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Report Name: Food Service - Hotel Restaurant Institutional

Country: Indonesia

Post: Jakarta

Report Category: Food Service - Hotel Restaurant Institutional

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Report Highlights:

The Indonesian foodservice industry is valued at USD\$24.3 billion, making it the largest market in Southeast Asia. The top three players in the Indonesian foodservice sector include international fast-food chains KFC, McDonald's, and Pizza Hut. Leading U.S. food prospects in this market include cheese, frozen potatoes, beef, fruits, pork, wine, and tree nut products. The Government of Indonesia's vaccination program is expected to slowly ease social restrictions and boost recovery in the foodservice and tourism sectors.

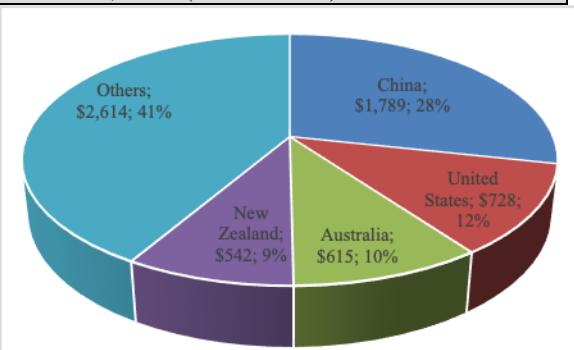
Post: Jakarta

Market Fact Sheet: Indonesia

Executive Summary

Indonesia is the fourth most populous nation in the world, with a population of approximately 270 million in 2020. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2020, Indonesia's GDP reached \$1,060 billion and GDP per capita reached \$3,926 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2020, agricultural imports reached \$19.4 billion, consisting of \$6.3 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, 2020 (million USD)



Food Processing Industry

The food processing industry is comprised of approximately 7,700 large and medium-sized producers; 1.7 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 \$97 billion in 2020 (traditional grocery retailers held 79 percent of the market share). There are four players in the hypermarket space (Carrefour/Trans Mart, Giant, Hypermart, and Lotte Mart), and six in the supermarket segment (Alfa Midi, Hero, Superindo, Ranch Market & Farmers Market, Food Mart, The Food Hall). Major convenience stores include Indomaret and Alfamart.

Food Service Industry

The foodservice sector's total contribution to GDP totalled nearly \$27 billion in 2020. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

Quick Facts for 2020

Agricultural Product Imports: \$19.4 billion

U.S. Share (16%) – \$3.0 billion

Consumer-Oriented Product Imports: \$6.3 billion

U.S. Share (12%) – \$728 million

Edible Fish & Seafood Products Imports: \$388 million

U.S. Share (10%) – \$39 million

Top 10 Growth Products:

Dairy products, baked goods, baby food, confectionery, processed meat & seafood, savoury snacks, sauces, dressing & condiments, sweet biscuit, snack bars & fruit snack, and ice cream & frozen dessert

Top 10 Retailers

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

GDP/Population 2020

Population (millions): 270

GDP: \$1,060 Billion

GDP per capita: \$3,926

Economic Growth

2020: (- 2.07%)

2019: (+ 5.02%)

Source: Indonesia Statistics, GTA and Euromonitor

Strength/Weakness/Opportunities/Challenge	
Strengths	Weaknesses
Large Consumer Base	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, and unpredictable regulatory environment. Declining HRI and tourism sector due to COVID-19 travel restrictions.

Contact: FAS Jakarta, Indonesia

AgJakarta@fas.usda.gov / www.usdaindonesia.org

Covid-19 Update

In January 2021, the Government of Indonesia (GOI) began a nationwide COVID-19 vaccination program. As of September 21, 2021, 45.8 million people were fully vaccinated (22 percent of the total target of 208 million people). The number of positive COVID-19 cases have been slowly decreasing since Indonesia recorded 56,000 cases on July 15, 2021. From September 7 – 20, 2021 the government implemented restrictions on public mobility to prevent the spread of covid, which was widely called PPKM. More than 60 percent of Java and Bali, including Jakarta, were impacted by PPKM restrictions, which required hotels to operate with 50-percent capacity while retailers, malls, and restaurants could only open until 9 p.m. with 50 percent capacity.

