USDA United States Department of Agriculture
Foreign Agricultural Service

GAIN Global Agricultural Information Network

Required Report: Required - Public Distribution

Date: January 04, 2024

Report Number: ID2023-0036

Report Name: Exporter Guide

Country: Indonesia

Post: Jakarta

Report Category: Exporter Guide

Prepared By: Novi Yuningsih

Approved By: Jasmine Osinski

Report Highlights:

The United States is the second largest supplier of agricultural products to Indonesia with a 13 percent market share in 2022. Major exports include soybeans, wheat, cotton, milk powder, feeds and fodders, dairy, fresh fruit, and beef and beef products. These products also have the best growth potential due to insufficient local production to meet the growing demand for these goods. Despite an often challenging and unpredictable regulatory environment, especially for those products that compete with local goods, opportunities exist for exporters to supply Indonesia's developed tourism market, growing food processing industry, and modern retail channels.

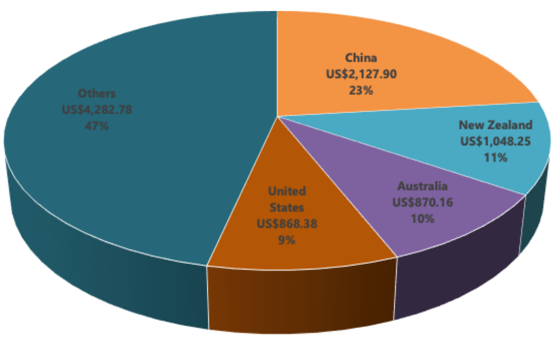
Post: Jakarta

Market Fact Sheet: Indonesia

Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 276 million in 2022. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2022, Indonesia's GDP reached $1,319 billion and GDP per capita reached $4,784 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2022, agricultural imports reached $28.4 billion, including $9.2 billion of consumer-oriented products. Soybeans and wheat are the top imports from the United States. Agricultural self-sufficiency is a stated goal of the Indonesian government and is often used to justify trade barriers and restrictions.

Top Consumer – Oriented Product Suppliers to Indonesia, 2022 (million USD)



Source: TDM

Food Processing Industry

The food processing industry is comprised of approximately 8,556 large and medium-sized producers; 1.6 million are considered micro and small-scale producers. Most of the products are consumed domestically (mostly retail) and the market is considered highly competitive.

Food Retail Industry

Indonesian grocery retail sales reached $91 billion in 2022 (traditional grocery retailers held 77 percent of the market share). Retail sales are driven by rising levels of affluence, particularly in urban areas, where a growing number of middle-to upper-income consumers are purchasing higher quality, premium products.

Food Service Industry

The foodservice sector's total contribution to GDP totalled nearly $32 billion in 2022. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

Quick Facts CY 2022

Consumer-Oriented Product Imports: $9.2 billion
U.S. Share (9%) – $868 million

Top 10 Growth Products:

1) dairy products
2) baked goods
3) baby food
4) confectioneries
5) frozen food
6) snacks
7) sauces
8) dressings & condiments
9) sweet biscuits
10) ice cream & frozen desserts

Food Industry by Channels (U.S. billion) 2022

Food Exports	$45
Food Imports	$7
Modern Grocery Retail	$21
Food Service	$29
Food E-commerce	$3
Traditional Market (small local grocers)	$70

Food Industry (GDP): $83.1 billion (2022)

Top 10 Retailers

Alfamart, Indomaret, Alfa Midi, Hypermart, Superindo, Transmart/Carrefour, Circle K, Lotte Mart, Farmer's Market, Hero

GDP/Population 2022

Population (millions): 276

GDP: $1.3 billion

Source: Statistics Indonesia (BPS), Trade Data Monitor LLC, and Euromonitor International

Strengths/Weaknesses/Opportunities/Challenges

Strengths	Weaknesses
Large consumer base with growing incomes	Inadequate infrastructure, including ports and cold storage facilities, outside of the main island of Java
Opportunities	**Challenges**
Rapid growth of the retail sector; Japanese, Korean, and Western restaurant chains; bakeries; expanding online sales platforms; and increasing export demand for processed products.	Challenging business climate, onerous and unpredictable regulatory environment with non-transparent import regulations.

