

Empowerment of Local Snack Product Development for Farmers

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Abstract. *This essay uses the example of Palopo in South Sulawesi to discuss the value of empowering small-scale producers to develop new types of refreshing beverages using only locally sourced ingredients. We begin by talking about the challenges faced by small-scale manufacturers and how innovation can aid them. Then, we dive into the Palopo case study, which centers on the work of the Palopo Food Entrepreneurship Network (JAWIKA) to aid farmers and other makers in creating high-quality beverages. As a consequence of this initiative, producers have seen an increase in revenue, new jobs have been created, and cultural traditions have been protected. Additionally, the article provides both lessons learned and suggestions for similar initiatives that could be implemented in other remote areas, emphasizing the importance of market research, access to resources and infrastructure, training and support. Collaboration and networking between producers, researchers, and marketing pros is crucial to the success of any undertaking. Supporting economic growth and preserving cultural traditions in outlying areas through the empowerment of local producers through the development of locally made snacks is, in general, an effective strategy.*

Keywords: *Small-scale farmers, Local snack product development, Empowerment*

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INTRODUCTION

In developing countries, where agriculture plays a major role in the economy, empowering small-scale producers is important for sustainable and egalitarian economic development. Developing nations are particularly affected by this. This is especially true in countries where poverty rates are very high. Small-scale farmers in these areas often encounter difficulties like restricted access to consumer markets, a lack of information and tools for developing new products, and a reliance on middlemen to sell and market their wares. Despite the vital role that the agriculture sector plays in the economies of these areas, it has been neglected.

In order to aid the manufacturing sector, one approach that can be taken is the creation of new products, and more particularly the creation of new local products that provide sustenance (Viswanathan & Sridharan, 2012). Farmers have a great chance to increase the value of the agricultural products they give, generate additional revenue, and break into new markets by producing locally sourced sweets using ingredients from their own farms and communities. However, developing a successful refreshment product requires more than just coming up with a formula; it also necessitates study, development, and marketing. Making a successful beverage sustenance product takes more than just coming up with a winning recipe.

This essay will focus on how local farmers and food producers can expand their availability of tasty, locally made drinks. The challenges faced by farmers, as well as potential solutions, will be the primary emphasis of this article. We will examine a case study that looks into how local farmers and manufacturers were given the chance to develop unique beverages. Here, we'll go over the resources made available, give some examples of the kinds of helpful goods that resulted from the training, and talk about how that affected regional commerce. Finally, we will briefly summarize the most salient findings from the case study and offer some suggestions for future research and action that could help cultivators' quality of life through the creation of innovative agricultural goods.

Challenges faced by small-scale farmers

There are often significant obstacles that make it harder for producers working on a smaller scale to be successful financially and professionally. This is particularly prevalent in the recording business. According to Lipton et al. (1990) many small-scale farmers are shut out of the formal market system, making it difficult for them to charge a fair price for their goods. This can be difficult for local farmers and artisans who are trying to offer their wares at a fair price. They may also have trouble bringing their products to market due to a lack of access to reliable transportation networks. This is certainly not easy. Many independent producers sell through distributors or retailers, which can cut into their profit margins and cause their goods to be sold at a lower price (Tian & Jiang, 2018). Farmers are already at a disadvantage when middlemen are involved, but when they also have the potential to exert significant control over the selling and distribution of goods, the situation becomes much worse.

Montgomery & Elimelech (2007) stated creating a nutritious meal that can be offered to the public requires more than just the creation of a formula. Then there's the matter of doing the necessary study, development, and advertising. The ability of small manufacturers to create profitable products and break into new markets may be hampered if they lack the means and expertise to take part in such activities. Since rain-fed agriculture is typically practiced on a small scale, its practitioners are especially susceptible to the effects of climate change and weather variability. Farmers may find it challenging to foresee the long-term effects of extreme weather events like droughts, cyclones, and other forms of severe weather on farming output (Kumar et al., 2018).

It can be challenging for small-scale producers to succeed in the agricultural sector due to the challenges presented by these factors, which can limit their ability to generate revenue and add to the perpetuation of poverty and food insecurity. Finding answers to these issues is crucial for empowering suppliers in developing nations and fostering sustainable economic growth.

