

Cost effective biosecurity for non-industrial
commercial poultry operations in Indonesia
ACIAR project; AH/2006/169

Travel Report No 9
7th to 16th April, 2010



compiled by:
Dr Tristan Jubb (Consultant Veterinarian)
Dr Ian Patrick (Team Leader)

Cover picture: Ibu Wahida of ICASEPs facilitating the healthier poultry market chain workshop in Bogor

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Logistics and administration

Drh. Bugie Kurnianto - PBUI

Ir. Putu Sarini Pande - PBUI

Drh. Didin Sudiana - PBUI

Advice and coordination support

Ir. Don P. Utoyo MBA - FMPI

Dr Tjeppy Soedjana DGLS

Drh Agus Wiyono DGLS

Dr Jim McGrane FAO

Dr Arief Daryanto IPB

Dr Desianto B. Utomo CPI/GPMT

Abbreviations and acronyms used in this report

AARES	Australian Agricultural and Resource Economic Society
ACIAR	Australian Centre for International Agricultural Research
BCG	Biosecurity Consultative Group
Bupati	Head of a <i>Kabupaten</i>
CPI PT	Charoen Pokphand Indonesia
DGLS	Directorate-General Livestock Services (Dept. of Agriculture, Jakarta)
Dinas	A provincial or district government department
FAO	Food and Agriculture Organisation (United Nations)
FGD	Focus Group Discussion
FKMP	<i>Forum Komunikasi Masyarakat Perunggasan</i> (South Sulawesi)
FMPI	<i>Forum Masyarakat Perunggasan Indonesia</i> (Indonesian Poultry Industry Forum)
GAPPI	<i>Gabungan Perusahaan Perunggasan Indonesia</i> (Indonesian Association of Poultry Producers)
GAPOKTAN	<i>Gabungan Kelompok Tani/Ternak</i> (South Sulawesi)
GFP	Good farming practice
GOPAN	<i>Gabungan Organisasi Peternak Ayam Nasional</i> (National Association of Poultry Farmers)
GOI	Government of Indonesia
GPMT	<i>Gabungan Perusahaan Makanan Ternak</i> (Association of Indonesian Feedmillers)
HPAI	Highly Pathogenic Avian Influenza
ICASEPS	Indonesian Center for Agro-socioeconomic and Policy Studies
IPB	<i>Institute Pertanian Bogor</i> (Bogor Agricultural University)
Jabar	West Java
Kab	<i>Kabupaten</i> (District)
Kec	<i>Kecamatan</i> (Sub-district)
Kel	<i>Kelurahan</i> (village)
ND	Newcastle disease
PBUI	<i>Pusat Biosecurity Unggas Indonesia</i> (Indonesian Poultry Biosecurity Centre)
PINSAR	<i>Pusat Informasi Pasar & Peternak Ayam Rasa</i> (Indonesian Poultry Farmer and Poultry Market Information Centre)
PPC	Provincial Project Coordinator
PSC	Provincial Steering Committee
RPA	<i>Rumah Potong Ayam</i> (poultry slaughterhouse)
SADI	Smallholder Agribusiness Development Initiative
Sulsel	South Sulawesi
TOT	Training of Trainer
UNE	University of New England
UNUD	Udayana University (Bali)

1. Objectives

Drs Ian Patrick and Tristan Jubb visited Indonesia from 7th to 15/16th of April 2010 to implement further the activities of ACIAR project AH/2006/169 *Cost-effective biosecurity for non industrial commercial poultry operations in Indonesia*. Their itinerary is shown in Appendix 1.

The specific objectives of the visit were:

1. To plan and run workshops on implementing healthier poultry market chains in Bogor and Denpasar
2. To participate in a BCG meeting and PSC meetings in Bogor and Bali
3. To update senior Indonesian government and industry stakeholders of the progress of the project
4. To plan with other donors, the biosecurity survey results workshop schedule for June 2010
5. To participate in a project team meeting and discuss work plans with individual team members

2. Activities, observations and outcomes

The observations and outcomes in relation to the objectives of the visit are discussed under the headings below.

2.1. Project workshops on healthier poultry market chains in Bogor and Denpasar

Introduction

This visit objective is aligned with Activities 2.3 and 3.3 of the project proposal. Activity 2.3 is to *Identify market chain issues (post farm-gate) that limit the ability of NICPS farmers to adopt biosecurity measures*; Activity 3.5 is to *facilitate, with industry ownership and control, adoption of biosecure NICPS farms and a poultry marketing chain*.

It is the intention of the project to establish a market chain for product from biosecure poultry farms. The products are eggs or meat. The farms are small scale commercial poultry farms typical of Sector 3 in Indonesia. PBUI-trained advisors will have worked with the farmer to develop and implement a biosecurity plan to keep pathogens out of the flock. PBUI-trained auditors will audit the farms and recommend accreditation of those farms that have properly implemented the biosecurity plans. The PBUI will accredit farms and issue certificates to the farmer, accordingly. The farmer can then use the certificate for many purposes such as applying for loans from financiers, negotiating contracts with integrators, achieving membership of a farmers' or producers' association or gaining a license from government.

However, the most important purpose is for the certificate to be used as the basis for selling eggs or live birds into a niche chain that commands a premium price from consumers. A successful outcome would be if a premium price was paid to farmers for such product thereby encouraging more poultry farmers to improve their farm biosecurity. This should lead to better control of diseases such as avian influenza, Newcastle disease, Gumboro and salmonellosis if the system became widespread.

What follows is a description of initial steps taken to establish the health poultry market chains in the Bogor area of West Java and in Bali.

Two one-day workshops were conducted, one in Bogor (West Java) and one in Denpasar (Bali) to commence the establishment of healthier poultry market chains. They were preceded by a day of planning for the workshop where the guidelines for facilitators were prepared or reviewed (see Appendix 2). The workshops were planned and facilitated by Wahida of ICASEPs with the support of Dr Wendy Umberger of University of Adelaide. Wendy is a lecturer at Adelaide University and is Wahida's PhD supervisor. Wahida's area of research will include the economics of poultry market chains in Indonesia. Support roles in the planning and delivery of the workshops were played by Bugie Kurnianto (Bogor workshop) and Sarini Pande (Denpasar workshop). Midha and Pak Wahyu observed the planning and conduct of the Denpasar workshop so that they could organise a similar workshop in Makassar in June.

