



IMPACT REPORT 2025



edufarmers

Impact Report 2025

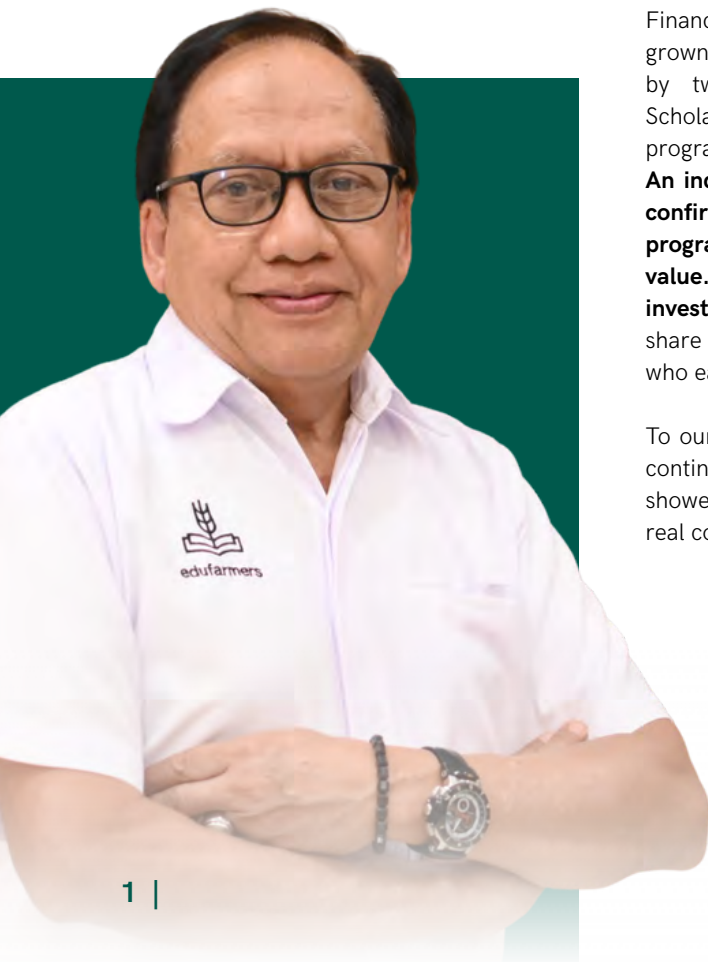
A LETTER FROM OUR CHAIRMAN

In 2025, Edufarmers reached more farmers, more children, and more communities than in any previous year. What excites me most, however, is that the quality held.

Across our agricultural programmes, 6,749 farmers were reached through the Bertani ecosystem, now spanning 43 villages. When we compared outcomes between Bertani villages and neighbouring communities exposed to similar weather and market conditions: **farmers in Bertani villages produced 1.7 tonnes per hectare more and earned approximately USD 830 more in profit over a single planting season** — enough to cover over half of the following season's input costs. **Our research centres in Klaten and Magelang contributed 82 agronomic trials in 2025, several of which outperformed national benchmarks** — giving our field teams the confidence to recommend practices that have been tested, validated, and proven to work under real farming conditions. **Our agronomic AI, Pak Dayat, reached 1,216 unique users, a milestone that reflects how much farmers have taken to the technology when it is introduced the right way.**

In nutrition, the team delivered something remarkable. **1,542 children at risk of or experiencing stunting (a child too short for their age due to chronic undernutrition) received eggs daily through the One Day One Egg programme** with support from KitaBisa.org, PLN, Google.org, Nestlé, and the Meek Foundation. **Stunting prevalence declined by 11% on average and underweight prevalence fell by 27%** across completed programme sites. When we introduced SAKTI, our WhatsApp-based nutrition AI, egg consumption compliance rose from 76% to 92% and Posyandu visit compliance climbed from 88% to 97%. These are outcomes that will follow these children for the rest of their lives, and the team that made this happen deserves enormous credit.

2025 also brought new partnerships that speak to how far Edufarmers has come. Together with JAPFA, we launched a national scholarship programme reaching 403 students across 23 provinces. With Visa Foundation, we concluded our Permata financial literacy programme where 89% of 1,698 women participants adopted financial management practices. With GIZ through the AgriCRF project, we walked alongside over 2,000 cocoa-farming households through post-training coaching, and saw a 45.9% increase in households actively tracking their income and expenses.



Financially, 2025 reflects how much the organisation has grown. Total expenditure reached USD 3.09 million, driven by two significant new workstreams — the JAPFA Scholarship Programme and MBG, our free meal programme established in partnership with the government. **An independent Social Return on Investment assessment confirmed that every USD 1 invested in the Bertani programme generated approximately USD 6.86 in social value. For our stunting reduction work, every USD 1 invested returned USD 3.02 in social value.** I am proud to share these numbers, and even more proud of the people who earned them.

To our partners, our field teams, and the communities who continue to place their trust in us — thank you. 2025 showed us what is possible, and we carry that into 2026 with real confidence.

Chairman
YAHJA DJANGGOLA
Edufarmers International Foundation

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WHO WE ARE

Edufarmers International Foundations (Edufarmers) is a non-profit organization dedicated to strengthening food systems by improving farmer livelihood and accelerate the reduction of stunting rates. Our work focuses on two interconnected pillars. In **agriculture**, we support farmers to increase productivity, resilience, and income through practical training, applied research, and community-based extension, complemented by technology that helps detect crop pests and diseases and improve on-farm decision-making. In **nutrition**, we deliver integrated stunting prevention programs that combine direct nutrition support, caregiver education, and community food production, supported by technology to strengthen program monitoring and provide accessible, evidence-based nutrition advice.



VISION

To be a world-class foundation that drives lasting impact across the four pillars of food security—availability, sustainability, access, and utilization—through credibility, trust, and innovation.



MISSION

- To become a center of excellence in agriculture by advancing education, training, research, and sustainable farming practices that improve farmer livelihoods and build resilience to environmental and climate challenges
- To achieve ZeroStunting in Indonesia by delivering holistic, scalable stunting prevention programs, strengthened by technology, community engagement, and cross-sector partnerships

OUR JOURNEY

Since 2015, Edefarmers has evolved from a foundation-led initiative into a national platform addressing food security through agriculture and nutrition. Our journey reflects a shift from pilot programs to integrated, scalable systems grounded in field evidence and community leadership.

**2015 -
2020**

FOUNDATION

- Founded as JAPFA Foundation; early work in education, nutrition and farmer capacity building
- Shifted focus to agricultural productivity and farmer livelihoods
- First BUN cohort launched in East Java — 11 farmers paired with 16 graduates

**2021 -
2022**

PILOTING & SCALING

- Transitioned to Edefarmers International Foundation; BUN scaled to 3 provinces
- Google.org grant enabled expansion to 504 youth and 1,259 farmers
- First nutrition pilot: 188 children reached across 3 regencies; 17.9% stunting reduction

2023

ZERO STUNTING LAUNCH & BUN GROWTH

- ZeroStunting programme formally launched; 1,158 children and caregivers reached
- BUN expanded to 2,660 farmers and 656 youth; new commodities — coffee and cocoa
- First Agrinnovation Conference convened

2024

ECOSYSTEM BUILDING

- Bertani ecosystem launched across 4 districts: Subang, Indramayu, Garut, Gowa
- 2,888 farmers reached; 260 Pioneer Farmers (Pelopor Tani) recruited
- BUN: 3,034 farmers and 780 youth; average 50% productivity and 35% income increase in comparison to baseline data before the program was introduced
- ZeroStunting: 899 children reached; 16% reduction in stunting cases

2025

AI INTEGRATION TO FLAGSHIP PROGRAMMES

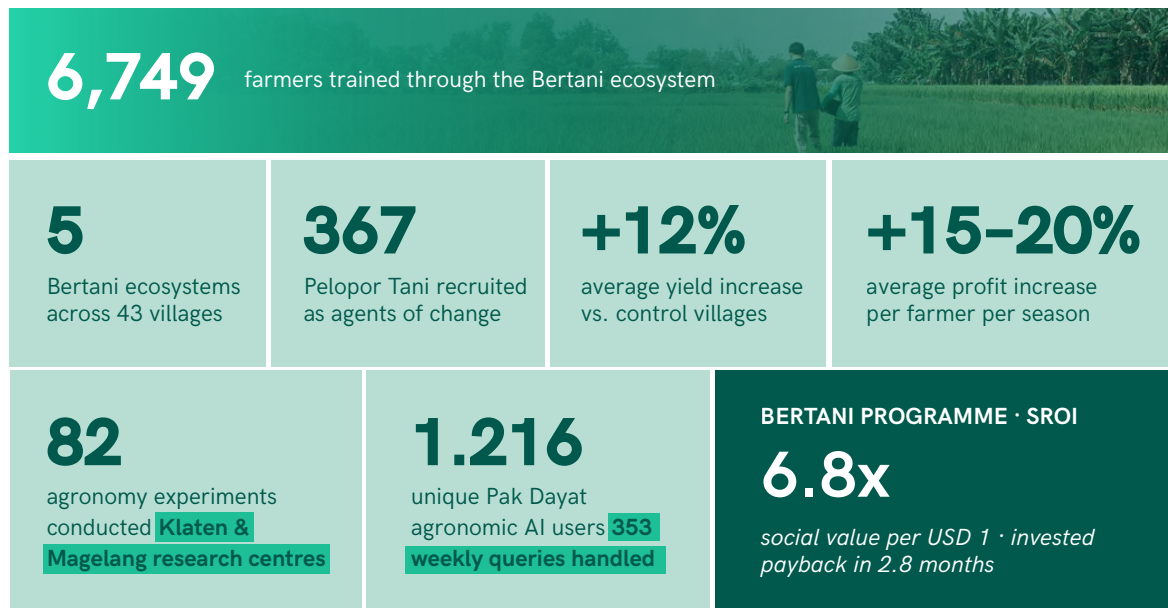
- Bertani ecosystem expanded to 5 hubs across 43 villages, with AI-powered agronomic advisory
- ZeroStunting deepened impact through SAKTI AI for nutrition monitoring and caregiver support
- Two new workstreams launched: JAPFA Scholarship Programme and Free Meal Program delivery
- First independent SROI assessment confirms positive social returns across both programmes
- Google.org grant secured to bring AI-powered farming to 200,000 farmers in Thailand and Vietnam