Impacts

Covid-related restrictions have forced restaurants to seek new mechanisms to reach consumers, including omni-channel sales and collaborating with online market platforms and ride-hailing companies. As a result, home delivery sales in 2020 accounted for 22.3 percent of total foodservice sales in Indonesia, which increased from 9.5 percent in 2019. Meanwhile, the share of dine-in revenue share decreased to 62.3 percent in 2020 (decreased from 85.7 percent in 2019).¹

In 2020, most of the imported products used by the HRI sector declined (as seen in the table below). Post expects to see a continued decline in exports of U.S. dairy (particularly cheeses used in food service), beef (especially prime cuts served at high-end restaurants and hotels), frozen potatoes, and wine as businesses across the food service sector continue to experience the negative impact of Covid.

Table 1. Selected Consumer-oriented Products used by HRI in Indonesia (\$thousand)

Product	Indonesia's import from the world		Growth 20/19	Indonesia's import from the U.S.		Growth 20/19
	2019	2020		2019	2020	
Fresh Fruit	1,367,588	1,154,156	-16.0	99,787	83,740	-16.1
Beef & beef products	851,095	718,063	-15.6	85,614	73,370	-14.3
Cheese	133,315	118,191	-11.0	29,379	35,475	20.7
French fries	77,206	67,032	-13.2	32,383	22,775	-29.7
Tree nuts	56,388	40,835	-27.6	15,969	11,668	-27.0
Wine	14,567	4,594	-68.5	985	375	-61.9
Pork	4,271	7,799	82.6	2,025	1,121	-44.6

Source: TDM

SECTION I. MARKET SUMMARY

Foodservice sales reached \$24.3 billion in 2020, a decline of more than 40 percent from the previous year. Full-service restaurants accounted for 83 percent of total foodservice sales, followed by fast food (6 percent), cafés/ bars (5.5 percent), street stalls (4.4 percent) and self-service cafeterias (1 percent). Due to restrictions on dine-in activities and temporary closures of some outlets during the COVID-19 pandemic, many restaurants reported lower sales in 2020.

¹ Euromonitor

KFC's net sales fell to \$339 million from \$470 million a year earlier, a decrease of 27.8 percent. Pizza Hut posted sales of \$242 million or a 13 percent decline. MAP Boga Adiperkasa, the brand owner of premium stores such as Starbucks, Pizza Marzano, and Cold Stone among others, reported a 34 percent decline in sales totalling \$143 million.

Middle-high and high end restaurants groups such as Boga Group, Ismaya Group and Union Group, which often mix international and local tastes, continue to expand their outlets across Jakarta, Bandung, Surabaya, Yogyakarta, and other growing urban areas. Often located in high-end shopping malls, these restaurants frequently use higher quality imported ingredients and cater to a young, urban demographic that follows food trends and embraces a dine-out lifestyle as part of their social activity.

Current trends in Indonesia's foodservice industry include:

- **Cloud kitchens.** For the last three years, food delivery service has spiked significantly, especially in Jakarta. Cloud Kitchen establishments (a commercial kitchen for the purpose of preparing food for delivery or takeout only,) have capitalized on this growth. According to Grand View Research, cloud kitchens in Indonesia are expected to grow at an average annual growth of 20.7 percent from 2021 to 2028². There are two major types of cloud kitchens in Indonesia: 1) rental space at a central kitchen (e.g., GrabKitchen and GoFood, Everplate, etc.); and 2) managed kitchen (one operator manages a single kitchen for different F&B brands such as Yummykitchen). It is estimated that there are around 15 cloud kitchen operators that operate more than 500 kitchen pods in major cities such as Jakarta, Surabaya, and Bandung. These operators offer menu selections from multiple local and international restaurant brands.
- **Expansion fast-food chains.** KFC, McDonald's, and Pizza Hut dominate the fast-food chain sector in Indonesia, accounting for 49 percent of total fast-food sales. In 2020, International fast-food chains opened new outlets in primary and secondary cities to expand their network coverage. Among them is KFC, which opened 10 new outlets, including one store under the Taco Bell brand. This opening attracted a high level of interest among millennials and resulted in long queues during the first three months of the opening. In the fourth quarter of 2021, MAP Boga Adiperkasa, the Starbucks brand owner in Indonesia, will re-open the U.S.-based sandwich chain Subway after pulling out in the early 2000s.
- **Healthy restaurant concepts.** In recent years, new restaurants that offer healthy restaurant concepts have sprung up in Jakarta and other prominent cities. In 2020, KFC Indonesia opened a 'Naughty by Nature' outlet in Jakarta, offering a healthier way to consume their fried chicken combined with salads. Other restaurant chains that offer healthy menu items include [Saladstop!](#) and [Burgreens](#). These restaurants use imported ingredients such as meat, almonds, chickpeas, salmon, seafood, nuts, etc.