The workshops aimed to:

- a. define the roles of all stakeholders in regulating and accrediting their activities
- b. identify the required communication and transport systems to be implemented
- c. define the process of implementing minimum standards for all stakeholders
- d. define risks in implementing
- e. define a timetable for implementation

The following mission statement for this stage of the project was proposed:

“Establish a niche broiler or egg market chain that provides product from a certified biosecure farm meeting agreed GFP standards. The consumer must be assured that the product is from a biosecure farm.”

A draft program used as a guide for the schedule of the workshop topics including the preceding PSC meeting is shown in Appendix 3.

The participants were mainly the stakeholders in the market chain. Included were farmers, government officers, slaughter house operators and supermarket representatives. They were selected on the basis of them being likely collaborators in a pilot project to establish a healthier poultry market chain. The names and organisations of the participants at the two workshops are shown in Appendix 4. The majority of the discussions at both workshops centred around the following issues identified below.

The number of farms necessary to supply an adequate number of birds

- The importance of identify collaborating farms and the slaughterhouses and supermarkets into which they will feed product as soon as possible to keep within the project time frame. The project has 2 years left to run.
- A critical mass (number) of broiler farms is required to provide unbroken supply stream of product.
- A lesser number of layer farms are required for the pilot, as the supply stream of eggs is less likely to be broken, i.e. eggs are sold every day, broilers are sold every 6 to 8 weeks in cohorts.
- The issue of daily supply of broilers from a biosecure farm is difficult. Supermarkets in Bogor and Bali suggested demand may range from 15 to 60 birds per day which is a very small number and difficult for farmers, who sell in cohorts of at least 500 birds, to manage. Larger demand from more supermarkets would overcome this issue but would cause other difficult management issues such as accrediting a higher number of farms and developing adequate transport systems from 1 RPA to many outlets selling small quantities of product. This may well be the major factor that needs to be resolved. Further research is needed by Bugie and

Sarini to trace back existing similar products already being sold in supermarkets. 'Organic' chicken presently being sold at a premium in the supermarket chain Carrefour in Bali is sourced from RPAs in Kab. Bogor (West Java) and Kab. Tangerang (Banten) and flown from Jakarta each day.

- Holding a field day after a suitable period, e.g. 12 months, to showcase one of the more successful farms and its market chain. This is intended to encourage other farmers in the community to participate in the scheme thereby assuring critical mass of product and achieving community-wide farm biosecurity and disease control. Need to keep in mind the need to explain intrinsic benefits to production and animal welfare that result from improved biosecurity that occur separately to the extrinsic (i.e. premium price, loan negotiation) advantages of a certificate. Testimonials from participating breeders, feedmillers, traders RPAs, farmers and stakeholders in the market chain will be important.

The biosecurity standards and accreditation and auditing system that will be applied to farms,

- Recognised steps are to develop and implement farm biosecurity plans, then audit and accredit farms. If there are more than about six farms, then extra training courses and restructuring of budget may be necessary to conduct primary or refresher training of advisors and auditors to service a particular area.
- Recurring issue raised is difficulty for farmers and their workers to attend training courses because they have limited time. Therefore, farm-based training using farm walks is a possibility.
- The advisory and auditing services for the healthier poultry market chain should at some stage be provided by advisors already trained by the PBUI to exercise their new-found skills and knowledge. It will be important to ensure a system is in place to maintain the consistent application of agreed standards.
- Some financial incentives paid to advisors and auditors may be necessary to kick start their involvement as farmers are unlikely to be willing to pay for an unproven, untested system.
- One challenge that will need to be managed carefully is that most farmers think they have adequate if not good biosecurity on their farms even though they have not by PBUI standards.

The biosecurity standards that will be applied by collectors and in the slaughterhouse

- There were questions raised about biosecurity and potential for cross contamination and transfer of infection during transport by collectors, during slaughter and in the wet market or supermarket. A quick assessment of the risks is warranted.
 - Mixing of birds during transport and while awaiting slaughter at the abattoir usually occurs over a relatively short period measured in hours. For example, broilers are collected in late afternoon or early evening, slaughtered overnight and are in wet markets very early next morning.
 - A similar time frame occurs for broilers destined for supermarket shelves. Some of the birds are sold fresh and others are frozen and stored for days or weeks before selling.
 - The period that birds are alive and can become infected by other birds mixed with them or from the cage or pen environment in which they are held is very short. This period is well short of the incubation periods for infectious diseases such as AI or in other words the incubation periods for infectious diseases far exceeds the time that live birds are mixed together.
 - In the abattoirs that supply supermarkets they use hot water at 60°C and chlorinated water for washing.
 - The fail-safe for all consumers from infection by pathogens that may have established in the carcass is ensuring that food is well-cooked.

- The real risks of zoonotic infection are to the collectors and abattoir workers who handle birds from farms where disease is present.
- Therefore, the risks that healthy poultry from a biosecure farm will be compromised by infectious poultry diseases if mixed with poultry from a non biosecure farm is negligible. However, explaining this to a consumer might be tricky. So the perception of this risk needs to be managed by attempting to separate product from accredited (biosecure) versus non accredited (non biosecure) farms during transport and slaughter.

Outcomes of both workshops were decisions for market chain stakeholders present to meet again at the end of April for further planning and problem solving.

The labeling and pricing set by the supermarket

- There was considerable discussion on how each stakeholder can use the system to increase their profits. Farmers are price takers not price makers and so it would be easy for them to not benefit from any premiums realised in the proposed scheme. If necessary to kick-start the system, the project may initially pay incentives to farmers as a sort of market premium to encourage participation. This form of incentive is probably a better alternative to the other sort of incentive proposed which is to provide free biosecurity equipment and disinfectant.
- Not all farmer participants appeared to fully appreciate the concept of gaining a market premium in terms of a higher price per unit of product sold. Instead they saw the advantage of the system to be the ability to sell more birds into the market rather than the same number of birds at a higher price.

2.2 BCG meeting and PSC meetings in Bogor and Bali

This visit objective is aligned with Activities 1.2 and 1.4 of the project proposal. Activity 1.2 is to establish a Biosecurity Consultative Group within the FMPI; Activity 1.4 is to establish project support structures in three implementation areas.

