



# Impact Report

# 20 24







edufarmers

Impact Report  
2024



## A Letter from our Chairman

As Chairman of Edufarmers International, I am pleased to share our 2024 Impact Report, which highlights our organization's significant strides in fostering a more resilient, productive, and sustainable agricultural sector in Indonesia, and in addressing the critical challenge of childhood stunting. This year has been marked by the expansion of our key programs and the introduction of innovative strategies aimed at tackling some of the most pressing challenges faced by our farming communities and the nation at large.

The data and stories within this report underscore the tangible impact of our programs.

From the farmers who have seen their yields and incomes increase to the children who are now healthier and thriving, we as Edufarmers hope to continue in making a real difference in the lives of Indonesians.

None of our achievements would have been possible without the unwavering support of our partners. We extend our deepest gratitude to Japfa, Google.org, Visa, GIZ, InfoXchange, Nestle, PLN Peduli, 1000 Days Fund, C'bezt, Yayasan Dunia Lebih Baik, and PIK 2 for their invaluable contributions and commitment to our mission.

Looking ahead, we are excited about the opportunities to scale our impact further and expand our reach. We will continue to strengthen our partnerships with government agencies, invest in cutting-edge technologies, and develop innovative solutions to ensure the long-term sustainability of our programs.

One of the most exciting developments has been the continued advancement of our AI initiatives. We have seen firsthand how technology can revolutionize farming practices, providing farmers with the tools and knowledge they need to optimize their production, manage resources more efficiently, and adapt to the increasing challenges posed by climate change. Our commitment to sustainable practices remains unwavering. Ensuring the long-term health of our environment is crucial for the future of agriculture and the well-being of our communities.

Thank you for your continued support. Together, we can create a future where agriculture thrives and children are healthy.

Sincerely,

Yahja Djanggola  
Chairman, Edufarmers

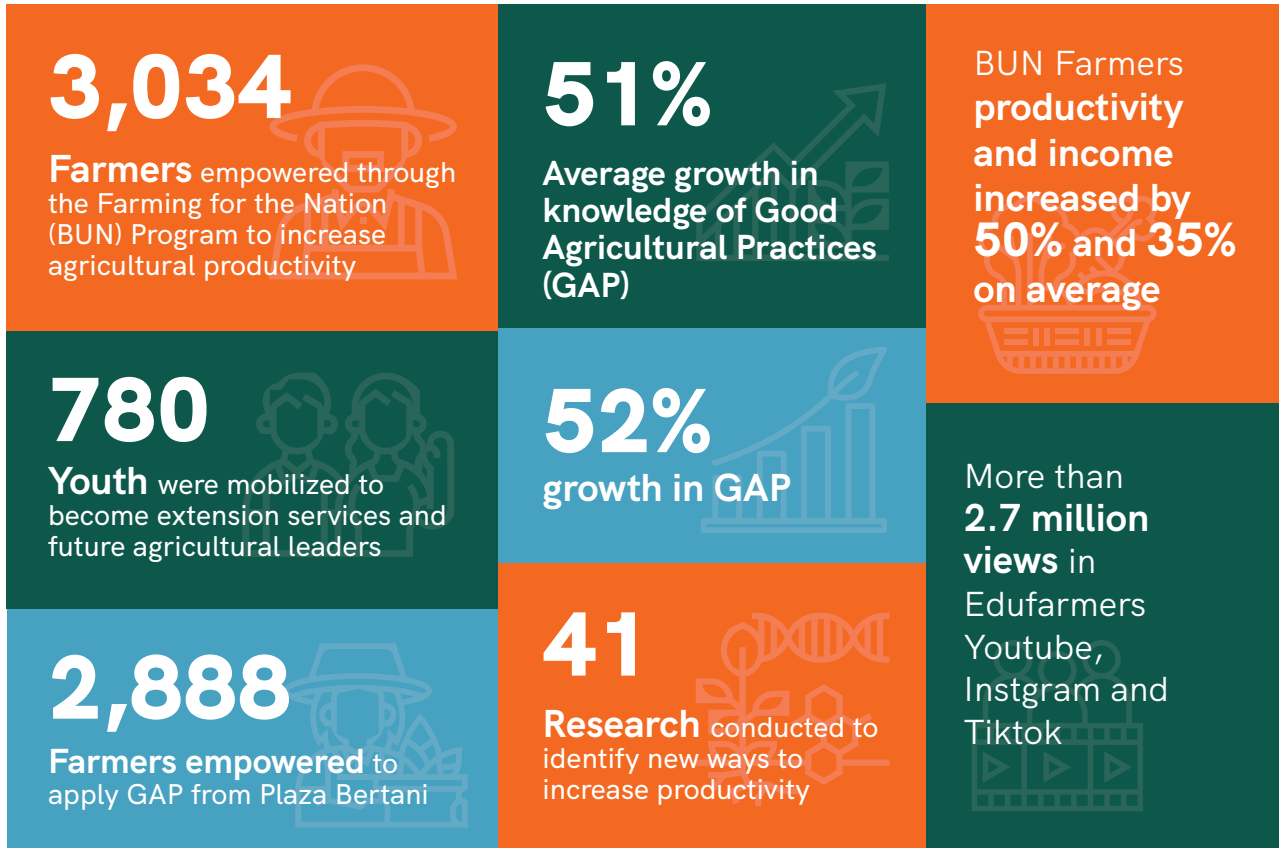
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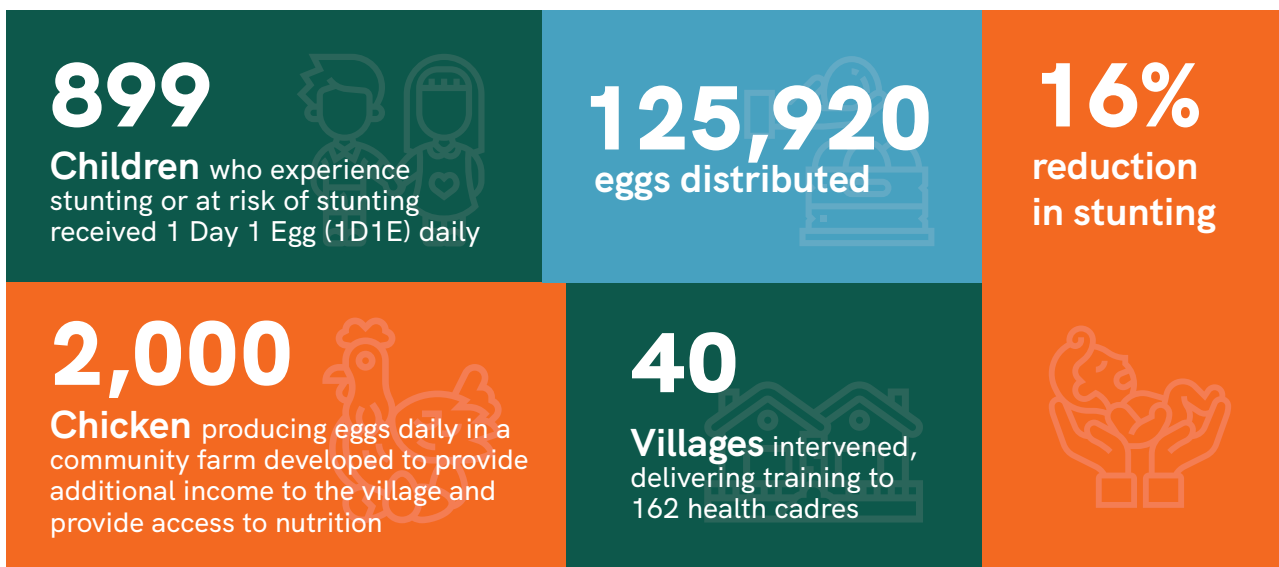
# 2024 in a Glance

In 2024, Edufarmers has taken significant steps to contribute to increasing Indonesia’s food security through the implementation of two main initiatives, as detailed below:

## Increasing agricultural productivity & quality



## Increasing nutrition access & empowering communities





# **Initiatives to Achieve Food Security**

# Programs To Increase Agricultural Productivity and Quality

## Background

Indonesia's agricultural sector not only plays a critical pillar to the nation's economy, for many farmers in rural Indonesia, growing food a source of livelihood and pride. Yet, despite their hard work, countless farmers are struggling with the declining soil health, unpredictable weather and limited access to information. They show up in the daily lives of farmers like Pak Kasnawi, a rice farmer in Indramayu, who for years battled pests and poor yields without knowing if his efforts would pay off. "We often relied on guesswork or hearsay from neighbors," he recalls. "If a new fertilizer didn't work, the entire harvest could suffer."

