

# **Product Report on Potato**

**2025**



**Trade and Investment Wing**

**Embassy of Pakistan**

**Jakarta, Indonesia**

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## 1. Introduction

Potatoes are an important horticultural crop in Indonesia, valued for their versatility in household dishes such as *perkedeland* soups, as well as for their growing role in the fast-food and processing industries. In 2024, Indonesia produced approximately 1.27 million tons of potatoes from around 67.5 thousand hectares of highland farmland concentrated in Dieng Plateau (Central Java), Karo (North Sumatra), and Pangalengan (West Java), with average yields of about 20 tons per hectare.<sup>1</sup>

Despite this output, production has remained stagnant over the past decade due to limited access to certified seed, plant diseases, and insufficient post-harvest infrastructure, leading Indonesia to increasingly rely on imports. In 2024, imports of fresh potatoes (HS 0701) were valued US\$41.7 million, primarily sourced from Australia, China, Egypt, and India, while Pakistan's share was negligible.<sup>2</sup> To safeguard farmers and maintain steady supply, the government through the Ministry of Agriculture (MoA), the National Food Agency (Bapanas), and the Agricultural Quarantine Agency (Barantin) regulates potato imports under the horticulture licensing system (*Persetujuan Impor*) and enforces strict sanitary and phytosanitary standards at entry points.

Unlike rice, there is no state buffer stock agency for potatoes, but Bapanas issues indicative reference prices, and local governments monitor wholesale markets such as Pasar Induk Kramat Jati to curb volatility. Support for farmers is provided through subsidized inputs, certified seed distribution, and technical assistance, but unlike rice, the government does not directly purchase a fixed percentage of potato output. As a result, potato prices remain largely determined by market mechanisms, with government intervention focused on price guidance, licensing of imports, and coordination with agribusiness processors and retailers to ensure production surpluses are channeled into domestic consumption and processing industries.

## 2. Production

Indonesia's potato production has grown modestly, with output reaching approximately 1.25 million tons in 2023, reaffirming its position as the largest potato producer in Southeast Asia. However, recent trends suggest that harvested area and yields have remained largely static, mirroring past challenges of uncertified seed usage, pest and disease pressures, and limited mechanization.<sup>3</sup> A 2024 study in Merangin District, Jambi focused on technical efficiency shows that potato farming performs significantly better in

the dry season (average efficiency of 0.89) compared to the rainy season (efficiency of 0.73), with membership in farmer groups positively impacting outcomes.<sup>4</sup> These findings highlight ongoing structural limitations in Indonesia's potato sector. To bridge the production–demand gap especially amid rising needs from processors and urban outlets the government's focus on seed quality improvement, farmer training, and investments in cold storage infrastructure remains essential.

### **3. Consumption**

According to data from Statistics Indonesia (BPS), the average potato consumption per capita in Indonesia in 2024 is approximately 0.049 kg per week, showing an 8.9% increase from 2021. In Semarang City, Central Java, the average consumption per capita per week is recorded at 0.064 kg, slightly higher than the national average. A survey conducted in June 2024 found that most households consume potatoes once a week, purchasing up to 2 kg per month, with a budget of around IDR 25,000 per month.<sup>5</sup> Consumers in Semarang prefer fresh potatoes that are large, smooth-skinned, and with minimal lateral buds. For frozen potatoes, the most preferred type is straight-shaped tubers in 801–1000 gram branded packaging, priced between IDR 39,000 and IDR 58,000. Although per capita potato consumption in Indonesia remains relatively low compared to other countries, there is an increasing trend, especially in urban areas like Semarang. This indicates a growing market potential for both fresh and processed potato products. It is crucial for producers and industry stakeholders to understand consumer preferences in order to develop suitable products and improve competitiveness in the domestic market .

### **4. Import market analysis**

The import value of potatoes in Indonesia has shown a steady increase over the past several years, reflecting rising domestic demand that cannot be fully met by local production. Specifically, imports of fresh or chilled potatoes (HS code 0701) rose from approximately USD 40.9 million in 2023 to around USD 41.7 million in 2024.<sup>6</sup> In volume terms, Indonesia imported about 87,649 kg in 2024, with shipments largely concentrated in fresh table potatoes and processing-grade varieties.