A BCG meeting was held at the Hotel Mulia in Jakarta. The following people participated:

Don Utoyo	FMPI
Anton Supit	GAPPI
Desianto Utomo	Charoen Pokphand
Arief Daryanto	IPB
Tri Kisowo Jumino	GOPAN
Didin Sudiana	PBUI
Bugie Kurnianto	PBUI
Ian Patrick	ACIAR
Tristan Jubb	ACIAR

An update was provided by Ian Patrick on the progress of the project to date, the purpose of the current visit to establish healthier poultry market chains and the schedule of activities for the rest of the year. There was some discussion on the future of BCG meetings especially who should participate and perhaps holding them over dinner to enable better attendance. Don Utoyo raised his concern that there were many organisations involved in biosecurity training and extension and each doing their own thing. Don strongly supported the idea of a workshop involving researchers in June that might serve to align some of the different approaches and recommendations.

PSC meetings were held in Bogor and Denpasar. The following people participated:

Bogor

drh. Bambang Agus	Coordinator PSC West Java – GOPAN
drh. Bugie Kurnianto Prasetyo	PPC West Java
drh. Titiek Legiwati	Dinas Peternakan West Java Province
Dr Desianto Budi Utomo	Charoen Pokphand Indonesia
Dr Sri Murtini	IPB
Dr. Ian Patrick	BCG member, Project Leader ACIAR AH/2006/169

Denpasar

Didik Wahyudianto	Charoen Pokphand (Company)
AA Putri Jayaningsih	Dinas Peternakan Bali
Wayan Seputra	SHS (Company)
Ian Patrick	ACIAR
Suryawan	Coordinator PSC Bali - Pinsar/GOPAN
NP Sarini	PPC Bali
Didin Sudiana	ACIAR
Dewa Dharma	DIC Denpasar

The PSC meeting discussed the following topics:

- the changing (expanded) role of PSC in Jabar and Bali over and above being a forum for discussion of project results and plans at the provincial level; the PSC would become the clean market chain working group (CMCWG) and include new members from stakeholder groups such as supermarkets, RPA (slaughter house) and other farmers. In this project there are representatives of all market chain stakeholder including Dinas, industry, academic and community (farmer). These stakeholder groups are all represented on the PSC (Project Steering Committee).
- the planned training activities
- farmer survey results
- the survey results workshop and project planning workshop to be held in Bogor in June
- the plans for clean marketing chain working group; the focus of the project is now on encouraging farmers to improve the on-farm biosecurity through the provision of market chain incentives

Ir Hasmida Karim (PPC, Training and Management - South Sulawesi) and Pak Wahyu Suhadji (Chairman of SulSel PSC) attended the PSC meeting in Denpasar as observers to assist them with the development of the project and the PSC in South Sulawesi.

There was also a private meeting with Don Utoyo who is very close to and a strong supporter of the project in his role of the chairman of FMPI and the BCG. He was interested in the finer details of the project market chain stage of the project and we shared our views of the future. There was another private meeting with Arief Daryanto to discuss project administration, mainly finance issues.

2.3 Reporting of project progress to senior Indonesian government people

This visit objective is aligned with Activity 1.1 of the project proposal. Activity 1.1 is *to develop and implement a project management, delivery and review strategy*.

Because it is very important that the project's objectives are aligned with government's objectives, meetings were arranged with Dr Agus Wiyono (Director of Animal Health)) and then Dr Tjeppe Soedjana (Director General of Livestock Services). The briefing of Dr Agus Wiyono was his first on this project. He asked many wide ranging questions. There is significant legislation being implemented

which limits the slaughter and processing of chickens in Jakarta. This has far ranging implications for the Bogor area as new processing and transport systems will need to be established. Dr Wiyono has suggested that the project model might provide some useful ideas for the GOI and perhaps if successful be expanded to the Jakarta district.

Dr Tjeppey Soedjana was especially interested in the potential for economic modeling of biosecurity but also the setting of minimum biosecurity standards and what they might be. Both expressed their support for the project and their appreciation of the briefing.

2.4 Planning for biosecurity survey results workshop

This visit objective is aligned with Activities 2.1 and 2.2 of the project proposal. Activity 2.1 is to collect baseline economic, social and production data and identify potential cost-effective biosecurity interventions. Activity 2.2 is to survey and workshop stakeholders to determine the motivations and mechanisms for increasing biosecurity.

The ACIAR project conducted an extensive farmer survey where the same Sector 3 farmers were surveyed three times over a 12 month period. There has also been a consumer survey undertaken in Bogor and Bali. Useful information will come from these surveys that the ACIAR project wishes to share with other researchers. A workshop presents such an opportunity. USDA, CBAIC, IDP and FAO also have information which could be shared. Ian Patrick has shared the ACIAR survey template with IDP (who have already used the form to collect data in Kab. Subang), FAO and USDA.

Two meetings were held to plan for the biosecurity survey results workshop in June. The first meeting was at the FAO offices in Jakarta to which all donors active in the area of poultry biosecurity research were invited plus representatives from DGLS. The second meeting was at ICASEPs where most of the ICASEPs survey team was in attendance. ICASEPs will take responsibility for organising the June workshop as part of an ACIAR contractual obligation with them. The names and organisations of the participants in these meetings are shown in Appendix 5. A list of papers, presenters and participants was prepared as a result of these meetings and is shown in Appendices 6 and 7. Decisions and outcomes of the meetings are as follows:

- The workshop is for researchers, not for all stakeholders as the findings are largely preliminary and recommendations have not been cleared with DGLS. There will be a maximum of 50 people to allow for good discussion. Note that there has been a considerable stakeholder consultation already as part of the planning and conduct of biosecurity-related research activities.
- The workshop title is to be *Developing incentives to adopt cost effective biosecurity*. A draft program to be circulated by Ian Patrick by 16th April. The venue and date are Wednesday 8th to Thursday 9th June, 2010 at Santika Hotel Conference Centre in Bogor. The workshop will start at midday on the Wednesday 8th. Dr. Talim Sudaryanto (Director, ICASEPS) will open the workshop.
- The workshop will be funded by ACIAR with assistance from other donors if required. No speaker's fees or speakers accommodation will be paid for by ACIAR. Donors are expected to pay their own way. ACIAR will be responsible for organising the venue and invitations.
- FAO, through Jim McGrane, have offered to provide translation services.
- The USAID, CBAIC project is finished but they will provide a representative. Ivo Clausen of IDP will be absent but IDP will endeavor to provide a presenter and other representatives.
- Papers must be submitted to Ian Patrick by 1st June which is a little more than one week before the workshop. Papers may be in Indonesian or English, however, abstracts/summaries must be in both languages. A book of proceedings is to be printed so all

presenters must produce a paper, not just a MS PowerPoint presentation. *A no paper, no presentation* rule will be enforced. Presentations may be delivered in Indonesian or English. MS PowerPoint presentations may be written in either language.

