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# PROCEEDINGS

## ICAM

International Conference on  
Agribusiness Marketing



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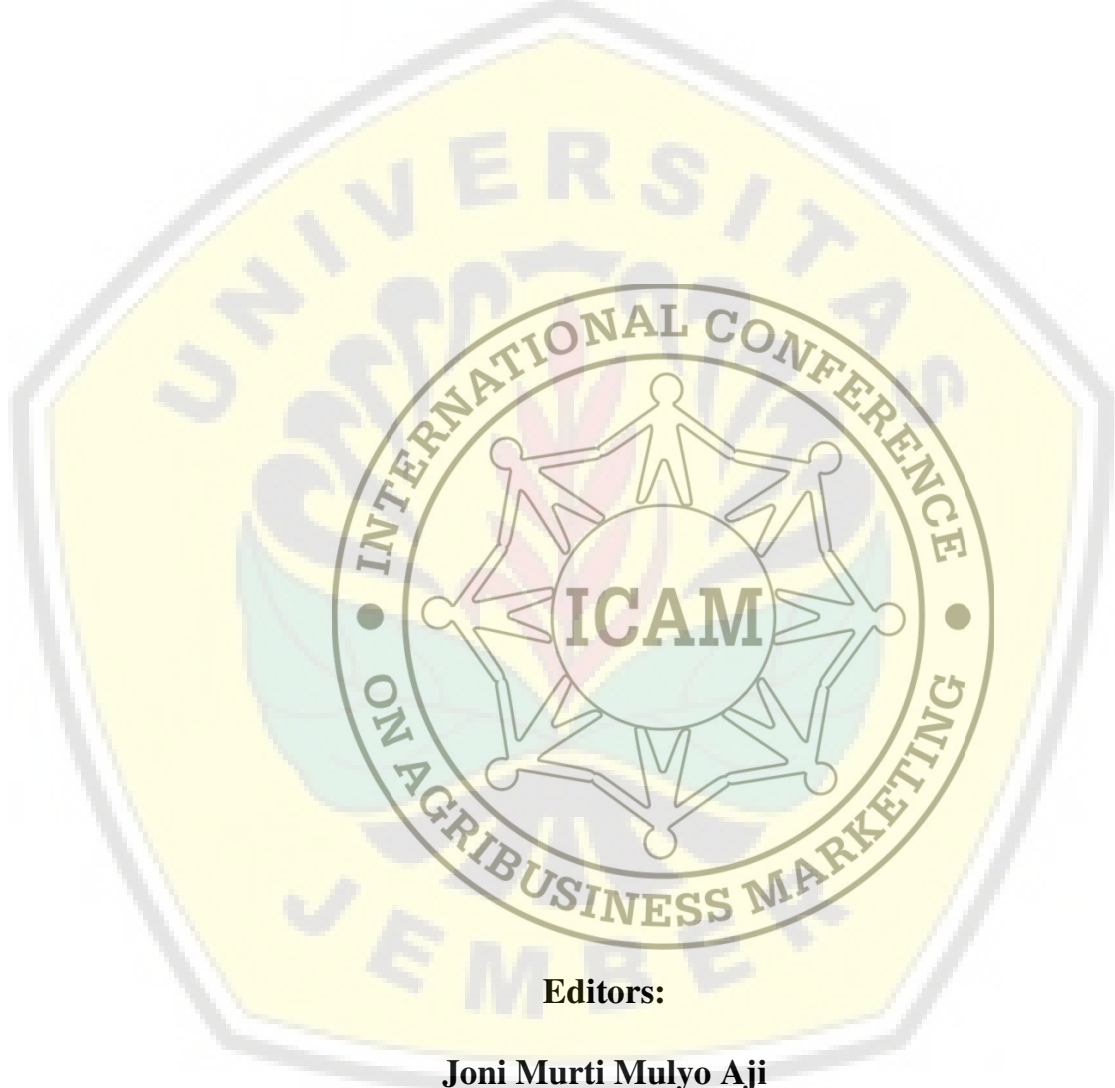
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*Membangun Generasi Menuju Insan Berprestasi*

**Proceedings**  
**International Conference on Agribusiness**  
**Marketing**  
**(ICAM 2012)**



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**Joni Murti Mulyo Aji**  
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**FACULTY OF AGRICULTURE**  
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## CONTENTS

<b>Cover</b>	i
<b>Contents</b>	iii
<b>Foreword</b>	xi
<b>Keynote Speaker</b>	xiii
Rector of Jember University	
<b>Plenary Speakers</b>	
1. Food Security and Its Implications to Developing Economies	1
<b>Mad Nasir Shamsudin</b> , Faculty of Agriculture,Universiti Putra Malaysia.	
2. Green Marketing and Its Implications	3
<b>Marthin Nanere</b> , La Trobe University, Australia, Faculty of Business, Economics and Law, La Trobe Business School, Department of Marketing and Tourism and Hospitality.	
3. Toward Indonesia's Agroindustries Competitiveness: The Case of Bioethanol Development From Sugarcane Based Industries	15
<b>Gita Khaerunisa Indahsari and Rudi Wibowo</b> . Faculty of Agriculture, Jember University.	
4. Agricultural Policy Analysis Model: Enhancing Smallholders Development.	33
<b>Zainal Abidin Mohamed</b> , Faculty of Agriculture, Universiti Putra Malaysia.	
5. Agribusiness Market Development, Case Study : Rubber.	39
<b>Moh.Taufik Hidayat</b> , PT. TRANS ARTHA MULIA: Exporter of Agricultural Produces, Jakarta.	
<b>Production, Technology, and Environment</b>	
6. Sustainability Analysis of Smallholder Coffee Agro Industry	41
<b>Elida Novita , Rizal Syarief , Erliza Noor , Rubiyo</b>	
7. Natural Levee Utilization in Some Sub-Watershed of Bedadung's Watershed for Paddy Cultivation in Order to Support Food Security	65
<b>S.A. Budiman</b>	
8. Analysis of Solid Waste Management from Sugar Industry	73
<b>Khoiron</b>	

9. Potency of Food Production Based on Integrated Farming to Support Food Sufficiency 81  
**Rahayu Relawati**
10. Custom Farming (Service Providing) System in Malaysian Paddy Farming 95  
**Norsida Man**
11. Mapping and Critical Land Management as Efforts to Control Climate Change in Lamongan 109  
**Isa Ma'rufi and Eri Witcahyo**
12. Nitrate Content as Export Constrain of Indonesian Vegetables to Europe 119  
**Ketut Anom Wijaya**
13. The Utilization of Cemara Udang (*Casuarina Equisetifolia*) for Agricultural Purposes in The Southern Coast of Yogyakarta 129  
**Atus Syahbudin , Dwi Tyaningsih Adriyanti , Anisa Handayani , Hu Bai, Katsuya Osozawa , and Ikuo Ninomiya**
14. Precise N Fertilization as an Added Value for Farm Products 145  
**Sulis Dyah Candra and Ketut Anom Wijaya**
15. Implementation of Urban Farming Program in Surabaya-Indonesia for Decrease Poverty and Effort to Create Green Area 153  
**Endang Yektiningsih and Sigit Dwi Nugroho**
16. Screening and Partial Characterization of Bacteriocin from Lactid Acid Bacteria isolated from Fan Palm Sugar (*Borassus flabellifer L*) 161  
**Prestasia Budi Lestari and Agustin Krisna Wardani**
17. Study toward The Deviance of Kerupuk Quality in Kerupuk Industry on Jember 167  
**Elok Sayyidah Balya, Achmad Marzuki Moen'im and Setiadji**
18. The Effect of The Addition of Yeast Isolates on The Colour During The Fermentationdifferentiation in Cocoa Beans 181  
**Shanti Akhiriani, Susijahadi, Djumarti, and Teguh Wahyudi**
19. A Biochemical Aspect Study of The Making of MOCAL (Modified Cassava Flour) Using Spontaneous Fermentation 191  
**Yudi Cristian Windartha**