Contact: FAS Jakarta, Indonesia
AgJakarta@fas.usda.gov / http://www.usdaindonesia.org

SECTION I. MARKET OVERVIEW

U.S. agricultural exports to Indonesia reached a record $3.5 billion in 2022, with strong demand across bulk, intermediate and consumer-oriented goods. Already the largest economy in Southeast Asia, Indonesia is forecast to become the world's fourth largest economy by 2050[1], behind China, India and the United States. About 60 percent of the total population live on the islands of Java and Bali. Indonesia, with 34 provinces and a total population of 276 million, has some of the most densely populated areas on the planet, including the capital Jakarta (15,764 inhabits/km²). Indonesia is the fourth most populous and the largest Muslim-majority country in the world. Indonesia's demographic shift toward a predominantly productive age structure, which accounts for 68 percent of the total population, combined with a growing middle class are changing patterns of consumption and lifestyle. These consumers are increasingly seeking new products with a focus on health and nutrition. Indonesia's middle-class is forecast to reach 135 million by 2030[2], further driving consumer demand while providing a significant opportunity for imported food and beverages.

Indonesia's economy grew 5.3 percent in 2022, the highest growth in nine years and up from a 3.7 percent growth in 2021, fuelled by revived spending from the lifting of pandemic restrictions, a commodity boom, and substantial increases in Indonesia's exports of mineral products. Economic growth is estimated at 5 percent for 2023 but is projected to slow down to an average of 4.9 percent for 2024 – 2026 due to expectations of the commodity boom losing steam[3]. Private consumption, which accounts for around 52 percent of total GDP, will be the main driver of growth, supported in 2024 by election-cycle spending. Indonesia is preparing to hold its presidential elections in February 2024.

Table 1. Indonesia: Key Economic Data

	2018	2019	2020	2021	2022
Economic Growth (%)	5.2	5.0	-2.1%	3.7%	5.3%
GDP (billion $)	1,040	1,120	1,060	1,185	1,319
Inflation (%)	3.1	2.7	2	1.9	5.5
Unemployment (%)	5.3	5.2	7.1	6.5	5.9
Population (million)	265	268.1	270.2	273	276

Source: Central Bureau of Statistics, Indonesia

Indonesia's longstanding ambition for self-sufficiency in key agricultural areas remains a high priority for the government. Accordingly, many regulations issued to support the government's goal often create barriers for imported agricultural products, especially those which may compete with locally produced varieties. There are also increasing non-tariff measures (NTM) such as complex import approval processes involving multiple ministries, pre-shipment inspections, and certificate of analysis (COA) requirements, which have resulted in a much less transparent trade policy framework.

[1] PWC: The World in 2050
[2] McKinsey Global Institute
[3] The World Bank: Indonesia Economic Prospects 2023