² <https://kr-asia.com/cloud-kitchens-heat-up-in-indonesia-as-the-food-delivery-sector-keeps-growing>

Table 2. Key Economic Data

Year	2016	2017	2018	2019	2020
GDP (\$billion)	932	1,020	1,040	1,120	1,060
Economic Growth (%)	5.0	5.1	5.2	5.0	-2.1
Value of F&B Service Activity (\$billion)	27	29	29	31	27

Source: GDP (IMF) and BPS Indonesia

Table 3. Indonesia: Advantages and Challenges for U.S. HRI Food Products

Advantages	Challenges
Food service online sales through delivery and pick-up service have been increasing during the COVID-19 pandemic, including online sales of U.S. fast-food chains.	Many food service outlets have experienced financial adversity due to dine-in restrictions during the outbreak of COVID-19.
International restaurants, hotel chains, boutique hotels, and specialized cafés are increasingly using high-quality imported products such as meat, pork, wine, cheese, fruits, etc.	Animal based products must have an import recommendation from the MoA, product registration from The National Agency for Drug and Food Control (BPOM) as well as an import permit from the MOT.
U.S. food products have an excellent reputation and considered high- quality, healthy, and consistently available.	Imported products are more expensive compared to domestic goods.
Indonesia has a strong “dine-out” and domestic travel culture.	The availability of U.S. food ingredients is limited to restaurants, which are in first and second tier cities.
Consumers are increasingly seeking new and unique products and tastes beyond traditional local cuisine.	Competition from similar imported products produced in Australia, New Zealand, and China may enter duty-free.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

There are several food shows in Indonesia, which provide a great opportunity to offer new to market products and a good first-step market entry venues (please see table 4). In addition, the following reports or websites provide useful information on import regulations, market entry guidance, and import duties:

1. <https://gain.fas.usda.gov>
2. [Food and Agricultural Import Regulations and Standards Report \(FAIRS Annual Country Report\) 2020](#)
3. [Food and Agricultural Import Regulations and Standards - Certification 2020](#)
4. [Exporter Guide 2020](#)
5. [Tariffs and FTAs Information - Based on HS Code](#)

Table 4. Trade Shows in Indonesia

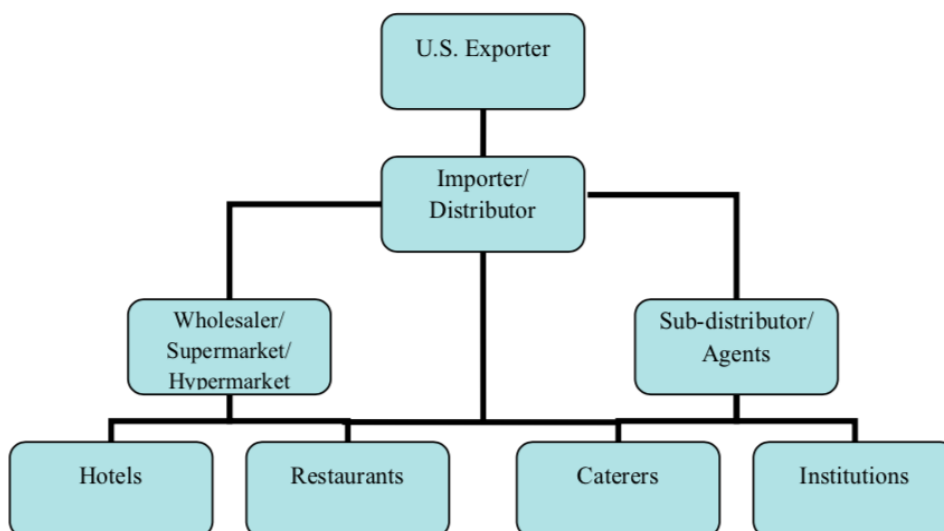
Name of Event	Location	Dates of Event	Website
SIAL Interfood 2021*	Jakarta	10 - 13 November, 2021	https://sialinterfood.com/
Food, Hotel & Tourism Bali, 2022	Bali	17 – 19 March, 2022	www.fhtbali.com
Food and Hotel Indonesia 2022	Jakarta	26 – 29 July 2022	www.foodhotelindonesia.com
Hotelexpo Indonesia 2022	Jakarta	27 – 29 July, 2022	www.hotelexpoindonesia.com
Food Ingredients Asia 2022**	Jakarta	7 – 9 September, 2022	https://www.figlobal.com/asia-indonesia/en/home.html