2.5 Project team meeting and discuss work plans with individual team members

This visit objective is aligned with Activity 1.1, namely, to develop and implement a project management, delivery and review strategy.

A one day project team meeting was held at the Udayana Lodge. All ACIAR/PBUI project team members were present except Pak Amir from South Sulawesi who was ill. Drh. Wahyu Suhadji (Head of the PSC in South Sulawesi), Dr Wendy Umberger and Wahida were present as special guests. The following narrative summarises much of the discussion.

A considerable amount has been achieved in the project to date. National and provincial consultative groups have been established so there is a close connection of the project to both industry and government. The training program has gone from strength to strength – there are now two master trainers, the PBUI has provided paid-for training services to USDA and FAO and a glossy brochure advertising training services of the PBUI has been printed and circulated. IDP is also now keen to use the PBUI training program for advisors in Kab. Subang.

The farmer and consumer surveys have been completed. Some of the results will be suitable for presentation at the June workshop and the AARES conference in Melbourne later in 2010. Appropriate research papers authored by project team members have been identified for presentation. The next 6 weeks will see people busy writing their papers and preparing their presentations according to the guidelines drafted by Tristan Jubb and circulated by Ian Patrick. See Appendices 8 and 9 for these guidelines. ICASEPs will need regular updating on logistical requirements (numbers of people, accommodation, special requests etc) as they prepare for the June workshop. The task to update has been allocated to Bugie.

The South Sulawesi component of the project is underway with the appointment and provision of office space for Midha and Amir. The attendance of Midha and Pak Wahyu at the Bali PSC meeting and the healthier poultry market chain workshop has provided them with ideas to take back to South Sulawesi.

The project is now entering a new stage. The aim is to determine if a market chain can be established for a premium priced product from biosecure farms as an incentive for farmers to improve biosecurity. There are many advantages to improving biosecurity under the banner of a quality assurance system. However, the creation of strong consumer demand for product from healthier chickens would be a most powerful incentive for farmers to adopt and improve their farm biosecurity. This initiative is probably the key step toward building a self-perpetuating farm-based biosecurity quality assurance program. To this end the PSCs now have an expanded role to become a clean market chain working group (CMCWG).

It will be a major challenge for the project to provide biosecurity planning, auditing, and accreditation services and systems to enable a product to be branded and sold into supermarkets. The team must develop a sense of urgency to complete many of the tasks required to set up the marketing system. Bugie still has not completed biosecurity farm plans to become a Master Trainer. He is busy as he is undertaking a Masters program (sponsored by the project) while managing and administering the ACIAR project and delivering training and attending meetings on behalf of the PBUI. Bugie will hire a part time administrative support person as soon as possible to give him some

time. Bugie has a big job ahead to develop the market chain system with the stakeholders and provide planning and auditing services to participant farmers in the Bogor area. Now that Tristan and Dharma have completed most of the work in building the training program they will spend more time assisting Bugie and Sarini to set up market chains with its attendant system of biosecurity standards, certification of farms and keeping product integrity in the market chain..

Didin was requested to determine licensing requirements for slaughterhouses, transporters, poultry farms and supermarkets and report findings to the team as soon as possible.

Dharma distributed samples of the new brochure advertising training services of the PBUI. The brochures are designed to encourage industry and government to use the PBUI training program. Notwithstanding the brochure, and the work it may bring, future project-based training will have to focus on training farmers, workers, advisors and auditors to service the communities where the market chains will be established.

Training of farm staff of market chain participants will be very important. It is difficult for farm staff to leave their work for a day to attend training so this might be best achieved by conducting farm walks or farm audits where they accompany the advisor or auditor. The advisor or auditor can act as a sort of tour guide but in this case, pointing out the risks and the best way to manage them and answering questions specific to the farm. Farm walks might also be the best way to provide refresher training to collaborating farmers already trained.

Bugie and Didin met with Pak Gede Anjasmara to discuss DGLS budget categories and funds remaining for project travel, research and Bugie's master's degree.

Project team members need to keep in mind that there are many other incentives for farmers to adopt biosecurity other than market chain incentives. The other incentives include things such as improved production, health and welfare of the poultry and access to loans and contracts. These other incentives also need to be promoted in case consumers won't pay more for product from biosecure farms.

Project team members also need to keep in mind that this project is non expansionist. It is a small project with limited funds and an institutional research objective. It, therefore, needs to be conducted with close adherence to the original project plan. Activities need to be thoroughly monitored, analysed, evaluated and reported regardless of outcome. Observers and collaborators may need to be reminded that the project has little scope for expansion without injection of significant funds and major restructuring and resourcing of the project. At project-end it is hoped that a self-perpetuating, growing, biosecurity system will be in place, or a donor will adopt the models and lessons learned and apply them further, perhaps on a larger scale.

The next project team meeting will be the annual project meeting to be held over 2 days on 10-11th June after survey results workshop in Bogor. A draft schedule for June 2010 is shown in Appendix 10.

3. Appendices

Appendix 1: Itinerary of Ian Patrick (IP) and Tristan Jubb (TJ)

Appendix 2: Guidelines for facilitators of healthier poultry market chain workshop

Appendix 3: Draft program for PSC meeting and healthier poultry market chain workshop

Appendix 4: Names and organisations of the participants at the two healthier poultry market chain workshops

Appendix 5: Participants at the FAO/donor and ICASEPs meetings to plan for the June biosecurity workshop

Appendix 6: Paper titles and their presenters for the June workshop

Appendix 7: Provisional list of participants for the June workshop

Appendix 8: Guidelines for authors of workshop papers

Appendix 9: Guidelines for Power Point presentations

Appendix 10: Draft schedule for June

Appendix 1: Itinerary of Ian Patrick (IP) and Tristan Jubb (TJ)