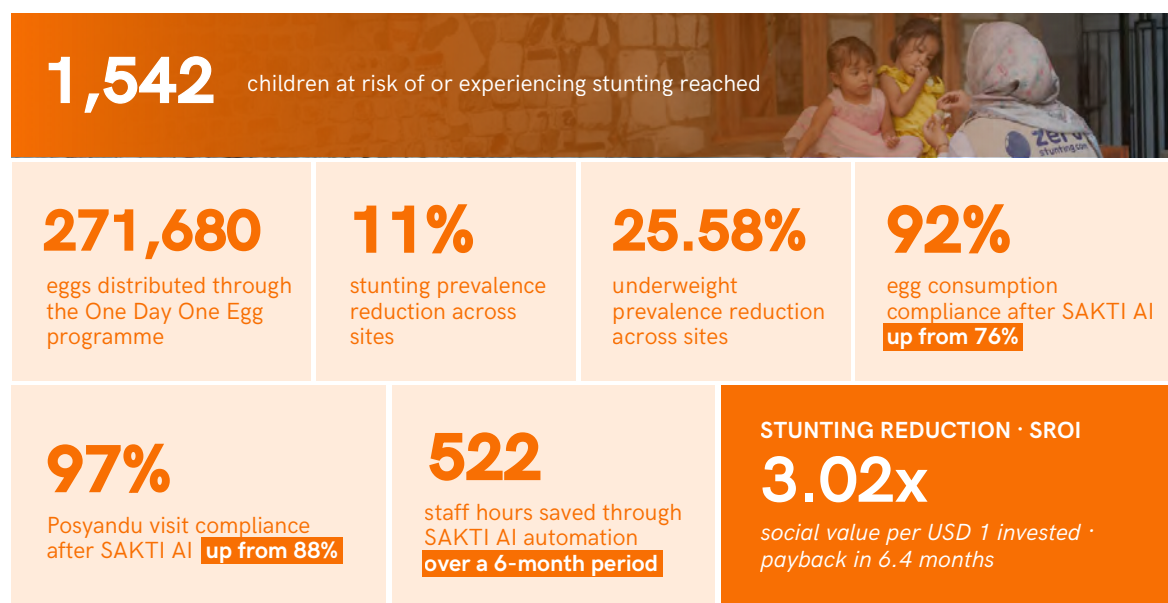
2025 IN A GLANCE

In 2025, Edefarmers expanded its reach and integrated AI use across agricultural systems and nutrition programmes. Additionally, launching two major new workstreams while deepening impact across existing programmes.

INCREASING AGRICULTURAL PRODUCTIVITY & QUALITY



INCREASING NUTRITION ACCESS & EMPOWERING COMMUNITIES



Independent SROI assessment covering the Bertani and Stunting Reduction programmes, 2025 period. Results reflect the first year of a three-year implementation cycle and should be interpreted as evidence-based estimates rather than a final measure of full programme impact.



**AGRICULTURAL SYSTEMS:
BUILDING FARMER
CAPACITY AT SCALE**

BACKGROUND

Agriculture remains central to Indonesia's economy and rural livelihoods, accounting for around **13% of GDP and close to 30% of national employment**, with the sector dominated by smallholder farmers operating on fragmented landholdings. The World Bank estimates that **nearly 90% of Indonesian farms are smaller than two hectares**, limiting economies of scale and increasing exposure to production, price, and climate risks ([World Bank, 2023](#)). While Indonesia has made significant progress in increasing food production, productivity gains remain uneven.

Pests, diseases, and climate variability represent some of the most significant sources of production risk. Global evidence shows that **20–40% of crop production is lost annually to pests and diseases** ([FAO, 2023](#)). Climate shocks further compound these risks. World Bank assessments of climate-smart agriculture in Indonesia document yield reductions of **20–50% in severe outbreak or stress conditions**, particularly where farmers lack early warning systems and adaptive management tools ([World Bank, 2021](#)). At the same time, research consistently finds that a substantial share of yield gaps in smallholder systems is attributable to **management practices**, including the timing of pest control, nutrient application, and water management, rather than structural input shortages ([FAO, 2023](#)).

These challenges are exacerbated by limitations in agricultural extension workers. Public extension systems remain overstretched, with many officers responsible for multiple villages and commodities, constraining their ability to provide **timely, plot-specific advice** ([World Bank, 2023](#)). In practice, farmers often rely on informal peer networks or input retailers for guidance, which can delay responses and increase inefficient or excessive input use.

In response, Edufarmers integrates **research and knowledge production, community-based delivery through Bertani Ecosystem, and agronomic AI pilots** into an ecosystem. Applied field research and demonstration plots generate locally relevant evidence on sustainable practices and agronomic innovations. Bertani program then translates this evidence into hands-on farmer field schools and peer-to-peer learning led by Lead farmers or influential farmers within the community. (*Pelopori Tani*), ensuring practices are tested, adapted, and adopted under real farming conditions. Agronomic AI pilots then extend this system by supporting **early detection of pest and disease risks**, helping farmers and field teams respond more precisely.

This integrated approach reflects growing global evidence that **digital and AI-enabled tools are most effective when embedded within trusted, field-based extension models** (World Bank, 2022; Nature Plants, 2019). By linking evidence generation, community trust, and technology, Edufarmers moves beyond one-off training toward a scalable model where research informs practice, practice generates data, and technology accelerates learning—supporting higher productivity, lower risk, and more resilient farming systems.

RESEARCH & KNOWLEDGE: VALIDATING WHAT WE SCALE



At Edufarmers, research and knowledge production form the foundation of our agricultural programs. What our research centers in Klaten and Magelang does, shapes what we train farmers and inform our Agronomic AI pilots. Smallholder farmers are cautious when it comes to applying new practices or products, as failed trials can directly lead to income loss. As a result, adoption depends not whether a practice is labelled as “sustainable” but on whether or it can at least maintain yields or preferable increase them under real conditions.

Edufarmers’ research team exists to de-risk change before it reaches farmers. Through on-farm trials, the team tests agricultural inputs, biological products and agronomic practices to measure its impact against pests, climate, and farmer’s bottom line. Only practices that demonstrate clear performance—whether through yield stability, productivity gains, cost-efficiency or reduction of production risk—are translated into standard operating procedures (SOPs). These SOPs become the technical backbone of our farmer field schools in Bertani program and partner programs, ensuring field facilitators disseminate advice that is consistent, evidence based and locally validated.

In 2025, the research team produced **82 agronomic experiment**. Some of the trials have resulted to yields higher than the national average:

- **In Chili:** a fertigation-based deliver higher yield, **12.29 ton/ha** than the national average **10.62 ton/ha** ([Ministry of Agriculture, 2024](#)). Fertigation supplies water and nutrients together in small, regular doses, keeping plants consistently healthy. The initial infrastructure cost are higher, as it requires drip lines, pumps, and mixing tanks). However, the cost is offset by higher yield, lower plant loss, and more efficient use of fertilizer.
- **In Corn:** Edufarmers SOP for corn yields **9.7 ton/ha**, higher than the national average **5.9 ton/ha** ([BPS, 2024](#)). The SOP trialed high plant density ensuring enough sunlight is gained and balanced potassium-rich nutrient.
- **In Rice:** the **top-performing rice trial resulted to 9.43 ton/ha**, higher than the national average **5.29 ton/ha** ([BPS, 2025](#)). The trial paired high-yield seed hybrid variety with optimized spacing and target nutrition, the trial resulted to 9.43 ton/ha.

The research function is also critical in the deployment of our Agronomic AI. In collaboration with Dayatani (an agri-tech start up), research results, field notes, and recording documented by the research team is used to train and increase the accuracy of the AI in detecting pests and recommending solutions based on products and practices that are done locally. AI-enabled pest and disease detections are only as reliable as the agronomic logic behind their recommendations. The research team also plays the key validation role—testing response protocols and ensuring AI-supported recommendations align with field practice rather than a generic or theoretical guidelines that does not work in the field. In this way, our Agronomic AI does not introduce new risks for farmers but instead reinforces what has already been proven to work on the ground.

By anchoring Bertani and agronomic AI in applied research, Edufarmers ensure that innovation is introduced incrementally and responsibly. Farmers are not asked to take blind risks; they are invited to do demo plots to adopt SOPs that has been trialed by the research team, so they are able to observe results, understand trade-offs and adopt practices with confidence.

RESEARCH SPOTLIGHT: VALIDATING WATER SAVING PRACTICE WITHOUT HURTING FARMERS

Alternate Wetting and Drying (AWD) is widely recognized as a water-saving irrigation practice and a way to significantly reduce rice carbon footprint. However, farmer adoption remains limited due to concerns over yield. Prior to piloting the approach directly to farmers, Eufarmers research team conducted a field study in Klaten, Central Java to compare AWD with conventional continuous flooding to assess productivity, water use, and farmer risk ensuring we can create a Standard Procedures to increase yield using the method before a wider rollout.

KEY FINDINGS



+7.9% yield increase (equivalent to 6.52 ton/ha vs. 6.04 ton/ha)



**AWD increase water efficiency (6.4% less water per hectare),
water footprint was reduced 13.3% in general**



CH₄ emission reduction of approximately 48%

Instead of keeping rice fields permanently flooded AWD allows fields to dry slightly between irrigation (at safe times). During early growth, brief drying periods help roots grow stronger and healthier, allowing plants to absorb nutrients more efficiently. Meanwhile during flowering, fields are kept flooded protecting grain formation and avoiding yield loss. As a result, plants produced slightly heavier rice grains.

As rice is a staple food in Indonesia and a major source of methane, a powerful greenhouse gas. Through the study, Eufarmers tested AWD first to develop a clear operating guidelines and validated that yields would not fall under local conditions. After the study, we are now confident to pilot AWD directly to farmers and fundraise how we can deliver the practice to scale.



BERTANI ECOSYSTEM

STRENGTHENING FARMER-LED COMMUNITY SYSTEMS FOR PRODUCTIVITY GAINS

To support farmers in navigating increasing climate uncertainty and production risks, Edufarmers launched Bertani in 2024. Bertani is a network of community-based agricultural hubs led by *Pelopor Tani* or local farmer champions embedded within the community. Rather than one-off training, Bertani builds lasting behavior change through three integrated components: field facilitators embedded in farming communities that promotes Good Agricultural Practices that has been tested by our research team, Pioneer Farmers (*Pelopor Tani*) recruited from within existing farmer groups as peer influencers, and Pak Dayat— an AI agronomist accessible via WhatsApp that provides on-demand advisory support between field visits. With Pak Dayat chatbot, farmers has the ability to send photos of pest and disease to get accurate diagnosis and suggested actions, asks regarding weather forecast.

Components of Bertani:

Bertani Community Center: Pelopor tani (pioneer farmers) are recruited to drive peer-to-peer learning and influence the adoption of new practice, products, or innovation.

Bertani Research Center: Showcasing the impact of 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 promote soil health and support farmer's efforts to increase their productivity.

Bertani Academy: Through Farmer Field Schools (FFS), an innovative, participatory, and field-based approach to agricultural training, where farmers engage in hands-on learning directly in the field, where they observe, experiment, and apply Good Agricultural Practices (GAP) in real-life conditions.