Table 2. Indonesia: Advantages and Challenges

Advantages	Challenges
Positive economic growth and growing GDP per capita.	Indonesia's tourism industry and foodservice sector have been negatively impacted by the pandemic, slowing demand for higher quality imported products and ingredients.
Indonesia is the largest economy in Southeast Asia, with a rapidly growing middle class.	Income inequality, especially in rural areas.
Modern grocery stores are expanding to regions outside Java and other major urban areas, increasing market presence for import products.	U.S. consumer-oriented products (e.g., dairy, fresh fruit, and beef) face strong competition and tariff advantages from China, Australia, and New Zealand.
Convenience store format fastest growing modern sales channel.	A limited amount of imported packaged foods are sold through convenience stores.
The quality, variety, and production of local fresh fruits is not stable. The food safety control system for U.S. Fresh Food of Plant Origin (FFPO) has been recognized by the Government of Indonesia (GOI). This status provides 88 U.S. horticultural products an exemption of quarantine documents including good agricultural practices, good handling practices, and certificate of analysis requirements prior to exporting to Indonesia.	The GOI reviews U.S. FFPO recognition every three years, and the renewal process is not transparent. There are 28 horticultural products for which importers must obtain an import recommendation from the Ministry of Agriculture (MOA) and an import license from the Ministry of Trade (MOT) before being imported to Indonesia, often causing delays.
129 U.S. dairy and 21 U.S. beef manufacturing plants are eligible to ship to Indonesia, and new plants can apply for access.	• All food products of animal origin must be certified halal and require an import permit from the MOT. • Importers are required to obtain a registration number in order to sell processed and fresh animal products to retail establishments. • Under Law 33/2014, halal certification is mandatory for virtually all food and beverage products, with enforcement set to begin October 17, 2024.
U.S. food products have a reputation for quality among Indonesian consumers. Indonesia does not produce sufficient quantities of beef, dairy products, tree nuts, fresh fruit and vegetables, and pet food.	Competition and promotions from New Zealand and Australia remain strong. Food product imports from China, Malaysia, and Thailand are also growing.

SECTION II. EXPORTER BUSINESS TIPS

Market Research

Contact information for many importers may not be available publicly. Many importers may operate multiple companies to provide easier clearance of goods through Customs. FAS Jakarta can assist exporters seeking initial market entry or information on potential buyers. U.S. exporters also can reach out to local or regional USDA Cooperators for additional market information.

It is critical to always conduct due diligence on importers before conducting any business, especially for first-time buyers. Indonesian Customs regulations make it very difficult to re-sell or re-export products that have arrived at Indonesian ports. Any change to the consignee will require approval from the original consignee. It is recommended that secure payment terms, such as a Letter of Credit, be used to the extent possible.

Table 3: Trade Shows in Indonesia

Name of Event	Lcation	Date of Event	Website
Food, Hotel & Tourism Bali, 2024	Bali	6 – 8 March 2024	https://www.fhtbali.com/
Food & Hotel Asia	Singapore	23 – 26 April 2024	https://foodnhotelasia.com/
Food and Hotel Indonesia 2024	Jakarta	23 – 26 July 2024	www.foodhotelindonesia.com
Food Ingredients Asia 2023 FHA-HoReCa	Jakarta	4 - 6 September 2024	https://www.figlobal.com/asia-indonesia/en/home.html
Food & Hotel Asia	Singapore	22 – 25 October 2024	https://foodnhotelasia.com/
SIAL Interfood 2023	Jakarta	13 - 16 November 2023	https://sialinterfood.com

Local Business Practices and Customs

U.S. exporters should be aware of the following business culture in Indonesia:

- Business deals can take longer to confirm as buyers prefer to build a good relationship before doing business.
- Buyers may be slow to respond to e-mails, especially if they do not know the sender. Indonesians generally prefer a face-to-face meeting.
- Buyers may communicate indirectly (e.g., "yes" does not necessarily mean they agree as culturally they may prefer not to say anything negative).
- Indonesia has many different ethnic groups, but the Javanese are the largest ethnic group in the country. Ethnic Chinese Indonesians operate many businesses in Indonesia.
- The Muslim holiday of Eid-ul-Fitr is the longest annual holiday in Indonesia. During the preceding month of Ramadan, many Indonesians fast and the pace of business slows.
- It is not common to refer to someone by their first or last name. Indonesians instead often use courtesy titles such as Mr./Mrs. (Bapak/ Ibu).
- Batik is the national cloth, and many businessmen wear it as daily attire instead of a suit and tie.
- Food retailers, foodservice companies, and wholesalers do not buy directly imported products. Instead, they work either with dedicated or specialized local importers.

- Importers must have an import license and import identification number before they are allowed to import certain food products into Indonesia.