Date	Activity
Wed 7 Apr	Travel to Jakarta
Thu 8 Apr	AM: Biosecurity donor meeting at FAO offices (Menara Thamrin) in Jakarta to plan June survey results conference PM: BCG meeting PM: travel to Bogor
Fri 9 Apr	AM: meeting with Arief Daryanto at IPB to discuss project management with IPB AM/PM: Meeting at ICASEPs with ICASEPs team to discuss survey results and planning for June conference
Sat 10 Apr	AM: Project update meeting with Don Utoyo at his home AM: Research progress meeting with post grad students Drh Drh. Yurike Elisa Dewi Ratna Sari and Drh Erwin Kusbianto from IPB of ACIAR project AH 2006-166 at Santika Hotel PM: Catch up meeting with Dr Abdullah Bamualim, Senior Research Scientist and ex Director at ICARD at Kabun Raya PM: Workplan meeting with Drh Bugie Kurnianto
Sun 11 Apr	AM/PM: Planning meeting for healthier Poultry Market Chain Workshop at Santika Conference Centre with Wahida and Wendy Umberger
Mon 12 Apr	AM: PSC meeting at Santika Hotel Conference Centre AM/PM: Healthier Poultry Market Chain workshop at Santika Hotel Conference Centre with market chain stakeholders facilitated by Wahida and Bugie Kurnianto
Tue 13 Apr	AM: Meeting at Hotel Salak with Drh Agus Wiyono to provide project update AM: travel to Jakarta AM: Meeting with Dir Gen Dr Tjeppey Soedjana at Deptan to provide project update PM: Travel to Bali
Wed 14 Apr	AM/PM: Project team meeting Udayana Lodge with Wahida and Wendy Umberger as guests PM: Project finance meeting with Gede Anjasmara
Thu 15 Apr	AM: PSC meeting at Hotel Aston AM/PM: Healthier Poultry Market Chain workshop at Aston Hotel in north DPS with Bali market chain stakeholders facilitated by Wahida and Sarini PM: TJ travels to Melbourne
Fri 16 Apr	AM: IP discussions at Udayana Lodge with Bugie, Didin, Mida and Wahyu PM: IP Departs DPS for Jakarta then Sydney
Sat 17 Apr	AM: IP arrives Sydney

Appendix 2: Guidelines for facilitators of healthier poultry market chain workshop

Introduction

- 1. Set the stage (11:15-1145)**
 - a. Mention that we all need to have a shared market vision and let's get each other on the same page
 - b. Introduce and show the complex market channel.
 - i. Definitional only
 - ii. Current way that the channel functions
 - c. Definition of bio-security
 - d. Show a graphic of the short chain and mention that this is what we want to do today is to figure out how to shorten the chain to produce a Clean and Healthy Market chain
 - e. Definition of a "Clean and Healthy" market chain

- 2. What are your objectives of being here? (11:45- 12:45)**
 - a. What are your individual expectations from participating in this 12 month process?
 - i. Why are you here today?
 - b. What benefits do you expect to get from this
 - c. What benefits do you think your chain partners will get from this or why do you think they decided to come?
 - i. Farmers
 - ii. Processors
 - iii. Supermarkets
 - iv. Government
 - d. Emphasize that you should NOT just focus on financial
 - i. Think about the personal, social, environmental benefits
 - e. Summarize peoples comments of their own benefits and other benefits.

- 3. Shared vision for Clean Healthy Chicken Market Channel AND How do we reach our shared vision (1:30-2:30)**
 - a. Includes actual summary of participants' comments
 - b. Definition of Clean Healthy Chicken Market Channel provided by our team.
 - c. How do we reach our shared vision?
 - i. Brainstorming session through group discussion
 - d. Sector by sector
 - i. Farmers
 - ii. Processors
 - iii. Retailers
 - iv. Government
 - e. What are the Current limitations
 - f. Identify limitations (3c)

- 4. What is required to overcome limitations and create short market channel (2:30-3:15)**
 - a. Sector by sector again
 - b. Opposite of limitations
 - c. Government Policy that allows
 - i. Accreditation on farm
 - ii. Separation, tracing of product
 - iii. Promotion to supermarkets and consumers
 - d. Very important to government

5. What: - what does each sector need for implementation to occur (incentives and numbers) **(3:45-4:45)**
 - a. Numbers, quantification of amount of chickens/thru-put, price incentives, recovery of costs as well as financial benefits.

6. Who and When:
 - a. What are we as individuals going to do **(4:45-5:30)**
 - i. What do we each need to go away and think about so we can do the above?
 - b. When: Timeframe of when this is all going to happen
 - i. Case study, implementation of bio-security logo development, provision of premiums

Appendix 3: Draft program for PSC meeting and healthier poultry market chain workshop

Aims of the workshop

1. Confirm appropriate stakeholders to be members of the clean market chain working group (CMCWG).
2. Ensure there are market and social incentives for participation in CMCWG.
3. Construct timeline for implementation of clean market chain.

Program

Time			
9.00	PSC meeting		Bugie, Bambang
10.30	Morning tea		
10.45	Workshop opening		Ian, Desianto
11.00	Aims of workshop		Ian
11.15	Market chain	Outline what a market chain is and ensure that we have the right people in attendance at this workshop	Wendy, Bugie
11.45	Benefits of a clean market chain	Identify the benefits to every stakeholder at the workshop, these must include financial benefits. Also requires an understanding of the costs that will be incurred.	Wahida
12.30	Lunch		
1.30	Define our clean market chain	Identify where we want to get to. This will include estimating price at each point in the MC, quantity of birds required by supermarket, frequency of delivery, number of farms required to produce required supply, packaging, transport. Logistics	Wahida
2.30	Limitations to cleaning a market chain	What is holding the development of clean market chain back at present? High cost, no market premium, policy, finance, culture, trust etc	Wahida
3.30	Afternoon tea		
4.00	Overcoming constraints	Discuss what each participant can do to overcome these constraints. Also what the ACIAR project, Dinas, other donors	Wahida
5.00	Way forward	Set timeframe for each stakeholder to begin/complete their tasks, fix date for next meeting	Bugie, Bambang, Desianto
5.30	Close		Ian

Appendix 4: Names and organisations of the participants at the two healthier poultry market chain workshops