In 2025, Edufarmers evaluated whether this ecosystem approach translates into measurable economic gains. To do so, we compared farmers participating in Bertani with farmers in nearby non-participating villages exposed to similar weather and market conditions.

PROGRAM REACH:

6,749 Farmers reached

367 Pelopor tani recruited

5 Bertani Ecosystem established (Subang, Indramayu, Garut, Gowa, Takalar) overarching 43 villages

KEY RESULTS:

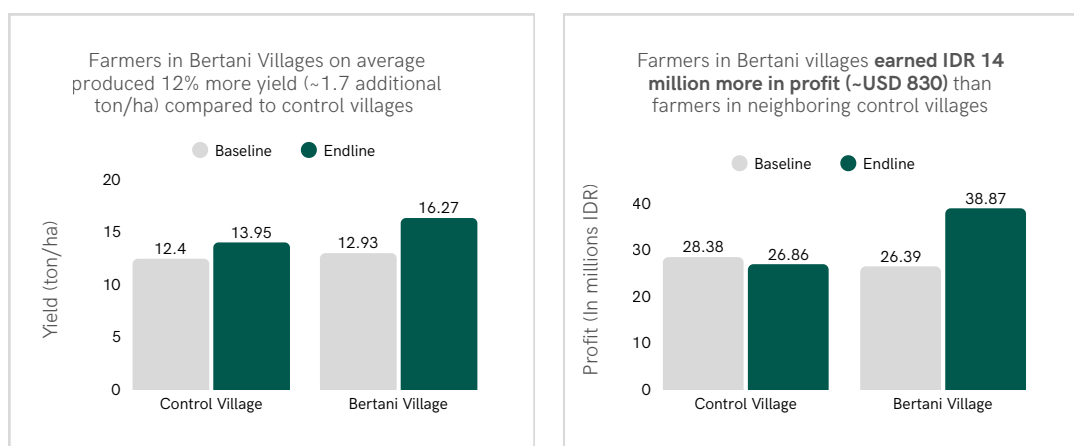
12% higher yield

Farmers in Bertani villages produce 1.7 ton/hectare more than its neighboring villages

15-20% profit increase

Despite spending IDR 3.3 million more, farmers in Bertani villages earned IDR 14 million more than those in neighbouring village





Over one planting season, we saw farmers did not earn more by reducing costs, farmers exposed to the Bertani ecosystem earned more because they invested more and invested better. Improved timing, better input selection, and stronger farm management translated into higher productivity and stronger returns within a single cycle. **Over one planting season, farmers who lived in villages exposed to the Bertani ecosystem in Indramayu, Subang and Garut produced 1.7 ton/hectare more** than those in nearby control villages. In turn the increase in yield also translated to higher profits. Farmers in Bertani villages earned 14 million more (USD 830) in profit. This represents a meaningful boost to the average farmer. This amount can help cover ~ **56% of next season's agricultural input costs**, or if used for daily needs finance approximately **3.6 months of household expenditures**.

To isolate the impact of Bertani and ensure its precision, we randomly surveyed farmers with various land size in both Bertani villages and its comparative villages within the 10 kilometer distance. By comparing to neighbouring villages, we are isolating the impact of Bertani from seasonal effects such as weather, pests, and market condition. To get the average outcomes among farmer, we also adjusted for crop-type, land size, pest and disease pressure.

These findings reflect results from one production cycle and should be interpreted as early signal. From the data we saw that Bertani addresses three core barriers to adoption:

- 1 **Trust:** Bertani gained the trusts of pioneer farmers and members of their farming groups. We both pelopor tani and its members try recommended agri-input products and conduct collaborative actions such as managing rats together with Edufarmers.
- 2 **Perceived risks:** Demonstration plots reduce farmers views of perceived risks.
- 3 **Relevance and timing:** We intentionally design our FFS materials based on the planting cycle, hence improving the timing and execution to manage the farms.

Sustaining Bertani Beyond Grant Cycles

Bertani currently operates on grant funding. To sustain field coordination and farmer engagement beyond grant cycles, Edufarmers is piloting an agri-input co-financing model in Indramayu, Subang, and Garut. This builds on observed farmer demand: as farmers adopt Bertani practices, they purchase complementary inputs to implement recommendations—decomposers, biostimulants, and pest control products.

Edufarmers has begun distributing these products alongside farmer training, working with input suppliers on margin-based partnerships. Distribution margins—which vary by product and supplier—are intended to offset field coordination costs once grant funding ends. This model treats agri-input distribution as a revenue stream embedded in the advisory value chain, rather than a separate commercial activity.

Early pilots are generating insights that will inform broader rollout from 2026 onwards. By anchoring sustainability to farmer demand and proven practice adoption, Edufarmers builds a model where impact and revenue reinforce each other.



AGRONOMIC AI PILOTS

With support from Google.org, Edufarmers worked with Dayatani, an agritech start-up, to co-developed **Pak Dayat**, an agronomic AI, and to effectively disseminate and increase its adoption among small-holder farmers. 2025 became a critical learning for us in disseminating Pak Dayat. This year we focused on integrating Pak Dayat into Bertani ecosystem by introducing the technology during Farmer Field School and have the Whatsapp chatbot act to enforce good agricultural practices. As of December 2025, Pak Dayat reached 1.216 unique users and handling 353 weekly queries. From the dissemination we learned:

 **1,216**
Total users

 **353**
Weekly queries

► **Farmers use AI for specific needs and in certain instances.**
Common questions that are asked revolved around pests and diseases.

► **A learning curve is required for farmers to understand good prompting.**
When farmers were first introduced to Pak Dayat, they used short, keyword like texts similar to conducting web search. Offline trainings on how to use AI, lead to better context for prompting that increases the accuracy of results.

► **Farmers show a strong preference for audio notes and use of images in communication.**
Over the course of the year, we've improved Pak Dayat capacity to process audio notes and local languages, even allowing to respond with audio. The training on thousands of pest and disease images also assist in providing accurate diagnosis to farmers.

HOW IT WORKS:



1 Open WhatsApp & message Pak Dayat



2 Send photo, voice note, or text



3 AI diagnoses your crop problem



4 Act on clear recommendation instantly



IMPACT STORY

HOW BERTANI AND PAK DAYAT AI SUPPORTS PAK ALAN WITH SOIL HEALTH AND PLANT DISEASES



For as long as Pak Alan can remember, helping to run his family's small shop in Gabuswetan had been part of daily life. Opened in the early 1990s, it sold basic necessities like rice, sugar, and cooking oil. In 2015, however, Pak Alan and his wife were asked to take over an agri-kiosk previously managed by his wife's parents, drawing Pak Alan into a world he had barely known: agriculture. With no farming background, he knew he had to learn fast. Pak Alan began renting nearby rice fields and farming himself, discovering firsthand the challenges farmers face, from pests and diseases to rising input costs. Along the way, he joined farmer groups, listening closely and learning from experience.

That curiosity led Pak Alan to become one of Edufarmers' Pelopor tani. He was drawn to the Bertani program's focus on knowledge sharing, something rare in his area. Many agri-chemical companies came with product pitches, but little else. For Pak Alan, Bertani was different. Outside farmers group meetings, Edufarmers worked with Pak Alan to assist trialling new practices and help him monitor how the recommendation work on their own land.

One topic stood out for Pak Alan, soil health. Through Bertani, Pak Alan learned that healthy crops began with healthy soil, and that common practices like burning paddy husks were slowly degrading it. Alongside Edufarmers, he learned how to decompose crop residues and return them to the field, restoring nutrients, improving soil structure, and reducing reliance on external inputs.

Pak Alan was also introduced to Pak Dayat, Edufarmers Agronomic AI, and was curious about its features. As a regular user, what he appreciated most was how accessible it felt. Pak Alan could send voice notes when typing was inconvenient or simply take photos in the field to get feedback on pests and diseases. Recently, when suspicious symptoms appeared on rice leaves, Pak Alan sent a photo through Pak Dayat and received early identification of Bacterial Leaf Blight and rice blast, locally known as Blas, along with clear options for action. Acting quickly, he shared the information with nearby farmers, helping them respond early and minimize potential losses.

AGRINNOVATION CONFERENCE 2025

Agrinnovation Conference 2025 brought together farmers, policymakers, industry leaders, and agritech innovators on February 22, 2025 at the Jakarta International Convention Center. Hosted by Edufarmers and Pemuda Tani Indonesia as part of the Pemuda Tani National Coordinating Meeting and Anniversary, the conference marked the second edition of what has become one of Indonesia's platform for advancing agricultural innovation and cross-sector collaboration.

The conference set out to democratize access to the latest thinking in agricultural knowledge and practices — from AI-driven precision farming and carbon credit markets to regenerative practices and GMO science — making these conversations accessible not only to industry insiders but also to the next generation of Indonesian farmers, students, and young entrepreneurs.



A powerful keynote from the Ministry of National Development Planning and Ministry of Agriculture, Rachmat Pambudy and Andi Amran, highlighted crucial pillars of the nation's five-year plan, including targeted policies to significantly increase agricultural output, strategically reduce import dependency, and prioritize the improvement of farmers' economic well-being. By convening 40 speakers across 13 talk sessions, Agrinnovation created a rare mixture of policy makers, big-picture thinkers and on-the-ground practitioner insight, directly serving Edufarmers' mandate to strengthen food security through training, empowerment, and applied research.



KEY THEMES ADDRESSED ACROSS 13 SESSIONS

- ▶ Nutritious School Meals Program & its 8% economic growth potential through improved food supply chains
- ▶ AI in agriculture — inclusive implementation strategies to empower smallholder farmers with data-driven insights
- ▶ Carbon farming & AWD decarbonization — unlocking new revenue streams and market access for farmers
- ▶ Regenerative agriculture practices that enhance farmer income while restoring soil health and biodiversity
- ▶ Fertilizer subsidy transformation and its pathway to national agricultural self-sufficiency
- ▶ GMO policy and science-based farming decisions — weighing biosafety, productivity, and public trust
- ▶ Domestic fresh milk production: value-chain development and government-private sector collaboration

Agrinnovation served as a high-leverage platform for Edufarmers to amplify its core mission of enhancing food security through farmer empowerment and sustainable agriculture. This was brought to life in the conference's AI in Agriculture session, where Edufarmers' partnership with Daya Tani was highlighted as a concrete model for making AI accessible and actionable for Indonesian farmers.



“ AI has the potential to empower farmers with data-driven insights, optimize resource allocation, and enhance decision-making — ultimately improving productivity and sustainability. ”

Putri Alam, Director of Government Affairs & Public Policy, Google Indonesia
(Agrinnovation Conference Panelist)

The conference directly contributed to mission impact across three dimensions:



Knowledge Diffusion

1,960 participants — spanning students, C-level founders, government officials, and independent farmers — gained direct exposure to the latest tools, policies, and practices reshaping Indonesian agriculture. With a registration-to-attendance conversion rate of 46%, participants include 433 spontaneous walk-ins on the day, the event demonstrated both strong pre-planned intent and broad organic reach.