Key suppliers include India, Canada, Germany, Egypt, Australia, and China, with India contributing nearly USD 14 million in shipments in 2024. In Indonesia, **PepsiCo**, a

well-established and competitive company, imports potatoes from countries such as Canada, Australia, Egypt, and India to supply its operations. This reliance on a diverse range of import sources highlights Indonesia's dependence on external supplies to meet specific quality and variety needs, particularly for the foodservice and processing industries. The growing import trend reflects a structural gap between stagnant domestic production (around 1.2–1.3 million tons annually) and rising consumption from urban households and the fast-food sector. As processed potato demand continues to grow, imports will remain essential to ensure year-round availability and price stability.

Indonesia import from the World (2 Digit & 4 Digit HS Code)								
HS	Description	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
07	Vegetables	846,412,163	977,239,765	952,323,530	1,013,896,622	1,096,689,621	525,853,359	408,669,114
0701	Potatoes, Chipping potatoes	17,649,276	23,641,899	36,563,950	40,932,943	41,717,710	21,459,320	32,218,500

Source: Statistics Indonesia (BPS)

Values: US \$

Indonesia import from the World (8 Digit HS Code)								
HS	Description	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
07011000	Potatoes Seed	3,320,029	3,658,090	2,825,700	4,833,997	5,187,667	3,950,496	4,152,584
07019010	Chipping Potatoes	14,321,039	19,978,486	33,738,250	36,098,946	36,198,323	20,252,634	27,793,808
07019090	Potatoes, fresh or chilled except seed and chipping potatoes	8,208	5,323	-	-	331,720	46,384	272,108

Source: Statistics Indonesia (BPS)

Values: US \$

## 5. Prices (Retail and Wholesale)

The Indonesian government has enacted the Ministry of Trade Regulation No. 27/M-DAG/PER/5/2017, which outlines the determination of prices at both the farmer's and consumer's levels for key agricultural products, including potatoes. The primary aim

of this regulation is to ensure the availability, stability, and price certainty for these products. To support these goals, the government has introduced several initiatives to regulate potato prices. In January 2025, the government increased the purchase price for potatoes by IDR 500, bringing it to IDR 6,500 per kilogram. This price adjustment is intended to encourage farmers to increase production and reduce reliance on imports. Additionally, in March 2024, the National Food Agency (Bapanas) temporarily relaxed the retail price ceiling for premium-quality potatoes from IDR 13,900 to IDR 14,900 per kilogram.

This measure, which was effective from March 10 to March 23, 2024, aimed to improve potato availability in markets during high-demand periods such as Ramadan and ahead of Eid al-Fitr. Despite these regulatory efforts, potato prices have experienced significant fluctuations. In February 2024, the average price of premium-quality potatoes reached IDR 18,000 per kilogram, marking a 20% increase from the previous year. This price surge was primarily attributed to delayed harvests and lower supply. In response to the VAT increase from 11% to 12% in January 2025, the government introduced economic measures, including VAT exemptions for some staple foods. However, premium-quality potatoes remain subject to the increased VAT rate. These policies demonstrate the government's continued efforts to balance the interests of producers and consumers while ensuring fair pricing and an adequate supply of potatoes across Indonesia.

**Average retail price for Indonesian Potato**

<b>Year</b>	<b>Supermarket</b>	<b>Traditional Market</b>	<b>Retail/Wholesale</b>
<b>2020</b>	22.000	15.000	18.000
<b>2021</b>	24.000	17.000	20.000
<b>2022</b>	26.000	18.000	22.000
<b>2023</b>	28.000	19.000	23.000
<b>2024</b>	30.000	18.000	25.000

## **6. Specific quality/packaging/ labelling requirements**

Quality, packaging, and labeling standards for potatoes imported into Indonesia are regulated by various laws and agencies to ensure that food products meet safety, health,

and consumer protection standards. These rules are primarily overseen by the National Agency of Drug and Food Control (BPOM), the Ministry of Agriculture (MoA), and the Ministry of Trade (MoT). Key regulations include BPOM Regulation No. 34/2019 (food categorization and safety standards), Ministry of Trade Regulation No. 8/2019 (rice and staple food labeling, also applied to potatoes), and provisions under the Food Law No. 18/2012 (food safety and consumer protection).