This isn't unique to **Pak Kasnawi**. Across Indonesia, many farmers—especially older ones—continue to use traditional methods that haven't adapted to today's environmental and market pressures. These everyday struggles are symptoms of deeper, structural issues threatening the sector's long-term sustainability.

Data shows that poverty remains heavily concentrated in rural farming communities (FAO, 2019; World Bank, 2023)<sup>1</sup>, where livelihoods are increasingly vulnerable to climate risks. Events like events like prolonged El-Nino drought in 2023-2024 that causes a significant drop of rice production and if no action is taken, cropland is predicted to decline by more than 10% (FAO, 2024, Taniushkina et. al, 2024). At the same time, fewer young people are choosing to become farmers, with only around 21.9% of farmers being 19-39 years old in 2023 (BPS, 2023).

Despite the challenges, there is also tremendous potential. Against this backdrop, even small improvement in productivity, implementation of a more sustainable practices that are cost-effective can have transformative impact. When farmers can grow more while spending less, the effects ripple outward—boosting household income, improving food security, and laying the foundation for more resilient rural communities.

At Edufarmers, we believe tackling these challenges require more than short term solutions. Systematic change requires holistic approach rooted in economic empowerment, climate resilience and the promotion of regenerative agriculture. Our flagship program, **Bertani untuk Negeri**, mobilizes and trains youth to work side by side with farmers, transferring practical skills and boosting yields. The **Bertani Community** initiative builds farmer-to-farmer networks led by Pioneer Farmers (Pelopor Tani), fostering local leadership and long-term behavioral change. Through the **Bertani Research Center**, we test sustainable agricultural innovations—from low-cost pest control to organic soil treatment—and demonstrate their real-world benefits on demo plots. Meanwhile, the **Bertani Academy** delivers accessible education through field schools and digital content, helping farmers make informed decisions that regenerate soil, adapt to changing weather, and reduce input costs.

<sup>1</sup>Poverty in Indonesia is concentrated in rural areas, with approximately 26 million Indonesians still living below the national poverty line, where agriculture and/or fishing are their main occupations.

**Program**

# Farming for the Nation (Bertani Untuk Negeri)

The Bertani Untuk Negeri (BUN) Program stands as a cornerstone of Edufarmers efforts to transform Indonesia’s agricultural sector by improving farmer’s productivity and regenerating the farming workforce. While agriculture remains the backbone of rural life, three quarters of Indonesia’s farmers are now over the age of 40. Meanwhile, fewer youth see agriculture as a viable career path, leaving a critical gap in the sector’s future.

At the heart of BUN is a five-month intensive program that combines online learning, field application and community engagement. Youth participants—mostly agricultural students—begin with a bootcamp to strengthen their technical and soft skills before being deployed to rural farming communities. Once on the ground, they work side by side with farmers to diagnose problems, trial solutions, and apply best practices tailored to local conditions. This hands-on mentorship is reinforced through field observations, demo plots that showcase tangible results, and Farmers Field Schools where knowledge is exchanged among peers. Regular farm visits ensure that practices are monitored, adapted, and sustained. By embedding both youth and farmers in a cycle of learning, BUN not only improves productivity but also fosters confidence, leadership, and community solidarity.

Since it’s conception in 2021 and collaboration with Ministries of Education Kampus Merdeka internship program, BUN has reached more than 7,200 farmers and 2,100 youth across 33 districts. **Particularly in 2024, BUN batch 8 and 9 reached 3,034 farmers and 780 youth. Farmers who participated experienced an average 50% increase in productivity and 35% increase in income, driven largely by the adoption of Good Agricultural Practices.** These include site-specific nutrient management, better planting methods, the use of bio-fertilizers and bio-pesticides, and improved pruning, sanitation, and post-harvest practices across key commodities such as maize, chili, coffee, and cocoa.

Ultimately, BUN seeks to foster a love for the agricultural sector and inspire youths to engage themselves in agriculture in the future, ensuring the sector’s future sustainability. By addressing these core challenges and pursuing these goals, the BUN Program contributes significantly to Edufarmers’ broader mission of fostering a more prosperous and sustainable agricultural sector in Indonesia.

While BUN has demonstrated strong results, it is also a resource-intensive model. High implementation costs—including youth stipends, relocation, and intensive field operations—necessitate adaptation. **With the Kampus Merdeka program concluding, Edufarmers is now reimagining BUN at a more focused scale, streamlining operations while retaining its most effective elements.** Moving forward, BUN will be integrated with the broader Bertani ecosystem, where a limited number of students will conduct internship to support our Bertani program and several costs for relocation is cost-shared by universities directly.



*“Initially I did not want to be a farmer, but all the stigma has now changed. I’m grateful to participate in Bertani Untuk Negeri and meet farmers directly, listen to their stories and implement the theories we learn.”*

**Muhammad Syair Hassan,**  
Farmers Development Associate

**Program reach in 2024:**

**3,034** Farmers | **780** Youth

**Overall Program Outcomes:<sup>1</sup>**

**50%** increase in productivity | **35%** increase in income





## Impact Story

# Pak Zulkarnaen's Transformation: A Story of Empowerment through *Bertani Untuk Negeri*

In the heart of Sigi Regency, Central Sulawesi, Indonesia, lives Pak Zulkarnaen, a 36-year-old smallholder cocoa farmer. Like many farmers in the region, Pak Zul's life was marked by hardship. Despite 15 years of dedicated work on his family's cocoa plantation and even as a farm labourer, his family often struggled to make ends meet. Pak Zul's story is not unique. Edufarmers encounters many farmers like him, facing similar challenges throughout the planting season. These challenges include limited access to reliable agricultural knowledge, as farmers often rely on information from peers, which may not be suitable for their specific land conditions, and difficulties in accessing information online. They also grapple with the increasing unpredictability of weather patterns due to climate change and the degradation of land quality from the use of chemical fertilizers and pesticides, hindering their pursuit of sustainable farming. Furthermore, the aging farming population and declining interest in agriculture among young people pose a threat to the sector's future.

Pak Zulkarnaen's life took a transformative turn when he joined the Bertani Untuk Negeri (BUN) Program for a year. Through the program, he gained invaluable knowledge on Good Agricultural Practices (GAP) for cocoa plantation management. The impact was profound. His productivity doubled, increasing from 5 kg of cocoa per week to 10 kg per week. But the change went beyond just increased yield. Inspired and empowered, Pak Zul established a cocoa nursery and began selling cocoa seedling as an alternative source of revenue, he built facilities, formed a farmer group focused on seedling cultivation, involved young people, and became a supplier of cocoa seedlings to local farmers in the area.

**Program**

**Horticulture Pioneer Farms in Cikajang Garut, West Java**

**Bertani Ecosystem**

Building on the success and learnings of BUN, Edufarmers launched **Bertani** in 2024—a network of community-based agricultural hubs led by *Pelopop Tani*, or local farmer champions. These hubs serve as one-stop centers where farmers receive hands-on training, access to trusted agricultural inputs, and ongoing field guidance.

