

“Odeng”

*Community-based Product Quality Guarantee to
Increase Agroforestry Farmers in Ujung Kulon*

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Ujung Kulon National Park





Background

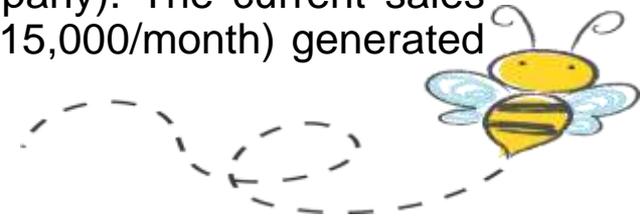
“**Odeng**” is how people in Ujung Kulon affectionately called *Apis Dorsata* bees, and it is now the brand for forest-honey product of farmers in Ujung Kulon National Park, Banten Province, Indonesia.

The main occupation of people who live around Ujung Kulon forest is as dry-land farmers during wet season, while in dry-season they collect forest honey as alternative source of income.

Facilitated by Ujung Kulon Farmers Union or *Serikat Tani Ujung Kulon* (STUK), the farmers then established association of forest-honey collectors called Ujung Kulon Forest-Honey Farmer Group or *Kelompok Tani Madu Hutan Ujung Kulon* (KTMHUK).

KTMHUK currently applies for sustainable forest-honey collecting and hygienic post-harvest methods as product guarantee in accordance to forest-honey quality standard set by Indonesian Forest Honey Network or JMHI (Jaringan Madu Hutan Indonesia). To maintain forest bees population, farmers plant trees as nectar sources. Farmers and facilitators also work together in setting up Hanjuang Cooperative to collectively market the forest honey.

“**Odeng**” – forest honey of Ujung Kulon, is now marketed by Hanjuang Cooperative through a collaboration with Oriflame (a Sweden-based company). The current sales rate is over than IDR 200 million/month (approximately USD 15,000/month) generated from 3.500 bottles of honey per month.



Local Organization and Networks



Hanjuang Cooperative is farmer-led business unit to market forest honey of Ujung Kulon. There are 27 members, including 6 members from facilitating organizations and 21 members of farmers; with one Forest-Honey Processing Unit in Pandeglang City, Banten Province.



Perhimpunan Hanjuang (PHMN) or Hanjuang Union is a local NGO that actively provides assistance and capacity building to KTMHUK and Hanjuang Cooperative. It is a member of Indonesian Forest Honey Network (JMHI).