20. The Making of Dye Powder of Duwet (*Syzygium cuminii*) Rind by Using Spray Dryer Method and The Stability during The Keeping 201  
**Suci Nurdiastuti, Sukatiningsih and Siti Hartanti**
21. The Application of Class CGM Model on The Peanut Plants (*Arachis Hypogaea L*) 215  
**Afina , Indarto, and Idah Andriyani**
22. The Impact of Media Type and Dose of Nitrogen Fertilizer to the Seedling growth of *Accacia Mangium Willd* 229  
**Warsono , Sumiarjo Kiswondo, and Wahyu Giri Prasetyo**
23. The Effect of Motivation of Paddy Straw Mushroom (*Volvariella volvaceae*) Farmer in Increasing The Income of Paddy Straw Mushroom Industry in Jember 239  
**Nurul Fathiyah Fauzi**
24. Cup Quality, Physical and Chemical Properties of Robusta Coffee Bean Produced by Wet Process Methods 251  
**Yhulia Praptiningsih S.**
25. Anthocyanin Stability of Robusta Coffee Cherries During Storage 259  
**Sukatiningsih , Windrati,W.S, and Yudistira D**
26. Detected Level of Residues Tetracycline in Breast Meat, Drumstick and Heart of Chicken with High Performance Liquid Chromatography (Hplc) 269  
**Winny Swastike**
27. Forms and Effectiveness Adaptation Strategies on Climate Change: Lesson Learned from Daerah Istimewa Yogyakarta 275  
**Sri Wahyuni and Saptana**
28. Development of Traditional Sago Processor in Maluku: Opportunities and Challenges for Supporting Food Diversification 289  
**Inta P. N. Damanik , Siti Amanah , Siti Madanijah, and Prabowo Tjitropranoto**

## Marketing

29. Status of Marketing Activities on Selected Small and Medium Fruit Processing Enterprises (SMFPES) Products : A Case of East Java, Indonesia 297  
**I. B. Suryaningrat**

30. Sugarcane Agribusiness Marketing Analysis on Dry Land People in Ngawi District, East Java, Indonesia	307
<b>Agus Santosa</b>	
31. Consumer Acceptability of Banana Blossom Sistic	321
<b>Isabel F. Salvador</b>	
32. Level of Awareness, Diferentiation, and Branch Value in Constructing Farmer Perception Influencing The Decision of Corn Seed Hibrida Purchase	337
<b>Riyanti Isaskar, Rini Dwiastuti, and Peterson Silalahi</b>	
33. Identification of Long Term Agroindustrial Relationship Pattern and Analysis of Supply Chain Existence on Cassava Chips Agroindustry	351
<b>Rini Dwiastuti and Tatiek Koerniawati Andajani</b>	
34. System of Rice Intensification (SRI) Product Value Added and Distribution Channel Analysis	361
<b>Tatiek Koerniawati Andajani and Rini Dwiastuti</b>	
35. Consumer Preferences Toward Instant Food Products in Yogyakarta	373
<b>Antik Suprihantini</b>	
36. Green Warehousing Initiatives towards Environmental Sustainability: Adoption and Performance in the Malaysian Food-based Industry	385
<b>Nitty HirawatyKamarulzaman, Hilda Hussin, Amin Mahir Abdullah, and Azmawani Abd Rahman</b>	
37. Consumer Behaviour Towards Herbal-Based Products in Malaysia	395
<b>Juwaidah Sharifuddin , Nurliyana Ahmad Mazlan, and Golnaz Rezai</b>	
38. Analysis on Recent BULOG's Assignments for Both Producer and Consumer of Rice in Indonesia	409
<b>Kuntoro Boga Andri</b>	
39. Analysis of Broccoli Supply Chain Management:Case Study in RODEO's Fresh Vegetables and Fruits Company	427
<b>Wisynu Ari Gutama and Nadia Gita Damayanti</b>	
40. Market Analysis on Supply Chain Of Pisang Mas From Lumajang Regency, East Java	441
<b>Kuntoro Boga Andri</b>	
41. Siam Citrus Marketing Efficiency in Jember Regency	453
<b>Julian Adam Ridjal</b>	
42. Rice Supply Chains in Indonesia: How They Work?	473
<b>Joni Murti Mulyo Aji</b>	

43. Controlling Factors of Marketing Activities: A Case Study of Fruit Processing Industries in East Java, Indonesia 489  
**Ida Bagus Suryaningrat**
44. Supply Chain Management of Tomato Production at Madanapalle Region 497  
**Durga Prasad Modekurti**
45. The Study of Agricultural Marketing in Art Performance in the Case of “Festival Pasar Kumandang” 513  
**Cahyani Tunggal Sari**
46. Analysis of Coffee Consumer Behavior in Jember and Its Implications to Development Strategy of Local Coffee Agro-Industry 523  
**Trias Primadani , Joni Murti Mulyo Aji and M. Sunarsih**
- Economics and Policy Studies**
47. Feasibility and Sensitivity Study of Farming System to Increase Accessibility of Small Coffee Farmers to The Financial Institutions 529  
**Ati Kusmiati**
48. The Productivity of Women Labor on Cocoa Plantation in Banyuwangi District 545  
**Evita Soliha Hani**
49. Game Theory Analysis of Prospects of Formal and Informal Institution Tobacco Industry in Gresik 553  
**Gigih Pratomo, Adhitya Wardhono, Ciplis Gema Qo’riah, and Satrio Wicaksono**
50. Internal and External Factors Affecting Farmers’ Group Capability in Adaptation on Climate Change 561  
**Wahyuning K. Sejati, Sri Wahyuni and Tri Pranadji**
51. Logical Consistency and Tobacco Economic Development in Gresik Regency 571  
**Ciplis Gema Qori’ah, Yulia Indrawati, and Gigih Pratomo**
52. Food Vs Bio-Fuel and the Impact on Food Commodity Market in Indonesia 579  
**Triana Dewi Hapsari**
53. Development of Downstream Agribusiness in the Context of Increasing Value Added Products CPO 601  
**Diana Sulianti K. Tobing**