Ecosystem Building

The signing of an MOU between Pemuda Tani Indonesia, BRI, JAPFA, and the Edufarmers International Foundation formalized a multi-sector collaboration infrastructure. This partnership will continue to channel financial access and technical support to farmer cooperatives, directly operationalizing Edufarmers' mission at scale.



Youth Pipeline

With students comprising the largest attendee segment (22.5%) and 7 university partners engaged, Agrinnovation meaningfully expanded Edufarmers' reach into the young agricultural talent pipeline. This directly supports the organization's vision of cultivating Indonesia's next generation of modern, innovation-ready agropreneurs — a critical long-term investment in national food sovereignty.

**NUTRITION SYSTEMS:
INCREASING ACCESS TO
PROTEIN AND CHANGING
PARENTING BEHAVIORS**

BACKGROUND

Stunting remains one of the most persistent barriers to child development, with lifelong consequences for cognitive ability, health, and economic productivity. Once a child passes the critical early-life window, the effects of stunting are largely irreversible. This makes early intervention not only urgent, but also highly constrained: *solutions must work within a short timeframe and sometimes with limited resources.*

At Edufarmers, our nutrition strategy starts from this constraint. We focus on a more practical question: *what can meaningfully reduce stunting risk, and how can that change be sustained?*

Our strategy is rooted in a Randomized Controlled Trial (RCT) which demonstrated that a simple, consistent intervention—one egg a day for six months—can significantly reduce stunting prevalence ([Iannotti et. al., 2020](#)). Eggs are nutrient-dense, culturally acceptable, and logistically feasible, making them an effective intervention that is both scientifically proven and operationally scalable.

However, providing eggs alone isn't enough for long-term impact. This year, EFI took on an integrated approach and scales the evidence through two primary levers:



1 Direct Intervention

Replicating the “One Day One Egg” model to ensure immediate, high-quality protein intake for children in their most critical growth phases.



2 Behavioral Leverage

Using the egg distribution as a “hook” to engage caregivers. By integrating an AI Chatbot, we transform a complementary food delivery into a continuous educational touchpoint and monitoring tool, driving the behavior changes necessary to sustain health long after the program concludes.

By combining tangible short-term results with digital intelligence, we are building a foundation for long-term improvements in child nutrition and caregiving.

ONE DAY ONE EGG

The One Day One Egg (1D1E) program is our flagship intervention designed to deliver high-quality protein to children during their most critical developmental years. Eggs were selected as the core intervention due to their accessibility, affordability, and high-nutrient values, and also because they are culturally familiar.

Beyond the direct nutritional intervention, 1D1E integrates community-based behavior change. Over the six-month intervention period, beneficiary families are invited to participate in a series of three community empowerment workshops led by local health professionals. These sessions focus on infant and young child feeding (IYCF) practices, growth and development monitoring, and household hygiene and sanitation. Each workshop is complemented by a hands-on cooking demonstration to equip caregivers with practical skills in preparing eggs creatively.



In 2025, Edufarmers implemented the 1D1E in collaboration with KitaBisa, PLN, Google.org, Nestlé, and the Meek Foundation, providing **271,680 eggs** to **1,542 children** at risk of or experiencing stunting, with minor attrition observed during implementation due to household mobility and other contextual factors.

Among programs with completed endline assessments, Edufarmers observed meaningful improvements in child nutritional status. Stunting prevalence declined by **11% on average** (ranging from 5.4–14.3% across implementation sites), while underweight prevalence **declined by 27% on average** (with different sites ranging 16.1–46%). Through testing the intervention to different age groups and nutrition status we found the range of outcomes varies dependent on the baseline cases of stunting and the age ranges of the children.

For several partnerships, endline anthropometric analysis has not yet been completed or the collaboration focused primarily on egg distribution during the reporting period; as such, stunting and underweight reduction estimates are not available for all implementing partners.

Partner	Beneficiaries (n)	Eggs Distributed	Stunting Reduction	Severe Stunting Reduction	Underweight Reduction
PLN	250	52,500	5.40%	18.75%	16.10%
Meek Foundation	11	1,980	9.01%	20%	-
Kitabisa	135	28,350	13.54%	32%	46%
Nestlé	633	132,930	14.29%	-	23.15%
Google.org	513	55,920	(ongoing program)	(ongoing program)	(ongoing program)

EXTERNAL RESEARCH SPOTLIGHT

What Egg + Milk Interventions Can Achieve: Evidence from Edufarmers Partnership with Nestle Indonesia

Since 2024, Edufarmers and Nestlé Indonesia have partnered to test the impact of integrating milk supplementation alongside the One Day One Egg programme. Building on the first year of collaboration, the 2025–2026 phase expanded the program to 633 children under five across three regencies — Karawang (West Java), Batang (Central Java), and Pasuruan (East Java) — running from June 2025 to January 2026. Prof. Ali Khomsan of IPB University served as independent external evaluator, assessing anthropometric outcomes, dietary intake, and nutrition knowledge at baseline, midline, and endline across all three sites.

22%-23.4%

reduction in underweight & severe underweight

4.2–4.6 CM

average height gain per child over 7 months

1.1–1.2 kg

average weight gain per child over 7 months

All anthropometric improvements were statistically significant ($p < 0.01$). The evaluation found that the combined egg and milk intervention produced stronger growth recovery than eggs alone — consistent with what Edufarmers observed when comparing its SAKTI-supported egg-only program in Kalipare against a neighboring egg-only district that achieved just 5% stunting reduction without digital support.

► What this signals for Edufarmers and MBG:

The progression from eggs alone to eggs plus milk shows a clear pattern: the more complete the nutritional package, the stronger the growth outcomes. Eggs provide high-quality protein. Adding milk closes the calcium gap and accelerates height catch-up. But both are still single-category interventions. A full nutritious meal has the potential to go further, providing the food group diversity that the research consistently identifies as a primary driver of stunting reduction in children under five.

This findings shapes the next steps of Edufarmers Zerostunting program. SAKTI's compliance monitoring, caregiver education, and behavior-change nudges converted a basic egg provision program into underweight reduction. Applied to MBG the same behavior-change infrastructure has the potential to produce outcomes that neither the meal program nor the digital tools could achieve in isolation. The evidence from Kalipare and the Nestlé/IPB study together shows access to diverse, nutritious food plus sustained caregiver behavior change is the most complete model Edufarmers plans to test in 2026.

Source: Khomsan, A. (2026). Egg and Milk Intervention for Stunting Prevention. IPB University / Nestlé Indonesia. February 2026.



DIGITAL INTEGRATION: NUTRITION AI

After piloting and implementing multiple *One Day One Egg (1D1E)* programs in multiple sites we learned that addressing stunting at scale requires not only effective nutrition inputs, but also operational excellence. As the programme scaled, so did the strain on field teams. Every day, caregivers reported egg consumption to health cadres via WhatsApp. Cadres verified photo evidence, passed data to field officers, and field officers manually compiled everything into spreadsheets. Monthly anthropometric measurements went through a similar chain — collected by hand, entered manually, reviewed at the programme level with a delay. It worked, but it was unsustainable. The time spent on administration was time taken away from families.

While this approach enabled close supervision, it also revealed important limitations. Manual data collection is prone to entry errors and delays, reducing the timeliness and reliability of reporting. Field officers spent a significant share of their time on administrative tasks, limiting their capacity for higher-value community engagement and caregiver support. These operational frictions highlighted the need for a more efficient, technology-enabled system—one that could improve data accuracy, accelerate feedback loops, and allow field teams to focus on what matters most: families and behavior change.

By integrating an AI-powered WhatsApp chatbot into the programme, Edufarmers automated the reporting process. Today, caregivers can submit photo evidence directly to the chatbot, which automatically routes the data to the program back office for real-time tracking. Children's height and weight are analyzed immediately, enabling instant feedback to caregivers and allowing the program team to quickly identify children who require closer monitoring and follow-up.

By automating data collection and reporting, the program reduced administrative burden on field teams and saved an estimated **522 staff hours over a six-month period**, allowing field officers to redirect their time toward higher-value community engagement and caregiver support.

What began as a solution for digital monitoring soon evolved into something more powerful. The team also wanted to know whether a digital channel could drive behaviour change, not just track it. SAKTI was expanded to include weekly educational nudges — short messages on feeding practices, child growth, supplemented by monthly knowledge quizzes. Delivered through WhatsApp—one of the most widely used platforms in Indonesia—our AI-powered tool, *SAKTI*, streamlines the flow of health and nutrition data while actively engaging parents and caregivers. By providing timely, personalized guidance, SAKTI transforms routine monitoring into an ongoing channel for behavior change, supporting families precisely when and where it matters most.



Results were honest. In Kalipare, Malang, quiz participation was high at 82% in short-term testing. In Turen, participation dropped to 34% by the second month, with completion concentrated among caregivers who already had higher baseline knowledge. Message fatigue, limited connectivity, and time constraints were the most commonly cited barriers. The pattern pointed to a clear boundary: digital tools reach caregivers best when they ask little in return — a reminder, a nudge, a simple daily confirmation — rather than sustained active participation.

This distinction shaped how Edufarmers now thinks about SAKTI's role. It functions most reliably as a low-barrier reinforcement channel — sustaining behaviour between in-person touchpoints, surfacing non-compliant households for cadre follow-up, and keeping families engaged over a six-month programme cycle. Knowledge acquisition, by contrast, is better achieved through face-to-face workshops, where participation can be supported, questions answered in context, and learning reinforced through demonstration. SAKTI and workshops are not substitutes. They work better together, each doing what the other cannot.

After introducing SAKTI into the Kalipare programme, egg consumption compliance rose from 76% to 92% and Posyandu visit compliance from 88% to 97%. An independent programme evaluation conducted by Infoxchange for the Kitabisa-funded cohort of 135 children in Kalipare provided the clearest evidence of what that sustained compliance produced at the child level: stunting cases declined by 14% and severe stunting cases by 32% within six months of the programme. The combination of consistent protein access, caregiver education, and digital reinforcement did not merely move compliance numbers but it is also correlated to move children's growth trajectories.



CAMPAIGNS & FUNDRAISING TO SUPPORT ZERO STUNTING



Sustaining progress towards ZeroStunting requires more than program delivery alone. It depends also on public understanding, shared ownership, and the ability to translate complex nutrition challenge into actions that individuals, communities, and partners can take part together. In 2025, Edufarmers continued to engage the public and partners in supporting stunting prevention through targeted campaigns and community-based activities.

