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SHORTER CHAINS, GREATER GAINS

Shorter natural rubber supply chain from farmers in Lampung, Indonesia to the European market increase benefit for farmers and businesses.

Accessing European Market

Compliance to international standards opens doors to access wider markets.

“Any product destined for the European market must comply with both national and international standards.”

Robi Ramdani,
Responsible Sourcing Supervisor,
Olam Agri



Creating a Fairer System

By increasing supply chain's efficiency, more value can be directed to smallholder famers.

“Because the supply chain is short, directly from cooperative to buyer, farmers receive better prices.”

Eny Puspasari,
Head of Technical Implementation Unit, KPHK Tahura, Central Lampung





Stability Farmers Can Rely On

Thanks to EU-supported training and partnerships, farmers better understand the supply chain and have more control over selling their crops.

“After receiving training and joining this partnership, there is now price stability.”

Rasimin,
Rubber Farmer

Stronger Outcomes for All

Shorter chains strengthen the entire system, supporting farmers while securing reliable supply for industry.

“Shorter chains mean fairer prices, more stable supply of essential raw materials, and better returns for farmers.”

Agustinus Sudady,
GM Rubber Jaya Lampung



Find out more about EU's efforts to promote a deforestation-free value chain here.

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