



PMAC | PRINCE MAHIDOL
AWARD CONFERENCE **2018**



PARALLEL SESSION 4.4

**FINDING THE WIN-WIN SOLUTIONS FOR BETTER HEALTH FROM BETTER FOOD
SYSTEMS**



| BACKGROUND

The surging global demand for animal source foods and rapid growth rates in livestock and aquaculture production are being met with a range of approaches including both aggressive consolidations of production and marketing chains into intensive, large-scale commercial operations, as well as expansion of extensive, small- and medium-scale production systems. Most current approaches contain inherent vulnerabilities. How can the present food systems be reconfigured to feed the growing human population without leading to unintended health consequences for people, animals and the ecosystem? All the stakeholders in these food systems from production, marketing and consumption need to be actively involved in developing coherent and comprehensive approaches where almost everyone can benefit—i.e. collaborative win-win solutions.

| OBJECTIVES

- Build upon the existing evidence base for the broad collateral benefits realized when longer term investments in shifting production toward reduced impact practices is achieved
- Review cases from the field of how these production shifts were achieved, the methodologies used in measuring the impact realized, and how the impacts were translated into advocacy efforts influencing policy and decision making
- Identify strategies for scaling up these approaches involving the critical stakeholders in a broad range of food systems based on animal production contexts



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Speaker

Andrey Susanto

Owner of layer poultry farm

Renaa Farm
Indonesia

As a chicken layer farmer, I started to manage our layer farm operations in 2001, with almost 100 thousand layer birds in three different farm locations. I continue to manage this family farm bussiness, handed over to me by my father who started to build the farms in the 1990's. Besides managing the layer farm operations, I also work on marketing the eggs, which are the primary product of my farms. Before I started to manage the layer farms, I had the opportunity to study marketing management at the Institute of Economic Science (STIE), Jakarta in 1993-1997; followed by marketing at Gadjah Mada University, Yogyakarta in 1998-1999; and international bussiness studies at the University of Stirling, UK in 1999-2000. Currently, I am living with my wife and two children in Solo Baru Bisnis Square, Surakarta, Central Java Province, Indonesia; my home also acts as my farm office. My wife and children motivate and inspire me to continue to improve and expand my bussiness.