General Consumer Tastes and Trends

- A growing number of Japanese, Korean, and Western restaurants offer high quality beef and seafood as the main course.
- Demand for premium baked goods has increased, requiring high-quality ingredients which are often imported (e.g., dairy products, dried fruits, nuts).
- Traditional and modern snack foods are popular in Indonesia and are increasingly combined with western styles by adding products such as cheese, premium beef, dried fruits, and nuts (e.g., almonds, raisins).
- Demand for healthy food is increasing, particularly among middle to upper income consumers. These consumers are well-educated and have easy access to information. Consumers are increasing concerned about food additives, high amounts of MSG, fat, sugar, salt, and preservatives in packaged food.
- Convenience stores are growing rapidly compared to other channels. These stores provide a wide range of food and beverage items e.g., ready-to-eat meals, ready-to-drink juice, coffee, milk, cheese, ice cream, confectionary products, baked goods, and packaged fresh fruit.
- Smaller package sizes are often preferred due to convenience, price considerations, and body weight concerns.
- More urban women are entering the workforce and choosing to continue working after marrying and having children. With less time available for shopping and cooking, these consumers seek time saving and convenience products such as frozen foods.
- During both Muslim and Chinese holiday seasons, consumer spending increases. The most important holiday seasons are Ramadan (the month-long Muslim fasting period in which food consumption goes up significantly), Idul Fitri (the Muslim celebration at the end of Ramadan), and Chinese New Year. Indonesians consume significantly greater amounts of flour, sugar, eggs, baking ingredients, poultry, meats, cheeses, cakes, cookies, pastries, nuts, and fresh and dried fruits during these holidays.
- The last two years of the Covid pandemic have changed consumer attitudes toward perceived healthier, non-preservative foods and ready-to-eat and ready-to-cook foods.
- More than 60 percent of the total population are social media users, making it the largest population on social media in Southeast Asia, with demographics skewed towards young generations. The expanding use of social media in Indonesia has benefited the food industry's ability to capture the public's attention, spark new trends, and provide extraordinary profits for the industry.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS / IMPORT PROCEDURES

Please see the below links for information on import procedures, regulations, tariffs, approved U.S. establishments and retail products:

- Retail Product Registration Guide for Imported Food and Beverages – This report provides information on the procedures and requirements for registering a food or beverage product for retail sale with the Indonesian Food and Drug Agency (BPOM).
- Indonesia: Food and Agricultural import Regulations and Standards (FAIRS) Country Report 2022 - This report provides detailed information on Indonesia's regulations and standards for imported food and agricultural products.
- Indonesia: Food and Agricultural Import Regulations and Standards - Certificates 2022 - This report provides detailed information on required certificates for the importation of food and agricultural products to Indonesia.
- Tariffs and FTA Information - Based on HS Code
- List of U.S. Processed and Retail Products in Indonesia
- Guide to Re-selling Containerized Cargo After Arrival
- Approved U.S. establishments for export: Dairy Products, Meat Products, Pet Food
- U.S. Dairy Plant Registration Guidelines

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Top 5 Consumer-Oriented Products for Growth

Dairy Products
Indonesia relies on imported dairy products to meet its domestic demand, approximately 80 percent of all dairy products are imported, including skim milk powder, whey, whole milk powder, lactose, and cheese. Imported dairy products increased by 31 percent in 2022, driven by increased consumer awareness of dairy products, especially for liquid milk, and growing demand for exports in ASEAN countries. However, dairy importers reported a 10 to 20 percent drop in demand in 2023 due to a multitude of factors, including problems obtaining import recommendations and import licenses, decreased consumer purchasing power, and election uncertainty. For further information regarding this sector please see Post's report on Indonesia Dairy and Product Annual 2023.

Nestlé Indonesia, Frisian Flag Indonesia, and Sarihusada (Danone) are leading dairy companies in Indonesia, which have nearly 40 percent share of the Indonesian dairy market[4]. These companies offer a wide range of products across different categories and various pack sizes, including powder, condensed, flavoured milk, and baby food. Dairy demand steadily increased during the Covid period and continues to grow post-pandemic. This has provided an opportunity for dairy manufacturers to expand their business in order to fulfil the consumer demand.

