

STRATEGY FOR REVITALIZING POST-HARVEST HANDLING SYSTEM TO IMPROVE THE COMPETITIVENESS OF INDONESIAN HORTICULTURAL PRODUCTS**Sutrisno¹⁾, E. Darmawati¹⁾, Sugiyono²⁾, Ismi M. Edris²⁾**

¹⁾ Lecturer of Department of Agricultural Engineering, Faculty of Agricultural Technology, e-mail: kensutrisno@yahoo.com, Tel/Fax: +62 251 8624 593 & emi_handono@yahoo.com

²⁾ Student of Department of Agricultural Engineering, Faculty of Agricultural Technology, Bogor Agricultural University, Po. Box. 220, Bogor 16002, Indonesia e-mail : sugiyono.bisa@yahoo.com & ismi.edris@gmail.com

,ABSTRACT

The aim of post harvest handling development is to improve product competitiveness through improving added value, decreasing yield losses and improving quality that will also increase the income of growers accordingly. At least 20% losses is occurred in developing countries due to poor post harvest handling implementation. Thus could be occurred due to the factors involved, i.e. physical activities, institutions and policies which have not been well integrated yet that cause to unreadiness to face an evolving market situation. The increasing of market demand for horticultural products particularly exotic tropical fruits doesn't always create positive impact for Indonesian products due to more strict quality requirements both from international and local consumers, market competition and product's forms diversification demand. Agricultural products certification schemes are now a compulsory requirement from international markets to convince that the producing activities are environmental friendly; have traceability; implementing good agricultural practices; concerning on workers health, welfare and safety that produces safe to eat products. Government with all actors involved in horticultural business and industry must prepare immediately to compete with others countries and supply products needed to meet consumers demand. This paper was objected to provide ideas related to what strategy in order to improve post harvest handling system of horticulture in Indonesia through analysis of Strength, Weakness, Opportunities and Threat (SWOT). Based on the analysis, strategy need to be implemented is to revitalize the post harvest handling of horticulture that can be obtained through: (i) accelerating technology diffusion and post harvest management; (ii) improving and strengthening infrastructures facilities on post harvest handling system to meet the requirement of global and regional certification; (iii) provision of incentives to producer (supplier) who implement good post harvest handling activities; (iv) improving human resource capacity and skills in the application of good post harvest handling and standardization system; (v) strengthening postharvest institutions and networks in supply chain establishment; (vi) socialization, assistance and supervision in the implementation of standardized systems for strengthening quality management.

Keywords: Certification, Post harvest handling, Horticulture, SWOT

INTRODUCTION

Indonesia has a big potency on agricultural produces particularly on horticulture. Horticultural business sector roles Gross Domestic Product by Rp 76.79 trillion in 2007 and then increases 4.55 % to Rp 80.29 trillion in 2008 (Sinar Tani, 2010). Productivity and exporting volume of Indonesian horticultural produces increase during the last five years (2003-2007) (MoA, 2009). Indonesia has a big opportunity for extending its agricultural business as Indonesia is well known for its exotic fruits in international market; production centers are found throughout the provinces with different peak season. Ministry of Agriculture (MoA) has established horticulture area which integrates cultivating activities, packing house activity and supply chain management. For fruits produces, activities of MoA focuses on primary commodities i.e. banana, orange, pineapple, mango, snake fruit, lichi fruit, mangosteen, etc.

The performance of agricultural produces, both in quantity and quality, is determined from on farm activities. However, an improvement and effort to maintain fruits quality during off farm activities need to be implemented through an appropriate post harvest handling to increase