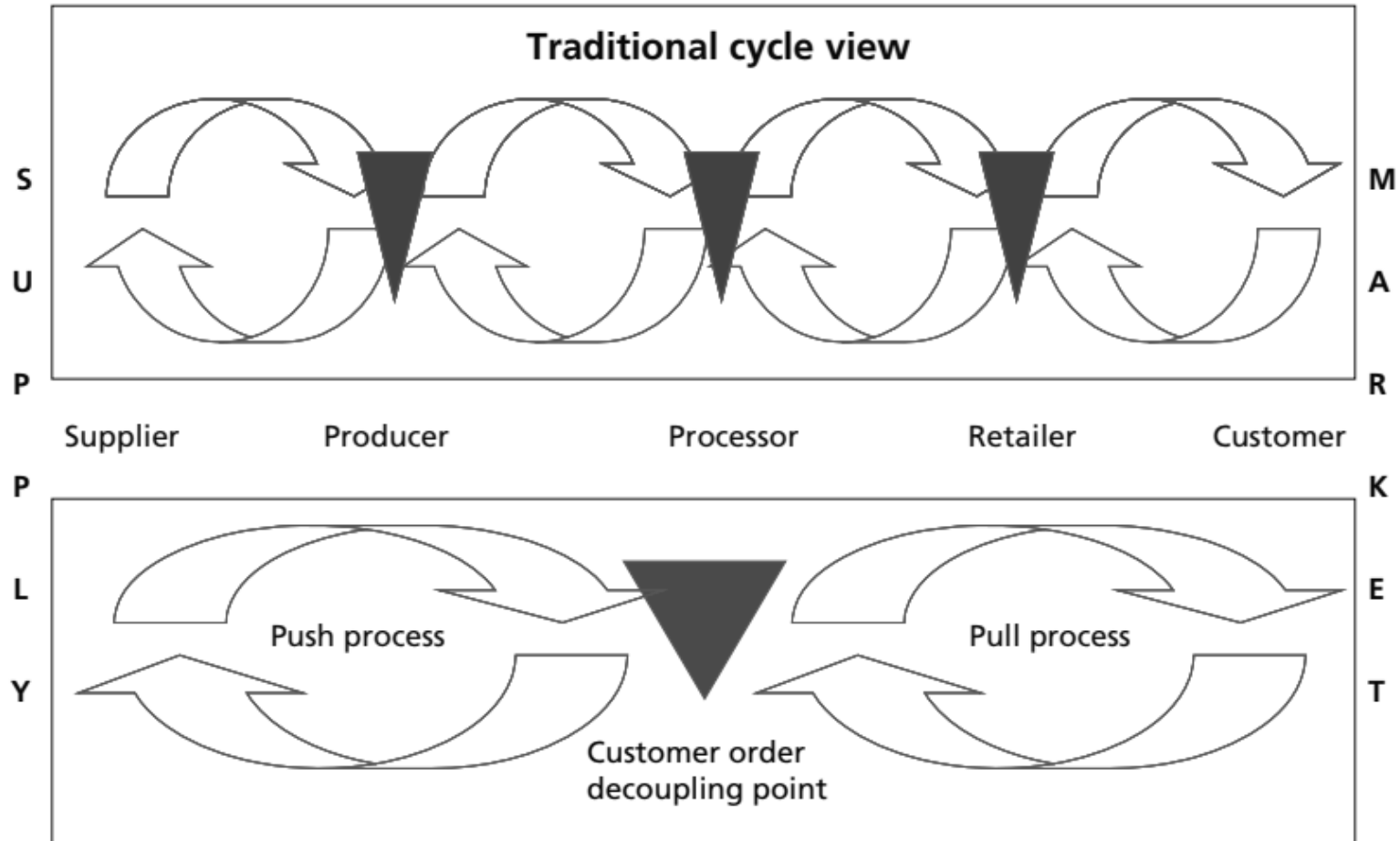
RISK CHAIN



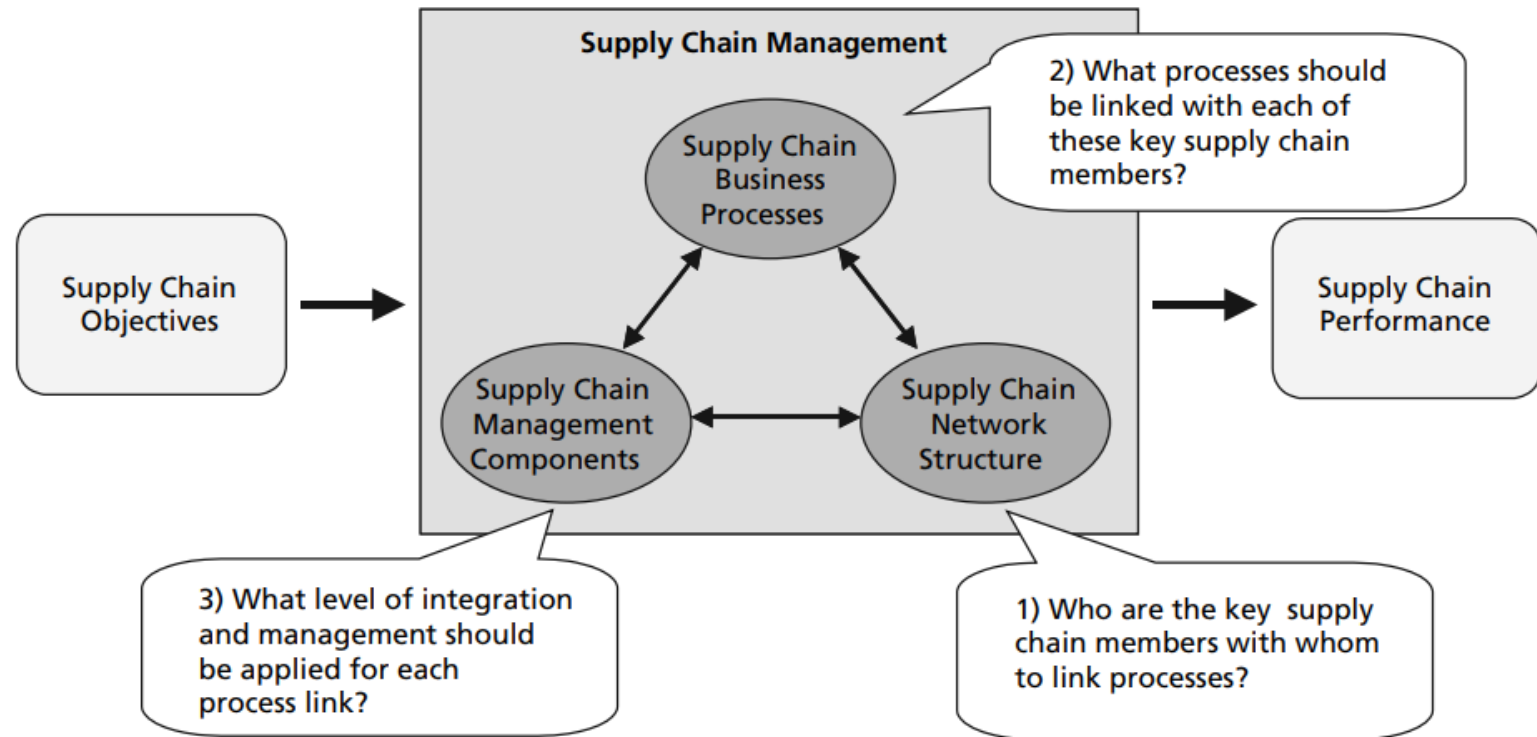