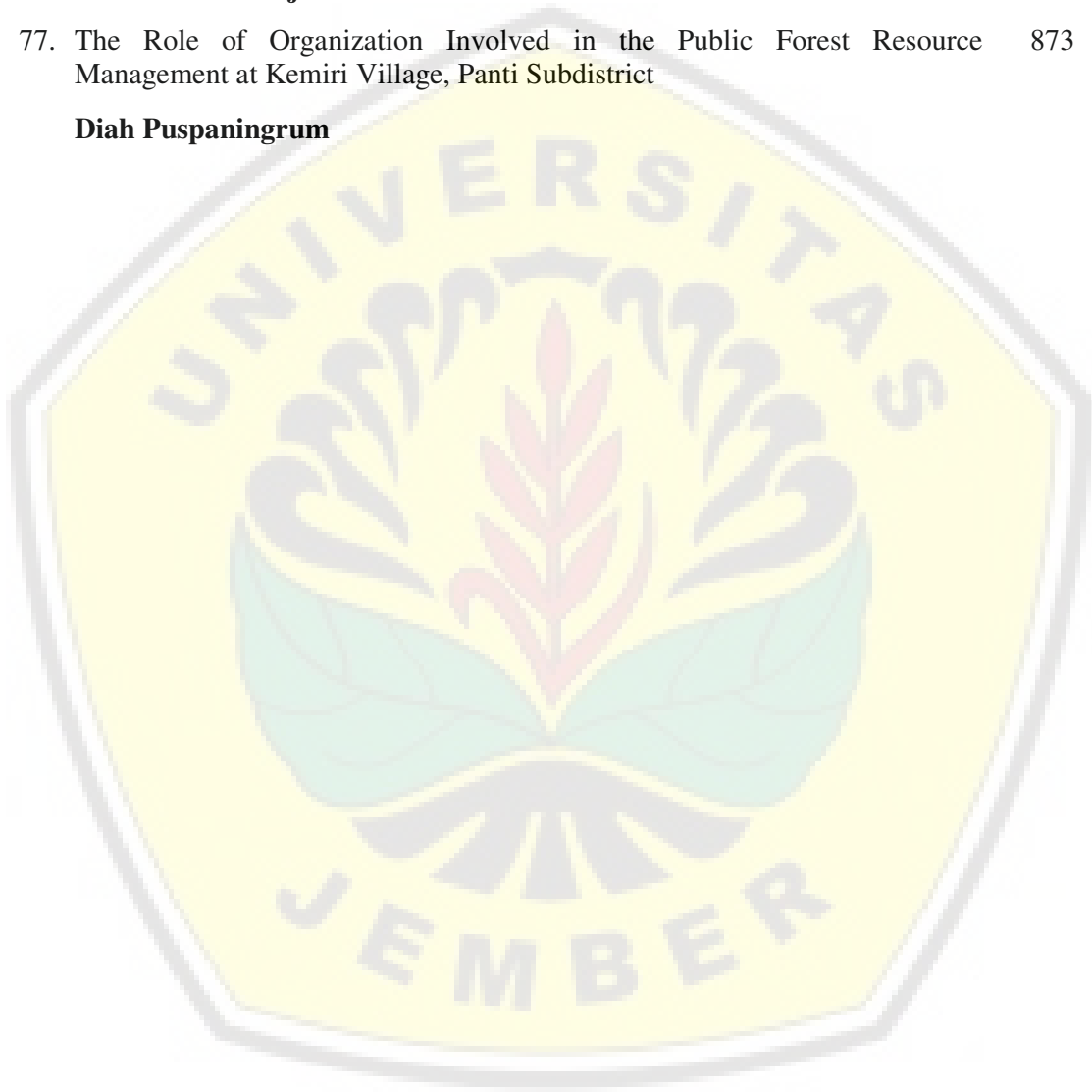
54. Income Distribution and Food Security of Farm Household in Sleman District, Yogyakarta 615  
**Jangkung Handoyo Mulyo and Sugiyarto**
55. Market Performance of Red Chili Through Spot Auction System in Yogyakarta Province 625  
**Ebban Bagus Kuntadi and Jamhari**
56. Marine Fisheries Sector Economic : Potential and Coastal Area Development Disparities North South East Java 639  
**Totok Hendarto**
57. Utilization Efficiency Yards Some Economic Aspects of The Revised 659  
**Irine Indrawati Syaifullah**
58. An Analysis on Financial Farming Effort Worthiness of Pisang Kepok (Musa paradisiaca L. cv. Kepok) in Malinau Seberang Village, Sub – District North Malinau, Malinau District 673  
**Hendris**
59. Financial Analysis of Cattle Breeding Farm in Sleman District 681  
**Shanti Emawati and Endang Tri Rahayu**
60. Impact of Elimination of Automatic Detention on Cocoa Production Indonesia 689  
**Arum Putranti and Joni Murti Mulyo Aji**
61. Significance of Informal Cross Border Trade Indonesia and Malaysia for Agricultural Commodities Development In Nunukan Regency, East Kalimantan 697  
**Kuntoro Boga Andri**
62. Tax Policy on Exports of Crude Palm Oil Products in Indonesia: Challenges and Dilemmas 707  
**M. Abd. Nasir , Ciplis Gema Qo'riah , Yulia Indrawati , Adhitya Wardhono , and Satrio Wicaksono**

## Social and Institutional Studies

63. Implementation of SRI (System of Rice Intensification) for Increasing Paddy Production and Smallholder Self Sufficiency 715  
**Luh Putu Suciati and Bambang Juanda**

64. Malaysian Paddy Farmers Awareness and Perception towards (System of Rice Intensification (SRI): A Preliminary Study 727  
**Nolila Mohd. Nawi and Siti Samiha Zainal**
65. Farmers' Entrepreneurship As New Approach to Increase Farm Performance: Empirical Study on Chili and Rice Farming at Sleman Regency 739  
**Darmadji**
66. An Integrated Institutional Development Based on Indigenous Knowledge for Rural Poverty Alleviation 757  
**Yekti T. Utami ; TioNugroho; AyuNurfauziyah; and Mochammad A. Junaidi**
67. Analysis of Participants' Satisfaction under Contract Farming: A Case of Peanut Farming in Lombok Island 775  
**I Gusti Lanang Parta Tanaya**
68. Enhance Industrial Competitiveness through Improved Ylang Essential Oil Quality and Synergy Among Members of The Cluster 789  
**Dyah Erni Widyastuti , Sukardi , Vina Salviana DS , Rahmad Dwi S., Tutik Sulistyowati**
69. Rural Credit Market and Institutional Transformation: Evidence From Jember Regency, East Java, Indonesia 801  
**Adhitya Wardhono**
70. Tenurial Reform as Alternative Conflict Management and to Alleviate Poverty of Coffee Smallholders Plantation in Rural Community 811  
**Mustapit**
71. Factors of Smallholders Coffee Farmers' Implementation in Diversification Postharvest in Jember Regency 821  
**Sudarko**
72. The Role of Social Capital in Improving The Dynamics of Farmer Groups 829  
**Sri Subekti , Mudiyono and Sri Peni Wastutiningsih**
73. The Behaviour of Woman Cigarette Consumer (Qualitative Study Of Woman Active Smoker) 839  
**Dewi Rokhmah**
74. Determinant of Exchange Rate and Institutional Rice Farmer 847  
**Sugeng Raharto and Yuli Hariyati**

75. Adopter Category and Preference of Information Source on The Adoption of Herbal Feed Additive on Broiler Farm 857  
**Ayu Intan Sari**
76. Communication Strategy in Agribusiness Extension 865  
**MC Ninik Sri Rejeki**
77. The Role of Organization Involved in the Public Forest Resource Management at Kemiri Village, Panti Subdistrict 873  
**Diah Puspaningrum**



## FOREWORD

Since first introduced by Goldberg and Davis in 1957, agribusiness which is generally defined as the summation of all process involved in the manufacture and distribution of farm inputs; production operations on farm produce; including the storage, processing and distribution of farm commodities and the items made from them; has been growing as a body of knowledge which gradually evolves in both theory and practice.

As a part of the agribusiness system, marketing of food and agricultural products is recognized an important process dealing with handling and distributing the products from farms to forks. Various activities are involved in doing this, such as production planning, growing and harvesting, grading, packing, transport, storage, agro- and food processing, distribution, and sale. These activities are dynamic; they are competitive and involve continuous change and improvement.

Marketing activities cannot take place unless there are information exchanges. The success of marketing is also often heavily dependent upon the economies of scale and availability of suitable finance. Not surprisingly, small holders often face difficulties to get 'right price' in marketing their products as they do not have a proper access to bring their product to the 'right place' or their prospective customers.

Especially nowadays when the structure and governance of agri-food markets are changing rapidly, the smallholders are often left behind and marginalized. Trade liberalization policies in domestic and international markets are key drivers of these changes that lead to globalizing food chains. Stricter standards in term of product quality and market requirements such as supply reliability and scale of delivery bring about new challenges for agri-food producers, particularly for small farmers in developing countries. These daunting challenges have inspired us set up this event.

The International Conference on Agribusiness Marketing (ICAM) aims to explore and map various opportunities for agri-food industry especially in emerging markets within the internationally-integrated and globalized economic environment while identify challenges likely to be faced.

The papers in this proceedings were presented in the ICAM which was held in Jember University, Jember, East Java, Indonesia from 25 to 26 June 2012. It consists of papers from the keynote speakers and more than 70 contributed papers from the conference attendances. Finally, it is expected that all papers and outcomes produced in this conference can contribute, both theoretically and practically, to the future of agribusiness and marketing of agricultural products especially in the developing world.

Evita Soliha Hani  
The ICAM Chairperson





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## KEYNOTE SPEAKER

### JEMBER UNIVERSITY RECTOR'S OPENING SPEECH

For the International Conference on Agribusiness Marketing 2012

Jember, 25 – 26 June 2012

Guests of Honour,

Prof. Dr. Mad Nasir Shamsudin, Prof. Zainal Abidin Mohamed and delegates from Universiti Putra Malaysia,

Dr. Marthin Nanere, from La Trobe University, Australia

Distinguished speakers, Drs. M. Taufik Hidayat and Prof. Dr Rudi Wibowo, MS

Colleagues,

Ladies and gentlemen,

Assalamu'alaikum Wr. Wb.

It is my pleasure to speak to you today on the occasion of this International Conference on Agribusiness Marketing 2012.

First of all, I would like to extend my warmest welcome to all of our eminent speakers and the distinguished participants, especially those who have travelled long distances to be present here today. I would also like to thank the Conference Committee and Faculty of Agriculture for hosting this highly meaningful event here in Jember University.