One such effort was #TheMissingEgg, a collaborative campaign with The Food Hall, Ayyomi, and HATMA Creative. Through this initiative, customers purchased Ayyomi egg packs containing nine eggs, with the tenth egg donated to children affected by stunting. The campaign successfully collected 300 eggs, which were then distributed during the launch of 1 Day 1 Egg (1D1E) program at RPTRA Marunda in July 2025. As part of the event, the eggs were symbolically handed over to 11 children experiencing stunting, supporting early efforts to improve access to daily animal-source protein.



Edufarmers also participated in the Marunda Festival, held in conjunction with National Children's Day, where a stunting prevention program was officially launched in collaboration with local stakeholders. Through the ZeroStunting platform, Edufarmers promoted the 1D1E message to parents in Rusunawa Marunda, encouraging regular egg consumption as a simple and accessible step to support child growth.

Still building on partnerships established in 2024, Edufarmers continued its collaboration with C'Bezt (PT Cipta Aneka Selera) through a social impact marketing initiative. Through the Paket Peduli menu, IDR 2,000 from each meal sold was allocated to support ZeroStunting intervention in Tebet and Marunda. By December 2025, the campaign generated IDR 25.2 million ($\pm$ USD 1,500) from 12,624 meals sold, directly contributing to stunting prevention efforts and supporting 126 children in Tebet for one month and 11 children in Marunda for six months through nutrition interventions. In addition, C'Bezt contributed part of the funding raised to support emergency relief efforts in Sumatra in response to recent floods and landslides.

By turning nutrition into something people can see, touch, and practice, Edufarmers' campaigns try to transform awareness into action. Each egg donated, each habit formed, and each partnership built contributes to a growing movement toward a healthier, more equitable future for Indonesia's children.

ZEROSTUNTING INTEGRATION TO THE NATIONAL FREE MEAL (MBG) PROGRAM



In 2025, Edufarmers became one of the implementing partner for the Government of Indonesia's Makan Bergizi Gratis (MBG) programme — a nationwide initiative providing free nutritious meals to children, pregnant women, and breastfeeding mothers. Edufarmers' decision to participate reflects a direct connection to its Zero Stunting mission:

the affordability gap is one of the most consistent constraints the programme encounters in the field, where families who understand the importance of daily animal protein intake for their children cannot always act on that knowledge because of cost.

MBG addresses that constraint by providing government-funded food access to the populations most at risk of stunting during the critical first 1,000 days of life in addition to school children.



Edufarmers' contribution in 2025 centred on establishing six SPPG kitchen units to deliver the programme on the ground. Five of these are located across :

1. Malang, East Java
 - Sukun (Kota Malang City),
 - Donomulyo (Kota Malang City),
 - Poncokusumo (Kota Malang City),
 - Lawang (Kota Malang City),
 - Turen (Malang Regency)
2. Simalungun, North Sumatra.

The year was focused on construction, equipment installation, food safety certification, and operational expenditure. The investment in this infrastructure — the largest single expenditure Edufarmers undertook in 2025 — reflects the organisation's commitment to building a delivery system that can sustain food access beyond the timeframe of any single donor-funded project.

The Malang concentration is deliberate. Malang Regency is the primary site of Edufarmers' evolving Zero Stunting model, and the MBG kitchens are designed to serve as the food access foundation within that broader programme — pairing government-funded meal provision with Edufarmers' caregiver education, community health worker support, and SAKTI-powered monitoring. The goal is to test whether this integrated approach can prevent new stunting cases from emerging entirely and reduce existing stunting and underweight cases. Reaching zero new stunting cases in Malang is the ambition that shapes how Edufarmers has positioned its role within MBG.



IMPACT STORY

HOW NUTRITION AI CAN HELP A IBU ULFAH'S SEARCH AND DEDICATION TO HER CHILD



— Ibu Ulfah

Ibu Ulfah has never stopped searching for answers. Living in Putukrejo Village, Kalipare District, she juggles life as a housewife, home tailor, and clothes seller while her husband works long days as a construction worker. When her youngest son, Ahmad Zidan, began losing weight month after month, she did what any attentive mother would—she kept looking until she found a solution.

Zidan had been a chubby, healthy baby, but at around seven months old he contracted a skin rash that ravaged his appetite. Suspecting that eggs and chicken were aggravating his condition, Ibu Ulfah made the careful decision to eliminate them. "I didn't dare to give him eggs or chicken. I only dared to give him things like carrots or spinach because I thought they wouldn't have any effect. So it was just vegetables," she explains. Without protein, his weight fell for three consecutive months, and the midwife enrolled him in the ZeroStunting program.

She had already sought a dermatologist, who told her the rash was caused by mites—not eggs. With that reassurance, she agreed to join ZeroStunting and began giving Zidan eggs every day. The journey still involved trial and error: the rash would sometimes return, and she eventually traced it might not to eggs but to flavor enhancers in street food. Slowly, through consistent feeding and the guidance she received along the way, the picture began to change. By the sixth month of the program, Zidan had moved from stunted to a normal height for his age—and his weight had climbed from 8 to 11 kilograms.

Ibu Ulfah's story challenges a common assumption—that stunting happens when mothers do not care or do not have knowledge. Here was a mother who sought medical care, monitored her child closely, and modified his diet with intention. Yet without readily available, personalized guidance, even her best efforts were not enough. As she reflects: "Now I understand more about children's nutrition. I know how beneficial eggs are."

This is where SAKTI has made a real difference. Ibu Ulfah uses the chatbot daily to report egg consumption and monthly to log Zidan's growth—but beyond tracking, it has become her most trusted source of guidance. "The ZeroStunting program is like a boss. Like my boss who always reminds me to give my child an egg every day. So if I don't give an egg, I feel guilty," she says with a laugh. She has asked SAKTI about age-appropriate games for Zidan and turned to it when she needed new meal ideas. Compared to searching online, the difference is clear: "SAKTI is easier because you just open the chat and ask. Whatever you ask is answered right away." For a mother who has always been paying attention, what she needed was not more information—but faster, more reliable access to the right guidance at the right moment. She does have one wish for the future: that SAKTI could also show pictures alongside recipes, to make trying new meals even more tempting!

PARTNERSHIP HIGHLIGHTS

GIZ AGRICRF: BUILDING FINANCIAL RESILIENCE FOR COCOA FARMERS IN INDONESIA



Cocoa farming remains a critical source of livelihood for smallholder households in Central Sulawesi, yet farmers continue to face compounding challenges — rising production costs, unpredictable harvests, and growing climate risks — with limited financial tools to manage them. In response, Edufarmers partnered with GIZ through the Agricultural Climate Risk Financing (AgriCRF) Project to deliver the second and third phase of a financial education initiative for cocoa farming households. In 2025, **the project reached 5,003 farmers from 3,025 households through 220 training sessions**, with participation nearly evenly split between men and women at 50.8% and 49.2% respectively. Grounded in a household-based approach that encouraged husbands and wives to attend together, combining the result of Phase 2 and 3, **the training resulted in 56,25% of participants demonstrating measurable gains in financial knowledge based on pre-post results.**

Recognising that training alone is insufficient to drive sustained behaviour change, the project placed equal emphasis on post-training coaching and monitoring. Over 2,000 households received individual follow-up visits, during which coaches supported families in applying practices such as reviewing budgets, clarifying concepts, and encouraging joint financial decision-making. **The results of phase 3 indicate meaningful early adoption: 45.9% households actively recording monthly income and expenses. Additionally, 38.9% participants who prepared a monthly household.** From this partnership, we learned that personalized household engagement assist farming households in translating theoretical financial knowledge into practice.



This partnership a commitment to building the kind of financial resilience that allows farming households to absorb shocks, invest with confidence, and plan beyond the next harvest. By combining structured financial education with sustained household coaching, local facilitator development, and access-to-finance sensitisation, the collaboration has established a practical and replicable model for embedding financial management within cocoa-farming communities.



PARTNERSHIP HIGHLIGHTS

VISA PERMATA: BUILDING FARMERS FINANCIAL RESILIENCE



Financial resilience starts in farming households and most often female member of the households. Recognizing this, Edufarmers partnered with Visa Foundation to launch the Permata Program (Pelatihan Rumah Tangga Cermat dan Taat Anggaran) – a community based financial literacy initiative targeting women in farming households in Subang and Garut, West Java. In 2025, the program ran its third and last batch, embedding itself within the Plaza Bertani ecosystem.

Throughout the three batches, the program reached **1,698 women**, where **89% adopted financial management practices** and **87% began keeping regular financial records**. The share of women regularly setting aside funds for income-generating activities grew from 17% to 27.6%, signaling a shift from short-term coping toward forward-looking financial planning. Despite the positive trend, there are still gaps when it comes to digital adoption, only 25% had conducted any digital transaction. From implementing this program, we learn that women-cantered financial literacy can represent a low-cost, high-leverage intervention. Unlike insurance schemes that require scale, premiums, and regulatory infrastructure, financial capability can be built now—using existing community networks and trusted community leaders.



PARTNERSHIP HIGHLIGHTS

NURTURING INDONESIA FUTURE FOOD LEADERS: JAPFA SCHOLARSHIP PROGRAM



Food security is achieved by empowering people who dedicate their lives in food production. For Edufarmers, this means looking beyond the farm and investing in the next generation of students who will shape Indonesia's future.

Sharing the same mission and values, PT. Japfa Comfeed Indonesia partnered with **Edufarmers to launch JAPFA Scholarship Program "Beasiswa JAPFA untuk Anak Negeri" reaching 403 students across 23 provinces.** The program supported 211 senior high school students and 192 university students drawn from both high achievers JAPFA employee's family members and public applicants.

Edufarmers' role as implementing partner extends beyond administering selection and disbursing funds. Building on the learnings of implementing Farming for the Nation (*Bertani untuk Negeri*), we recognize that financial assistance does not shape a leader, Edufarmers designed a series of leadership development experiences to complement the financial support. Students participated in a community service program titled Act for the Nation (*Aksi untuk Nusantara*) and joined industry visits designed to connect them with real career pathways in Indonesia's food and agriculture sector. These touchpoints were intentional — building not just academic confidence, but a sense of purpose and belonging within an industry that feeds the nation.



+ 6,600
applicant

The response to the program far exceeded expectations. More than 6,600 young Indonesians applied for the scholarship, and the program generated over one million impressions across online media channels — a testament to the hunger for opportunity that exists across the country. For every student who received a scholarship, thousands more were reached with the message that a future in food and agriculture is a future worth pursuing.