Potato labeling in Indonesia must adhere to the following requirements:

- **Product Name:** The label must clearly state “Kentang Segar” (Fresh Potato) or the specific product type (e.g., frozen potato cuts).
- **Net Weight:** Weight must be declared in metric units (kg or g).
- **Quality Grade:** If applicable, the product must indicate its quality class in accordance with **SNI 01-3175-1992 (Kentang Segar)**.
- **Packaging Date and Expiry/Best Before Date:** Fresh potatoes should indicate the date of packing, while processed/frozen potatoes must include an expiry or best-before date.
- **Manufacturer/Importer Information:** Name, address, and contact details of the importer or local distributor must be included.
- **Halal Certification:** For processed potato products, Halal certification issued by **LPPOM MUI** is mandatory, and the Halal logo must be displayed. For fresh potatoes, certification is not always required but may apply if treated with additives or coatings.
- **Country of Origin:** Imported potatoes must indicate their country of origin.
- **Food Grade and Recycling Code (for packaging):** Plastic packaging in direct contact with food must display the food-grade logo and recycling symbol according to Indonesian standards.

Packaging standards require that imported potatoes be delivered in food-grade sacks, cartons, or mesh bags that protect against contamination and mechanical damage during transit. For retail sales, bags or cartons of up to 10 kg are commonly required, with clear labeling in Bahasa Indonesia. Bulk shipments must also comply with phytosanitary treatment requirements and be accompanied by certificates issued by recognized authorities in the exporting country.

In terms of inspection, imported potatoes must be accompanied by:

- a **Phytosanitary Certificate**,
- a **Customs Declaration**,
- and, if applicable, **Halal certification** and **BPOM product registration** for processed potato products.

These measures are designed to ensure that imported potatoes meet Indonesia's standards for food safety, consumer information, and fair market practices.

## **7. Potato Size Requirements for Export to Indonesia**

Indonesia, as one of the largest consumers of potatoes in Southeast Asia, has specific requirements and preferences for imported potatoes. The size and quality of potatoes play a significant role in determining their acceptance into the market. Below are some key points regarding the size of potatoes for export to Indonesia:

### **1. Size Classification for Potatoes**

Potatoes that are exported to Indonesia typically fall within the following size classifications:

- **Large Potatoes:** Potatoes with a diameter of 60–80 mm are considered large and are highly sought after for processing into products like French fries, chips, and mashed potatoes.
- **Medium Potatoes:** Potatoes sized between 40–60 mm are used both for table consumption and processing. This size is considered versatile and is in demand for household use and local markets.
- **Small Potatoes:** Potatoes with a diameter of 30–40 mm are usually categorized as small and are primarily used for specific local culinary applications or packaged as small potatoes in retail stores.

### **2. Packaging and Sorting Requirements**

- **Uniformity in Size:** Potatoes should be sorted to ensure uniform size, which is important for both aesthetic purposes and ease of processing in the food industry.
- **Packaging:** Potatoes should be packed in durable, breathable containers such as mesh bags or ventilated cardboard boxes to prevent bruising or damage during transport.

### 3. Quality Standards for Imported Potatoes

Indonesia enforces certain quality standards for imported potatoes, including:

- No damage or bruising: Potatoes should be free from physical damage that could affect quality or shelf life.
- No sprouting or greening: Potatoes showing signs of sprouting or greening are typically rejected, as these indicate aging or improper storage.
- Size uniformity: As mentioned, the size of potatoes should be relatively consistent for a higher market value.

### 4. Export Certification and Compliance

Exporters must ensure that their potatoes comply with Indonesian import regulations, including:

- Fumigation certificates: To prevent the spread of pests or diseases, exported potatoes must be fumigated before shipping.
- Phytosanitary certificates: These documents certify that the potatoes are free from harmful pests and diseases.
- Import permits: Exporters should obtain the necessary permits from Indonesian authorities such as the Ministry of Agriculture.