DECOUPLING SUPPLY CHAIN

THE IDEA

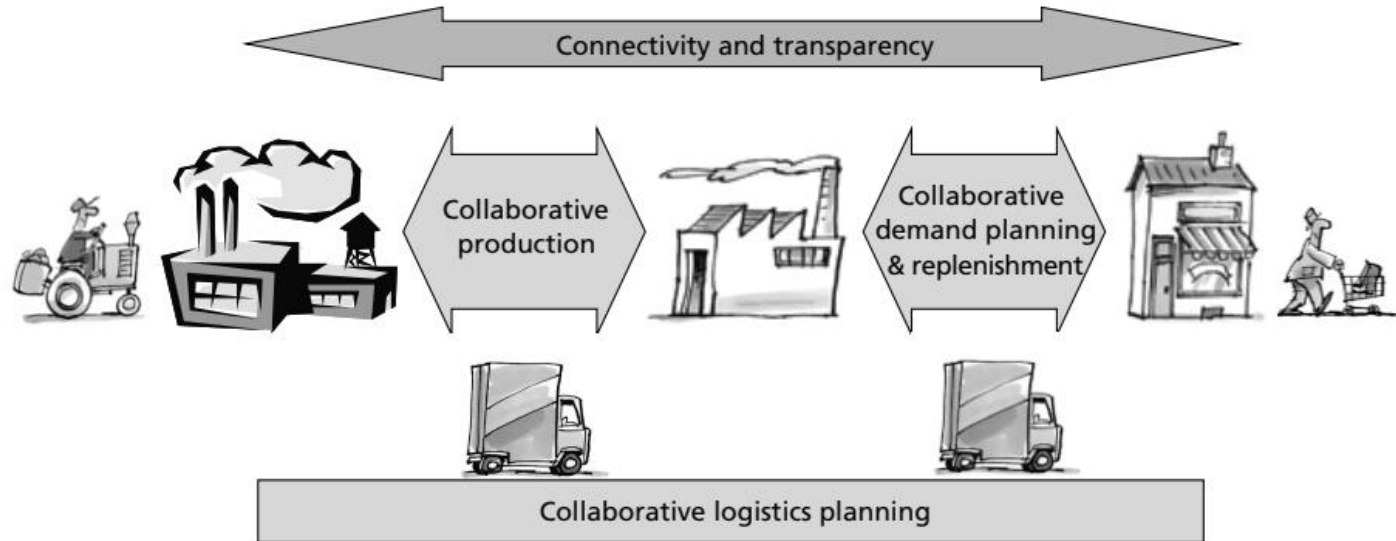
THEORETICAL SOLUTION



REDESIGN SUPPLY CHAIN



CAN WE?



