

BEYOND MORINGA INDONESIA INITIATIVE

"Leaving No One Behind"



SUSTAINABLE
DEVELOPMENT
GOALS



BEYOND MORINGA
INDONESIA

Executive Summary

Beyond Moringa Indonesia is an collaborative initiative between **Spice Land Indonesia** and **Negeri Rempah Foundation**, and **FACT-Indonesia** under the “*sahabat rempah*” 5 years program.

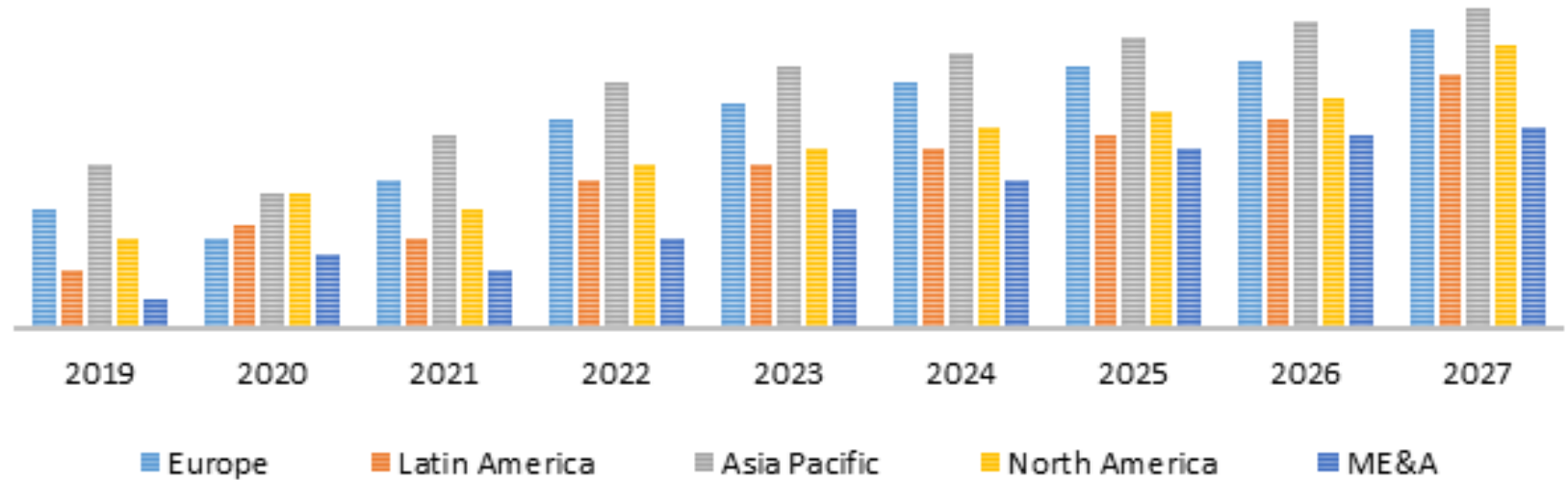
The main goal of this initiative **is increasing the commodity quality value of the moringa tree in the global market with the tagline “*leaving no one behind*”.**

Our SDG, Nexus - pentahelix approach will involves broad network of interest parties in its shaping, with the foundation of science to action methods. How? By enabling smallholders to meet the outgrower schemes, and to overcome poverty by creating sustainable and equal community with the profits generated by moringa tree plantations.

Whilst our motivation and determination is altruistic, this proposed initiate and resulting plantations represents a significant commercial opportunity. We believe this tree of life will generate a ecosystem that is profitable for the community while protecting the environment of targeted areas in Indonesia.

Overview of Moringa Global Market Interest

Global Moringa Products Market, By Region 2019 - 2027 (In US\$ Mn)



Source: Databridge, Moringa Ingredients Market – Global Industry Trends and Forecast to 2027

Region-wise, the Asia Pacific is expected to hold the largest share of the global moringa products market by 2027. This is mainly because of the existence of a large consumer base and high consciousness regarding the health benefits of moringa products in Asian countries, North America and ME&A is expected to dominate the moringa ingredients market in the forecast period of 2020 to 2027 due to growing demand for natural cosmetic product in the region and increasing popularity of organic health supplements. Similarly, rising awareness about health benefits obtainable by moringa products is driving the market growth in the three continents.

Moringa and meeting the SDG Nexus Approach

Beyond Moringa Indonesia, using the moringa tree to assist people to meet their basic needs in ways that empower and create dignity in the individual, that are attainable and sustainable at the family level, and that will be passed down from generation to generation.

Sustainability underpins all aspects of SDG Nexus approach. Focusing on four elements in a competitive context of People, Planet, Prosperity, Partnership and Peace

1. strengthening local context and capitalizing upon public-private partnerships;
2. increasing product value and reinforcing links with competitive markets;
3. developing strong supply chains through the creation of clusters and;
4. improving land use while increasing productivity and tree cover.