Note: *likely to be cancelled due to the COVID-19 pandemic. **USDA-endorsed show

B. Distribution

Many imported products for the HRI industry enter Indonesia through reputable local importers or distributor agents. They represent imported products, obtain import licenses and permits, understand customs clearance procedures, and distribute products all over Indonesia.

Indonesia: HRI Sector Distribution Channels



C. Sub-Sector Profile

Jakarta and Bali remain the ideal locations to target the HRI food service sector. These cities are home to many hotels and international restaurants that cater to sizeable expatriate communities, foreign visitors, and high-income consumers. Bali remains the ‘trendsetter’ in specialized cafés, hotel chains, and restaurants. Other large cities such as Surabaya, Bandung, Medan, Batam, Balikpapan, Lombok, and Makassar also have potential for import growth.

Hotel

The number of hotels in Indonesia increased significantly from 16,685 to 30,823 hotels, offering 870,783 rooms (2013 – 2020). Although most international hotel chains are in Jakarta, Bali, Bandung, Surabaya, Yogyakarta and Medan, more are expanding into secondary cities due to infrastructure development and promotion of new tourist destinations.

As a result of Covid-19, star-rated hotels hit record low occupancy rates in 2021, registering just 22.38 percent in July. The low numbers were driven by the increase of positive COVID-19 cases in a second wave that forced the government to impose the emergency public activity restrictions. In 2020, foreign tourist arrivals reached 4 million, a decline 73 percent year on year. Visitors from Asian countries accounted for 77 percent of total tourist arrivals.

Major hotel operators in Indonesia:

- [Accor](#) (more than 130 hotels), brands: Raffles, Grand Mercure, Pullman, Banyan Tree, Sofitel, Fairmont, Novotel, Ibis, and All Seasons etc.
- [Archipelago International](#) (more than 145 hotels), brands: Grand Aston, The Alana, Hotel Neo, Favehotels, Aston Heritage Collection, Quest Hotels, Huxley, Kamuela and Harper etc.
- [Starwood](#) (49 hotels), brands: The Bulgari Resort Bali, The Ritz-Carlton, Courtyard, JW Marriot, St. Regis, Westin, Sheraton, Le Meridien, Four Points, Loft, etc.
- [Intercontinental Hotels Group](#) (16 hotels), brands: Holiday inn, Crowne Plaza, InterContinental
- [Swiss-bel hotel](#) (more than 30 hotels), brands: Swiss-Bel, Zest, Ciputra World etc.
- [Hilton](#) (6 hotels), brands: DoubleTree, Hilton, Conrad, Hilton Garden In

Table 5. Number of hotels and rooms in Indonesia, 2020

Hotel	2020	
	Hotel	Room
5 stars	234	48,251
4 stars	776	113,723
3 stars	1,442	125,870
2 stars	808	18,622
1 star	384	53,297
Other	27,179	503,087
Total	30,823	870,783

Source: [BPS Indonesia 2020](#)

Table 6. Occupancy Rate of Star Hotels 2018 - 2021

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	51.9	56.2	57.1	57.4	53.9	52.0	59.3	60.0	59.0	58.8	60.2	59.8
2019	51.5	52.4	52.9	53.9	43.5	52.3	56.7	54.1	53.5	56.8	58.6	59.4
2020	49.2	49.2	32.2	12.7	14.5	19.7	28.1	32.9	32.1	37.5	40.1	40.8
2021	30.4	32.4	36.1	34.6	31.8	38.6	22.38					

Source: [BPS](#)

Restaurant

International chains, which can be found throughout Indonesia, dominate restaurant sales. Most restaurant chains utilize a mix of local and imported products, with cheese, sauces, flavored beverages and beef items, which are mostly imported. International chains import their ingredients directly through franchisees and buy from local food ingredient importers.