## **6. Technical/ food safety standards**

Indonesia maintains rigorous technical and food safety standards for potatoes to ensure consumer protection, plant health, and public safety. These standards are enforced by the National Agency of Drug and Food Control (BPOM), the Ministry of Agriculture (MoA) via the Agricultural Quarantine Agency (IQA), and the Ministry of Trade (MoT). Fresh potato imports are governed under Food Law No. 18 of 2012, with further specifications provided by BPOM Regulation No. 13 of 2023 (replacing the earlier BPOM Regulation No. 34 of 2019) on food categorization and safety measures.<sup>7</sup> Importers must obtain an Import Approval Letter (Surat Persetujuan Impor / SPI) and ensure products meet legal standards prior to distribution.

All potato imports into Indonesia must comply with the following technical and food safety standards:

- **Phytosanitary & Prior Notice Requirements:** Per IQA Regulation No. 9 of 2024, importers must submit a **Prior Notice** via IQA's online system for all plant-origin products, including potatoes. Importers are also required to include a valid **Phytosanitary Certificate**, issued no more than 21 days after inspection, and ensure that shipments depart within 21 days of certificate issuance (effective June 2025).<sup>8</sup>
- **Food Safety Testing and Compliance:** Imported potatoes must meet BPOM's updated safety thresholds, including pesticide residues and contaminants as defined in **BPOM Regulation No. 10 of 2024** on Maximum Contaminant Limits for Fresh Food in Circulation.<sup>9</sup> Imports must be accompanied by laboratory **Certificate(s) of Analysis (CoA)** confirming compliance with these limits.
- **Packaging and Handling Standards:** Packaging materials must be food-grade and protective, incorporating ventilation to prevent spoilage. Labeling must comply with SNI and BPOM requirements, written in **Bahasa Indonesia**, and include details such as product name, net weight, country of origin, packing date, and importer information. Halal logos may be required for processed potato products in line with BPJPH labeling rules.<sup>10</sup>
- **Inspection and Certification:** Shipments are subject to inspection by IQA upon arrival to verify adherence to phytosanitary and safety standards. Inspectors check the physical condition, labeling, and accompanying documents before release for distribution.
- **Laboratory Testing & Customs Clearance:** Accredited testing facilities in Indonesia perform sampling and testing for pesticide residues and microbial safety. Importers must submit the **Import Approval, CoA**, and other mandatory documentation—such as Halal certification and SPI—for customs clearance.
- **IQA Decree on Registration Renewal of Pakistani Food Safety Testing Laboratories:** As per the latest IQA decree, food safety testing laboratories in Pakistan must renew their registration to continue conducting testing for Indonesian imports. This is part of the new regulations on the recognition of foreign testing laboratories that ensure compliance with Indonesia's food safety standards.

These updated regulations reflect the government's commitment to ensuring safe, reliable, and regulated potato imports through strengthened quarantine protocols, food safety standards, and administrative oversight.

## 7. Import tariffs

Under various trade agreements, Indonesia applies different tariffs to imported potato. These tariffs are dependent on the country of origin and the type of agreement in place. Below is an overview of the tariffs applied to potato from different trade agreements:

Sr no	Agreement	Duty Level (%)
1	MFN	5%
2	Indonesia–Pakistan PTA	20%
3	ASEAN Trade in Goods Agreement (ATIGA)	0%
4	ASEAN–China FTA	0%
5	ASEAN–Korea FTA	0%
6	ASEAN–India FTA	5%
7	ASEAN–Australia–New Zealand FTA	5%
8	Indonesia–Japan Economic Partnership Agreement (IJEPA)	0%

## 8. Import value and volume (last 5 years)

	2020	2021	2022	2023	2024
Import Value (US\$)	17,649,276	23,641,899	36,563,950	40,932,943	41,717,710
Netweight (kg)	40,493,381	52,286,365	74,438,114	82,018,922	87,649,968

(Source: BPS Indonesia)