Bogor Workshop participants; 12th April, 2010

No.	Name	Organisation
1.	drh. Bambang Agus	Koordinator PSC Jawa Barat – GOPAN
2.	drh. Bugie Kurnianto Prasetyo	PPC Jawa Barat
3.	drh. Titiek Legiwati	Dinas Peternakan Propinsi Jawa Barat
4.	drh. H. Soetrisno, MM delegated by drh. Hardy Hendriwan	Dinas Peternakan dan Perikanan Kabupaten Bogor
5.	drh. Herlien Krisnaningsih, MM	Dinas Pertanian Kota Bogor
6.	drh. Desianto Budi Utomo, PhD	Charoen Pokphand Indonesia
7.	Dr. Drh. Sri Murtini, MS	IPB
8.	drh. Didin Suidiana, MM	PBUI Manager – Industry Liaison and Project Management
9.	Dr. Ian Patrick	BCG member, Project Leader ACIAR AH/2006/169
10.	Dr. Wendy Umberger	University of Adelaide
11.	Wahida, SP, Msi	Pusat Analisis Sosial Ekonomi dan Kebijakan Pertanian
12.	Asep Saepul Delegate by Gandi (marketing manager)	Rumah Potong Unggas : Jambu Raya
13.	Ir. Dwi Juliawan (Store Manager) and Agus 'Meat' Suryadi(Meat supervisor)	Super Market : Matahari Food Mart – Ekalokasari Plasa
14.	Bapak Wendi Delegate by Lis Nurfaidah (Fresh product supervisor)	Super Market : Jogja Swalayan
15.	Sigit Prabowo (did not attend)	PPUN
16.	Winarno (Owner) and Liandy Soneka (Marketing Manager)	Bogor Independent Farmer : PPM
17.	Muslihin Irmat Delegate by Nur Achamad	Bogor Contract Farming : Tunas Mekar Farm
18.	Herry Toiba	University of Adelaide
19.	Suprehatin	IPB
20.	Tristan Jubb	ACIAR project team member

Denpasar workshop participants, 15th April 2010

No.	Name	Institution
1	Ian Patrick	ACIAR
2	Suryawan	PSC Bali
3	NP Sarini	PPC Bali
4	Didin Sudiana	ACIAR
5	Dewa Dharma	DIC Denpasar
6	Midha Karim	PPC Sulsel
7	AA Putri Jayaningsih	Dinas Peternakan Bali
8	Wayan Seputra	SHS (Company)
9	Didik Wahyudianto	Charoen Pokphand (Company)
10	IGAA Ambarawati	UNUD
11	Wahyu S	PSC Sulsel
12	Widyantara	Farmer
13	I Made Astra Winaya	Farmer
14	Dewa Budiana	RPA
15	I Nengah Raka	Carrefour (Supermarket)
16	Ketut Tangkas	Farmer
17	Aditya Oktariani	Carrefour (Supermarket)
18	Nyoman Murniati	Farmer
19	Ria Yusuf	UNUD
20	Wahida	ICASEPS
21	Bogie Kurnianto	PPC Jabar
22	Nyoman Suparta	Farmer/Poultry Shop/UNUD/Farmer Association
23	Tristan Jubb	ACIAR
24	Wendy Umberger	Univ. of Adelaide

Appendix 5: Participants at the FAO/donor and ICASEPs meetings to plan for the June biosecurity workshop

Name	Organisation
FAO/donor meeting	
1. Ian Patrick	ACIAR PBUI project
2. Tristan Jubb	ACIAR PBUI project
3. Didin Sudiana	ACIAR PBUI project
4. Bugie Kurnianto	ACIAR PBUI project
5. Bambang Heryanto	CBAIC
6. Path Manathan	CIBAC
7. Jonathan Bell	CIBAC
8. Ibu ETTY Wuryaningsih	DGLS CMU
9. Andy Muhammad Muharram Hidayat	DGLS CMU
10. Jim McGrane	FAO
11. Ron Thornton	FAO
12. Kerry Mulqueen	FAO
13. Muhammad Iqbal	FAO/ICASEPs
14. Ivo Clausen	IDP
15. Arief Daryanto	IPB/BCG
16. Percy Hawkes	USDA

ICASEPs meeting	
1. Edi Basuno	ICASEPs
2. Iqbal Rafani	ICASEPs
3. Bugie Kurnianto	PBUI
4. Helena J. Purba	ICASEPs
5. Wahyuning K. Sedjati	ICASEPs
6. Sri Heri Susuliwati	ICASEPs
7. Ian Patrick	ACIAR
8. Tristan Jubb	ACIAR

Appendix 6: Paper titles and their presenters for the June workshop

	Title	Presenter	Org
1	Farmer investment into biosecurity on broiler and layer farms in West Java	Bugie Kurnianto	ACIAR
2	Farmer investment into biosecurity on broiler and layer farms in Bali	AGAA Ambarawati	UNUD
3	Production and biosecurity on broiler and layer farms in Bali	Ni Putu Sarini	ACIAR
4	A farmer's perspective on biosecurity	Eric Brum	FAO
5	Willingness to pay for HPAI vaccination in Indonesian poultry farms	Nyak Ilham	FAO
6			IDP
7	Ranking NICPS poultry farmers with regard to biosecurity adoption	Ian Patrick	ACIAR
8	The relationship between biosecurity adoption and farm and farmer characteristics	Sri Hery Susilowati	ICASEPS
9	Biosecurity adoption at broiler farm	Wahyuning	ICASEPS
10	Social capital and the response to HPAI	Edi Basuno	ICASEPS
11	Quantifying risk in the poultry market chain		FAO
12	Consumer willingness to pay for poultry products from biosecure farms in West Java	Iqbal Rafani	FAO/ ICASEPS
13	Consumer willingness to pay for poultry products from biosecure farms in Bali	Ria Yusuf	UNUD
14	Lessons learned about biosecurity and the interactions between poultry farms, core companies and government	Dr Petrus Wicaksana	USDA
15	Private sector biosecurity program impact analysis	Farid Maruf	CBAIC
16	Technical consensus report on 41 AI risk reduction practices for poultry supply chain in Indonesia	Jeffrey Straka	CBAIC

Appendix 7: Provisional list of participants for the June workshop (as at April 16th)