I believe that this event is highly meaningful as agribusiness marketing is an interesting topic. It consists of two important concepts, i.e., agribusiness and marketing.

Agribusiness which is literally formed by two distinctive words agriculture and business is undoubtedly two important sectors for human beings, as without business in agriculture, it is impossible to feed 7 billion people who live in the world now. That's why this university concerns and commitment to agriculture is high, and the development of agro-industry has been the ultimate goal in our vision. As stated in our statute, the vision of Jember University is to become an (internationally) qualified higher education with environment orientation and ability to develop science, technology, and art for the benefit of humanity, which is more specifically directed to the development of agro-industries.

Marketing, which literally means the process through which goods and services move from producers to the consumers or customers, is undoubtedly important concept as nowadays, it is almost impossible for human being to meet all of their needs without the role of marketing.

As an integrated concept, agribusiness marketing is inevitably important since it is the process by which food and or food products are transferred from farmers, as food growers, to us as food consumers. The process of marketing itself generally makes food or food products become more accessible for us. It consequently often relates to food accessibility and thus food security. Failure in food marketing or marketing systems, nowadays often called as food supply chain management, may create hunger in any part of the world.

Moreover, as mentioned in the introduction of this conference, in the modern and globalised markets, I can see that agribusiness marketing is becoming more and more complex. The success of marketing is also often heavily dependent upon the economies of scale and availability of suitable finance. Supermarket and minimarket chains become increasingly dominant in the food

marketing and distribution. The consequence of this, of course, farmers and small holders often face more problems if they cannot adjust with the situation.

I believe that our eminent speakers will explore and talk more about it, and have some solutions so that farmers and or smallholders can get access to the right market.

Ladies and Gentlemen,

It is my sincere hope that this International Conference on Agribusiness Marketing (ICAM) 2012 will prove to be a useful occasion to better understand agribusiness marketing as well as the emerging concepts of supply chain management; identify the threats and opportunities posed by small holders or farmers particularly in developing countries like Indonesia, evaluate the agribusiness itself as well as physical, social and policy environment surrounding the business in order to give better access and facilitate smallholders' participation in modern and globalised markets. In closing, I would like to once again extend my gratitude to all the participants and I look forward to a most successful and fruitful conference.

Finally,

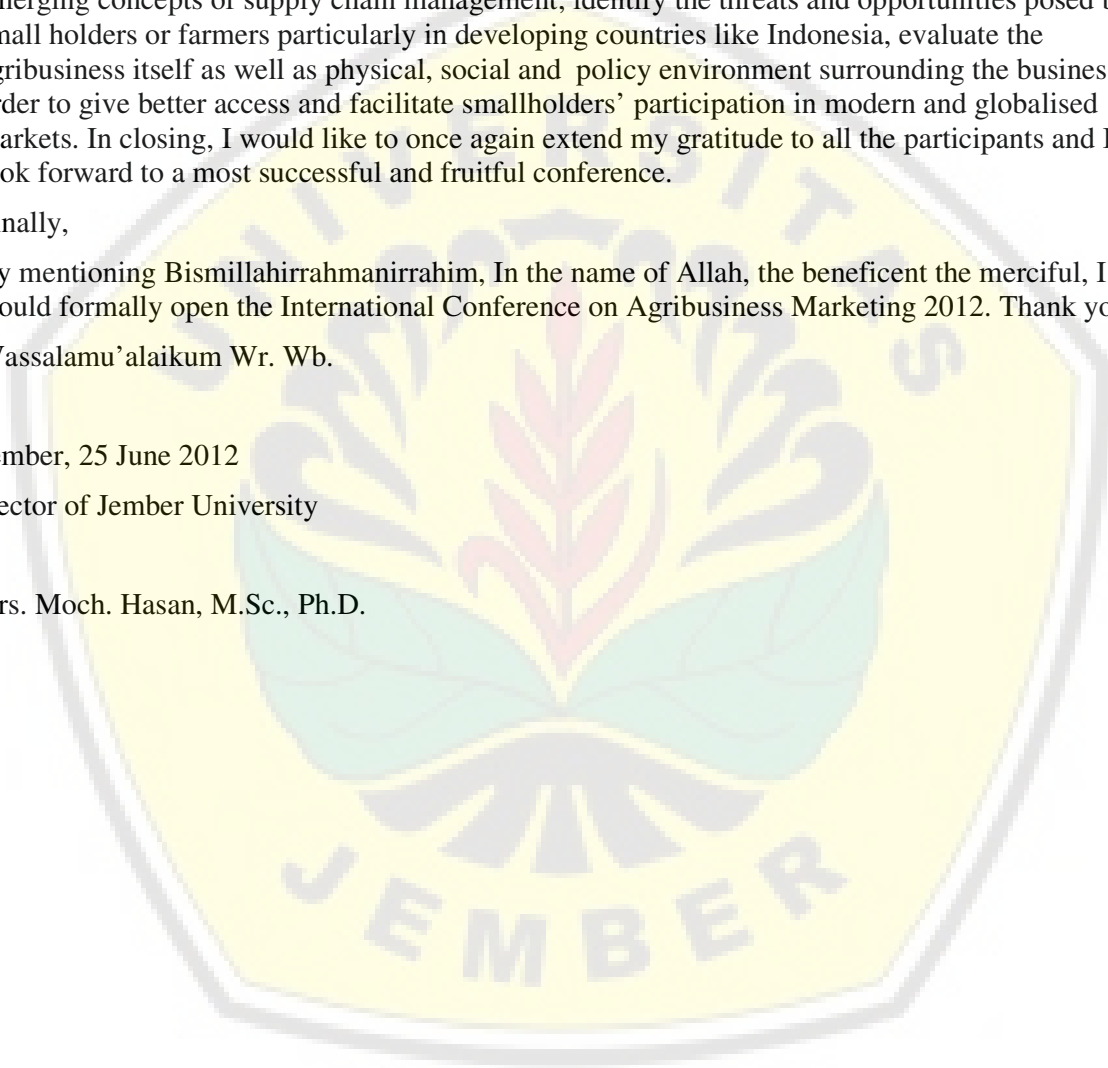
By mentioning Bismillahirrahmanirrahim, In the name of Allah, the beneficent the merciful, I would formally open the International Conference on Agribusiness Marketing 2012. Thank you.

Wassalamu'alaikum Wr. Wb.

Jember, 25 June 2012

Rector of Jember University

Drs. Moch. Hasan, M.Sc., Ph.D.



## SUSTAINABILITY ANALYSIS AT SIDOMULYO SMALLHOLDER COFFEE AGRO-INDUSTRY

*Elida Novita<sup>1</sup>, Rizal Syarief<sup>2</sup>, Erliza Noor<sup>3</sup>, Rubiyo<sup>4</sup>*

### Abstract

Sustainability of Sidomulyo smallholder coffee agro industry as a part of Jember coffee agribusiness should be attempted by improving their high quality of coffee bean. Development of sustainability assessment indicators is needed to determine the factors that are feasible to support coffee agro industry. Case studies conducted in smallholder coffee plantation at Jember District, East Java. Through Rap-Coffee simulation, sustainability status is moderate (58.94%). Improving the status can be achieved based on the key attributes of sustainability framework. Supports from stakeholders such as government, research institute and banking with incentives, credit, maintaining equipment and quality standards assistance would increase productivity and quality while improving smallholder coffee prices.

*Key words: coffee, sustainability, Jember, Indonesia, Rap-Coffee, smallholder coffee plantation, agro industry*

### Introduction

Coffee is one of the Indonesian commodities which contributes as source of income of farmers, job creations and regional development. Indonesia also including one of the world's largest exporter of robusta coffee after Vietnam. Nearly 90% of coffee, grown and produced by farmers which has many limitations. Fluctuating coffee prices and export markets dependency heavily influence the farmer decisions getting improved technology adoption for better quality of coffee products. Environmental awareness, health and life styles issues, as well as ICO (International Coffee Organization) agreement prohibiting to export low quality of coffee bean become a challenge and an opportunity for smallholder coffee plantations sustainability.