Empowering farmers through product development

In order to increase the value of agricultural commodities produced by small-scale agricultural producers, generate extra revenue, and enter new markets, the development of new products is an important strategy. If you want to create a healthy meal that sells well, you need to do more than just make the ingredients. You need to do things like market study, product development, and advertising.

Performing market research to gain an understanding of consumer preferences is an important first step in creating a profitable product for the beverage business (Moskowitz et al., 2012). One strategy for achieving this is to compile data on the candy industry as a whole, identifying the most famous varieties, ingredients, and packaging/branding strategies (Stevens et al., 2013). If farmers take the time to learn about customer tastes, they will be better equipped to create refreshing products that will sell. Farmers can make marketable goods with a higher chance of success by reading this.

Packaging and branding are two examples of essential elements that must be incorporated during product creation (De Koeijer et al., 2017). Producers should think of packing for their products that will both keep them safe during transport and appeal to potential buyers.

Branding is crucial because it creates a distinct personality for the product and fosters a relationship with the consumers most likely to purchase it. (The consumers). Methods for developing packaging and branding include enlisting the aid of designers or marketing experts, coming up with visually appealing designs and containers, and incorporating elements with cultural or geographical significance into the final product. An effective product can be created by combining all of these methods.

There is a large time, resource, and expertise cost associated with developing a commercially viable snack product. There is a chance that smaller-scale manufacturers lack the resources or expertise necessary to participate in such activities. Therefore, it is possible that advice and help would be of utmost importance to them. Producers can be helped to create products of superior quality that meet the needs of their target audience and stick out in the market if they are given guidance and instruction in the areas of product development, market research, and branding. This is feasible because manufacturers can get help creating superior goods that meet the needs of their target market.

In order to promote economic growth and enhance food security in far-flung regions, fortifying local producers through the creation of new products has the potential to be a potent tool. Providing shoppers with a wider selection of goods can help achieve this goal. Producing high-quality, locally available beverages gives farmers an opportunity to diversify their revenue streams, improve their communities' economies, and provide jobs for themselves and their neighbors.

Case study: Empowering farmers to develop local snack products in palopo, south sulawesi

Palopo is a town in Indonesia's South Sulawesi province that is famous for its many culinary and farming customs. Palopo is also well-known as a delicious dining destination. The Palopo Food Entrepreneurship Network (Jaringan Wirausaha Kuliner Palopo, or JAWIKA) has been helping local small-scale producers improve their economic standing by creating new snack foods in recent years. All of this endeavor has been made to help the local small-scale farmers. The goal of this effort was to give these manufacturers more control over their businesses.



Figure 1. Banana Chips of the Local Community Production

JAWIKA's approach to helping farmers and other producers is multifaceted, covering education, product creation, and branding among other areas. In an effort to aid farmers, this comprehensive approach was implemented. They have also made resources like factories and research labs available for product creation. Products are manufactured in these establishments. Farmers in Palopo have been able to reap the benefits of this aid by cultivating a broad range of profitable food products, such as chips made from sweet potatoes, bananas, and cassava. The extensive distribution of these goods has led to their increasing popularity among buyers across both local and national markets (Barska & Wojciechowska-Solis, 2020).



Image 2. Bread by the local production

The results of this effort have demonstrated that it will have far-reaching consequences in the years to come. As a result of these advancements, producers are now able to create additional income through the sale of products used for nourishment, which has helped to develop their livelihoods and led to a decrease in homelessness. The local economy has benefited from the increase in employment made possible by the production and distribution of beverage goods. As a result, cultural travel has grown in recent years, and new forms of refreshment have helped preserve regional culinary traditions. Visitors to Palopo can now try and buy local nourishment products, bringing the city's rich culinary history to the notice of a wider audience. This will enable more people to enjoy the city's diverse culinary traditions.

The Palopo program that trains farms to create their own drinks is a great example of how innovation in product design can foster economic growth and cultural preservation in underserved areas. The reality that Palopo is a relatively isolated area is a prime example of this. Palopo was the site where this project was implemented. JAWIKA has been successful in creating a sustainable and welcoming local food economy by assisting producers in acquiring the knowledge, resources, and support necessary to create high-quality refreshment products. This is because the company aids manufacturers in gathering the data.

CONCLUSION

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