## 9. Distribution channels

Indonesia's potato distribution system combines both traditional and modern channels to meet growing domestic demand. Traditional channels remain dominant, relying on local wet markets, village traders, and wholesale markets, which play a crucial role in supplying

consumers, particularly in rural and semi-urban areas. These channels often involve farmer-to-middleman transactions, with wholesalers distributing potatoes to retailers and food vendors nationwide. In urban centers, supermarkets and modern retail outlets have gained prominence, catering to middle- and upper-income consumers who prefer standardized packaging, consistent quality, and food safety assurances. At the same time, e-commerce platforms and online grocery delivery services such as Tokopedia, ShopeeFood, and Sayurbox are becoming increasingly popular, allowing urban households and foodservice businesses to purchase fresh potatoes directly from distributors and farmers. Wholesalers and large distributors continue to serve as critical intermediaries, ensuring stable supply flows from potato-producing regions such as West Java, Central Java, and North Sumatra to major consumption hubs like Jakarta, Surabaya, and Medan. This multi-channel distribution system not only stabilizes supply but also improves accessibility, thereby strengthening Indonesia's potato market nationwide.<sup>11</sup>

#### 10. Exports of Potato to Indonesia and comparison with the competitors in the market

Top 10 Import Origins of Indonesia (4 Digit HS Code)								
No	Country	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
1	India	3,361,990	6,717,520	9,651,350	11,993,845	14,738,451	12,379,625	10,591,425
2	Germany	6,447,881	5,032,944	10,787,633	8,356,357	8,889,084	876,637	4,287,301
3	Egypt	-	2,698,210	9,194,440	4,696,800	4,915,835	1,433,100	4,344,363
4	Australia	2,949,387	2,445,683	1,963,752	1,522,391	3,391,875	2,071,325	4,645,455
5	United Kingdom	2,243,823	2,385,199	2,061,526	3,292,462	2,797,442	2,797,442	2,912,292
6	United States	588,447	1,022,611	531,037	1,575,058	2,516,024	648,748	468,699
7	China	-	-	-	983,600	2,431,572	-	525,370
8	Canada	1,928,168	2,262,819	2,373,448	8,513,286	1,979,320	1,252,440	4,412,828
9	Ukraine	-	-	-	-	48,104	-	-
10	Pakistan	99,450	-	-	-	-	-	30,749

(Source: <https://comtrade.un.org/data/>, BPS, in US\$)

Top 10 Import Origins of Indonesia (8 Digit HS Code 07011000)							
No	Country	Value: US\$					
		2020	2021	2022	2023	2024	Jan - Jun

							2024	2025
1	India	-	-	-	-	-	-	-
2	Germany	-	-	-	-	-	-	-
3	Egypt	-	-	-	-	-	-	-
4	Australia	840,484	964,164	763,410	1,522,391	2,342,118	1,153,051	1,240,276
5	United Kingdom	2,235,809	2,385,299	2,061,526	3,292,462	2,797,442	2,797,442	2,912,292
6	United States	-	-	-	-	-	-	-
7	China	-	-	-	-	-	-	-
8	Canada	243,700	308,475	-	-	-	-	-
9	Ukraine	-	-	-	-	48,104	-	-
10	Pakistan	-	-	-	-	-	-	-

(Source: <https://comtrade.un.org/data/>, BPS, in US\$)

Top 10 Import Origins of Indonesia (8 Digit HS Code 07019010)								
No	Country	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
1	India	3,361,990	6,717,520	9,651,350	11,993,845	14,738,451	12,379,625	10,591,425
2	Germany	6,447,881	5,032,944	10,787,633	8,356,357	8,899,084	876,637	4,287,301
3	Egypt	-	2,698,210	9,194,440	4,696,800	4,915,835	1,433,100	4,328,375
4	Australia	2,108,903	1,486,196	1,200,342	-	1,049,753	918,270	3,405,179
5	United Kingdom	-	-	-	-	-	-	-
6	United States	588,447	1,022,611	531,037	1,575,058	2,516,024	648,748	468,699
7	China	-	-	-	963,600	2,099,856	-	300,000
8	Canada	1,684,368	1,954,344	2,373,448	8,513,286	1,979,320	1,252,440	4,412,828
9	Ukraine	-	-	-	-	-	-	-
10	Pakistan	99,450	-	-	-	-	-	-