Sustainability development concept was popularized by The World Commission on Environment and Development (WCED) in 1987, meaning development that meets the needs of today's society without compromising the ability of future generations to meet their needs [1]. Sustainable development paradigm is based on three pillars of economic, environmental and social that widely applied at various sectors, so that the operational

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definition of sustainability have multiple dimensions [2]. As one sub-system of coffee agribusiness, coffee agro-industrial development is an important step to support the sustainability. There are three characteristics of sustainable coffee agro-industry; (1) productivity and profits can be maintained in such long time to meet human needs in the present and future, (2) smallholder coffee agricultural resources or natural resources of smallholder coffee plantations should be improved and maintained because the sustainability depends on the raw material availability, and (3) negative impact of coffee agro-industrial activities should be minimized [3]. Sustainability assessment will be needed to know sustainability status as well as the factors influencing policies and viable alternatives can be developed at smallholder coffee production. There are indicators refer to sustainability status, changing conditions as well as evaluates of policy performance quantitatively [4]; [5].

Smallholder coffee development which focus on quality must be attempted to raise farmer incomes and meet the needs of export market in sustainable way. Case study was done at Smallholder Coffee Plantation Area (SCPA) at Sidomulyo Village, Silo District, Jember Regency. The aim of this study was to develop a framework assessing sustainability based on improvement indicators and to examine the current Sidomulyo SCPA sustainability in order to maximize its sustainability.

## **Methodology**

The study conducted for 7 months at Sidomulyo SCPA, Silo District, Jember Regency. Research was done by survey method, discussion and depth interview with repondents. There were 3 phases in data collection and asses sustainability of SCPA. First, initial survey and discussion with stakeholders was conducted to get more detailed information as supported material to create the framework. Second, consultation and depth interview with stakeholder. Third, SCPA sustainability assessment based on the sustainability framework with Rap-Coffee. Measurement of smallholder coffee agro-industry sustainability developed based on the dimensions of Munasinghe triangle of sustainability (1993) with the addition of institutional dimension [6]. These studies use the indicators from Committee on Sustainability Assessment (COSA) in [7], and develop it.

Several stages of data analysis are as follows: (1) creating the score in each of sustainability attributes by using the values that consistent measures the bad (score 0) to the good (score 3) of sustainability condition. Scored data must be standardized before

simulation through data normalization; (2) sustainability assessment continues with Rap-Coffee (modified attributes from Rapfish), (3) statistical test in Rap-Coffee using two following analysis techniques; MDS (multi dimensional scaling), leverage analysis to determine the effect of sustainability [8]. Monte Carlo analysis was done automatically to determine the degree of error data used.

## Results and Discussion

### A. Sustainability Assessment Framework

Sustainability assessment framework is based on sustainable development paradigm in Earth Summit 1992 at Rio de Janeiro that leading to adoption of Agenda 21. Agenda 21 is wide-ranging blueprint for action to achieve sustainable development worldwide. Several methodological frameworks have been identified to measure the agriculture sustainability and the community to district level. Referring to [9]; [10] and [11], main functions of indicators of framework are as follows: (a) to assess conditions and changes, (b) to compare between the places and situations, (c) to assess conditions and trends related to the goals and objectives, (d) to provide initial information, and (e) to anticipate the alteration conditions and trends in the future. This is important to define the boundaries of indicators to demonstrate the tendency of environmental system that could change from one country to another [12] ; [13]. Based on these restrictions, it can be made score for each indicator.

Become one of the agricultural products traded largely in the world, coffee produced by small and big scale farmers. According to [7] the concept of sustainability on coffee production should include a holistic approach for production, distribution, use of natural resource and final product, the service that can maximize the benefits from raw materials and energy utilization, minimize the consumption of raw materials and non renewable energy, and avoid waste production and pollutants to the environment [14]; [8]. By means of this approach, it is designed indicator assessment in four dimensions of sustainability (Table 1.).

Table 1. Sustainability Indicator of Smallholder Coffee Agroindustry

No	Dimension	Indicators
A	Economic	Revenue Production and marketing cost Credit loan allowance Farming management Production quality Market access and opportunities Profit
B	Environmental	Energy management Water management Land use management Biodiversity management Pollution Prevention Reuse and recycle Carbon sequestration
C	Social	Health and safety Working hours and wages Basic human rights Social relation Perception and satisfaction
D	Institutional	Integrated decision making Capacity building Science and technology improvement Social awareness and information International cooperation and agreement Role of civil society Institutional framework and rules Disaster preparedness

## B. Economic Sustainability Dimension of Smallholder Coffee Agroindustry

Economic sustainability is one of the requirements from the continuity of production activities. Economic sustainability of coffee agro industry is not only an effort to maintain the production activity but an attempt to maintain the livelihood, social and environmental needs of rural communities. Sidomulyo SCPA scores for each indicators in economic dimension (Table 2).

Table 2. Indicators of Economic Dimension of Sidomulyo SCPA

No	Economic Indicators	Score	Good	Bad	Explanation
1	Revenue	2	3	0	(0)Small (<RMW); (1) Revenue = RMW; (2)Fair > RMW (3) High, more than RMW (regional minimum wage)
2	Production & marketing cost	2	0	3	(0)Very high (1) High; (2) Fairly enough ;(3) Small
3	Credit loan allowance	1	3	0	(0)No access to credit loan (1) There is access but do not use credit loan allowances; (2) There is access but only use credit loan once; (3) There are access & credit loan allowance.
4	Farming management	3	3	0	(0)Subsistence (1) Semi commercial; (2) commercial; (3) Industrial farming
5	Quality of production	1	3	0	(0) No quality concern and not understand the quality concept (1) Not fully concern on quality; (2) Have concern on quality; (3) Have effort to increase the quality continuously.
6	Market access and opportunities	2	3	0	(0)Do not have market access(1) Limited access to market; (2) There is market with limited opportunities; (3) High access & opportunities.
7	Profit	2	3	0	(0)No profit (1) Small profit; (2) Fairly enough profit; (3) High profit

Agricultural management attributes have the highest score (3) compared with six other attributes. Support for coffee agriculture came mainly from the desire of each farmer in farmer groups to become industrial cultured farmers. Civilized agriculture industry is a



farming system that was built through the use of engineering, science and technology in order to increase added value from products as high as possible [15]. Implementation of cultured agriculture industry is expected to be increased in Sidomulyo SCPA to support their sustainability.

Based on the Rap-Coffee analysis, value of economic sustainability is enough for 62.54% (Fig.1). Leverage analysis showed the range of economic leverage factors are between 1% and 8%. There are no dominant factors in economic sustainability, if the values between 2 % and 8% distributable [16] (Fig.2). There are two more main leverage factors that can increase the sustainability status; production cost, and production quality.

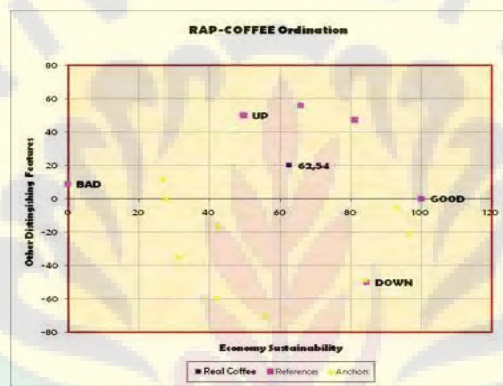


Figure 1. Rap-Coffee results of Economic Dimension

Fluctuated world coffee prices are influenced by supply, weather, and economic conditions which affect the production qualities [7]. When the coffee price is high, the farmers do not hesitate to take action in operational production that can improve the quality of coffee beans. This effort will directly affect production costs because of transferred method from dry to wet method that has great input production. On the other hand, when the coffee prices are lower, the farmers tend to choose the dry which is cheaper and simpler although it produces lower quality. Therefore, continuously efforts in production quality improvement and cost stability are expected to increase sustainability status at Sidomulyo SCPA. Market opportunities are difficult variable to measure, but they show a link between producers and sustainability efforts in industrial structure. There are determined from the existence of fixed exporters, certification and quality of market information that can be accepted by the producers. Market opportunities are difficult variable to measure, but they show a link between producers and sustainability efforts in industrial structure. The market opportunities are determined from the existence of fixed

exporters, certification and quality of market information that can be accepted by the producers.

