

PELUANG PENGEMBANGAN INDUSTRI TEPUNG TELUR

The Opportunities in Powdered Egg Industry



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Gejolak harga telur ayam sering terjadi, sehingga menyebabkan peternak layer (ayam petelur) terombang-ambing. Bahkan akibat ketidakstabilan harga, beberapa peternak terpaksa gulung tikar. Pada dasarnya, Pemerintah telah berupaya mengatur harga telur dengan menetapkan harga acuan pembelian telur segar di tingkat peternak sebesar Rp19.000-21.000/kg yang tercantum pada Permendag No 7 Tahun 2020. Penurunan harga telur utamanya disebabkan karena menurunnya tingkat permintaan masyarakat sedangkan supply (ketersediaan) relatif tinggi dan biaya produksi yang merangkak naik. Kenaikan biaya produksi disebabkan oleh melambungnya harga bahan pakan berupa jagung. Harga jagung tersebut berada di atas rata-rata harga acuan yang ditetapkan oleh Kementerian Perdagangan.

Berdasarkan data Direktorat Jenderal Peternakan dan Kesehatan Hewan tahun 2021 populasi ayam ras petelur sebanyak 368.191.874 ekor, produksi telur ayam ras sebanyak 5.155.998 ton, dan kebutuhan telur ayam ras sebesar 5.031.155 ton sehingga surplus sebanyak 124.843 ton. Guna menjaga keseimbangan pasokan dan permintaan, mencuat gagasan membangun industri tepung telur di dalam negeri. Apalagi diperkirakan adanya trend kenaikan produksi telur di dalam negeri. Meskipun sudah surplus, tapi di sisi lain justru Indonesia masih mengimpor tepung telur. Jumlah impor tepung telur dan telur cair beku tahun 2020 sebanyak 2.132 ton, dalam bentuk egg albumin powder, egg yolk powder, whole egg powder, frozen egg white, frozen egg yolk, frozen whole

Fluctuations in the price of chicken eggs often occur, causing layer poultry farmers to oscillate. Even as a result of unstable prices, some farmers were forced to go out of business. The Government has attempted to regulate egg prices by setting a reference price for purchasing fresh eggs at the farmer level at Rp19.000-21.000/kg as stated in Minister of Trade Regulation No. 7 of 2020 on Purchase Price References at The Farmer Level and Sale Price References at The Consumer Level. The decline in egg prices was due to decreasing public demand that not meet the high supply while production costs crawls up. The increase in production costs was due to the soaring price of a feed ingredient, especially corn. The corn price has stayed above the average reference price set by the Ministry of Trade.

Based on data from the Directorate General of Livestock and Animal Health in 2021, the population of laying hens is 368.191.874, the production of eggs is 5.155.998 tons, and demand for eggs is 5.031.155 tons, so the surplus is 124.843 tons. The lance of supply and demand, the idea of building Even though there is a surplus, on the other hand, Indonesia is still importing powdered eggs. The number of imports of powdered egg and frozen liquid eggs in 2020 is 2.132 tons, in the form of powdered albumin, powdered yolk, whole egg powder, frozen egg white, frozen egg yolk, and frozen whole egg. Most imports from India and Ukraine

The development of the powdered egg industry expected to become import substitution and can fill the need of the raw materials for food and non-food national industries. So far, the powdered egg is used

egg. Impor terbanyak dari India dan Ukraina. Pembangunan industri tepung telur ini diharapkan dapat menjadi alternatif substitusi impor dan bisa memenuhi kebutuhan bahan baku industri pangan dan non pangan di dalam negeri. Selama ini tepung telur digunakan sebagai bahan baku oleh industri roti, kue, mie instan, es krim, mayonais, serta produk olahan daging dan sup. Tepung telur juga dimanfaatkan oleh Horeka (Hotel, Restoran, Katering) dan dijadikan bahan baku industri non pangan seperti pembuatan kultur media, inseminasi buatan, industri penyamakan, industri kosmetik dan industri pakan ternak. Manfaat lainnya dari adanya industri tepung telur ini adalah memiliki daya simpan (*shelf life*) yang panjang, volume produk menjadi lebih kecil sehingga lebih hemat ruang dan biaya penyimpanan. Tepung telur juga memungkinkan jangkauan pemasaran yang lebih luas dan penggunaannya lebih beragam dibandingkan telur segar.

Namun selain memiliki peluang yang besar, pembangunan industri tepung telur memiliki beberapa tantangan antara lain bahan baku telur segar dalam negeri yang cukup mahal dibandingkan dengan telur segar di negara lain sehingga harga jual tepung telur cenderung lebih mahal dibanding tepung telur impor. Tantangan lainnya adalah biaya investasi yang cukup besar serta kurangnya informasi dan keterampilan terkait teknologi pengolahan tepung telur.

Peluang industri tepung telur cukup besar. Pertama, karena permintaan impor yang cukup tinggi menunjukkan masih ada peluang pasar yang dapat dipenuhi oleh produk yang dihasilkan dalam negeri. Kedua, target dari penjualan cukup luas meliputi industri pangan dan non pangan. Ketiga, pemasaran mudah dan murah karena tidak memerlukan rantai dingin. Oleh karena itu, investasi industri tepung telur di Indonesia secara bisnis menjanjikan dan mendukung pengembangan industri peternakan ayam petelur. (rp)



as a raw material in the bread, cake, instant noodle, ice cream, mayonnaise, processed meat products, and soup industries. Powdered eggs are also used by Horeca (Hotels, Restaurants, Catering) and are used as raw material for non-food industries such as the manufacture of culture media, artificial insemination, tanning industry, cosmetic industry, and animal feed industry. Another benefit of the powdered egg industry is that it has a long shelf life, and the volume of the product becomes smaller so it saves space and storage costs. Powdered egg also allows a wider marketing reach and more diverse uses than fresh eggs

However, in addition to having great opportunities, the development of the powdered egg industry has several challenges. The raw materials for fresh eggs in Indonesia are quite expensive compared to fresh eggs in other countries so the selling price of powdered eggs tends to be more expensive than the imported powdered egg. Another challenges are the investment costs are quite high and the lack of information and skills related to powdered egg processing technology.

The opportunity for the development of powdered egg industry is quite high. First, because the demand for powdered egg imports is quite high, it shows that there are still market opportunities that can be met by domestically produced products. Second, the sales target is quite broad, covering the food and non-food industries. Third, marketing is easy and inexpensive because it does not require a cold chain. Therefore, investment in the powdered egg industry in Indonesia is a promising business and supports the development of the layer poultry industry. (rp-tr-rwg)