(Source: <https://comtrade.un.org/data/>, BPS, in US\$)

Top 10 Import Origins of Indonesia (8 Digit HS Code 07019090)								
No	Country	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
1	India	-	-	-	-	-	-	-
2	Germany	-	-	-	-	-	-	-

3	Egypt	-	-	-	-	-	-	-
4	Australia	5,323	-	-	-	4	-	-
5	United Kingdom	8,014	-	-	-	-	-	-
6	United States	-	-	-	-	-	-	-
7	China	-	-	-	-	331,716	-	-
8	Canada	-	-	-	-	-	-	-
9	Ukraine	-	-	-	-	-	-	-
10	Pakistan	-	-	-	-	-	-	-

(Source: <https://comtrade.un.org/data/>, BPS, in US\$)

## 11. Reasons of Pakistan's high/low share

Indonesia Import from Pakistan (2 Digit & 4 digit HS Code)								
HS	Description	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
07	Vegetables	145,282	33,760	30,167	15,864	-	-	38,029
0701	Potatoes, Chipping potatoes	99,450	-	-	-	-	-	30,749

Indonesia Import from Pakistan (8 Digit HS Code)								
HS	Description	Value: US\$						
		2020	2021	2022	2023	2024	Jan - Jun	
							2024	2025
07011000	Potatoes Seed	-	-	-	-	-	-	-
07019010	Chipping Potatoes	99,450	-	-	-	-	-	-
07019090	Potatoes, fresh or chilled except seed and chipping potatoes	-	-	-	-	-	-	-

Despite showing some activity in 2020, when Pakistan exported US \$99,450 worth of potatoes to Indonesia, shipments declined sharply with no recorded imports between 2021–2024. A slight recovery was seen in early 2025, with January–June values reaching US \$30,749, but this still represents a very small share compared to Indonesia's overall potato imports from major suppliers such as China, India, and Australia.

Key factors influencing Pakistan's limited market share include:

- **Export Market Orientation:** Pakistan's potato exports are primarily directed toward traditional markets in the Middle East and South Asia, resulting in limited focus on Southeast Asian destinations such as Indonesia.
- **Quality and Compliance Standards:** Indonesian importers prioritize suppliers that consistently meet strict phytosanitary, packaging, and quality requirements. Pakistan's potato exports have faced challenges in aligning with standards, limiting acceptance in the Indonesian market.
- **Local Protection Policies:** In Indonesia, import quotas pose challenges for foreign potato exporters, including Pakistan, by limiting the volume of imports allowed each year. These quotas are often allocated based on long-standing trade relationships, favoring countries like China and India, and may vary annually, creating uncertainty. Additionally, Indonesia's local protection policies aim to safeguard domestic farmers, making it harder for foreign suppliers to compete. The administrative complexity of securing quotas further discourages exporters, and the lack of favorable trade agreements with Indonesia puts Pakistan at a disadvantage in accessing adequate quota allocations to meet growing demand.
- **Market Recognition:** Pakistani potatoes lack brand familiarity among Indonesian importers and consumers, who generally prefer products from countries with established reputations for agricultural exports.
- **Logistics and Cost Competitiveness:** The relatively longer shipping routes, higher transport costs, and limited cold storage infrastructure reduce Pakistan's competitiveness compared to geographically closer suppliers.
- **Limited Trade Promotion:** Unlike other exporters, Pakistan has not implemented sustained promotional activities in Indonesia, such as participation in agricultural trade fairs or targeted marketing campaigns.

Addressing these issues through improved compliance, logistics, and promotional strategies could help Pakistan strengthen its position in Indonesia's potato import market.

### 13. Recommendations

- **Enhance Market Promotion at Indonesian Agricultural Trade Fairs:** Actively participate in key food and agricultural expos in Indonesia such as the SIAL

InterFood Expo and send delegation to Trade Expo Indonesia to showcase Pakistani potatoes and processed potato products. Dedicated booths, live demonstrations (e.g., potato processing, storage techniques), and business-to-business (B2B) meetings can help raise awareness among Indonesian buyers and distributors.