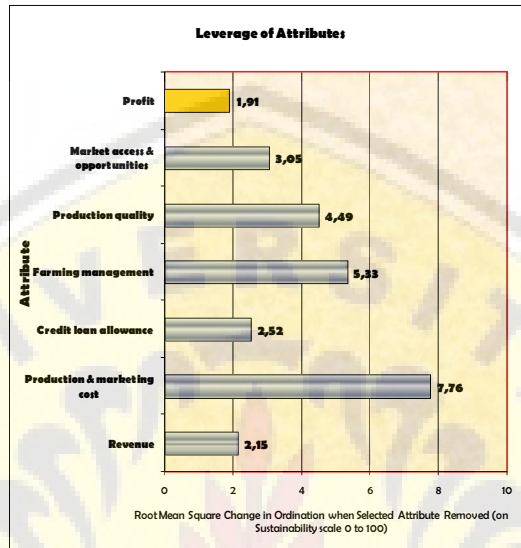


Figure 2. Leverage Analysis of Economic Dimension

C. Environmental Sustainability of Smallholder Coffee Agroindustry.

The growth of global coffee processing industry raises environmental concerns both locally and internationally. Land resources management has the highest score compared with the other indicators of environment dimension (Table 3). The farmers realize that their land productivity is determined by land management efforts. That efforts were also made to maintain the organic coffee certification (Utz certified). In organic farming practices, there is a system approach to balance and optimize the plantations which economic standards [17].

The coffee plantation system with shading plants and cover crops shows more stable nitrogen recycle than plantation without shading or cover crops [7]. They also can reduce erosion levels even though most of plantation is cultivated in flat ground area. Solid waste utilization as organic fertilizer is also one way to maintain nutrient cycle at coffee plantation.

Table 3. Indicators of Environmental Dimension of Sidomulyo SCPA

No	Environmental Indicators	Score	Good	Bad	Explanation
1	Energy management	2	3	0	(0) Depending on 1 type of energy sources (1) Using 2 types, still depend on unrenwable energy; (2) Using 2 types & not depend on unrenwable energy (3) There have been efforts to diversify the use & use more than 2 sources.
No	Environmental Indicators	Score	Good	Bad	Explanation
2	Water management	2	3	0	(0)There is no conservation efforts while using well & surface water (1) Using groundwater without conservation efforts (2) Using water & ever make conservation efforts (3) Using water & always do the conservation efforts
3	Land conservation management	3	3	0	(0)There is no erosion prevention effort; (1) Start to do the conservation with a minimum effort (2) Do with a guidance ; (3) Do independently & continuously the activities.
4	Biodiversity management	2	3	0	(0)Monoculture coffee plants (1) Coffee plants with cover crops & shade trees; (2) Coffee plants with various cover crops & shade trees. (3)Coffee plants with industrial (commercial) trees as cover crops & shade trees.
5	Pollution prevention (reduce pollution)	2	3	0	(0)There is no pollution prevention efforts & pollution has a great impact on environment (1) No effort to reduce but the pollution has little impact on environment; (2) There

					has been a concern to reduce pollution; (3)There is a continue effort to do a pollution prevention.
6	Reuse and recycle	2	3	0	(0)Do not understand & there has been no effort to R2 the waste produced (1) It has been realized but has not been attempted yet to do the R2 of waste produced; (2) Rarely make effort to R2 the waste produced (3) Understood & capable to R2 the waste produced economically.
No	Environmental Indicators	Score	Good	Bad	Explanation
7	Carbon sequestration	2	3	0	(0)Plant density & qualities are low (1) Sufficient density with low plant quality; (2) Sufficient density with adequate quality; (3) Great potential of plant density &plant quality.

The results of Rap-Coffee analysis on environmental dimension (**Fig. 3**) show a fairly continuous status (59.15%). Coffee plantations ability to produce high quality products in forest areas encourages a coffee agribusiness as attractive as carbon storages from climate change perspective. Pollution prevention efforts related with the assessment of pollution levels of coffee processing units at Sidomulyo SCPA. The existences of coffee processing industries which start to apply wet methods potentially can cause pollution to environmental and will threaten Sidomulyo SCPA sustainability. So that, it required sufficient technology to control the pollutant, to reduce the amount of water processing and wastewater treatment before discharged into the water body. Therefore, pollution reduction of coffee processing, reuse and recycle of products must be attained..





Figure 3. Rap-Coffee Results of Environmental Dimension

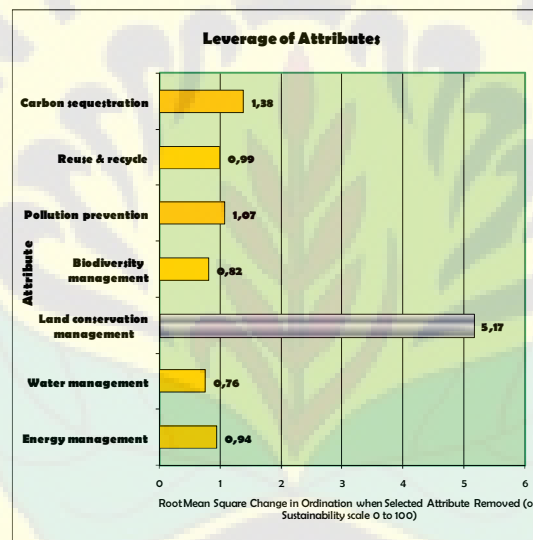


Figure 4. Leverage Analysis of Environmental Dimension

The existences of coffee processing industries which start to apply wet/wash methods potentially can cause pollution to environmental and will threaten Sidomulyo SCPA sustainability. Pollution from wet coffee processing such as pulp and wastewater can cause environmental problems especially if they discharged into water body. Ecological impacts due to high organic content can take large amount of oxygen needed by aquatic life. So that, it required sufficient technology to control the pollutant, to reduce the amount of water processing and wastewater treatment before discharged into the water body. The implementation of solid waste utilization for fertilizer or methane gas production can be carried out with support from relevant stakeholders. According to Reed (1997) in [6], the environmental system sustainability means: (a) the stability of industrial based resources, (b) to prevent the excessive exploitation of renewable resources, (c) to

reduce unrenovable resources if there are substitute resources. Therefore, pollution reduction of coffee processing, reuse and recycle of products must be attained. A better understanding of community can be developed through using community institutions at Sidomulyo SCPA.

Energy management includes the number and types of energy used by community at Sidomulyo. More various sources of energy used, especially from renewable fuels will assign high value. Most people in Sidomulyo still use firewood from non productive trees. They use diesel fuel for coffee processing. Benefit by biogas fuel from wastewater digester must be pursued to increase smallholder coffee sustainability.

Biodiversity indicators assessment based on the several natural vegetation both quantity and quality as key indicators. More specific, variation of cover crops and shading trees. For conservation, high scores mean high performance of biodiversity. Generally, coffee trees at Sidomulyo integrated with other agricultural commodities that enhance their biodiversity. From biodiversity view, coffee plantation integrated shading trees and cover crops have a high benefit in tropical forest ecosystem. Because of greenhouse gas minimization, this system can be as an alternative to deforestation that contributes to global warming. Emission from diesel fuel used at coffee processing can be minimized with its rich biodiversity in coffee plantation. Moreover, traditional coffee plantation that integrated with forest is able to protect at least 180 species of birds [7].

#### D. Social Sustainability of Smallholder Coffee Agroindustry.

Social sustainability primarily based on farmer tendency to accept the coffee processing unit that could increase their incomes by improving coffee quality. Those, the economic dimension at least has influenced on the social sustainability. So that, it is important for smallholder farmers becomes united in such organized cooperation such as “Koperasi”. It will be discussed further at institutional dimension. Referring to social indicators which were formulated by COSA, social dimension attributes can be developed into 5 attributes presented in Table 4.

