

Private Participation In Establishing A Product Certification Body of Seed & Breeding Stock Poultry in Indonesia

Authors:

A Sasomo, K Setyowati, R H Haryanti

Affiliation:

Department Public of Administration
Faculty of Social and Political Sciences, UNS
Surakarta, Central Java, Indonesia



Introduction

Annual growth rate of poultry protein between 2015 and 2025 is estimated at +2.4%. Indonesia ranks 7th in the world with chicken meat production of 3.316 million tons. Product competitiveness is one of the problems in poultry. Standard products are required in global trade. Private participation in the development of product certification bodies is required.

literature review with the main sources of national and international journal articles, including books and several news or articles in online media with the relevance of articles to the research theme. The literature search was conducted in July-August 2021.



Literature

Public Privat Partnership (PPPs) harness the financial power of the private sector for the provision of public facilities or services. Engaging the private sector in the provision of public facilities and services will help reduce the budget burden, collaborative efforts in which private actors pool their resources with public sector organizations in long-term collaborative engagement (Hermans et al, 2019) (Grimsey & Lewis, 2002) (Zhang X, 2015)

Standardization of products as the operating mechanism of production and marketing systems. Product certification bodies provide quality assurance of products and services in accordance with standards. The use of Indonesian National Standard (SNI) is one way the government as a capital competes in the global market. (Clayton & Preston, 2003) (Hatanaka et al, 2005) (Escanciano & Santos, 2014)

The only institution that provides certification services for livestock seed and seed products (including poultry) is LSPPro seeds and livestock seeds which are under the Ministry of Agriculture of the Republic of Indonesia. Poultry seeds and seedlings can be in the form of hatching eggs (HE) & day-old chicks (DOC). 35 poultry breeding companies are members of the GPPU association. The export value of livestock seeds and seeds is an average of 1 million US dollars/year (2015-2020). One form of private participation in PPPs that has been carried out is through close house cage grants to several universities.



Conclusion

International market pressures require agricultural commodity producers to adhere to sustainability standards to enter the market. Multiplying Indonesian National Standard (SNI) is one of the competing capitals in the global market. The poultry industry will continue to grow in line with global progress. Therefore, the development of poultry industry that has high product competitiveness, must continue to be carried out simultaneously and continuously by realizing harmonization of policies that are cross-sectoral / institutional

Method



Result