In 2024, Edufarmers focused on laying the groundwork for Plaza Bertani in **four districts: Subang, Indramayu, Garut, and Gowa**. Over the course of the year, we recruited **260 pioneer farmers** who played a key role in establishing demonstration plots and sharing knowledge with peers through **Farmer Field Schools**.

At the heart of Bertani is a commitment to **climate-smart and regenerative farming**. Through these Farmer Field Schools, farmers are trained in practical methods such as:

- **Early pest detection and integrated pest management** (e.g., tackling fall armyworm outbreaks before they spread)
- **Composting rice straw** instead of burning, to restore soil health and reduce emissions
- **Foliar application of micronutrients and bio stimulants** to reduce reliance on chemical fertilizers
- **Land sterilization techniques** (like solarization and biofungicides) to prevent soil-borne diseases in potato fields

These practices not only help farmers boost yields and reduce costs—they also reduce environmental degradation, improve soil fertility, and build resilience to climate shocks.

Edufarmers Bertani ecosystem consists of several interconnected activities:

- **Bertani Community Center:** The center facilitates access to agriculture knowledge, capacity building, and community engagement events to pioneer farmers and their peers that disseminate knowledge of GAP and sustainable farming practices.
- **Bertani Research Center:** Showcasing the impact of GAP, higher quality agricultural inputs, and innovative technologies through demonstration plots and providing farmers with direct evidence to encourage broader adoption within the community.
- **Bertani Service Center:** Providing easier access to agri-inputs and biological products to support farmer’s farming activities.
- **Bertani Academy:** The Academy delivers its training through Farmer Field Schools (FFS), an innovative, participatory, and field-based approach to agricultural training. Through FFS, farmers engage in hands-on learning directly in the field, where they observe, experiment, and apply Good Agricultural Practices (GAP) in real-life conditions. This approach encourages peer-to-peer learning, critical thinking, and collaborative problem-solving, equipping farmers with practical skills and the confidence to adopt better farming methods.

Through this holistic and integrated approach, Edufarmers envisions Plaza Bertani as more than just a program; it’s a dynamic ecosystem designed to empower farmers, promote sustainable practices, and ultimately create a self-sustaining agricultural framework that can independently finance its operations and ensure long-term prosperity.



**Program Reach in 2024:**

- 4** Plaza Bertani
- 2,888** Farmers empowered to apply Good Agriculture Practice (GAP)
- 260** Pioneer Farmers recruited to act as agent of change





## Impact Story

# Pak Kasnawi's Journey with Plaza Bertani

Pak Kasnawi, a seasoned rice farmer from Gabuswetan, Indramayu, has always believed in the power of knowledge and innovation to improve farming outcomes. When he heard about Plaza Bertani, a new initiative by Edufarmers, he was drawn to its research-based approach and the opportunity to collaborate with others in testing and refining new ideas.

*"I'm intrigued and happy to be connected with Edufarmers and have someone to exchange and test my ideas systematically,"* he shared.

Through **Bertani Ecosystem**, farmers like Pak Kasnawi engage with Edufarmers participates in field-based learning sessions through the **Bertani Academy**, where farmers experiment with sustainable practices directly on their land. His insights are further supported by the **Bertani Research Center**, which tests innovations like pest control and crop rotation. And as part of the **Bertani Community**, he shares his experiences with fellow farmers as a Pelopor Tani (Pioneer Farmer), helping to inspire and guide others in his village. One of the things Pak Kasnawi is interested to work and share with fellow farmers is how to best increase production from two times per year into three times, also how to best tackle pest attacks.

This sense of belonging to a larger learning community has reignited his passion.

*"Knowledge is only powerful when shared. I hope I can help fellow farmers increase their productivity and overcome challenges such as pest attacks—like rats or stem borer—that can reduce yields,"* he said.

By connecting farmers, youth, and researchers, the Plaza Bertani ecosystem gives farmers like Pak Kasnawi the tools—and the voice—to lead change from within their own communities.

# Research and Knowledge Production

Edufarmers recognizes that sustainable agricultural development hinges on continuous learning and becoming the best agronomist for the farmers we serve. Our **Research and Knowledge Production** initiatives are designed to address this need by generating relevant insights and sharing valuable information with farmers, stakeholders, and the wider community. We conduct three main initiatives:

- **Conducting research** to investigate improved farming techniques, sustainable agricultural practices, and solutions to specific challenges faced by Indonesian farmers.
- **Developing knowledge** products by creating standard of procedures that translate research findings into practical information that can be disseminated in Bertani Farmer Field Schools.
- **Disseminating knowledge** by sharing research outcomes and best practices through workshops, seminars, online platforms, to reach a broad audience through our Bertani Academy library and Youtube videos.



Trial of stem borer pest control in rice

In 2024, 45 agronomy experiments have been conducted. For several commodities, our trial in demo plots have resulted in higher yields compared to the national average reported in the National Survey Agency:

Commodity	Result from demo plots	National average	Difference
Corn	10.6 ton/ha	5.94 ton/ha (BPS, 2024)	78.5% higher
Rice	8.1 ton/ha	5.29 ton/ha (BPS, 2024)	53% higher
Potato	22.4 ton/ha	19.63 ton/ha (BPS, 2023)	14% higher
Chili <sup>2</sup>	7.1 ton/ha	7.79 ton/ha (BPS, 2023)	9% lower

<sup>2</sup>As chili is sensitive to weather and water, the number of chilli yield in our research plot was slightly lower compared to the national average (7.79 ton/ha) as our research plot experienced drought and had low access to water during the time of observation. Moving forward we plan to create a water well in our research demo plots and experimenting with chili varieties known for high productivity.

### Box 1. Research in Action: Helping Farmers Grow with Less

In Edufarmers Research Center located in Klaten, Central Java, Edufarmers research team tested a plant-strengthening spray called paclobutrazol—a tool that helps crops grow sturdier and more productive. It’s not a pesticide, but a plant growth regulator that tells the plant to focus its energy on strong roots and better grain production.

The product was tested across 24 corn plots. Some received the treatment, others didn’t.



*Trial of plant growth regulator application on corn plants*

#### Study Results:

- **Stronger stalks:** Corn stems grew 14% thicker, helping prevent crops from falling over in bad weather
- **Healthier leaves:** Leaves stayed greener longer, boosting the plant’s ability to food through photosynthesis
- **Bigger harvests:** Yields increased by up to 5%, from 6.77 tons/ha to 7.11 tons/ha

#### Why it matters:

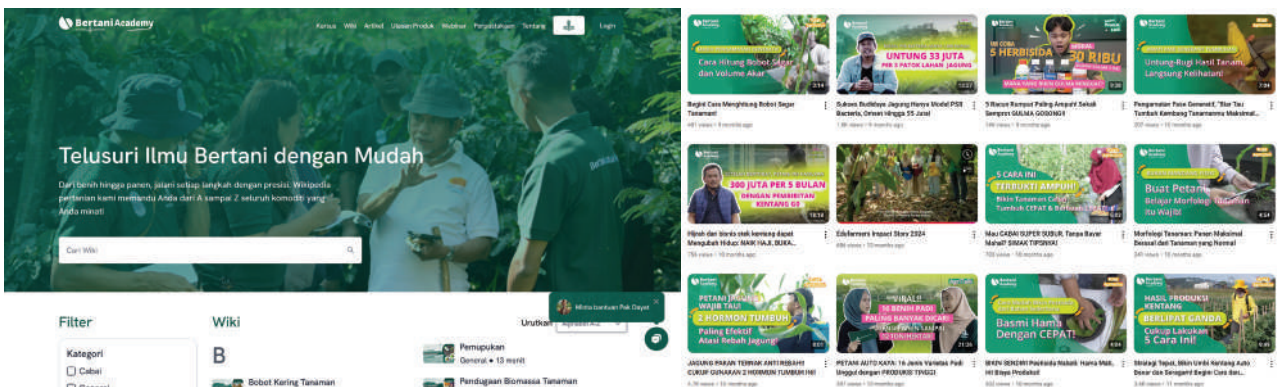
Many smallholder farmers struggle to afford fertilizers. **Smart, targeted solutions like this** can improve productivity **without needing large amounts of chemical inputs**—saving farmers money and protecting the soil. The study was not only published in an agriculture journal (see: Syafrizal et al., 2024) but is also translated to materials in our Farmer Field School under the topic of stimulants and plant micronutrients and our field staffs are informed of the findings to assist farmers in applying the right dosage. Farmers didn’t just hear about these results—they saw them in real time and learned how to apply the method safely on their own fields.