LOOKING AHEAD

Edufarmers plans to enter 2026 with sharper program design, stronger institutional partnership and evidence that its Bertani model and Zerostunting can be taken farther to reach more beneficiaries and deeper impact. Across our agricultural programmes, the focus is on deepening impact where Edufarmers already operates while expanding the reach of its AI tools, both within Indonesia and, for the first time, across borders. On sustainable farming, early research findings on climate-smart approaches such as Alternate Wetting and Drying (AWD) and no burn practice, will be moving from controlled research trial plots into active pilots at the farmer level. And in nutrition, a redesigned ZeroStunting programme — more precisely targeted and more tightly integrated with the government's national free meal initiative — will be piloted and evaluated. The priorities that follow do not represent a change of direction. They represent what it looks like to do the same work better, at greater scale, and in closer alignment with the systems that shape outcomes for farmers and children in Indonesia.



Building on the success of integrating AI technology into agricultural and nutrition programmes, Edufarmers will continue to invest in the development and application of AI solutions across both pillars of its work. In 2026, the focus is on disseminating AI tools at larger scale across Indonesia — moving from early adopters toward broader communities of farmers and health cadres — and on localizing these tools for new geographies. To expand, Google.org announced a US\$3.5 million grant to Edufarmers, bringing AI-powered agricultural advisory to 200,000 smallholder farmers across Thailand and Vietnam, running from 2025 to 2028. This marks Edufarmers' first expansion beyond Indonesia and builds directly on the agronomic AI tools developed and tested through the Pak Dayat programme. Working with local partners in both countries, Edufarmers will develop localized, free AI-powered agronomy chatbots to support crop disease diagnosis, tailored farming advice, and adoption of sustainable agricultural practices, alongside training 30,000 farmers and extension workers in Good Agricultural Practices.



STRENGTHENING GOVERNMENT PARTNERSHIPS

Edufarmers recognises that collaboration with government is central to achieving widespread and lasting change. In 2025, Edufarmers formalised this commitment through a Memorandum of Understanding with the National Nutrition Agency (Badan Gizi Nasional, BGN), a significant step in aligning Edufarmers' nutrition programmes with national policy priorities and government delivery systems. We will continue to build on this foundation — pursuing deeper engagement with key government agencies, expanding the reach of programmes that operate alongside government infrastructure, and positioning Edufarmers' evidence base as a resource for policy-level decision making.



PRIORITISING SUSTAINABLE PRACTICES

Edufarmers is committed to promoting farming practices that improve farmer productivity while reducing environmental impact over the long term. In 2026, this commitment moves from research into active pilots at the farmer level. Key initiatives include:

- **Piloting No-Burn Practice in Indramayu:** Building on Farmer Field School training in composting rice straw as an alternative to burning, Edufarmers will pilot the promotion of no-burn practices at scale in Indramayu — one of Indonesia's key rice-producing districts — with the aim of reducing emissions and restoring soil organic matter across successive seasons.
- **Promoting Biostimulants to Reduce Chemical Fertiliser Dependence:** Edufarmers will pilot the promotion of biological inputs such as biostimulants as a practical, cost-effective alternative to chemical fertilisers, supporting soil health and reducing input costs for smallholder farmers over the longer term.
- **Fundraising to Scale Alternate Wetting and Drying (AWD):** Our 2025 field trial in Klaten demonstrated that AWD can increase rice yield by 8% while reducing water use by 13% and cutting estimated methane emissions by up to 48%. In 2026, Edufarmers is actively seeking partners to support farmer-level pilots of AWD, with the aim of building the on-the-ground evidence needed to make the case for national scale-up.





INTENSIFYING EFFORTS TO COMBAT STUNTING

Edufarmers remains committed to reducing stunting and ensuring optimal development for children in the communities it serves. In 2026, the programme enters a new phase — one defined by a more targeted design, grounded in formative research and field learning from three years of implementation.

Key improvements to the programme design include a sharper focus on the highest-leverage window of the first 1,000 days, with interventions concentrated on pregnant women and children under two years old. Programme components have been refined to reflect what field findings in Malang confirmed: that the primary constraints are protein access, caregiver capability, health financing barriers, and weak early detection of stunting. Accordingly, the revised programme integrates food assistance, demonstration-based behaviour change communication, early red-flag detection, and ensuring access to JKN, reinforced by the SAKTI AI platform. Central to the 2026 strategy is integration with the government's Makan Bergizi Gratis (MBG) free meal programme. Edufarmers is piloting an approach that positions MBG as the primary structural lever for protein access, with ZeroStunting components such as caregiver education, SAKTI-supported monitoring, and targeted supplementary support, layered in to drive behaviour change and strengthen the programme's measurable impact on child growth outcomes. This integration represents a significant opportunity: to demonstrate that a government nutrition delivery platform, when combined with evidence-based behaviour change and AI-supported monitoring, can produce better outcomes for children than either system achieves alone.

FINANCIAL PERFORMANCE AND OVERVIEW

2025 marks as a year of significant program expansion. Two new programs were launched, a nationwide scholarship program in partnership with JAPFA and free meal program. In parallel, Edufarmers' established work in farmer capacity building, applied agricultural research, and stunting prevention continued to deepen its reach. The growth is reflected in our finances. The following sections will explain both the growth and the context needed to interpret them accurately.

Income

Total income in 2025 reached 2.15 million

Most of the Edufarmers' funding in 2025 continued to come from institutional grants, equating to USD 1.87 million or 87% of total income. Additional contributions came from other income sources (USD 260,625), farming income from our research and demonstration plots (USD 17,475), and public donations through crowdfunding and B2B2C channels (USD 878). Partners who supported Edufarmers' work in 2025 include Google.org, PT Japfa Comfeed, GIZ, Nestlé, Kitabisa, and Visa Foundation, among others.

2025 income appears lower than 2024, due to a change in accounting presentation rather than a decline in new program funding. Edufarmers' 2023 and 2024 financial statements were prepared on a full cash basis — income and expenditure were recorded when cash was received or paid. In 2025, the Foundation adopted accrued revenue recognition. This is a stronger accounting practice, but it means that 2025 grant income reflects only what has been earned against promised activities in the given year, even if larger tranches have already been received.

DONATION AND OTHER INCOME	2025	2024	2023
	USD	USD	USD
GRANTS	1,874,699	3,291,035	942,227
FARMING INCOME	17,475	22,026	6,708
PUBLIC DONATIONS (I.E. CROWDFUNDING, B2B2C)	878	1,240	4,816
OTHER INCOME	260,625	8,094	304,033
TOTAL DONATION AND OTHER INCOME	2,153,676	3,322,394	1,257,784

*Conversion rate: 1 USD = IDR 16,870

Expenses

Total expenditure grew to USD 3.08 million, driven by new programmes

In 2025, Edufarmers' total expenditure reached USD 3.08 million — an increase of 112% over USD 1.45 million in 2024. Of this total, USD 1.79 million (58%) was directed to direct programme delivery, while USD 1.30 million (42%) covered the organisational functions required to manage an expanding portfolio across multiple provinces.

The growth in expenditure is explained primarily by two new programmes launched in 2025:

- **MBG (Makan Bergizi Gratis):**

The set up to deliver free meal programme in partnership with government stakeholders in six areas, accounted for USD 724,189 in its inaugural year. The large expense was primarily for setting up the kitchens and obtaining multiple certifications to ensure food safety.

- **Japfa Scholarship:**

A national scholarship programme supporting 403 students across 23 provinces, adding USD 155,789 in first-year costs.

Beyond these new workstreams, expenditure on existing programmes also increased, reflecting expanded reach.

Expenses	2025	2024	2023
	USD	USD	USD
PROGRAM			
BERTANI UNTUK NEGERI	197,669	318,811	330,737
AGRICULTURE DEVELOPMENT RESEARCH	160,978	67,124	81,265
STUNTING	183,289	90,179	51,549
OTHER MARKETING & FUNDRAISING SUPPORT	63,475	21,371	45,630
AGRI SERVICES	36,788	453	-
AGRINNOVATION CONFERENCE	120,236	27,731	64,307
BERTANI ACADEMY	3,919	18,972	-
BERTANI	130,637	83,385	-
PIK II	8,151	7,173	-
JAPFA SCHOLARSHIP	155,789		
MBG	724,189		
TOTAL PROGRAM EXPENSES	1,785,120	635,199	573,487
ADMINISTRATIVE EXPENSES	1,299,985	816,800	723,918
TOTAL EXPENSES	3,085,105	1,451,999	1,297,405
INCREASE / DECREASE IN NET ASSETS	(931,428)	1,870,395	(39,621)
NET ASSETS AT BEGINNING OF THE YEAR	2,138,151	267,756	307,376
YEAR END BALANCE	1,206,723	2,138,151	267,756

*Conversion rate: 1 USD = IDR 16.870

Net assets

The year-end balance of USD 1.21 million is fully committed

During the transition of our book keeping practices, there is an apparent difference. We used recognized (accrued income) and recorded expenditure in 2025. In other words, expenses remain on a cash basis, meaning that costs are recorded when paid, while income is recognised more gradually under the new accrual methodology. The two timelines do not perfectly align.

The net asset position of USD 1.2 million at year-end does not represent uncommitted or discretionary surplus. It represents timing differences from the asymmetric accounting treatment, where grant was accrued in 2025, however the corresponding cash outflows have not occurred. These funds are fully committed and will be deployed in the coming programme cycle. Edufarmers received sufficient grant funding in 2025 to meet all programme commitments.

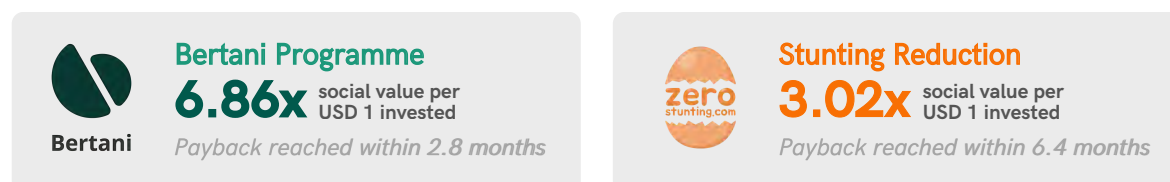


Social return on investment

Every USD 1 invested in Bertani program generated up to USD 6.86 in social value¹

To provide partners with a more complete picture of the value generated by Eufarmers' programme investment, the Foundation commissioned an independent Social Return on Investment (SROI) assessment for two of its flagship programmes: the Bertani agricultural empowerment programme and the Stunting Reduction programme.

The assessment was conducted for program expense in 2025 and benefits experienced by beneficiaries reached in the same year using the internationally recognised SROI framework, combining field observation, stakeholder interviews, and financial valuation.



For every USD 1 invested in the Bertani, the assessment estimated approximately USD 6.86 in social value generated. The total present value of benefits reached USD 2.8 million against a present value of investment of USD 442,823². The programme recovered the equivalent of its full investment within approximately 2.8 months of the 2025 programme year.