No	Name	Organization
1	Don P Utoyo	BCG/FMPI
2	Desianto B Utomo	PSC West Java/CP
3	Ian Patrick	ACIAR
4	Tristan Jubb	ACIAR
5	Dewa M.N Dharma	ACIAR
6	Didin Sudiana	ACIAR
7	Ni Putu Sarini	ACIAR - Bali
8	Suryawan Dwimulyanto	ACIAR - PSC Bali
9	Bugie Kurnianto	ACIAR - West Java
10	Bambang Agus	ACIAR - PSC West Java
11	Hasmida Karim	ACIAR - South Sulawesi
12	Amir Hamid	ACIAR - South Sulawesi
13	Wahyu Suhadji	ACIAR - PSC South Sulawesi
14		UNHAS
15	Annie Ambarawati	UNUD
16	Ria Puspa Yusuf	UNUD
17	James McGrane	FAO
18	Eric Brum	FAO
19	Elly Sawitri	FAO/CMU
20	Iqbal Rafani	FAO/ICASEPS
21	Ron Thornton	FAO
22	Kerry Mulqueen	FAO
23	Percy Hawkes	USDA
24	Bambang Heryanto	USAID
25	Bimo Wicaksono	USDA
26	Baso Darmawan	USDA
27	Farid Maruf	CBAIC
28	Arief Daryanto	IPB
29	Muladno	IPB
30	I Wayan Teguh Wibawan	IPB
31		IPB
32		IPB
33	Tahlim Sudaryanto	ICASEPS
34	Benny Rachman	ICASEPS
35	Handewi	ICASEPS
36	Wayan Rusastra	ICASEPS
37	Nyak Ilham	ICASEPS
38	Helena J Purba	ICASEPS
39	Edi Basuno	ICASEPS
40	Sri Hery Susilowati	ICASEPS
41	Wahyuning K Sejati	ICASEPS
42	M. Azhar	DGLS/CMU
43	Etty Wuryaningsih	DGLS/CMU
44	Andi M Hakim	DGLS/CMU

No	Name	Organization
45		IDP
46	Soetrisno	DINAS
47	Herlien Krisnaningsih	DINAS
48	Titiek Legiwati	DINAS
49	Jeffrey Straka	CBAIC
50		

Appendix 8: Guidelines for authors of workshop papers

TF Jubb¹ and IW Patrick²

¹ Livestock Health Systems Australia, 20 Albert Avenue, Strathdale, Victoria 3550, Australia; email:tristan@jubvet.com

² Institute for Rural Futures, University of New England, Armidale 2350, NSW Australia

Abstract

This document provides instructions to authors preparing papers for the poultry biosecurity workshop in Bogor on 8-9th June 2010. It also acts as an example of the format required. For further information about the paper submission and review process, please contact Ian Patrick by email at ipatrick@une.edu.au. ***Papers should be submitted to Ian Patrick no later than June 1.*** Papers will not be reviewed but will be checked for relevance and adherence to these guidelines. Please double check your paper for correct spelling and grammar prior to submission so that it looks good in the intended printed and bound proceedings.

Language and style

Please aim to present material that is clear and informative. Wherever possible, use short and simple sentences. Avoid jargon and acronyms unless they are explained in footnotes or a short glossary. Use of references is encouraged but should be kept to a minimum, but if they are used, details need to be included.

Manuscripts may be submitted in English or Indonesian (by June 1) with 150 word abstract/summary in both English and Indonesian available at the conference.

Format

Submit manuscripts electronically in Word 97-2003 files with a maximum of 3000 words or 10 A4-size pages, whichever is the least. Do not insert a page number.

Use of capital letters

Use lower case for titles, headings and captions except for the first letter of the first word and any other words that usually require an initial capital letter

Abbreviations

Don't use full stops in acronyms or authors' initials.

Numbers

Spell out numbers one to nine when they occur in the main text, unless they are used as units of measurement, in which case use numerals. For example, "a survey was conducted in nine villages within a 3 km radius of Ciawi".

Font

Use Calibri font throughout.

Page dimensions

Format the final manuscript for printing on A4 size white paper with left, right, top and bottom margins set at 2.5 cm and a gutter of 0.5 cm. Set headers and footers to 1.5 cm from the page edge. Do not use headers or footers apart from footnotes

Title, authorship, contents list and abstract

Title

For titles, use 12 pt Calibri, bold, centred, with 6 pt spacing below. Use lower case except for the first letter of the first word and any other words that usually require a capital letter.

Authorship

Authors' names are set in 10 pt Calibri, centred, with 6 pt spacing below. Connect the last author with 'and' rather than '&'. Authors' initials or first names should precede their family names. Full stops are not used after the authors' initials. Commas separate names of the authors. Use superscript numerals to refer to the authors' institutions, when there is more than one author, and more than one institution.

Authors' contact details

Use 9 pt Calibri, centred, with 6 pt spacing below. Give the name of the institution, full postal address and the first-author's email address.

Abstract and/or summary

Present 150 words or less in 9 pt Calibri, justified text with 6 pt spacing below. Indent the summary/abstract by 1 cm on both left and right sides and centre the heading.

Main text

Use of Word styles and formatting

Do not use any style formats available using the 'Style Function' in Word. This includes headings, captions and table of contents.

Format

The main text is set in a single-column format. Text is set in 11pt Calibri. Allow 6 pt spacing after all paragraphs, headings and captions. Main text is justified. Headings are aligned left.

Heading styles

1. First level headings in bold

1.1 Second level headings in italics and bold

1.1.1 Third level headings in italics and underlined

Headings are aligned left, in Calibri, using lower case letters except for the first letter of the first word and any other words that usually require an initial capital letter.

Tables, figures and graphics

Submit manuscripts with tables, figures and graphics positioned in context with the narrative of the manuscript. Captions and the name(s) of author, source or photographer should accompany all tables, figures and photographs, respectively. Examples of a table and figure are provided below.

Table 1: The number of independent and contract poultry farmers of each enterprise type in the study area

Enterprise	Independent	Contract
Layer	63	40
Broiler	8	19
Duck	30	11
Quail	23	25

Source: Smith et al 2003 (9 point Calibri font size).

Figure 1: A raised broiler shed with open sides that may allow entry of scavenging wild birds



Source: T Jubb 2007, personal file

Captions

Captions are set in 11 pt Calibri, with 6 pt spacing below, and centred above the table or graphic. Capital letters are used only for the first word and any words that usually require an initial capital letter. Each caption should have a consecutive number, followed by a colon, and a summary description of the contents.

Sources

If the data or graphic is not original work from the author(s) the citation of the source is centred below the table or figure (9 pt Calibri, with 6 pt spacing below). See example below. Full reference details should be given in the reference list.