Table 4. Indicators of Social Dimension at Sidomulyo SCPA

No	Social indicators	Score	Good	Bad	Explanation
1	Health service and sense of security (safeness)	3	3	0	(0)There is no access for health service & sense of security for rural community (1) There is no access or conversely, have health service access but have no safeness for rural community; (2)There has been minimum health service & safeness; (3) There has been easier & guaranteed health care service and safeness.
2	Working hours and wages	2	3	0	(0)Indecent paid wages & working hours; (1) Indecent paid even though working hours has been done based on the rules; (2) Decent paid & working hours according to minimum living cost ; (3) Paid wages more than minimum living cost.
3	Basic rights	2	3	0	(0) Unfulfilled basic rights of labours and communities; (1) Basic rights compliance still lack; (2) Basic rights compliance has met the rules; (3) Guarantee for basic rights compliance
4	Social relationship	2	3	0	The connection & community involvement with coffee plantation & processing (0) are weak; (1) (1) are strong enough; (2) are very strong; (3) There is not only connection but effort to build their relationship with other stakeholders.

No	Social indicators	Score	Good	Bad	Explanation
5	Farmer perception and satisfaction	2	3	0	(0) Negative, unsatisfied; (1) Negative, less satisfied; (2) Positive, satisfied; (3) Positive, very satisfied.

Sidomulyo SCPA is relatively clean and free from pollutants even though not too far from capital city of Jember district. The existence of free water sources used by community and sense of community security also supports high assessment from respondents. Rap-coffee results and leverage analysis can be seen at **Fig.5** and **Fig.6**.

The farmers manage their own plantation with helps from their relatives in their environment, except in peak season, they receives workers from other village. Labor who works in the farm or at processing plant receives their wages in profit sharing form of money based on daily average. Factory labors also receives overtime payment if they must, especially during peak season. Those rules are generally accepted and have become a habit without written rules.

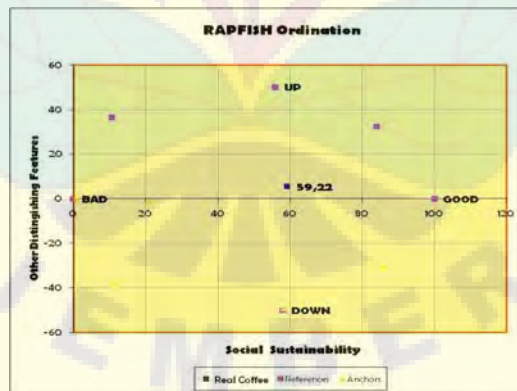


Figure 5. Rap-Coffee Results of Social Dimension

Links between communities at Sidomulyo SCPA are quite good, especially in group of farmers or Koperasi which involve in wet method of coffee processing. Eventhough, there are still several members who not participate in its new method because of limited capacity at peak season. They choose dry method as usual to avoid rotting of coffee berry after harvest. As result, the impacts from improving coffee quality with wet

method are still not strong enough at Sidomulyo SCPA. Based on these conditions, an increasing coffee capacity is expected, next years.

Farmer perception and satisfaction is the second leverage factor in social dimension. This indicator will be related to other indicators fulfillment. So, it is quite complicated to make judgement in this indicator. According to COSA in [7], its assessment is based on farmers' expectation and satisfaction level on social relationship between farmers, relationship between management and members of Koperasi, managerial ability of Koperasi management, farmers' income from coffee bean and the last, health service access and safeness in community

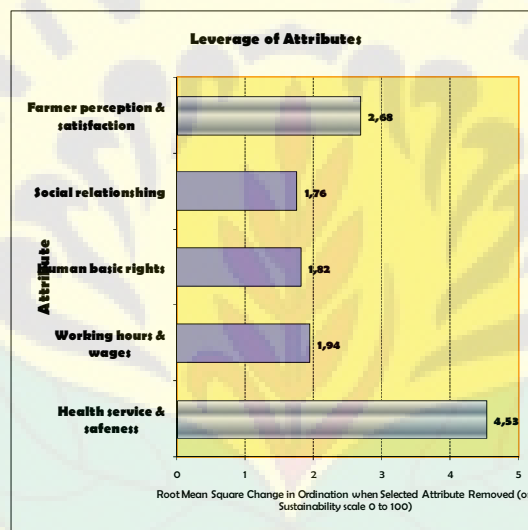


Figure 6. Leverage Analysis of Social Dimension

## E. Institutional sustainability of smallholder coffee agroindustry

Institutional plays an important role, as well as the existence of natural resources, capital, technology and human resources in Indonesia agricultural development. Just because associated with the development of coffee producers, institutional becomes an important role in sustainability assessment. Without good institutional application, the availability of coffee production factors would be difficult to support the SCPA sustainability.

Integrated decision making has high score mainly based on the assessment that reasonability decision within organization should be approving by all members (Table 5.). Sidomulyo SCPA has routine activities participated by members to improve the organization such as; farmers group discussion, agriculture communication and counselling



forum, meeting forum with other stakeholders, study tours, social activities and other supporting activities. Official role from Jember Agricultural Office, cooperation with ICCRI, Jember University and Jember Polytechnic University supports Sidomulyo SCPA institutional development.

Table 5. Indicators of Institutional Dimension of Sidomulyo SCPA

No	Institutional indicators	Score	Good	Bad	Explanation
1	Integrated decision making	3	3	0	(0)Never done (1) Done limited within management; (2) Occasionally done between management & members; (3) Always done between management & the members, also invite other stakeholder.
2	Capacity building (Capability improvement)	2	3	0	(0)Never done (1) Done with stakeholder supporting; (2) Done with self supporting, rarely; (3) Done continuously.
3	Science and technology improvement	2	3	0	(1)Never done (1) Done with stakeholder supporting; (2) Done with self supporting, rarely; (3) Done continuously.
4	Social and information awareness	2	3	0	(0)Have not aware yet (1) Have aware with limited action only at management level; (2) Have aware for all members of Koperasi; (3) Becomes their needs.
5	International rules and collaboration	2	3	0	(0)Never knows (1) Understand but have no pretension to apply; (2) Apply with limited action; (3) Aware & apply supporting by other stakeholder.

No	Institutional indicators	Score	Good	Bad	Explanation
6	Civil society roles (unwritten rules) existences	2	3	0	(0)Have no consideration; (1) Have an awareness individually; (2) Have a consideration restrictively at management level; (3) Consideration with clearly & comprehensively understanding.
7	Institutional frameworks and rules	2	3	0	(0)Do not have concept yet (1) Limited only organization rules (2) Already have institutional frameworks & rules; (3) There has been guaranteed in applying it.
8	Disaster mitigation and adaptation	1	3	0	(0)Have no idea about disaster risk (1) Have an idea but still have not prepare yet; (2) Have awareness & starts to coordinate with other stakeholder; (3) Have considered the action with stakeholder coordination.
9	Public participation in community	2	3	0	1) Have not known yet (1) Have known but there have not been public participation; (2) Understanding the concept & sometimes had community get involved; (3) Always consider public participation in institutional improvement.

Institutional farmers at Sidomulyo SCPA become important, especially this organization do controlling and regulating the interdependence between economic agents and the resources. The farmers who have only 2 ha land of coffee plantation on average will be more efficient, productive and sustain if they put best foot forward in farmer

groups. Through organized farmer groups “Koperasi”, they will be stronger from institutional and capital terms.

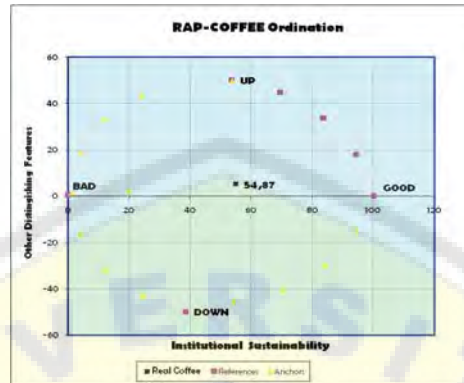


Fig 7. Rap-Coffee Results of Institutional Dimension

Coffee certification from Utz certified is one of international rules application at Sidomulyo SCPA. They have done with exporter sponsored (Indocom) and Koperasi capability. Although, the international rules and collaboration do not include the key components in leverage analysis, but these formal certification recommended coffee exporter helps the smallholder farmer sustainability. Farther, COSA in [8], has put certification in high priority. Certification assessment process ideally involves organization transparency, information and market expansion system, commercial activities, health, education and social assistance and also price risk product management.