# Program Bertani Academy

To achieve our mission of becoming a center of excellence for the agricultural sector, Edufarmers disseminates knowledge gained from field experience and research through the Bertani Academy. Launched in April 2024, Bertani Academy functions as Edufarmers’ educational platform, strategically designed to enhance the knowledge and skills of farmers and other stakeholders within the agricultural sector. The academy delivers training across a variety of formats, including online and offline courses, covering essential topics that range from sustainable farming practices and modern agricultural technologies to financial literacy and business management. By providing accessible and practical education, Bertani Academy empowers individuals to adopt improved agricultural practices, increase productivity, and contribute to the development of more resilient and prosperous agricultural communities.

Currently, there are 19 modules available on the Edufarmers Bertani Academy website ([academy.bertani.co](http://academy.bertani.co)) comprising videos on agricultural practices, skills to improve business acumen, and soft skills to upskill farmers and youth who aspire to work in the agriculture sector. These videos have garnered more than 3,800 views.

To broaden knowledge accessibility, videos created for the Bertani Academy online module are also distributed as individual videos on YouTube. Based on our learnings, farmers often have limited access to computers and internet, specifically older farmers. Additionally, the length of videos often discourages viewers to complete the whole modules as they specifically look for specific information. Over the course of expanding Bertani Academy, short versions of these videos are shared on platforms like YouTube, Instagram, and TikTok. We’ve observed that creating concise videos and integrating elements of entertainment with educational content significantly increases viewership, particularly among farmers and youth who frequently use social media for both entertainment and information seeking. In 2024, **videos on the Bertani Academy YouTube channel published 78 learning videos, 335 learning shorts, and gained more than 2.7 million views.** Educational content delivered through **Tiktok shows an even higher engagement; Bertani Academy short videos have gained 12 million video views.**



# ZeroStunting: Programs To Increase Nutrition Access And Empower Communities

## Background

Stunting is a silent crisis that holds children back for life — affecting how they grow, learn, and earn. Children who are stunted don't just start life smaller; they face long-term disadvantages in school, in the job market, and in their communities (Grantham-McGregor et al., 2007). In fact, studies show that stunted children can earn far less as adults — and when stunting is widespread, it can even lower a country's economic growth by as much as 7% (World Bank, 2018).

Indonesia has been continually making progress in reducing stunting prevalence, with the latest figure stands at 21.5% (Ministry of Health, 2023). The Government of Indonesia have also implemented several programs to promote better food intake for children through programs such as supplementary feeding (*Pemberian Makan Tambahan*) and the planned Free Nutritious Meal (*Makan Bergizi Gratis*), however, the issue of stunting itself remains a complex issue stemming from factors such as nutritional deficiencies, health vulnerabilities, socioeconomic disparities, cultural practices, and environmental conditions, requiring collaborative and innovative solutions.

Recognizing that *"it takes a village to raise a child"*, Edufarmers, through its ZeroStunting initiative. The ZeroStunting initiative is Edufarmers flagship platform to accelerate the reduction of childhood stunting in Indonesia. It brings together direct nutrition support, through our One Day One Egg (1D1E) program, parents education, community food production and collaborative campaigns all designed to create long-term, locally driven change.



## Program

# One Day One Egg: Providing Daily Nutrition & Building Healthier Eating Habits

In the effort to contribute to Indonesia's effort to tackle stunting, the One Day One Egg (1D1E) program is a nutritional intervention within Edufarmers' Zero Stunting initiative. This program focuses on providing essential nutrients, particularly protein, to children during the critical first 1,000 days of life. Eggs were chosen as the primary intervention due to their accessibility, availability, and high nutritional value. Furthermore, research suggests that providing eggs to children in early complementary feeding age has reduced stunting by 47%, demonstrating the potential for significant impact (Iannotti et. al, 2020).

The One Day One Egg program operates by providing one egg daily to beneficiary children over a six-month period. Beneficiaries are selected based on specific criteria to ensure the program reaches those most in need. Eggs are sourced from local poultry farms, ensuring freshness and supporting the local economy. The program also incorporates regular monitoring and evaluation components to track progress and measure impact.

Beyond the direct nutritional intervention, the ZeroStunting program emphasizes community engagement. Socialization activities are conducted with parents and health cadres to promote the importance of diverse nutrition intake for children. This comprehensive approach aims to create a sustainable impact on reducing stunting and improving child health outcomes as beyond the program health cadres can continue its engagements with parents.

**In 2024, Edufarmers collaborated with Nestle, Cbezt, 1000 Days Fund, and Indonesia Electricity Company (PLN) to deliver 125,920 eggs to 899 children who are at risk and is experiencing stunting.** To ensure the eggs are delivered and consumed by children, field facilitators documented weekly deliveries, while parents submitted daily photos of their children consuming the eggs. This system provided strong accountability and monitoring, but it also highlighted an opportunity to improve efficiency. In response, Edufarmers began developing a WhatsApp-based chatbot in October 2024 to automate data collection. With this innovation, parents can easily upload photos through chat, and compliance data is captured seamlessly. As a result, field facilitators are now able to spend more time conducting meaningful home visits and supporting health cadres, thus focusing on behavior change and deeper community engagement.





## Impact Story

# Wening's Growth, Thanks to One Egg a Day

In the serene village of Desa Senggreng, Ibu Fadilah worry about her twin daughters Wening Gantari and Wening Ginaris, especially as Gantari's weight and height despite normal for her age, lagged her sibling. Adding to her anxieties, Wening and her twin seemed to catch every passing illness, creating a relentless cycle of sickness, their small appetites offered little comfort. The One Day One Egg program brought welcome relief. For six months, Wening received a daily egg, and Ibu Fadilah gained parenting skills at the program's workshops, where Wening made new friends.

The consistent nourishment from the daily egg, coupled with a healthier environment at home and the stimulation from the workshops, led to a significant increase in her weight. Ibu Fadilah felt the increase in her children weights, made them more energetic and healthier.

A radiant smile now graces Ibu Fadilah's face as she speaks about the program. "I like this long six-month program," she shares, her voice filled with gratitude. **"I'm very happy because over the course of six months, my child's weight has increased."** Looking at a healthier and happier Wening, Ibu Fadilah's hopes extend beyond her own family. **"Hopefully, this program can expand so it's not only my child, but other toddlers can gain the same benefit."**

Wening's story is a testament to the profound impact a simple intervention, combined with holistic support. Through the program, the Wening twins was prevented from experiencing stunting. The program didn't just provide nutrition, but parental support, connection and provide assurance for families like Ibu Fadilah's in Desa Senggreng.

## Program

# Community Farms: A Sustainable Solution for Long-Term Impact

A key innovation within Edufarmers' Zero Stunting program is the establishment of community-managed chicken farms. This strategic initiative goes beyond simply providing nutritional support; it aims to create a sustainable ecosystem that empowers communities and ensures long-term access to vital protein sources.

The rationale behind community farms is multi-faceted. Firstly, it addresses the issue of sustainable sourcing. By establishing local chicken farms, the program ensures a consistent and reliable supply of eggs for participating children, reducing reliance on external supply chains and potential disruptions. Secondly, it fosters community ownership and engagement. Local communities are actively involved in the management of these farms, from day-to-day operations to the distribution of eggs. This active participation empowers community members, provides valuable skills in poultry care and management, and equips them with the ability to sustain the program independently.