Beef
In 2022, the GOI estimates that the country will need to import 266,065 tons of beef and buffalo meat to meet nearly 40 percent of domestic consumption needs. This number includes imported beef from Brazil and India that is carried out by several State-Owned Enterprises: BULOG, Berdikari and Perusahaan Perdagangan Indonesia to stabilize beef inventories and prices. As of October 2023, the GOI's market share of all imported meat products totalled 41 percent.

[4] Euromonitor International 2022

Indonesia faces high demand for beef during the Islamic holiday season between March-April, which is followed by rising beef prices in many parts of the country. Beef prices usually surge to record highs around US$10 per kilograms for most fresh meat sold through traditional retail channels.

U.S. beef, which is primarily available in modern retail channels and the foodservice sector, has strong competition from Australia and New Zealand suppliers. More than 50 percent of U.S. beef exports are primary and secondary cuts. Other U.S. beef products that are exported to Indonesia include head meat, heart, and liver. Beef offal is mostly imported to produce processed products such as meat balls or other frozen meat products.

Fresh Fruits

Although Indonesia grows a diverse range of tropical fruits, demand for imported fresh fruits continues to increase. Healthier lifestyles are bolstering demand for fresh fruit, especially in urban areas. Online purchases of fresh fruits emerged during the Covid pandemic and is likely to continue.

In 2022, Indonesia imported $1.35 billion of fresh fruits, a decrease of 3 percent from the year before, due to higher prices and the weaker Rupiah. Fresh fruit imports from January to October 2023 continue to slightly decline by 1 percent compared to the same period in 2022, especially for pears and apples. Apples, pears, grapes, and citrus (mandarins, oranges, and lemons) accounted for 90 percent of total import volume. Other popular imported fruits include kiwis, plums, and tropical fruits (longan). Imported fresh fruits can be widely found in supermarkets and hypermarkets and are also available in convenience stores in the form of ready-to-eat packaging. Demand for imported fresh fruits such as oranges, mandarin and grapes usually soar during the Chinese New Year and Eid-Al Fitr festival.

Snack Foods

Modern retailers report strong demand for snack foods at locations across the country. Sales of imported packaged food products are mostly sold though supermarkets or hypermarkets. Although registration requirements for retail packaged products can be burdensome, exporters who find the right importing partner are often rewarded with limited competition from similar product categories. Snacking is very popular in Indonesian culture, and the current expansion of upper-to-middle and premium supermarkets such as Ranch Market, Farmers Market, Grand Lucky, Kem Chicks, and AEON is creating more opportunities to introduce and sell imported snack products to Indonesian consumers. Healthier lifestyle trends are stimulating demand for natural snack products such as dried fruits and vegetables, pulses, and bread chips, and moving away from less sugary, salty, and fat-laden products.

Processed Vegetables

French fries or frozen potatoes are one of the main processed vegetable products imported to Indonesia. Imports of French fries are mostly from Belgium, with a market share of 34 percent ($38 million), followed by the United States with 25 percent ($27 million), and the Netherlands with 12 percent ($14 million). Most locally produced potatoes are intended for use as vegetables (mainly as ingredients for Indonesian dishes) and for the production of potato chips. Indonesia has not yet developed potato varieties suitable for French fries. Other popular imported processed vegetables include cassava starch, dried onion, and potato starch. Indonesia's imports of frozen potatoes from China increased substantially from $408,000 in 2021 to $13 million in 2022 and continued to increase in 2023.

Other Primary Ingredients

Primary ingredients such as wheat, soybean, corn, and refined sugar are in high demand and frequently imported. Local production of these products is not sufficient to fulfil industry needs, and products such as wheat are not grown domestically. Production of wheat flour-based food is supplied entirely by wheat imports.

Market Sector Structure

Agricultural imports are required to be conducted by general importers/distributors and producer importers. Retailers and food service operators cannot import directly; thus, they procure imported products from importers or distributors, and from food processing companies.

