

A joint effort in Indonesia

100 head of cattle have been distributed to farmers through the cattle breeding programme

First set up in 2000, PT. Juang Jaya Abdi Alam ('PT.JJAA') is CPC's joint venture in North and South Sumatra in Indonesia. Its two feedlots support around 15,000 families through employment or trade in fodder from local farmers to feed its 35,000 cattle. The company has also created or supports a number of CSR initiatives which enable it to make an even wider contribution to the local community.

Providing social aid

Every month, PT.JJAA provides some basic foods to the orphans of the villages of Kota Dalam, Suka Banjar and Suak, including rice, sugar, cooking oil and boiled noodles. In the same area, the company provides school scholarship assistance to 32 underprivileged children and supports the local kindergarten. PT.JJAA also provides support to the region's educational facilities and health centre.

Other activity locally has included helping with the cost of repairing the village road, developing an irrigation system, providing a cultural building and buying electricity. Plus, the company has been working with public bodies to create clean water and sanitation facilities, set up drug awareness initiatives and provide a safe place to stay for women and children at risk in the region.

Cattle breeding programme

PT.JJAA has put a cattle breeding programme in place that is helping to engage the community and stakeholders in animal welfare, provide a sustainable income source to low income earners and establish relationships with local government. It gives local farmers the opportunity to look after cows-in-calf and keep the calf to sell or grow, and so far 100 head of cattle have been distributed to 50 farmers. Farmers are also being taught how to fatten their cattle on palm fronds from agricultural waste and produce bio-gas and organic fertilizer.

Reducing environmental impact

Elsewhere, PT.JJAA is supporting projects aiming to reduce environmental impact and increase the efficiency of local natural resource use. Its Pest Extermination Program, for example, has succeeded in reducing the costly damage done by palm weevils by 90 per cent. It has also provided organic fertilizer to a range of green initiatives, benefiting both farmers and local families.

These are just a few examples of the CSR programmes PT.JJAA is backing to make a difference to the local population. Each of them reflects the company's philosophy of taking action and promoting bold ideas to shape a better, more sustainable society.

PT.JJAA's cattle breeding programme is helping to engage the community in animal welfare and provide a sustainable income source to low income earners



Local farmers are given feed processing training through the PT.JJAA-sponsored programme