Motivating Smallholders to Sustainability

John Hartmann
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The PT Hindoli Smallholders

- Transmigrants moved to Muba, South Sumatra in the late 1980s and later became the Hindoli smallholders.
- Oil palm planting occurred between 1991 and 2000.
- There are 8,800 smallholders holding 17,600 hectares represented by 17 cooperatives.
- Smallholders were certified under the RSPO Guidance for Scheme Smallholders in August 2010.
- PT Hindoli inti is currently 16,027 planted and was RSPO certified in February 2009.
Growing a family business

- A smallholder kavling (plot) is their family business.
- Yield intensification is a precursor to smallholder economic well-being.
- Sustainability represents longevity and ability to pass the business on to the next gene.
The relationship between inti and smallholders

- Hindoli smallholder development team is made up of 31 full time professionals.
- Cooperatives look to Hindoli as an example. When Hindoli achieved RSPO certification, they too wanted to accomplish the same.
- Cargill markets smallholders RSPO certificates and shares premiums with the smallholders.
Build a global reputation

- Media events were scheduled to profile the smallholders' achievements at the regional and Indonesia national level.
- Hindoli and its smallholders work together to tell our sustainability story as we host globally branded and important Cargill customers at the site.
Ways to motivate smallholders to sustainability

- Help families create a long-term business in oil palm production which can be passed down from one generation to the next.
- Foster an ongoing and enriching partnership with the Inti company.
- Build a global reputation in sustainably produced palm oil for Indonesia and its smallholders.
- Be a truly viable means of fulfilling the world’s increased demand for sustainably produced vegetable oils.
Cargill is an international producer and marketer of food, agricultural, financial and industrial products and services. Founded in 1865, the privately held company employs 138,000 people in 63 countries. Cargill helps customers succeed through collaboration and innovation, and is committed to applying its global knowledge and experience to help meet economic, environmental and social challenges wherever it does business.

For more information, visit Cargill.com.
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