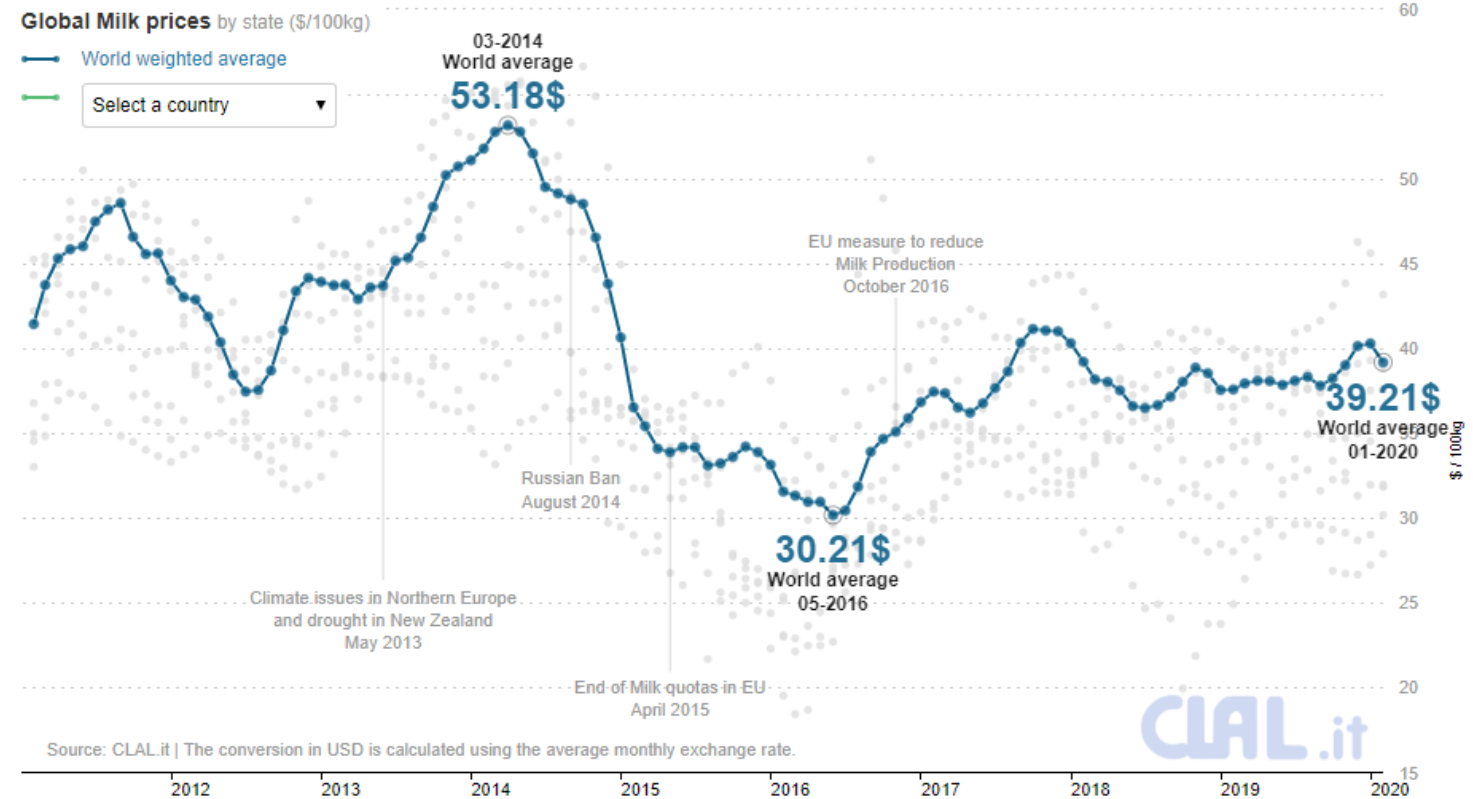
LESSON LEARNED

Work along the entire supply chain – not just with farmers.

- Sometimes the intervention that helps farmers most doesn't lie with the farmers themselves, but rather with other participants at other points along the chain. Even if farmers have all the knowledge and training they need, they still need access to productivity-enhancing inputs and access to markets and a transparent way of being paid for their milk.

THE NEAR FUTURE

PRICE KILLS!



WHAT IS SAFE TO EAT?

- ✓ Fruits, vegetables, eggs, quinoa, rice, and unprocessed meats



POTENTIAL BENEFITS

- Reduce digestive issues
- Increase energy
- Decrease inflammation



WHAT IS NOT SAFE TO EAT?

GLUTEN

- ✗ Wheat, rye, or barley
- ✗ Products that are not tested gluten free
- ✗ Conventional baked goods including cookies, cakes, or breads



DAIRY

- ✗ Milk, cheese, yogurt, butter, or other dairy products
- ✗ Foods that contain Casein or Lactose, including products that contain milk or milk powder



THE DANGERS OF DAIRY MILK

IT DOES THE BODY WRONG



Consuming dairy products can negatively affect various parts of the body.

Cells: Dairy consumption has been linked to an increased risk for prostate cancer, lung cancer, breast cancer, and ovarian cancer.*

Skin: Dairy consumption has been linked to acne.

Bones: Consuming three cups of milk per day increases women's risk for hip fractures by 60 percent.

Heart: Cheese is the top source of artery-clogging saturated fat in the American diet.

Pancreas: Dairy may be linked to type 1 diabetes.

Digestion: 60% of people are lactose intolerant, which can cause bloating, cramping, and diarrhea.

*Three servings of dairy per day increases the risk of death from prostate cancer by 141 percent!

MILK Alternatives



DAIRY RESEARCH GROUP
LABEKON UNPAD

BETTER LIVES THROUGH LIVESTOCK