The strongest value pathway was the adoption of Good Agricultural Practices (GAP) among participating farmers, which generated measurable income gains across rice and horticulture, where farmers in Bertani villages earned 15-20% higher income in comparison to neighbouring villages unexposed to Bertani. Additional value was generated through farmer capacity building, peer learning networks, expanded access to agricultural services, and the diffusion of agronomic knowledge through the Pak Dayat AI platform to 1,216 unique users.

Meanwhile, for every USD 1 invested in the Stunting Reduction programme, the assessment estimated approximately USD 3.02 in social value generated. The total present value of benefits reached USD 294,915 against an investment of USD 97,569³, with payback achieved within approximately 6.4 months.

Value was generated across four stakeholder groups: children, particularly through improved anthropometric outcomes and avoided treatment costs; caregivers through strengthened nutrition knowledge and greater consistency in child growth monitoring; health cadres and field facilitators, through improved reporting capacity.

¹ **A note on scope:** The SROI assessment covers the Bertani and Stunting Reduction workstreams for the 2025–2026 period and reflects the first year of a three-year implementation cycle. The ratios presented are evidence-based estimates of social value to date, incorporating standard SROI correction factors (deadweight, attribution, displacement, and drop-off), rather than a final measure of the programmes' full impact potential. For the calculation, NICE Indonesia used 1 USD = IDR 17.655

² The investment value of USD 443,908 includes personnel, marketing costs of disseminating the AI, development of AI (depreciation costs), and Bertani program related costs. The number USD 422.823 is the present value of investment after compound rate calculation.

³ The investment of USD 102,435 includes personnel, development of AI, and stunting program related costs. The investment cost of stunting is far lower than Bertani, due to the smaller number of beneficiaries and in 2025 and the development of AI was still in its early product phase.

ANNEX

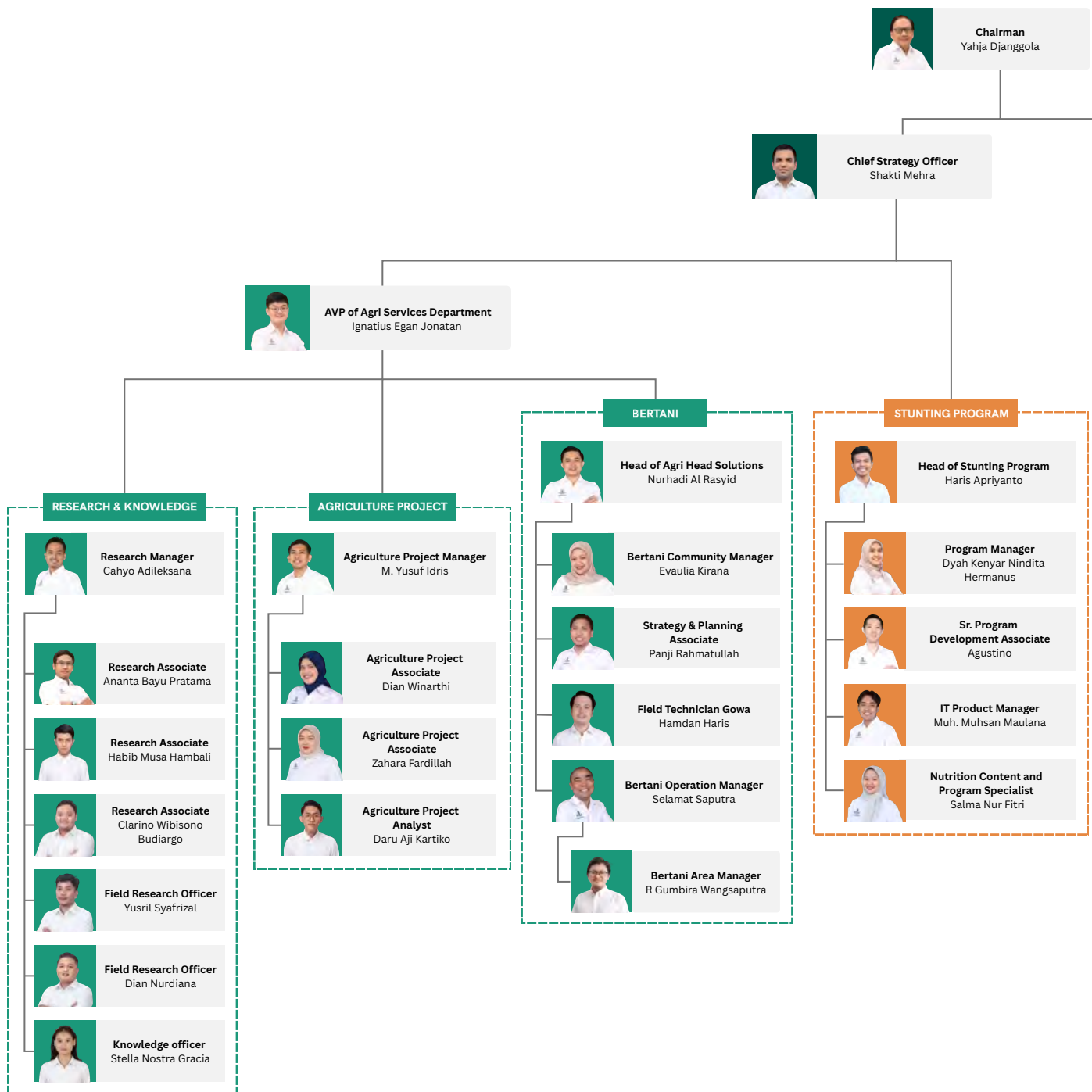
2024-2025 Financial Review

	2025		2024	
	IDR	USD	IDR	USD
DONATION AND OTHER INCOME				
GRANTS	31,626,173,486	1,874,699	55,519,755,601	3,291,035
FARMING INCOME	294,802,979	17,475	371,577,840	22,026
PUBLIC DONATIONS (I.E. CROWDFUNDING, B2B2C)	14,809,002	878	20,917,988	1,240
OTHER INCOME	4,396,735,822	260,625	136,540,446	8,094
TOTAL DONATION AND OTHER INCOME	36,332,521,289	2,153,676	56,048,791,875	3,322,394
EXPENSES				
PROGRAM				
BERTANI UNTUK NEGERI	3,334,680,441	197,669	5,378,342,547	318,811
AGRICULTURE DEVELOPMENT RESEARCH	2,715,693,295	160,978	1,132,382,724	67,124
STUNTING	3,092,085,005	183,289	1,521,322,722	90,179
MARKETING & FUNDRAISING SUPPORT	1,070,817,247	63,475	360,526,426	21,371
AGRI SERVICES	620,614,339	36,788	7,646,145	453
AGRINNOVATION CONFERENCE	2,028,383,092	120,236	467,820,240	27,731
BERTANI ACADEMY	66,118,250	3,919	320,056,132	18,972
BERTANI	2,203,840,390	130,637	1,406,696,685	83,385
PIK II	137,513,746	8,151	121,013,671	7,173
BEASISWA JAPFA	2,628,165,816	155,789	-	-
MBG	12,217,060,477	724,189	-	-
TOTAL PROGRAM	30,114,972,099	1,785,120	10,715,807,292	635,199
ADMINISTRATIVE				
PERSONNEL	13,767,065,092	816,068	10,515,323,279	623,315
OFFICE ADMIN	110,993,790	6,579	235,969,422	13,988
BANK CHARGES	13,299,950	788	5,596,966	332
DEPRECIATION	1,684,960,662	99,879	165,522,349	9,812
OPERATION SUPPORT	3,178,756,415	188,427	784,684,699	46,514
MAINTENANCE AND REPAIR	1,389,855,886	82,386	800,951,803	47,478
TAXES	1,785,811,148	105,857	1,271,369,088	75,363
TOTAL ADMINISTRATIVE EXPENSES	21,930,742,943	1,299,985	13,779,417,606	816,800
TOTAL EXPENSES	52,045,715,042	3,085,105	24,495,224,898	1,451,999
INCREASE/DECREASE NET ASSETS	(15,713,193,752)	(931,428)	31,553,566,977	1,870,395
NET ASSETS AT BEGINNING OF THE YEAR	36,070,603,093	2,138,151	4,517,036,116	267,756
NET ASSETS AT LAST MONTH OF THE YEAR (DECEMBER)	20,357,409,341	1,206,723	36,070,603,093	2,138,151

* Conversion rate: 1 USD = IDR 16,870

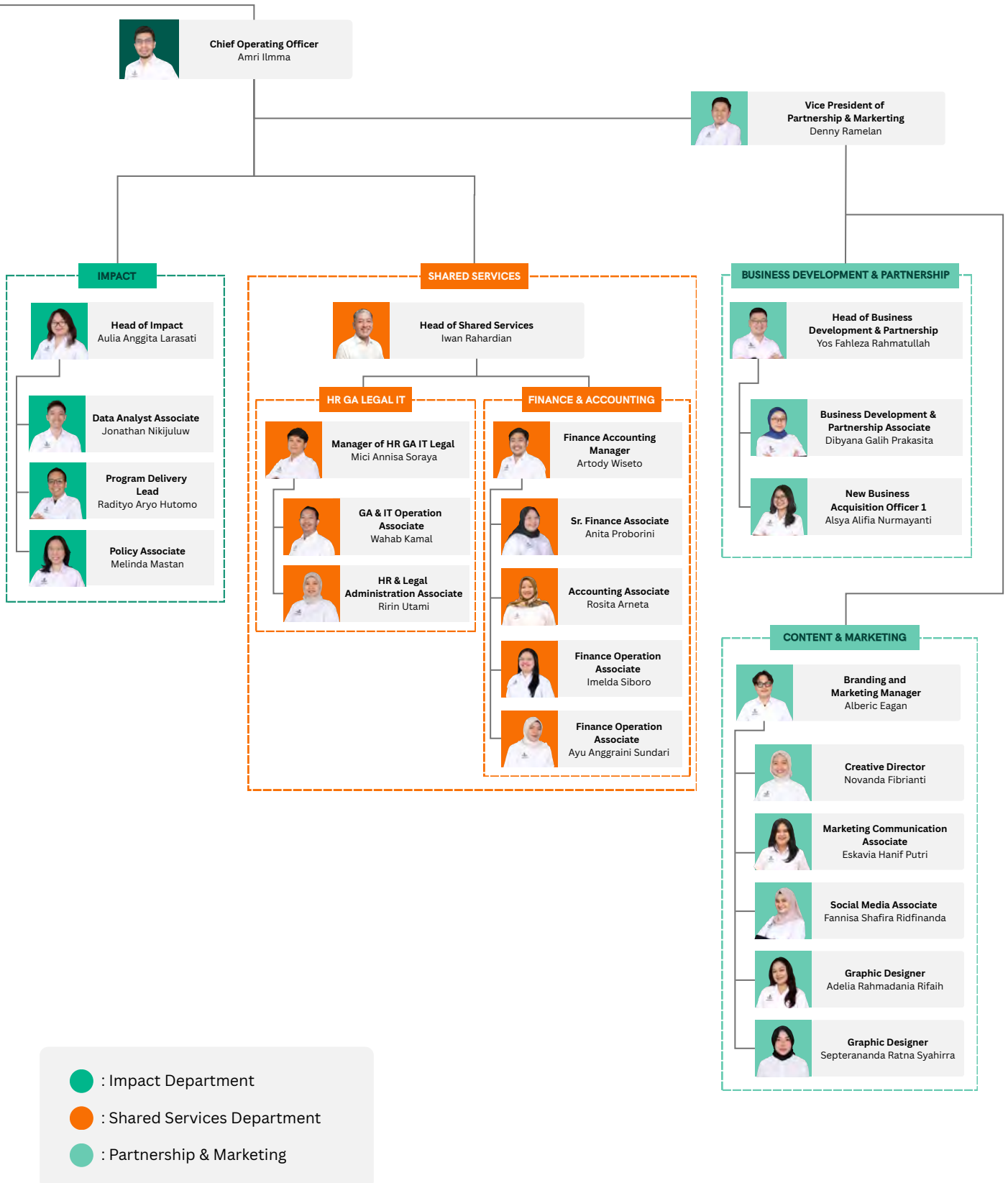


Our Team



- : Agri Services Department
- : Stunting Program Department





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 organisation's contributions to the 2030 Agenda.