- **Strengthen In-Market Partnerships:** Collaborate with established Indonesian food importers, wholesalers, and modern retailers who have extensive knowledge of local consumer preferences and regulatory frameworks. Joint programs can include cold storage solutions, quality assurance practices, and improved distribution channels for potatoes.
- **Provide Product Samples and Technical Support:** Supply Indonesian buyers with product samples, detailed specifications (e.g., potato size, starch content, shelf-life), and certifications (such as phytosanitary compliance). Demonstrations of cold storage methods and packaging innovations can build importer confidence and highlight product reliability.
- **Highlight Competitive Advantages and Regulatory Compliance:** Emphasize benefits such as price competitiveness, alignment with Indonesia’s food safety and phytosanitary standards, and the nutritional value of Pakistani potatoes. Marketing materials should clearly communicate these strengths to strengthen Pakistan’s competitive positioning against established suppliers like China, India, and Australia.
- **Diversify Product Portfolio:** Expand beyond raw table potatoes into higher value-added products such as frozen French fries, potato flakes, and starch. Indonesia’s fast-food industry and processed food sector are rapidly growing, creating demand for consistent supply of processed potato inputs.
- **Strengthen Government-to-Government Cooperation:** Encourage bilateral agreements between Pakistan and Indonesia in the agricultural sector, focusing on reducing technical barriers, simplifying import permits, and ensuring smoother compliance with Indonesia’s quarantine and phytosanitary regulations.

**14. List of importers in Indonesia (address, email etc.)**

List of Potato importers and distributors is attached at Annex A

**List of Potato importers and distributors**

**Annex - A**

No	Company Name	Address (HQ Jakarta)	Email / Contact	Website
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1	PT Perusahaan Perdagangan Indonesia (PPI)	Jl. Abdul Muis No.8, Jakarta Pusat	info@ppi.co.id	<a href="http://ppi.co.id">ppi.co.id</a>
2	PT Indoguna Utama	Jl. Pasar Minggu KM 18, Jakarta Selatan	info@indoguna.com	<a href="http://indoguna.com">indoguna.com</a>
3	PT Sewu Segar Nusantara (Sunpride Group)	Jl. Gatot Subroto Kav. 21, Jakarta Selatan	info@sunpride.co.id	<a href="http://sunpride.co.id">sunpride.co.id</a>
4	PT Transfood Indonesia	Jl. Agung Sedayu Square Blok H No.16, Jakarta	cs@transfood.co.id	N/A
5	Hero Supermarket / Ranch Market (PT Hero Tbk)	Jl. Jend. Gatot Subroto Kav. 62, Jakarta Selatan	customer@hero.co.id	<a href="http://herosupermarket.co.id">herosupermarket.co.id</a>
6	Lotte Mart Indonesia	Jl. Lingkar Luar Selatan, Jakarta Selatan	cs@lottemart.co.id	<a href="http://lottemart.co.id">lottemart.co.id</a>
7	Indogrosir	Jl. Raya Cakung Cilincing No.1, Jakarta Utara	info@indogrosir.co.id	<a href="http://indogrosir.co.id">indogrosir.co.id</a>
8	Alfamart Group (PT Sumber Alfaria Trijaya Tbk)	Jl. MH Thamrin No.9, Tangerang, Banten	info@alfamart.co.id	<a href="http://alfamartku.com">alfamartku.com</a>
9	Transmart Carrefour (CT Corp)	Jl. Kapten Tendean No.12-14, Jakarta Selatan	customer@transmart.co.id	<a href="http://transmart.co.id">transmart.co.id</a>
10	McCain Foods Indonesia (via distributor)	Jl. BSD Raya Utama, Tangerang Selatan	sales@mccain.com	<a href="http://mccain.com">mccain.com</a>
11	Pepsico	CIBIS NINE Building 7th Floor Jl. T.B Simatupang No.2, Jakarta Selatan Indonesia	muhammad.farooq@pepsico.com	<a href="https://www.pepsico.com/">https://www.pepsico.com/</a>

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