We projected that this initiative meets UN Sustainable Development Goals #1, #2, #3, #4, #5, #7, #12, #13, life on land and partnership for the goals





The success of the Sustainable Development Goals (SDGs) depends on solving the 'nexus' challenge: how can positive interactions between SDGs be optimized, and negative interactions minimized, in order to create co-benefits and reduce trade-offs. Due to their varying impacts on the SDGs, the economic activities undertaken by organizations present a key lever for operationalizing this SDG-nexus. One of the United Nations' Sustainable Development Goals (SDGs) seeks to abolish both hunger and malnutrition by ensuring the continuous supply of sufficient, wholesome food enabling people to shift towards adopting healthier, well-balanced diets. In addition, it calls for the establishment of new ways to reduce current food wastage, farming in a manner which conserves biodiversity and environmental services, increases enterprise profitability through new business models and empowers women. Moringa is playing a key role as an adaptive, sustainable and resilient, multipurpose assets.

Beyond Moringa Indonesia – SDG Nexus approach



#1 Job creation through the entire Moringa chain, from production to distribution.

#2 Moringa has high nutritious properties which contribute to food security. These include vitamins, minerals, proteins, amino-acids, anti-oxidants and anti-inflammatory.

#3 Moringa's nutritive qualities have long been recognized for their powerful prophylactic and therapeutic uses.

#4 Developing awareness of nutrition, self-sufficient food production, best practices related to production, distribution, sanitation and economics to meet international markets.

#5 Women's groups are already at the forefront of Moringa production throughout the world, improving their income and the life of their family.

#7 An economically viable model uses Moringa leaves as fermentable biomass for gas production.

#12 Increasing market demands for healthy organic and fair trade Moringa products.

#13 Planting trees is the most economical action to benefit the climate. Moringa is a fast-growing tree and has the benefit of a high index of carbon sequestration.

#15 Desertification mitigation requires trees to stabilize the land. The Moringa tree is drought-resistant and grows well even in very inhospitable environments. The Moringa tree helps soil irrigation. Its roots increase the permeability of the soil and the effectiveness of irrigation.

#17 Moringa is more than just a product or a tool. Projects using the Moringa Nexus approach concrete pathways to integrate the Five Ps and/or the SDGs and implement them at the local level.

Areas of Development 2022 - 2027



1. North-Sumatera
2. East-Java
3. Bali
4. North-Lombok
5. East-Timor
6. West-Papua

Moringa oleifera, native to the Asian subcontinent and Arabia, is cultivated across Southeast Asia, where it is often considered an indigenous species. It is a widely known and familiar component of the agricultural landscapes of Indonesia. Commonly called *kelor*, farmers from Sumatra to Bali, Sulawesi and Nusa Tenggara cultivate the species most often in home gardens or near the home with little to no management or inputs. Although given limited management attention, the species' leaves and pods are valued as a nutritious constituent of family diets and as a protein-rich animal fodder. Kelor is often planted as living fences and has many medicinal and cultural uses. Its application for water purification is also recognized. Although valued and extensively utilized, kelor is not prioritized by farmers or agricultural and agroforestry professionals in Indonesia.

Activities of Beyond Moringa Indonesia

1. Focus on disability: Changing agricultural attitudes [!]
2. Public outreach about the vast benefits of the Moringa.
3. Empowerment of local communities through production and consumption of Moringa.
4. Development of derivative product of moringa
5. Uniting grassroots Moringa actors to ensure that their interests are represented at the policy level.
6. Promoting the development of a supportive institutional, legal and political framework to support the harmonious development of the Moringa sector.
7. Developing an economic model and partnerships with the aim of creating a Moringa farm.

Beyond Moringa Project Outcomes for Indonesia

**1-5
years**

- Increase moringa farmer's income by 20% annually
- Reduce farmland from conversion by 10% annually
- Produce innovative moringa based products for health & wellness by 15 % annually
- Improve health & wellness of people by 5% annually
- Support forest and water conservation through moringa planting

**6-10
years**

- Fair supply chain and trading in agriculture triggered by moringa farming and related agriculture growths by 10% annually
- Corporations of farmers growth double every 3 year
- Moringa mindset as super food achieve 25% of people

**11-20
years**

- Moringa based healthy and wellness products imbedded in 30% of government and public diets programs
- Golden generation of Indonesia is secured and will be achieved well in 2045

Open Invitation

Everything needs an ecosystem to prosper and flourish, the Moringa industry does too. To achieve this supportive environment, we call on all actors to collaborate to develop visions and strategies for the sustainable development of Moringa through our initiative.

More Information of this initiative

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