SDG Goals	Contribution
1 NO POVERTY 	The Bertani programme directly increases smallholder farmer income through improved productivity. Farmers in Bertani villages earned IDR 14 million (USD 830) more in profit per planting season than neighbouring. This directly relates to Indicator 1.1.1 (Proportion of population below the international poverty line).
2 ZERO HUNGER 	• Farmer Productivity & Income: Activities enhancing farmer productivity through the Bertani ecosystem (6,749 farmers, 43 villages) directly target Indicator 2.3.1 (Volume of production per labour unit) and Indicator 2.3.2 (Average income of small-scale food producers). • Addressing Stunting & Malnutrition: The ZeroStunting programme, directly addresses Indicator 2.2.1 (Prevalence of stunting) and Indicator 2.2.2 (Prevalence of malnutrition). • Sustainable Agriculture: Agronomic trials including Alternate Wetting and Drying (AWD) and regenerative practices align with Indicator 2.4.1 (Proportion of agricultural area under productive and sustainable agriculture).
3 GOOD HEALTH AND WELL-BEING 	• Addressing Stunting & Child Mortality: The ZeroStunting programme's focus on reducing malnutrition contributes to lowering child mortality risk, aligning with Indicator 3.2.1 (Under-5 mortality rate) and Indicator 3.2.2 (Neonatal mortality rate). Stunting prevalence declined 5.4–14.3% across programme sites. • Health Worker Capacity: SAKTI strengthened the monitoring and reporting capacity of Posyandu cadres and field facilitators. Posyandu visit compliance rose from 88% to 97%, and the tool saved an estimated 522 staff hours over six months, relating to Indicator 3.c.1 (Health worker density and distribution).
4 QUALITY EDUCATION 	• Farmer field schools, agronomic AI adoption training, caregiver nutrition workshops, and the JAPFA Scholarship Programme all constitute structured educational activities, contributing to Indicator 4.3.1 (Participation rate of youth and adults in formal and non-formal education and training). • Education for Sustainable Development: Training content covering sustainable agriculture, climate-adaptive farming, and financial resilience aligns with Indicator 4.7.1 (Extent to which education for sustainable development is mainstreamed).
5 GENDER EQUALITY 	• Women's Financial Empowerment: The Visa Permata programme reached 1,698 women in farming households and GIZ AgriCRF cocoa program relates to Indicator 5.a.1 (Proportion of total agricultural population with ownership or secure rights over agricultural land and financial resources).
8 DECENT WORK AND ECONOMIC GROWTH 	• Farmer Productivity & Income: Activities improving the productivity and income of smallholder farmers contribute to Indicator 8.2.1 (Annual growth rate of real GDP per employed person). Farmers in Bertani villages earned IDR 14 million more in profit. • Productivity & Growth: JAPFA Scholarship engaged 403 students across 23 provinces in productive career pathways in Indonesia's food sector, relating to Indicator 8.6.1 (Proportion of youth not in education, employment or training).

IMPACT EVALUATION & METHODOLOGY SECTION

The numbers reported in this document are the product of deliberate methodological choices. This section explains how each major set of results was generated, what the methods can and cannot support, and how readers should interpret the findings.

Bertani Program Evaluation

The core question for the Bertani evaluation was whether farmers living in villages reached by the programme improved their agricultural outcomes, specifically in yield, gross income, and profit — relative to what they would have achieved without the programme. **Edufarmers used a difference-in-differences (DiD) approach. Rather than comparing Bertani farmers against a national average or a distant reference group, we identified comparison villages within a 10-kilometre radius of each Bertani village — close enough to share the same weather, the same local markets, and the same seasonal shocks, but not part of the Bertani ecosystem.**

By measuring how outcomes changed over time in both groups and comparing those changes, we aimed to isolate the estimated effect of Bertani from conditions that affected everyone equally. Farmers were randomly surveyed across both Bertani villages and comparison villages. Statistical controls were applied for crop type, district (*kabupaten*), land size, and pest and disease pressure to account for differences in farm characteristics that could confound the comparison. The results reported in this document are regression-adjusted estimates, not raw averages.



How outcomes are measured

Yield was calculated from farmer-reported harvest quantities. Gross income was calculated from those quantities multiplied by observed or reported output prices. Total production expenses were estimated using a proxy approach: farmers reported the quantities of fertilizer, pesticide, fungicide, seed, and labor they used, which were then multiplied by prevailing local prices.

Limitation

These findings cover a single production cycle in Garut, Indramayu, and Subang. The direction of the results is clear and consistent across key outcomes — Bertani villages outperformed comparison villages on yield, gross income, and profit — and is statistically significant. However, two important limitations apply:

1 Production cost estimates rely on farmer recall of input use rather than full farm accounting. If inputs were under-reported, expenses may be underestimated, which would mechanically inflate net income figures. For this reason, net income estimates are best interpreted as indicative rather than precise accounting figures. The comparison between treated and control villages remains valid, as any recall bias is unlikely to differ systematically between the two groups.

2 Pak Dayat, Edufarmers' agronomic AI tool, functions as an integrated reinforcement layer within the Bertani ecosystem rather than as a standalone intervention. Because AI adoption was embedded within programme villages and recall of usage among surveyed farmers was limited, we cannot statistically isolate Pak Dayat's independent contribution to outcomes in this cycle

Stunting Program Evaluation

The Zero Stunting programme evaluation tracks changes in child nutritional status over the course of the programme cycle, with a focus on two primary outcomes: stunting prevalence (measured through height-for-age) and underweight prevalence (measured through weight-for-age).

Secondary outcomes include changes in compliance behaviours — egg consumption and Posyandu visit attendance — which serve as indicators of programme engagement and caregiver behaviour change.



The stunting evaluation uses a pre-post design: survey data are collected at baseline (programme enrolment) and at endline (six months later, at programme completion).

Results reflect the change in nutritional status among enrolled children over that period. Unlike the Bertani evaluation, the stunting programme does not use a control group. This means that reported changes in stunting and underweight prevalence cannot be attributed exclusively to the programme — seasonal growth patterns, other interventions, and household-level factors may also contribute. Results are reported as observed changes rather than estimated causal impact.

How outcomes are measured

Child nutritional status is assessed using standardised anthropometric indicators. Height-for-Age z-score (HAZ) is used to classify stunting status, with a child classified as stunted at HAZ below -2 and severely stunted at HAZ below -3. Weight-for-Age z-score (WAZ) is used to classify underweight status, with underweight defined as WAZ below -2. Z-scores are calculated based on Indonesia Ministry of Health Child Growth Standards. For monthly growth tracking we use data from community health centers, there are also several projects such as Nestle program and the program with Google.org where anthropometric measurements are also taken by trained enumerators during the surveys using calibrated equipment at both baseline and endline.

Whereas to track for program compliance and behavior change, egg consumption and Posyandu visit rates, we used the AI chatbot, or SAKTI platform. Caregivers submit daily photo evidence of egg consumption via the SAKTI WhatsApp chatbot. Posyandu attendance is recorded by health cadres and uploaded to the programme dashboard.



Limitation

Stunting reduction figures reported in this document represent changes in the number and proportion of enrolled children classified as stunted or underweight between the start and end of the programme, across sites with completed endline assessments. Results vary across implementation sites and partner programmes, reflecting differences in baseline severity, age composition of enrolled children, and programme duration. The overall averages reported, 11% stunting prevalence reduction and 25.58% underweight prevalence reduction across sites with completed endlines, are aggregated across the different projects and should be understood in that context.



Social Return of Investment (SROI)

The Social Return on Investment (SROI) assessment provides a monetised estimate of the social value generated by programme investment. It is designed to give partners a broader picture of the value created beyond the direct outputs counted in programme data, capturing gains to beneficiaries, communities, and systems.

The SROI assessment for the Bertani and Stunting Reduction programmes was conducted independently by [NICE Indonesia](#) using the internationally recognised SROI framework, combining field observation, stakeholder consultation, and financial valuation of programme outcomes.

For each programme, total social value was calculated by identifying the key outcomes experienced by beneficiaries, assigning a financial proxy to each outcome, and summing the present value of those benefits over the assessment period. The SROI ratio is then calculated by dividing the total present value of benefits by the present value of investment.

Four standard correction factors were applied to avoid overstating the programme's contribution:

1

Deadweight

accounts for the proportion of outcomes that would have occurred anyway, without the programme.

2

Attribution

accounts for the contribution of other organisations or factors to the observed outcomes.

3

Displacement

accounts for any unintended negative effects elsewhere that offset the benefits counted.

4

Drop-off

accounts for the declining relevance of outcomes over time, where benefits do not persist indefinitely at the same level.

The SROI ratios should be read as evidence-based estimates of social value relative to investment to Bertani and Zerostunting program in 2025, not as precise accounting figures. The assessment covers the first year of what is designed as a three-year implementation cycle; programme value typically grows as practices are sustained and behaviours consolidate over multiple seasons or programme rounds. The ratios presented here reflect value generated in the 2025 period and are likely to be conservative relative to the full potential impact of both programmes over their intended duration.

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

Let's create impact together.
Contact us **at** partnership@edufarmers.org for
collaboration opportunities.

EduFarmers International Foundation
Luminary Tower, level 62 - Thamrin, Nine Complex,
Jl. MH Thamrin No. 10 RT.1/RW.20, Kb. Melati, Tn. Abang,
Central Jakarta 10230
Telephone: (+62 21) 3970-2294