The potential impact of these community farms extends beyond just nutrition. The farms generate income through egg sales to the broader community, in addition to allocating a specific number of eggs for children with stunting. This income provides a sustainable source of revenue for the community, improving economic stability and contributing to overall well-being. This model aligns with a broader strategy of Edufarmers to not only combat stunting but also address poverty indirectly, boost shared prosperity among the community, and ensure a stable food supply.



In 2024, Edufarmers built its first community farm in Sumberpucung District, Malang Regency with the support from PLN Peduli. The farm consists of 2,000 chickens, producing eggs daily. Of the total production, 250 eggs are distributed free of charge each day to children who are at risk or experiencing stunting in 10 villages across Sumberpucung and the neighboring Kalipare District. The remaining eggs are sold commercially to generate income, ensuring the long-term sustainability of the farm and enabling the community to continue supporting nutrition interventions independently.

Over the course of 2024, the community have earned an additional income of IDR 36 million or USD 2,137<sup>3</sup>. This is after allocating for human resource and savings to operate the next year. The additional income is managed and given to the village to invest in their development. After providing support over the course of one year, the community will continue the community farm, ensuring enough eggs can be provided to children who are at risk of stunting and is experiencing stunting in the district. Indirectly this program benefits the community as it creates additional income for village, where the additional income can be allocated for programs run by the village.

By 2025, the community farm will be fully continued by the village. The farm will produce eggs to supply Edufarmers program continuation in Kalipare but also to provide nutrition to children who experience stunting in Sumberpucung district. The program has gained full support from village authorities and the sub-district head.

*“We thank PLN Peduli and Edufarmers for initiating this program, before we had to think of different ways to finance our efforts in tackling stunting in our district. We will continue this program and assist in providing nutrition for stunted and underweight children in the districts near us.”—Sri Pawening, M.Si, sub-district head of Sumberpucung.*



<sup>3</sup>Conversions from USD to IDR are based on exchange rate as of April 2025: 1 USD = IDR 16,840

## Fundraising

# Campaigns & Open Donations to support ZeroStunting

As part of Edufarmer strategy to sustain the ZeroStunting impact, Edufarmers launched a series of public engagement and fundraising initiatives to mobilize individuals, partners, and companies to take part in preventing stunting.

In 2024, **Edufarmers upgraded its Zerostunting website** (<https://www.zerostunting.com/>) to open the door for individual giving and broader public engagement. **The improved platform was launched at the National Coordination Meeting on Stunting, hosted at the Vice President Secretariat** (Setwapres). At the event, Edufarmers introduced the 1D1E initiative and welcomed 72 public donations for ongoing programs that are collected through an on-site donation booth.

To further grow public awareness and support, Edufarmers partnered with **Campaign.org** and **Yayasan Dunia Lebih Baik** to launch a digital campaign under the tagline **#ForABetterWorld**. The campaign raised support from **200 individual donations**, which funded a **nutrition workshop and cooking demo for parents**, alongside **egg distribution to 124 families** in seven sub-districts in Tebet, South Jakarta. The workshop emphasized the importance of diverse, protein-rich diets during a child's first 1,000 days.

Edufarmers also collaborated with **C'Bezt (PT Cipta Aneka Selera)** through a cause-marketing initiative, where a portion of proceeds from the **"Paket Peduli"** menu was donated to ZeroStunting. By December 2024, the campaign raised **IDR 26.9 million (USD 1,600)** through **13,478 meals sold**, directly supporting children experiencing stunting in Tebet District.

These partnerships demonstrate how **ZeroStunting serves as a shared platform**—where companies, communities, and individuals can contribute meaningfully to a nationwide movement for better child nutrition and long-term human development.



# **Joint Programs: Partnership Highlights**

# Supporting Financial Inclusion with Support from Visa and GIZ

Access to financial services and financial literacy are vital for the resilience and prosperity of Indonesia's agricultural communities. The seasonal nature of agricultural income, where farmers receive a large portion of their earnings post-harvest, necessitates careful financial planning to cover both household expenses and the costs of subsequent planting seasons. Edufarmers addresses this critical need by collaborating with strategic partners to implement programs that enhance farmers' financial literacy and broaden their access to financial tools and services. This commitment is exemplified by our partnerships with GIZ and Visa, both of which are dedicated to empowering farmers through improved financial capabilities.

## Financial Education for Cocoa Farmers

Edufarmers partners with GIZ, JB Cocoa, and Olam Food Ingredients (ofi) to implement the "Basic Financial Education Training related to Gender-Responsive Climate Risk Financing for Cocoa Smallholder Farmers" in Central Sulawesi. The program delivers training modules covering essential topics such as setting financial goals, optimizing household and farm expenses, accessing external funding, and understanding weather-based insurance. The project prioritizes a Gender Equality, Disability, and Social Inclusion (GEDSI)-sensitive approach and integrates climate-adaptive financial management practices. As of December 2024, **key results include the delivery of 68 training sessions across Kulawi, Palolo, and Poso districts, engaging 1,424 participants** with balanced gender representation (702 women and 722 men). **Notably, 56.7% of participants demonstrated improved knowledge** based on test score changes.

## Visa 'Permata Program'

The 'Permata Program' (Household Training in Smart and Budget-Conscious Spending) is a collaboration between Edufarmers and VISA, designed to provide financial literacy training to women in farming families. The program focuses on equipping participants with skills in financial management basics, budgeting, saving, spending habits, digital transactions, and financial goal setting. "Permata Cadres" (community leaders) are trained to facilitate the program and provide ongoing support to participants. Key results from the program's implementation include the training of 40 "Kader Permata", or female leads whose role is to influence women in their network, and the engagement of 525 participants (Ibu Permata) in at least one session. In 2024, **452 participants completed at least 75% of the training, 137 participants own an active bank account and actively engage in digital transactions, and 469 participants created a household budget plan, and 469 participants regularly keep financial records of their household finance.**



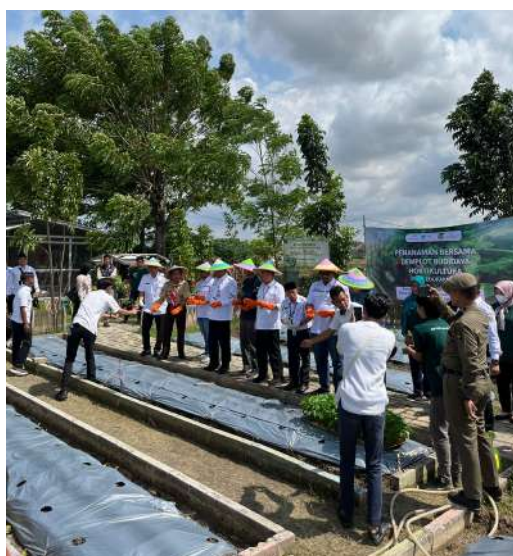
# Edufarmers and PIK 2 Cultivate Sustainable Agriculture in Tangerang

To enhance public awareness and adoption of sustainable agriculture, Edufarmers partnered with PIK 2 to empower farmers in Waru Brilian Bojong Renged Thematic Village, Teluknaga District, Tangerang Regency, Banten.

The collaboration centered on implementing a Farmer Field School (FFS) and establishing horticultural demonstration plots. The initiative was officially launched on Wednesday, March 6, 2024, with the participation of key local government stakeholders. Acting Regent of Tangerang, **Andi Ony Prihartono**, expressed his support for the innovative agricultural advancements introduced by Edufarmers and PIK 2, emphasizing their potential to equip farmers, particularly millennial farmers, with essential farming skills and knowledge. He further stated his hope that “the Horticultural Demonstration Plot Project in Bojong Regency will continue to progress and become a valuable resource for the surrounding community, serving as an educational site for farmers, especially the younger generation”.