Table 7. Top 10 Foodservice (by value) in 2019 - 2020

No	Restaurant Brand	Category	Number of Outlet		Sales Value (US\$ million)	
			2019	2020	2019	2020
1	KFC (Fastfood Indonesia PT, Tbk)	Fast food restaurant	721	713	458.8	316.5
2	McDonald's (Rekso Group)	Fast food restaurant	211	230	408.2	289.8
3	Pizza Hut (Sarimelati Kencana PT, Tbk)	Fast food restaurant	501	508	208.2	151.1
4	Starbucks (Sari Coffee Indonesia PT)	Coffee shop	421	458	142.2	106.8
5	J Co Donuts & Coffee (Johnny Andrean Group)	Bakery and coffee shop	278	280	131.7	94.7
6	Hokben (Eka Bogainti PT)	Fast food restaurant	278	280	139.6	86.9
7	Restoran Sederhana (Sederhana Citra Mandiri PT)	Indonesian traditional dishes	162	160	118.6	75.5
8	Chatime (Kawan Lama Sejahtera Group)	Milk & tea shop	324	380	83.7	62.6
9	Richeese Factory (Nabati Group)	Fast food restaurant	162	176	90.7	61.4
10	Kopi Janji Jiwa (Luna Boga Narayan PT)	Coffee shop	700	900	84.8	57.3

Source: [Euromonitor International](#) and company website

Table 8. Sales Value and Outlet Growth of Indonesia's Foodservice by Type, 2019 - 2020

Foodservice Type	Outlet		Sales Value (US\$ million)		Outlet Growth (2020/2019)	Value Growth (2020/2019)	Annual Growth (2015 – 2020)	
	2019	2020	2019	2020			Outlet	Sales
Full-Service Restaurants	104,819	106,128	34,099	20,240	1.25%	-40.64%	1.16%	-6.52%
Limited-Service Restaurants*	7,161	7,081	2,264	1,533	-1.12%	-32.29%	3.75%	-1.10%
Cafés/Bars	5,634	5,632	2,630	1,340	-0.04%	-49.05%	1.64%	-8.78%
Street Stalls/ Kiosks	97,810	98,226	1,588	1,068	0.43%	-32.74%	1.26%	-1.90%
Self-Service Cafeterias**	624	626	203	126	0.32%	-38.15%	1.43%	-6.41%
Total	216,048	217,693	40,785	24,307	0.76%	-40.40%	0.00%	-1.43%

Note: *Fast Food and Delivery

**Self-Service Cafeterias: ready-to-eat food from food and beverage areas in grocery outlets

Source: [Euromonitor International](#)

Catering

Indonesia's catering industry comprises four categories: hospitality (i.e., hotel, weddings, and other events), institutional, online, and in-flight catering. Hospitality, institutional and online catering services are highly fragmented. Services offered in these categories range from five-star hotels and large institutional suppliers to individually run boutique catering businesses and low-cost providers. The hospitality sector was quickly growing prior to Covid-19, especially wedding receptions. The sector generated an estimated annual expenditure of \$4 billion, of which 70–80 percent were food and beverage sales.

Catering services suffered considerably as a result of Covid-19. The lack of social gatherings and celebrations, school and office closures, and general prohibition on large events have cut deeply into the profitability of the industry. CAS food, one of the Indonesia leading catering service players, reported that meals served in the aviation sector declined by 71 percent, while meals served for institutional/industrial catering fell by 48 percent in 2020.