Quotations and citations

Give authors' names and publication date in the body of the text. Collate references and list them alphabetically by author at the end of the paper, giving full publication details.

In-text citations

Examples follow.

- Single-author: (Jones 2008); Jones (2008)
- Two authors: (Smith and Jones 2007); Smith and Jones (2007)
- Three and more authors: (Smith et al 2007); Smith et al (2007)
- Multiple citations: (Smith and Jones 2007; Jones 2008; McMahon et al 2009)
- Multiple publications by same author: (Jones 2007a, b, c, 2009)

Reference list

For reference list entries, use 11 pt Calibri, with 3 pt spacing below. Do not use commas between the given names and the surnames of the authors. Book titles require a capital letter only for the first word and for any other words that usually require a capital letter. For titles of chapters from books and papers from journals, use a capital letter only for the first word of the title. However, for the titles of the journals, use initial capital letters for all main words. See examples below.

References to journal articles

Gardner WK, Fulton MC and Flood RG 1991, 'Reclamation of a failed subsurface drainage system on an unstable clay soil', *Australian Journal of Experimental Agriculture*, 31(1): 93-97.

McGregor BA 2003, 'Influence of nutrition, fibre diameter and fibre length on the fibre curvature of cashmere', *Australian Journal of Experimental Agriculture*, 43: 1199–1209.

Wiese SC, White CL, Masters DG, Milton JTB and Davidson RH 2003, 'Growth and carcass characteristics of prime lamb fed diets containing urea, lupins or canola meal as a crude protein source', *Australian Journal of Experimental Agriculture*, 43: 1193–1197.

Reference to a book

Strahan R (ed.) 1995, *The mammals of Australia: the natural photography index of Australian wildlife*, rev. edn, Australian Museum & Reed Books, Chatswood, NSW.

Reference to a book chapter

Christensen P 1995, 'Brush-tailed bettong', in R Strahan (ed.), *The mammals of Australia: the natural photography index of Australian wildlife*, rev. edn, Australian Museum & Reed Books, Chatswood, NSW, pp. 292–293.

Reference to an article in conference proceedings

Kohn CW and Hinchcliff KW 1994, 'Maximising performance of event horses in hot humid weather: a field trial', in R Bakhaus (ed.), *Proceedings of the fortieth annual convention of the American Association of Equine Practitioners, Dec. 4-7 1994*, American Association of Equine Practitioners, Vancouver, BC, Canada, pp. 77-78.

Acknowledgements

Place acknowledgements at the end of the main text, before the reference list. Use the same style as for the main text.

Appendix 9: Guidelines for Power Point presentations

(Extracted with permission from the training manual "How to run a training course" by Dewa Dharma and Tristan Jubb)

1. Aim to create **simply constructed** and **easy to read** slides.
2. Don't show too many slides for the time frame available otherwise you may run out of time or be too rushed to understand. As a guide, show **one to two slides every two to three minutes**. For a 20 minute presentation aim for 12 slides.
3. Don't spend time on an **extensive introduction**. Get straight into the substance of your work after one introductory slide.
4. Put **less important slides later** so that if time runs short you can skip to the conclusions.
5. Keep away from **too much detail** that will take away from the central theme.
6. **Don't read** to the audience. Language errors will be accepted by the audience as long as the slides are clearly presented.
7. **Rehearse** your presentation in front of a friend or mirror and time it, leaving enough time for questions.
8. **Use large black or blue writing on a white background**. The contrast prevents having to **dim room lights** (which can cause sleepiness) and the black and blue writing can be read by **colour-blind participants**. Try not to use a **font size** of less than 18pts and ≥ 14 pts is preferable. Use upper and lower case text as all capitals is almost unreadable.
9. **Avoid** lots of **fancy colours**, fancy backgrounds, fancy pictures, animated cartoons etc. these are distracting to participants during training, **take too much time to prepare** and can make the **file size large and unwieldy** for loading, transferring, emailing and printing. They add no real educational or training value to a PowerPoint presentation.
10. If showing charts or graphs, use **two dimensions** rather than three. Two dimensions is simple and easy to produce and understand. Three dimensions may be artistic but is distracting and time consuming to prepare and understand and offers no extra educational or learning benefit.
11. **Keep a similar layout** for each slide by being consistent with the use of formats, fonts and colours between slides. Participants then soon learn how to adjust to and process quickly the information in the slides. And they enjoy the predictability.
12. **Don't show complete sentences** and paragraphs. As a guide, use 6 dot points per slide and 6 words per dot point.
13. **Highlight** key words and phrases in PowerPoints using boldening, capitals and underlining. This allows you as the presenter and the participants to glean the key message at a glance. Don't animate key words by flashing, blinking or rotating.
14. Limit **animations to fly-in entry** of dot points. Don't fly-in all dot points at once, just one at a time and speak to each point after it is flown-in. This prevents the audience getting ahead of you. **Be consistent** with use of fly-ins, for example use the fly-in from right side entrance path for all dot points. Flying-in very fast from the right side is probably the simplest and most effective fly-in.
15. Set the animations to **dim the dot points** when the next dot point is flown in. Dim the used dot points so that they are still readable, just deemphasised. This is the only situation where animations are necessary. This technique allows crowding of slides because the animations allow focus on one area of the slide at a time.
16. **Avoid sound** effects. They are distracting.
17. **Double check spelling and spaces** between words. Some participants become very distracted by spelling mistakes and incorrect spacing between words.

Appendix 10: Draft schedule for June

Date	What	Where	Who	Who responsible
June 1 - 12	Ian and Tristan in Indonesia	Bogor, Makassar		
June 3	Clean market chain workshop and PSC	Makassar, Sulsel	Midha, Amir, PSC, Ian, Tristan.	Midha, Amir
June 8 - 9	Survey results workshop	Bogor, Jabar	All	ICASEPS
June 10 - 11	Annual Planning and Review	Bogor, Jabar	All	Didin, Ian
June 21 - 24	Advisor training	Bali	Dharma, Sarini, Midha	Dharma, Sarini
?	Farmer training	Bali	Dharma, Sarini	Dharma, Sarini
?	Farmer training	Jabar	Dharma, Bugie	Dharma, Bugie
?	Auditor training not ready yet, maybe stakeholder instead?			Dharma, Tristan