Edufarmers plays a vital role in this partnership by providing farmers in the Bojong Renged Thematic Village with structured guidance on agricultural management. This support includes delivering field school sessions focused on soil science, agronomy, Integrated Pest and Disease Management (IPDM), and post-harvest techniques to promote effective horticultural practices. These sessions also serve as a platform for farmers to exchange knowledge, ideas, and experiences, fostering a collaborative environment for agricultural development.

The launch culminated in a joint planting activity, where stakeholders and FFS participants established demonstration plots featuring chili, eggplant, and tomatoes. These plots will serve as model farms, showcasing best practices and cultivation standards for other farmers to adopt.



# Support from Google.org to Foster AI for Resilient Farming and Mitigating Stunting (F.A.R.M.)

In October 2024, Edufarmers received a USD 2 million grant from Google.org to leverage Artificial Intelligence (AI) to provide guidance to smallholder farmers and support effort to reduce childhood stunting. The program will aim to reach over 200,000 individuals across Indonesia over the next three years. This partnership builds on previous support from Google.org in 2022, which enabled Edufarmers to train over 4,400 farmers and 1,000 youth through the 'Bertani untuk Negeri program' and develop the Bertani Academy online learning platform.

The F.A.R.M. initiative has two main components:

## Strengthening Food Security and Farmers' Welfare:

- An AI-powered chatbot will provide real-time, personalized advice to 80,000 farmers to optimize their crops and increase productivity. This includes advice on pesticide treatments using photo submissions and localized weather and soil condition data for watering and fertilization recommendations.
- The Plaza Bertani Ecosystem will empower 20,000 smallholder farmers with hands-on field schools focused on tailored agronomic techniques.

## Preventing Stunting:

- A Nutrition AI and Knowledge Hub will be introduced to reach 100,000 parents, health cadres, and teachers, providing nutrition education and stunting prevention strategies.
- Nutritional interventions will be delivered to 1,500 children through the One Day One Egg program.

Edufarmers will collaborate with government agencies, community organizations, and corporate partners to deliver the program's objectives. The initiative aims to create sustainable change, build resilience within farming communities, and align with national development goals.



# Financial Performance and Overview

In 2024, Edufarmers experienced significant financial growth, with total income reaching **USD 3.4 million**, more than **2.6 times higher** than the previous year's income of **USD 1.29 million**. This growth was primarily driven by a sharp increase in **grant funding**, which rose from **USD 963,356 in 2023** to **USD 3.36 million in 2024**, making up the overwhelming majority of our funding. In 2024, Edufarmers obtain a 1.2 million grant from Google.org and received grants from GIZ, Indonesia Power, Infoexchange, and unrestricted grants from PT. Japfa Comfeed. Beyond grants, other sources of income played a complementary role in supporting the diversification of our funding base. **Farming income contributed USD 22,520 where yield produced by our demo plots are sold to assist in funding the operations of Bertani ecosystem.** Public donations through crowdfunding and B2B2C channels (USD 1,268), and other income (USD 8,275) are also important contributors that support diversification, though they made up a smaller proportion overall.<sup>4</sup>

	2024	2023
<b>DONATION AND OTHER INCOME</b>	<b>Balance in USD</b>	<b>Balance in USD</b>
<b>GRANTS</b>	3,364,834	963,356
<b>FARMING INCOME</b>	22,520	6,858
<b>PUBLIC DONATIONS (CROWDFUNING, B2B2C)</b>	1,268	4,924
<b>OTHER INCOME</b>	8,275	310,851
<b>TOTAL DONATION AND OTHER INCOME</b>	<b>3,396,896</b>	<b>1,285,989</b>

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	2024	2023
<b>EXPENSES</b>	<b>Balance in USD</b>	<b>Balance in USD</b>
<b>PROGRAM</b>	649,443	586,347
<b>ADMINISTRATIVE EXPENSES</b>	835,116	740,151
<b>TOTAL EXPENSE</b>	<b>1,484,559</b>	<b>1,326,498</b>

In 2024, Edufarmers' total expenditures amounted to **USD 1,48 million**. **Direct program delivery accounted for USD 649,443** or approximately **44% of total spending**. This covered activities related to **Bertani untuk Negeri, Plaza Bertani, Agricultural Research, Bertani Academy, and ZeroStunting**. The remaining **USD 835,116 (56%)** supported the wider ecosystem needed to deliver these programs effectively and sustainably. This structure reflects Edufarmers' investment not only in front-line impact, but also in the

systems and people behind the scenes who ensure that programs are **data-driven, well-managed, and positioned for long-term growth**.

The largest portion of administrative expense is for **personnel costs (USD 637,292)**. While program-related field staff are included under direct program expenses, **the personnel costs recorded here reflect the head office (HO) team—including project managers, partnership and fundraising staff, data and impact analysts, and administrative and finance teams**. Their work provides the foundation that enables Edufarmers' programs to remain well-managed, evidence-based, and scalable.

By combining rapid income growth, balanced investment in both direct impact and organizational backbone, and the accumulation of healthy reserves, Edufarmers has laid a strong financial foundation for the future. This financial performance not only reflects the confidence and trust of our partners but also affirms Edufarmers' commitment to prudent, transparent, and sustainable financial stewardship in advancing its mission to empower farmers and eradicate childhood stunting.

<sup>4</sup>In 2024, Edufarmers secured an Equivalency Determination (ED)—recognizing Edufarmers as equivalent of a United States 501 (c)(3) public charity—marks an important milestone in our organizational growth.

# Summary of Financial Overview

Donation and Other Income	Balance in IDR	Balance in USD	Balance in IDR	Balance in USD
Grants	55,519,755,601	3,364,834	15,895,370,249	963,356
Farming Income	371,577,840	22,52	113,158,100	6,858
Public donations (Crowdfunding, B2B2C)	20,917,988	1,268	81,241,877	4,924
Other Income	136,540,446	8,275	5,129,046,997	310,851
<b>Total Donation and Other Income</b>	<b>56,048,791,875</b>	<b>3,396,896</b>	<b>21,218,817,223</b>	<b>1,285,989</b>
<b>Expenses</b>				
<b>Program</b>				
Bertani Untuk Negeri	5,378,342,547	325,96	5,579,531,623	338,153
Agriculture Research	1,132,382,724	68,629	1,370,935,967	83,087
Stunting	1,521,322,722	92,201	869,624,048	52,704
Other Marketing & Fundraising Support	360,526,426	21,85	769,782,875	46,654
Agri Services	7,646,145	463		-
Agriinnovation Conference	467,820,240	28,353	1,084,854,318	65,749
Bertani Academy	320,056,132	19,397	-	-
Bertani	1,406,696,685	85,254	-	-
PIK II	121,013,671	7,334	-	-
<b>Total Program</b>	<b>10,715,807,292</b>	<b>649,443</b>	<b>9,674,728,831</b>	<b>586,347</b>
<b>Administrative Expenses</b>				
Personnel	10,515,323,279	637,292	8,860,195,026	536,982
Office Admin	235,969,422	14,301	327,960,269	19,876
Bank Charges	5,596,966	339	4,287,450	260
Depreciation	165,522,349	10,032	179,594,870	10,885
Operation Support	784,684,699	47,557	474,937,649	28,784
Maintenance and Repair	800,951,803	48,543	748,943,229	45,39
Taxes	1,271,369,088	77,053	1,616,571,491	97,974
<b>Total Administrative Expenses</b>	<b>13,779,417,606</b>	<b>835,116</b>	<b>12,212,489,984</b>	<b>740,151</b>
<b>Total Expense</b>	<b>24,495,224,898</b>	<b>1,484,559</b>	<b>21,887,218,815</b>	<b>1,326,498</b>
<b>Increase/Decrease Net Assets</b>	<b>31,553,566,977</b>	<b>1.912.337</b>	<b>-668.401.592</b>	<b>-40.509</b>
<b>Net Assets at Beginning of the Year</b>	<b>4,517,036,116</b>	<b>273,76</b>	<b>5,185,437,708</b>	<b>314,269</b>
<b>Net Assets at Current Month</b>	<b>36,070,603,093</b>	<b>2,186,097</b>	<b>4,517,036,116</b>	<b>273,76</b>