Table 9. Major Catering company in Indonesia

No	Company	Foodservice
1	Pangansari Utama www.pangansari.co.id	<ul style="list-style-type: none"> • Provide international and local menu catering to constructions sites, offshore drilling platforms, factories, offices, hospitals, schools, airlines and armed forces and retail sector. • Serve more than 45,000 people per day throughout Indonesia, with major customers include Freeport Indonesia, Chiyoda, Saipem, Tripatra, SAE (CSTS), Wijaya Karya. The company market share accounted for 30% of the total industrial catering in Indonesia³.
2	Aerofood ACS www.aerowisatafood.com	<ul style="list-style-type: none"> • Serves more than 1.5 million portions of premium in-flight meals per month. The company holds a 90 percent market share. • Servicing 40 domestic and international airlines, including national carrier Garuda Indonesia. The company directly imports ingredients including beef, cheese, and wine.
3	Cardig Aero Service Group www.casgroup.co.id	<ul style="list-style-type: none"> • Under its subsidiary, Cardig Anugrah Sarana Catering and Purantara Mitra Angkasa Dua, offer in-flight, in-town, industrial and remote catering. • Their customers include Air Asia, ANA, Etihad, Qatar and Turkish airlines, also industrial companies such as Toyota and mining companies.
4	Culture Royale Indonesia www.cultureroyle.com	<ul style="list-style-type: none"> • Established in 2009, Culture Royale Indonesia is one of the leaders of premium catering services based in Jakarta and Bali. • Provide high-quality menu items for hospitality (hotel, weddings, and other events) services, using local and imported ingredients.

Source: Company website and FAS Jakarta

³ <https://mediaindonesia.com/weekend/329562/pandemi-tidak-menyurutkan-ekspansi>

SECTION III. COMPETITION

The U.S. exported \$727.7 million of consumer-oriented products to Indonesia in 2020, making it the second largest exporter after China and followed by Australia. U.S. market share for this segment reached 11.6 percent in 2020, an increase of 11.9 percent from the previous year.

Table 10. Competitive Situation U.S. Suppliers Face in the Indonesian Foodservice Market, 2020

Product Category	Major Supply Sources	Strengths of Key Supply Countries	Local Market Situations
Dairy Total imports: US\$1.6 billion From USA: US\$377 million	1. New Zealand (28.2%) 2. USA (23.4%) 3. Australia (9.7%)	New Zealand and Australia enjoy preferential tariff treatment under the AANZFTA agreement. Both countries also enjoy geographic proximity and lower transportation costs compared to the U.S.	Demand for dairy-based products continue to increase, but local production of fresh milk remains low and of poor quality. Local cheese production is dominated by processed cheeses, while the majority of QSR and premium restaurants use imported cheese such as mozzarella and cheddar.
Fresh fruit Total imports: US\$1.1 billion From USA: US\$84 million	1. China (71.0%) 2. Australia (8.3%) 3. USA (7.3%)	China offers competitive prices with apples, pears and grapes and accounted for 78% of Chinese fresh fruits exports to Indonesia.	Tropical fresh fruits dominate the local production with inconsistent supply and poor quality.
Beef & beef products Total imports: US\$718 million From USA: US\$74 million	1. Australia (71.0%) 2. India (8.3%) 3. USA (7.3%)	Australia has geographic proximity and competitive pricing advantages. The market opened for Indian buffalo meat in 2016 and Brazilian meat in 2019 as an effort to stabilize beef prices.	Shortage of domestic supply, food service sector relies on imports. Increasing Korean and Japanese BBQ restaurants have contributed to the sales of imported beef.
Seafood Total imports: US\$306.5 million From USA: US\$29.7 million	1. China (12.3%) 2. USA (9.7%) 3. Norway (9.5%)	China supplies mackerels, crabs and tuna with competitive prices, while Norway salmon is widely available and popular in Indonesia offering cheaper prices compared to U.S. salmon.	Indonesia is one of the largest producers as well as exporters of tuna and shrimp in the world. Imported crabs and salmon dominate the consumption in premium restaurants.
Pork & pork products Total imports: US\$7.8 million From USA: US\$1.1 million	1. China (57%) 2. Spain (18.3%) 3. USA (14.4%)	China mostly offers canned pork for retail consumption, while Spain and USA offer frozen pork meat.	Local production is available in Bali, but premium restaurants rely on imported products.
Wine & beer Total imports: US\$5 million From USA: US\$0.4 million	1. Australia (30%) 2. France (18%) 3. Chile (13%) 5. USA (8%)	Australian wine is well known with its quality and offers wide brand in the market, French wine is considered as premium due to its quality and higher average price. Chile offers cheaper prices compared to other exporter countries.	Local production is centralized in Bali with few brands in the market. Foodservice remains the largest distribution channel and relies on imported brands.