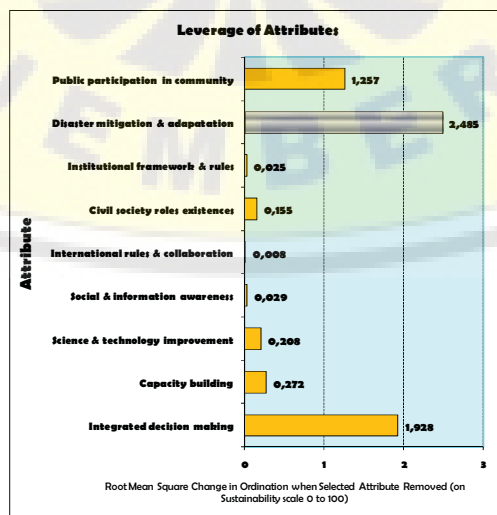


Fig 8. Leverage Analysis of Institutional Dimension

Coffee certification from Utz certified is one of international rules application at Sidomulyo SCPA. Farther, COSA in [8], has put certification in high priority. Certification assessment process ideally involves organization transparency, information and market expansion system, commercial activities, health, education and social assistance and also price risk product management.

Coffee bean quality and coffee productivities at Sidomulyo SCPA showed a well improvement after farmers group more organized in Koperasi [18]. Linkage between group members, management and relevant stakeholders within institutional development supports organizational advancement. Based on Sidomulyo SCPA assessment and condition, the farmer groups (Koperasi Ketakasi) expected to be a strong and independent organization. So, they could increase their incomes, market access and finance as sustainability improvement.

Climate change adaptation specifically characterized by adaptation to economic, environment and social system, preventive action of widespread impacts and ability to take advantage of new opportunities. [19] defines three (3) types of adaptation; (1) reduce the sensitivity of affected system, such as improving reservoir capacity, planting perennial trees which can withstand the climate change and managing the land to detain the flood, (2) change the exposure sources which is predicted can cause disaster by making early warning system or risk preparation such as climate forecasting and other anticipated actions, (3) increase the social and ecological system resiliencies that can be achieved by resources conservation, and also specific measurement on population ability to make improvement of loss. A public policy is necessary for public education related to climate change impacts.

## F. Sustainability Dimension

Detailed division of sustainability dimension is detailed illustration to know how far the implementation of sustainability indicators for each dimension. Although between those dimensions cannot be separated practically. Therefore, sustainability assessment of activities must be based on the balance between dimensions. The value of sustainability for each dimension showed sustainable enough at **Table 6**.

Table 6. Sustainability Index of Sidomulyo SCPA

No	Dimension	Indeks value (%)
1	Economic	62.54
2	Environmental	59.15
3	Social	59.22
4	Institutional	54.87
	Composite between 4 dimensions	58.94

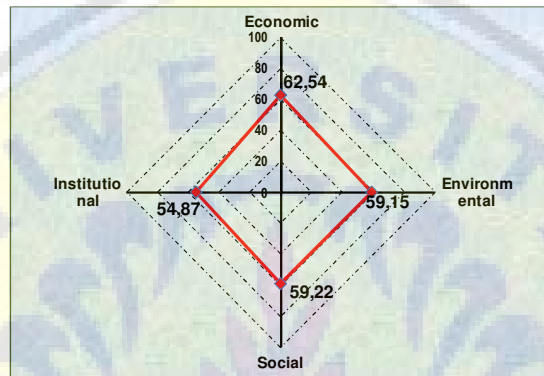


Figure 9. Sustainability Index of Sidomulyo SCPA

Rap-coffee simulation results for 4 dimensions showed sustainable enough (58.94%). Relationship between dimensions schematically can be seen at **Fig.9**. Determination coefficient ( $R^2$ ) as validated Rap-coffee simulation for each dimension showed high value, 0.94 – 0.95. S-stress value as goodness of fit showed 0.13 lower than 0.25 represented good model of Rap-coffee [8].

Monte Carlo analysis at 95% confidence level is 0.19 – 0.2 lower than 1.0 showed that multidimensional scalling (MDS) computation has high precision [20] (**Fig.10**). Sustainability improvement activities within 4 dimensions must be applied together, because each key factor has a link with others. Farming management in economy dimension, land and water management in environment dimension, farmer perceptions and satisfaction in social dimension and integrated decision making in institutional dimension are four examples of key factors which can be supported factors to improve coffee quality. By strengthening farmers institutional in “Koperasi”, participation and supports from stakeholders through provided incentives for coffee with good quality, good water management or good energy management can solve the problems of production cost which one of key factors.



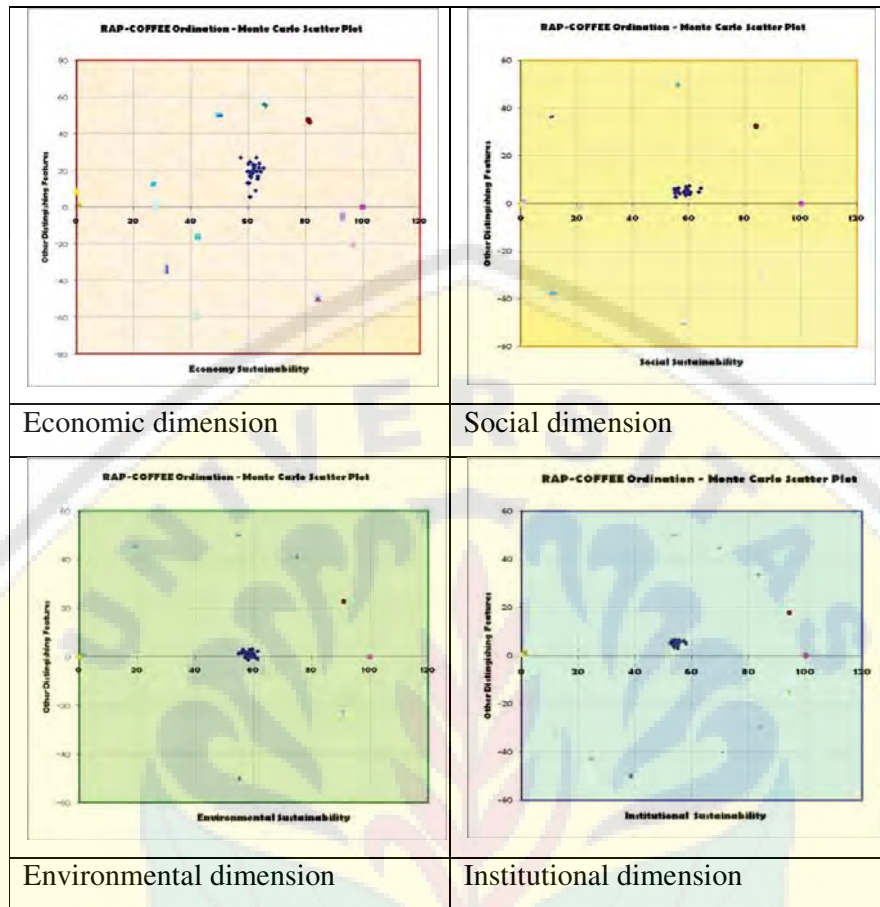


Figure 10. Monte Carlo Analysis of Sustainability Dimension

## Conclusion

Sustainability assessment framework of smallholder coffee agroindustry will be needed to determine the sustainability status of coffee agroindustry. The frameworks are group of indicators which indicate the level of sustainability extended from “Munasinghe triangle” of sustainable development and COSA’s indicators of coffee sustainability [7]. The sustainability status of Sidomulyo SCPA at Jember district is fairly enough. Increasing smallholder coffee quality and coffee production at Sidomulyo coffee agroindustry must be based on activities improvement within leverage factors in each dimensions as key factors to raise sustainability index.

According to the strategic plan of plantation development 2010-2014 from Agricultural Ministry of Indonesia to be the one of best coffee producer in the world at 2025, one applied policy is increasing coffee export and smallholder coffee bean quality as well as to increase added value of coffee products which has competitiveness at international market. So that, sustainability improvement at Sidomulyo SCPA should be

directed to fulfil these plan based on 4 dimensions. Leverage factors in each dimension becoming supported factors to reach those goals. Hopefully, production factors improvement within coffee agroindustry based on leverage factors will give positive impacts for coffee farmers as well as increasing sustainability value.

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