# Looking Ahead

Edufarmers International is committed to expanding its impact and realizing its vision of becoming a world-class organization that drives impact and research within the agricultural sector. To achieve this, Edufarmers will concentrate on several strategic directions:

**Advancing AI Development:** Building on the success of integrating technology into agricultural practices, Edufarmers will continue to invest in the development and application of Artificial Intelligence (AI) solutions. This focus aims to provide farmers with more precise, data-driven insights to optimize their production, improve resource management, and enhance resilience to climate challenges. To enhance accessibility, this includes enabling our AI-powered chatbots to understand and communicate in local languages. We are also committed to ensuring the accuracy of our AI solutions by incorporating local data, journals, and government guidelines.

**Strengthening Government Partnerships:** Edufarmers recognizes that collaboration with government agencies is crucial for achieving widespread and sustainable change. A key strategy involves building strong relationships with key government organizations. This includes pursuing Memoranda of Understanding (MoUs) to expand the reach of impactful initiatives, particularly those leveraging AI technology, to benefit a greater number of farmers. These collaborations aim to gather valuable insights for our AI development, ensuring its alignment with government priorities, and supplement existing government programs to maximize our impact and reach.

**Prioritizing Sustainable Practices:** Edufarmers is committed to promoting environmentally and economically sustainable agricultural practices. Future programs will place a strong emphasis on rigorous testing and implementation of sustainable farming methods. Key efforts will include:

- **Testing and Promoting Climate-Smart Farming:** Scaling up practices such as integrated pest management, crop rotation, organic soil amendments, and testing efficient water management methods like Alternate Wetting and Drying (AWD) to reduce costs and increase resilience to climate change.
- **Restoring Soil Health:** Expanding trials on composting rice straw, biostimulants, and sustainable seed selection to improve soil fertility, biodiversity, and long-term yields, while reducing reliance on chemical inputs.

Through these initiatives, Edufarmers seeks to ensure that Indonesian agriculture not only delivers higher yields and farmer incomes but also protects ecosystems, strengthens resilience to climate risks, and contributes to global sustainability goals.

**Intensifying Efforts to Combat Stunting:** Edufarmers is also committed to eradicating stunting and ensuring optimal development for children. Future initiatives will include:

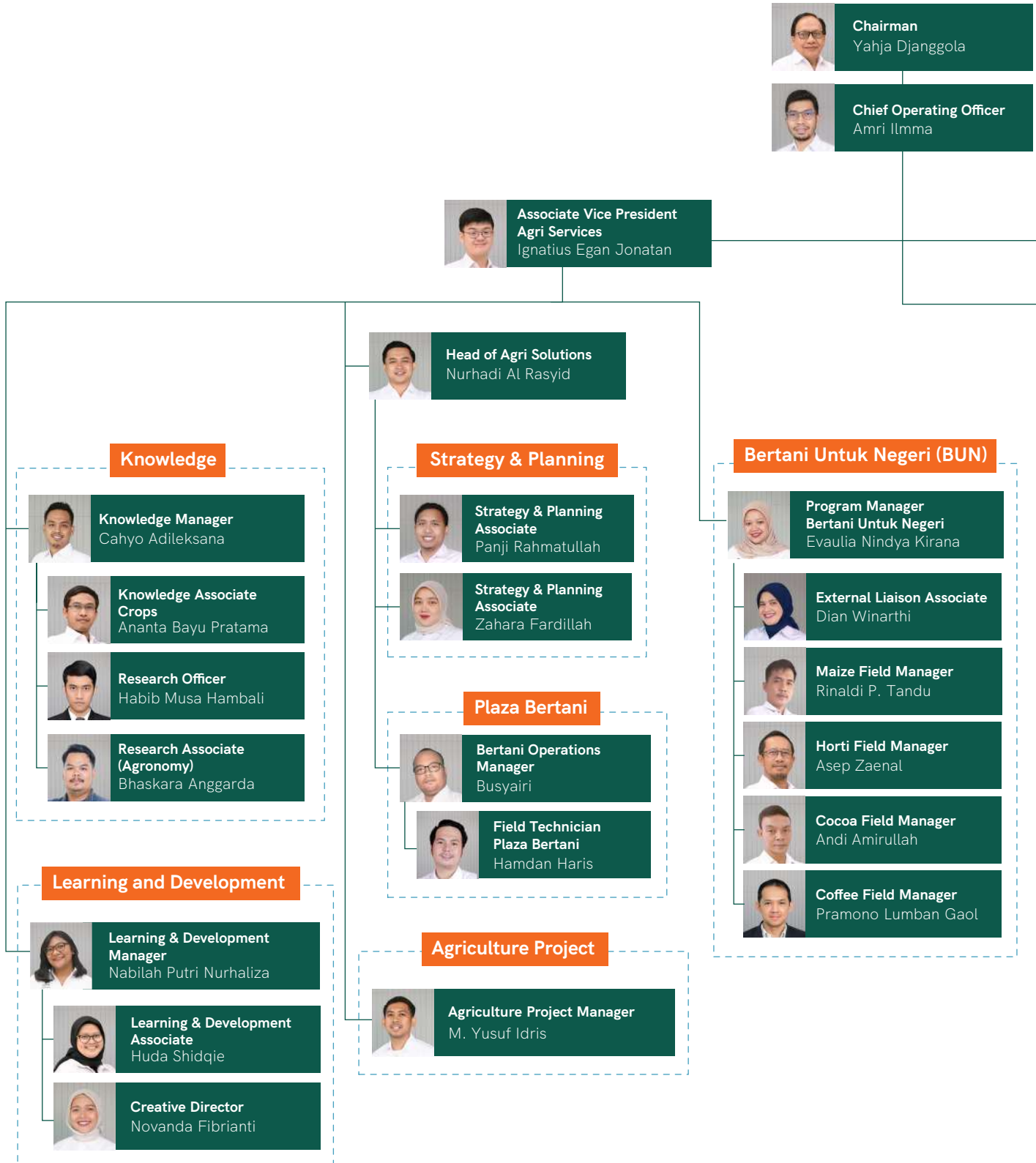
- **Piloting a Center of Excellence for Stunting Reduction:** Going forward, we will place a greater emphasis on improving program design and enhancing delivery models to ensure interventions are more impactful and cost-effective. We will pilot the creation of a Center of Excellence in Malang Regency as a hub to integrate technology, multi-sector collaboration and direct community intervention.
- **Expanding Chatbot Capacity:** We will enhance our AI-powered chatbot capabilities to automate data collection and provide targeted nudges and information, thereby driving positive behavioral changes related to nutrition.
- **Diversifying Funding and Raising Awareness:** To support these critical interventions against stunting, we are expanding our existing zero-stunting donation platforms and developing new channels through B2B2C, B2B, and B2C initiatives. These efforts will be complemented by campaigns aimed at raising public awareness about stunting and its devastating consequences.