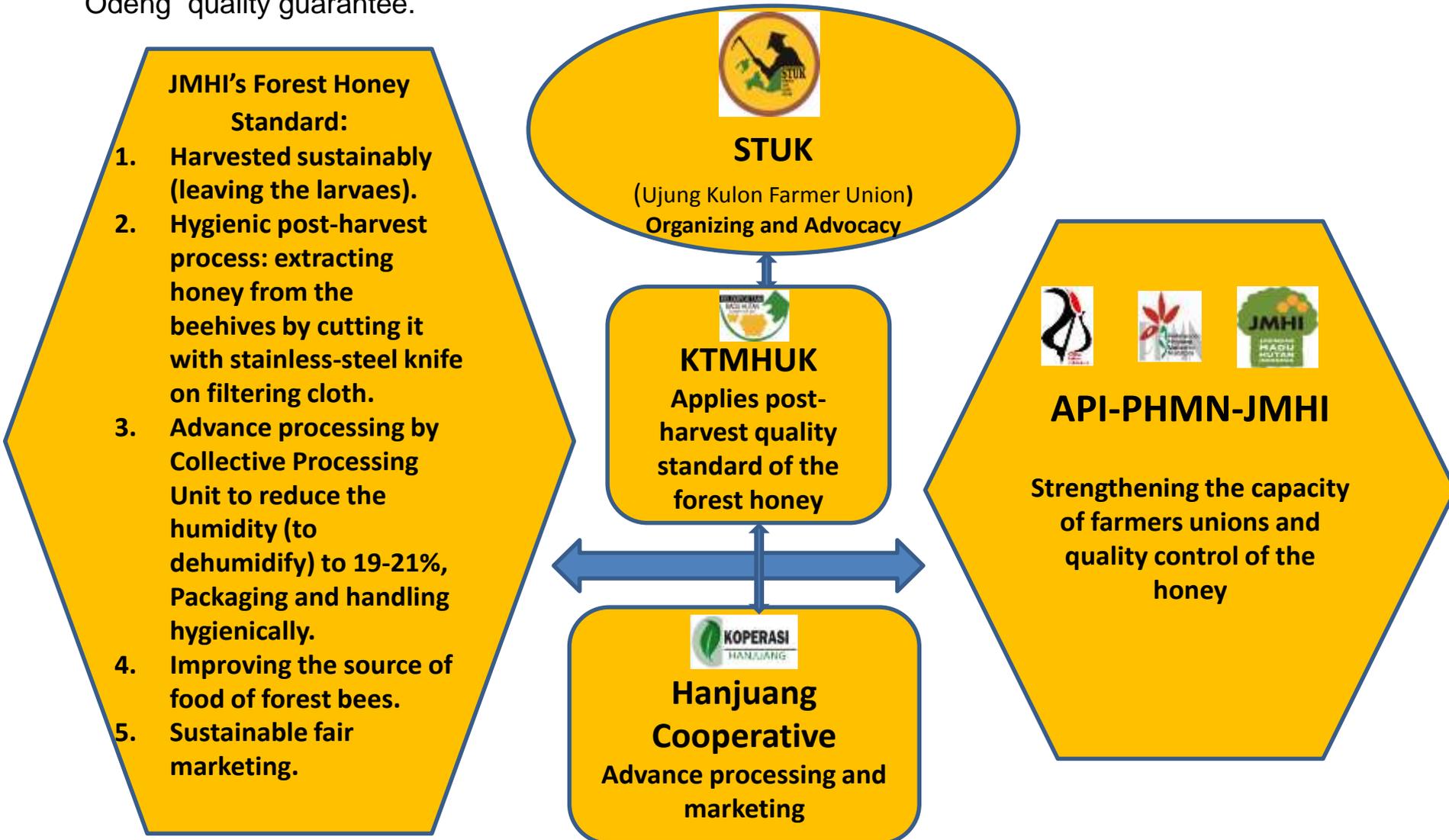
Ujung Kulon Farmers' Union (STUK) is a Civil Society Organization in Ujung Kulon with the goal to increase people's livelihood and protect their right for land (agrarian rights) and right for sustainable forest resources management. The current members includes 1.530 farmers' household from 4 villages in 1 sub-district. STUK became member of API (Indonesian Peasant Alliance) since 2010.



Ujung Kulon Forest-Honey Farmer Group (KTMHUK) is an organization of forest honey farmers established by STUK. It is also member of JMHI. The current members are 113 people from 4 villages surrounding Ujung Kulon National Park area.

Quality Guarantee Scheme of “Odeng” Forest-Honey

“Odeng” quality guarantee is collectively performed by the community/networks involved within the product’s supply and value chain. The following figure is the scheme of the role distribution of “Odeng” quality guarantee.



Sustainable Harvest & Hygienic Post Harvest





Processing Unit

Wellbeing

100% Madu Asli

Nikmati manisnya hidup dengan
MADU HUTAN ODENG

Madu Hutan Odeng
Odeng adalah wilayah yang merupakan hamparan subur untuk lebah madu Odeng-Pulau.

Lebah Odeng menghasilkan madu yang memiliki rasa yang manis, seperti madu Pulau Pinang, Ujung Pagar, Pagar-pagar dan lain-lain.

Melakukan perjalanan dengan madu Madu Hutan Odeng tentunya memiliki manfaat yang banyak. Madu Hutan Odeng memiliki rasa yang manis dan gurih yang dapat meningkatkan nafsu makan. Selain itu, madu Odeng juga memiliki manfaat yang banyak untuk kesehatan tubuh. Madu Odeng juga dapat meningkatkan daya tahan tubuh.

• Harga serendah 5.000 botol setiap botolnya sudah setiap jenis Madu Hutan

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The Impact on Economic, Social and Environment

There are several impacts of the forest honey production in Ujung Kulon, among others:

1. Farmers generate alternative income during dry season and not tilling the rice fields.
2. After being organized and facilitated, the honey producers apply the standard set by JMHI and they subsequently gain better access to market with higher selling price
3. The facilitation program provided by local NGO is set to self-sufficient therefore the producers start self-funded by gaining benefit from the honey selling.
4. Forest communities appreciate the forests more by doing the seedling and planting the trees of food source for the bees in the forest areas.
5. Through the community-based quality guarantee, the producers maintain the quality of honey, with better value of selling while the consumers gain better quality of honey.