Retail Sector

Indonesia's grocery retail sector remains one of the most promising markets in Asia, primarily due to a large population, growing middle class, and increasing urbanization. Indonesia presents opportunities for a full spectrum of consumer-oriented products. In 2022, the total value of grocery retail sales in Indonesia reached $100 million, a 9 percent increase from the previous year due to the easing of pandemic-related measures. Traditional markets still dominate the retail food and beverage sector, accounting for 77 percent of market share, although they continue to lose market share to modern retail stores and e-commerce. Among modern retail channels, convenience stores make up the largest segment and are expected to continue to grow in number of outlets due to their closer proximity to residential areas and expansion outside of Java Island.

There are now more than 41,000 modern grocery stores in Indonesia. Convenience stores have contributed to the growth in sales of packaged food products in Indonesia as store expansions to rural areas have created opportunities to sell more packaged products. Comparatively, the growth of supermarkets and hypermarkets has been slow, with total stores reaching only 1,842[5]. For additional information, please see: Indonesia: Retail Foods Update 2023.

Food Processing Sector

In 2021, retail sales of packaged foods reached $40 billion[6]. Large food processors such as Indofood, Nestlé Indonesia, Frisian Flag Indonesia, and Sarihusada (Danone) led the way as they produced a variety of products such as snack foods, noodles, dairy products, and beverages. Indonesia currently imports 65 percent of the raw materials needed for its growing food processing industry. In 2022, exports of U.S. agricultural products to Indonesia increased by nine percent largely due to higher demand for soybean, dairy, and beef. Additionally, the Indonesian Food and Beverage Industry Association (GAPPMI) indicated that its members imported 80 percent of milk ingredients, 70 percent of soybeans, 100 percent of sugar, and 80 percent of certain salts that they used in their respective manufacturing processes. Please see the Food Processing Ingredients 2023 report for further information.

[5] Based on Euromonitor data 2023
[6] Based on Euromonitor data 2023

Foodservice Sector

In 2022, the Indonesian foodservice industry was valued at $29 billion, an almost 30 percent increase from the previous year, making it the largest foodservice market in Southeast Asia. The value of food service sales rebounded in 2022 but fell short of reaching pre-pandemic levels. Most of the leading foodservice players are American fast-food chains such as McDonald's, KFC, Pizza Hut, and Starbucks. U.S. food export prospects in this market include cheese, frozen potatoes, beef, fruits, pork, wine, and tree nut products, mostly used by international hotel chains, high-end restaurants, and international fast-food chains. Full-service restaurants accounted for 82 percent of total foodservice sales, followed by fast food (9 percent), cafés/bars (8 percent), street stalls (5 percent) and self-service cafeterias (1 percent). Please see the Indonesia: Foodservice - Hotel Restaurant Institutional 2023 report for further information.

SECTION V. AGRICULTURAL AND FOOD IMPORTS

In 2022, Indonesia imported $3.6 billion worth of agricultural products from the United States, an increase of nine percent largely due to higher demand for soybean, dairy, and beef. Australia overtook the United States as the largest supplier of imported agricultural products to Indonesia for the first time in seven years in 2021 and continues to dominate the export of agricultural products to Indonesia, due mainly to a substantial increase in Australian wheat exports to Indonesia. According to the Indonesia Food and Beverage Association, the rising number of middle and upper-income consumers are boosting consumption and driving the expansion of the domestic food manufacturing sector, which constitute approximately 82 percent of national food consumption. This market presents significant opportunities for a range of U.S. consumer-oriented products such as fresh fruits, dairy, nuts, and beef and beef products.