Source: [TDM](#)

SECTION IV. BEST PROSPECTS FOR U.S. CONSUMER-ORIENTED PRODUCT EXPORTS TO INDONESIA

Top 10 Consumer-Oriented Products Imported from the United States

1. Dairy products (milk and cream powder, cheese)
2. Fresh fruit (grapes, apples, oranges)
3. Food preps. & misc. beverages (i.e., food supplement, bread, pastry, mixes and dough, pasta, soup, cereal)
4. Beef & beef products
5. Processed vegetables (French fries)
6. Processed fruit (dried fruits; raisins, dates, cherries, prunes)
7. Tree nuts (almonds, hazelnuts, pistachios, walnuts)
8. Dog & cat food
9. Condiments & sauces (sauces, tomato ketchup, vinegar)
10. Fruit & vegetable juice (oranges juice, grapefruit juice, apple juice)

Products Not Present in Significant Quantities, but have Good Sales Potential

1. Wine
2. Almonds
3. Figs (fresh or dried)
4. Beverage: juice/ concentrate
5. Dried fruits: prunes, cherries
6. Fresh cut flowers
7. Fresh fruits: cherries, avocado, peaches, raspberries/ blackberries/ blueberries
8. Prepared pork luncheon meat
9. Baby food
10. Breakfast cereals

Products Not Present Because They Face Significant Import Barriers

- Poultry and eggs
- Beef and dairy from plants that are not yet approved by the GOI

SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

Post Contact

FAS/ Jakarta - U.S Embassy
Jl. Medan Merdeka Selatan 5 Jakarta
Web: www.usdaindonesia.org
www.fas.usda.gov
Tel: +62 21 50831162
Email: Agjakarta@fas.usda.gov

Government Data Sources

[Statistic Indonesia](#)

Government Regulatory Agency/Food Policy Contacts

Ministry of Agriculture Directorate General of Food Crops

Tel: +6221-782-4669
Homepage:
<http://tanamanpangan.pertanian.go.id/>

Directorate General of Horticulture

Tel: +6221-7883-2048
Homepage: <http://hortikultura.pertanian.go.id/>
Products regulated, horticulture products

Directorate General for Livestock and Animal Health Services (DGLAHS)

Tel: +6221-781-5580 to 83, 784 -7319
Homepage: <http://ditjenpkh.pertanian.go.id/>
Products regulated; animal and animal-based food

Agency for Agricultural Quarantine (IAQA)

Tel: +6221-781-6840 to 84
Homepage: <http://karantina.pertanian.go.id/>
Products regulated: animal and fresh fruit & vegetable – based food

Attachments:

No Attachments

Ministry of Trade (MOT)

Directorate General for Foreign Trade
T: +6221-2352-8560; 385-8171 ext. 35900 Fax:
+6221-2352-8570
Homepage: www.kemendag.go.id

Ministry of Industry (MOI) Directorate General for Agro Industry

Tel: +6221-525-2713; 525-5509 ext. 2625/4062
Fax: +6221-525-2450
Homepage: www.kemenperin.go.id
Product regulated: refined sugar, wheat flour, cocoa powder, bottled water, biscuit, instant coffee

Ministry of Religious Affair

Halal Product Guarantee Agency (BPJPH)
Tel: +6221-8087-7955
Homepage: <http://www.halal.go.id/>

National Agency of Drugs & Food Control (BPOM)

Tel: +6221-425-3857
Homepage: <https://www.pom.go.id/new/>
Products regulated: package food for retail and further processed includes food additive and processing aids

National Standardization Agency (BSN)

Tel: +6221-392-7422 ext. 101/102
Homepage:
<http://sispk.bsn.go.id/SNI/DaftarList>
Products regulated: products standardization

The Indonesian Council of Ulama (MUI)

Tel/Fax: +6221-3910-2666; 3910-5266
Homepage: www.halalmui.org
Products regulated; halal-certified food