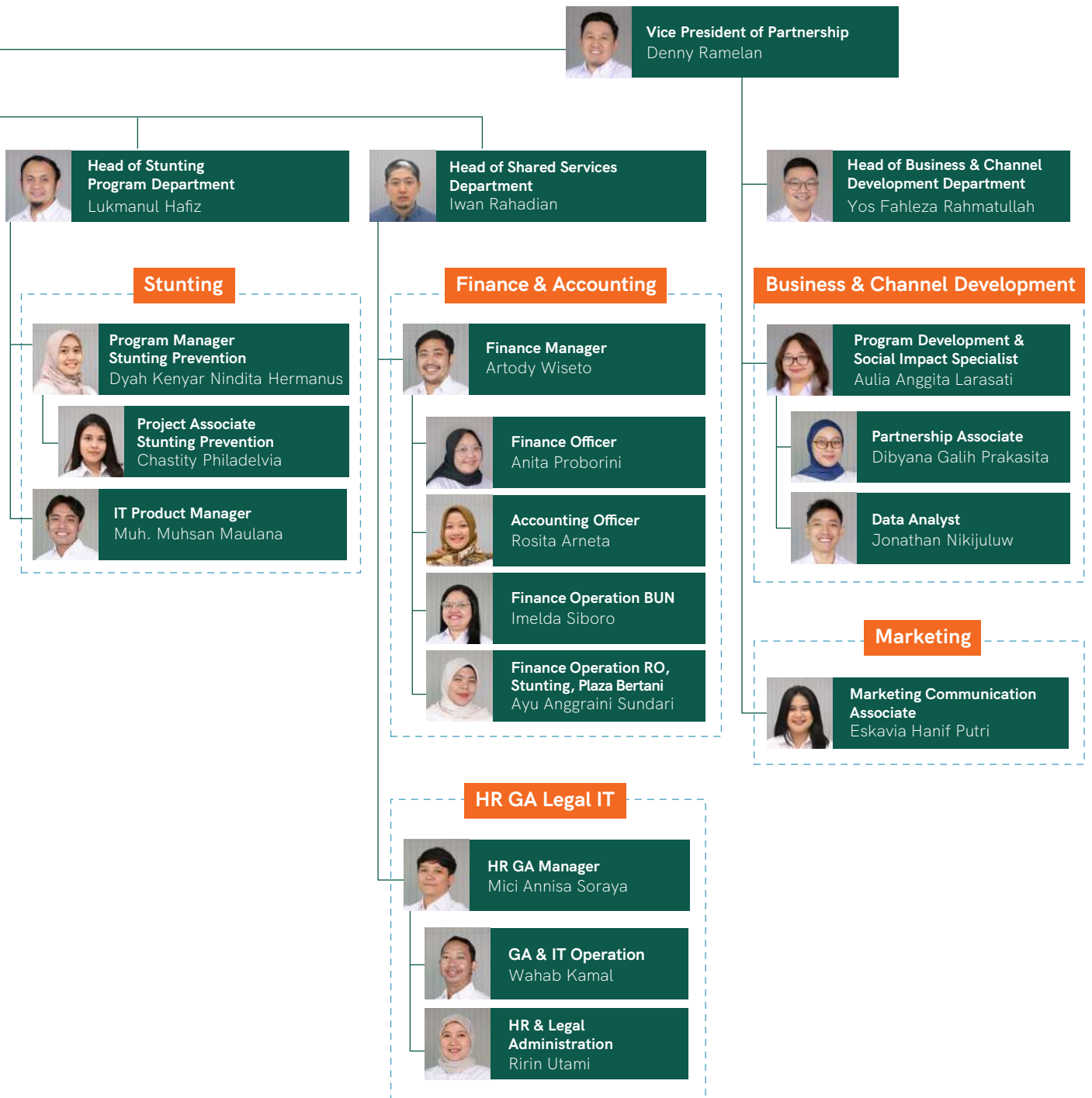
To ensure the long-term viability of our programs, Edufarmers will develop initiatives that strive for financial sustainability. This will involve piloting innovative approaches that generate revenue from program activities, which can be reinvested to benefit our program beneficiaries further.

By focusing on these key areas, Edufarmers aims to foster a future of enhanced food security in Indonesia, driven by a resilient, productive, and sustainable agricultural sector, coupled with improved access to nutrition.

# Annex

# Our Team





# Contribution to SDG Indicators

This section maps the key activities and outcomes of Edufarmers, as detailed above, to the official SDG indicators, providing a granular view of the organization's contributions to the 2030 Agenda.

SDG Goals	Contribution
SDG 1 No Poverty	Edufarmers BUN programs aim to increase income for smallholder farmers, providing a key pathway out of poverty. This directly relates to <b>Indicator 1.1.1</b> . (Proportion of population below international poverty line).
SDG 2 Zero Hunger	<ul style="list-style-type: none"> <li>• <i>Farmer Productivity &amp; Income</i>: Activities enhancing farmer productivity (training and research) directly target <b>Indicator 2.3.1</b> (Volume of production per labour unit) and <b>Indicator 2.3.2</b> (Average income of small-scale food producers).</li> <li>• <i>Addressing Stunting &amp; Malnutrition</i>: The ZeroStunting program, including direct nutrition support (egg distribution) and awareness campaigns, directly addresses <b>Indicator 2.2.1</b> (Prevalence of stunting) and <b>Indicator 2.2.2</b> (Prevalence of malnutrition).</li> <li>• <i>Sustainable Agriculture</i>: Promotion of sustainable and regenerative agriculture practices aligns with <b>Indicator 2.4.1</b> (Proportion of agricultural area under productive and sustainable agriculture).</li> </ul>
SDG 3 Good Health and Well-being	<ul style="list-style-type: none"> <li>• <i>Addressing Stunting &amp; Child Mortality</i>: The ZeroStunting program's focus on reducing malnutrition directly contributes to lowering child mortality rates, aligning with <b>Indicator 3.2.1</b> (Under-5 mortality rate) and <b>Indicator 3.2.2</b> (Neonatal mortality rate).</li> <li>• <i>Health Worker Capacity</i>: Empowering local community health volunteers (<i>Posyandu cadres</i>) through training and tools (like the Nutrition AI Hub) enhances community health system capacity, relating to <b>Indicator 3.c.1</b> (Health worker density and distribution).</li> </ul>
SDG 4 Quality Education	<ul style="list-style-type: none"> <li>• Farmer/youth training, development of learning modules, agricultural content dissemination, nutrition awareness campaigns, and the Nutrition AI Hub all constitute educational activities.</li> <li>• Education for Sustainable Development: Training content covering sustainable agriculture, climate resilience, and health/nutrition aligns directly with <b>Indicator 4.7.1</b> (Extent education for sustainable development is mainstreamed).</li> </ul>
SDG 8 Decent Work and Economic Growth	<ul style="list-style-type: none"> <li>• <i>Farmer Productivity &amp; Income</i>: activities to improve the productivity and efficiency of farming practices to increase their income contribute to the fulfillment of <b>Indicator 8.5</b> (To achieve full and productive employment and decent work for all women and men, including young people and person with disabilities)</li> <li>• <i>Productivity &amp; Growth</i>: Enhancing farmer productivity aims to improve livelihoods and contributes to rural economic growth, aligning with <b>Indicator 8.2.1</b> (Annual growth rate of real GDP per employed person).<sup>4</sup></li> </ul>

# Acknowledgements

We extend our sincere gratitude to the following partners for their invaluable contributions and support, which have been instrumental in making our work possible. Our partner community consists of visionary organizations, institutions, and individuals who share our commitment to transforming lives through sustainable farming and improved nutrition. Together with our partners, we are cultivating a future where every farmer thrives and every child grows up healthy and strong.

Our partnerships are structured across distinct categories, each playing a vital role in our mission:

Our **Mavericks** are partners who passionately push boundaries and drive systemic change in the agricultural and nutritional landscape. They support ecosystem-level initiatives and operational funds that ensure the long-term growth of our programs. *They are our catalysts for transformation.*



Our **Cultivators** are partners who provide the essential seeds for our program to take root in communities, nurture our initiatives, and help them grow stronger. Their support empowers farmers, enhances livelihoods, and tackles stunting in Indonesia.





**edufarmers**

You can contact us at  
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