Table 4. Indonesia: Agricultural Imports

Indonesia Imports (US$ million)	Imports from the World					Imports from the United States					U.S. Market Share (2022)
	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	
Consumer Oriented-Agricultural Total	6,304	6,756	6,288	7,613	9,197	514	650	728	705	868	9.4%
Dairy products	1,371	1,552	1,611	1,895	2,483	179	252	377	316	465	18.7%
Fresh fruit	1,202	1,368	1,154	1,387	1,351	90	100	84	78	64	4.7%
beef & beef products	725	851	718	970	1,057	52	86	74	107	120	11.3%
Soup & other food preparations	511	504	509	650	806	91	91	95	116	106	13.2%
Fresh vegetables	590	626	690	769	756	1	0	1	1	1	0.1%
Processed vegetables	355	371	260	245	431	48	61	46	41	42	9.9%
Spices	211	163	171	274	418	0	1	0	0	1	0.1%
Bakery goods, cereals, & pasta	192	193	167	211	285	2	2	3	3	3	1.0%
Chocolate & cocoa products	178	191	145	187	276	2	2	1	1	13	4.9%
Processed fruit	139	135	137	137	183	15	15	11	10	15	8.1%
Dog & cat food	93	95	120	173	182	5	4	4	4	4	2.1%
Non-alcoholic bev. (ex. juices, coffee, tea)	112	105	88	118	148	1	2	5	5	2	1.1%
Coffee, roasted and extracts	160	114	93	96	142	2	2	1	1	2	1.1%
Condiments & sauces	97	100	90	109	125	3	4	3	3	4	3.3%
Chewing gum & candy	59	64	60	74	119	0	0	0	0	1	0.5%
Tree nuts	52	56	41	48	67	12	16	12	11	19	28.3%
Tea	52	64	46	44	49	1	2	3	2	1	1.6%
Fruit & vegetable juices	22	25	25	25	28	3	2	3	2	2	8.5%
Meat products nesoi	15	17	11	9	26	0	0	0	0	1	2.1%
Pork & pork products	9	4	8	14	22	2	2	1	1	2	9.1%
Eggs & products	12	11	12	13	15	0	0	0	0	0	0.1%
Wine and related products	19	15	5	9	12	1	1	0	1	1	7.2%
Distilled spirits	19	11	5	5	8	1	1	0	0	0	4.5%
Beers	3	2	0	1	2	0	0	0	0	0	1.9%
Poultry meat & products	0	1	1	0	0	0	1	1	0	0	52.4%
Other Consumer-Oriented Products	105	119	122	149	208	1	2	3	0	1	0.4%
Seafood products	411	414	388	458	664	41	36	39	29	35	5.2%
Agricultural Products Total	21,687	20,148	19,408	24,572	28,405	3,389	3,164	3,011	3,273	3,583	12.6%
Agricultural & Related Total	22,563	21,103	20,146	25,486	29,622	3,493	3,250	3,089	3,355	3,680	12.4%

Source: Trade data Monitor

Best High-value, Consumer-Oriented Product Prospects Categories

Dairy products, fresh fruits, meat products, confectionery products, baked products, snacks, beverages, health and functional food and beverages, dried fruits, and nuts.

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Foreign Agricultural Service Jakarta
U.S. Embassy
Jl. Medan Merdeka Selatan 5 Jakarta
Web: www.usdaindoneisa.org
E-mail: AgJakarta@fas.usda.gov
Tel: +62 21 50831162

Food Standard and Registration
The National Agency for Drug
And Food Control (BPOM)
Web: www.pom.go.id
Tel: +62 21 4244691 / 42883309 / 42883462
Call Center: 1500533

Indonesian Food & Beverage Association
Web: www.gapmmi.or.id
Email: gapmi@cbn.net.id
Tel: +62 21 29517511

Indonesian Fruit & Vegetables Exporters & Importers Association
Email: info@aseibssindo.org
Tel: +62 21 72800343

Association of Indonesian Meat Importers
Email: info.aspidi@gmail.com
Tel: +62 21 3454509

National Meat Processor Association
Web: www.nampa_ind.com
Email: nampa@napa-ind.com,
skrt_nampa@yahoo.com
Tel: +62 21 7248455, 92907948

Dairy and Meat Approval
Directorate General of Livestock
and Animal Health Services
Web: www.ditjennak.pertanian.go.id
Tel: +62 21 7815780

Animal/Plant Quarantine and Inspection
Indonesian Agricultural Quarantine Agency
Web: www.karantina.pertanian.go.id
Tel: +62 21 7816480 - 84, 7806482

U.S Cooperators and MAP Participants
U.S. Cooperators and MAP

Attachments:

No Attachments