

Bimbingan Teknis Peningkatan Nilai Tambah dan Daya Saing Peternakan Tahun 2023

Technical Guidance For Improving Value-Added And Competitiveness Of Livestock Business In 2023



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Hai sobat hilir, Direktorat Pengolahan dan Pemasaran Hasil Peternakan setiap tahunnya selalu konsisten untuk terus berupaya meningkatkan nilai tambah dan daya saing usaha para peternak potensial, salah satunya melalui kegiatan Fasilitasi Sarana dan Prasarana Pengolahan dan Pemasaran Hasil Peternakan. Fasilitasi ini terutama ditujukan bagi kelompok peternak rakyat berskala usaha mikro kecil dan/atau menengah. Namun demikian, perlu sobat hilir ketahui bahwa untuk mengoptimalkan kegiatan fasilitasi tersebut perlu dukungan sumber daya manusia atau peternak yang kompeten untuk dapat meningkatkan nilai tambah dan daya saing pelaku usahanya, oleh sebab itu Direktorat PPHNak selain memberikan fasilitasi sarana prasarana juga melaksanakan Bimbingan Teknis.

Jadi sobat hilir, sebelumnya perlu kita pahami bersama bahwa pengembangan usaha melalui kegiatan pengolahan dan pemasaran banyak ditemui tantangannya, selain karena keterbatasan sarana prasarana yang dimiliki sebagian besar pelaku usaha juga belum mendapatkan sertifikat ijin edar produk yang dihasilkan, baik PiRT, MD maupun nomor pendaftaran pupuk untuk pelaku usaha pupuk.

The Directorate of Livestock Processing and Marketing is always consistent every year in its efforts to improve the added value and competitiveness of potential livestock breeders, one of which is through the facilitation of facilities and infrastructure for livestock processing and marketing. This facilitation is mainly aimed at small and/or medium-scale livestock breeders. However, it is important for you to know that to optimize these facilitation activities, competent human resources or breeders are needed to increase the added value and competitiveness of their business. Therefore, in addition to providing facilities and infrastructure facilitation, the Directorate of Livestock Processing and Marketing also conducts Technical Guidance.

So, before we proceed, it is important to understand together that developing a business through processing and marketing activities faces many challenges, not only due to the limited facilities and infrastructure owned by most business actors, but also because they have not obtained product registration certificates, such as PiRT, MD, or fertilizer registration numbers for fertilizer business actors. However, it is important to note

Padahal sobat hilir perlu pahami, perijinan tersebut merupakan titik kritis kalau pelaku usaha mau meningkatkan nilai tambah dan terlebih daya saing hasil usahanya.

Banyak ditemui para pelaku usaha kita, khususnya yang skala mikro kecil, masih sangat terbatas pemahamannya terkait Cara yang Baik untuk Produksi Pangan Olahan (Good Practices) mulai dari Cara Pengolahan yang Baik (Good Manufacturing Practices), Cara Penanganan yang Baik (Good Handling Practices), Cara Pengemasan yang Baik (Good Packaging Practices), Cara Distribusi yang Baik (Good Distribution Practices) hingga Cara Pemasaran Retail yang Baik (Good Retailing Practices). Sedangkan untuk pelaku usaha pupuk organik banyak yang belum memahami terkait Sistem Pertanian Organik dan ijin edar pupuk organik.

Sobat hilir, tidak hanya peternak saja yang ternyata belum memahami, keterbatasan pemahaman dan kapasitas juga terkadang ada pada pembina daerah (provinsi/kabupaten/kota), khususnya terkait mutu dan keamanan pangan, sistem pertanian organik, good practices untuk olahan pangan dan non pangan, inovasi/teknologi pengolahan hingga diversifikasi produk olahan. Keterbatasan ini merupakan salah satu penyebab terbatasnya pembinaan kepada Unit Pengolahan Hasil (UPH) yang dimiliki oleh peternak. Tantangan terkait usaha pengolahan hasil peternakan

that these licenses are critical if business actors want to increase the added value and especially the competitiveness of their business.

We often encounter many business actors, especially those who are small-scale, who have limited understanding of Good Practices for Processed Food Production, ranging from Good Manufacturing Practices, Good Handling Practices, Good Packaging Practices, Good Distribution Practices, to Good Retailing Practices. Meanwhile, for organic fertilizer business actors, many still do not understand the Organic Agriculture System and the registration of organic fertilizers.

It turns out that not only farmers but also regional officials (provinces/districts/cities) sometimes have limitations in their understanding and capacity, especially regarding food quality and safety, organic farming systems, good practices for processing food and non-food products, processing innovation/technology, and product diversification. These limitations are one of the causes of the limited guidance given to Processing Units owned by farmers. The challenges related to livestock processing do not stop there. The next challenge is promoting and marketing products, which are still lacking both in implementation and knowledge, so that UPH products cannot be marketed and developed optimally.





tidak berhenti disitu saja sobat, selanjutnya adalah promosi dan pemasaran produk yang masih minim baik pelaksanaannya maupun ilmunya sehingga produk UPH tidak dapat dipasarkan dan berkembang dengan optimal.

Wah, ternyata banyak hal yang perlu kita pahami ya sobat hilir, oleh karena itu Direktorat Pengolahan dan Pemasaran Hasil Peternakan setiap tahun selalu mengadakan Bimbingan Teknis Peningkatan Kapasitas SDM Peternak/Pelaku Usaha dan Pembina Daerah untuk mendukung optimalisasi pelaksanaan kegiatan dan sebagai upaya tercapainya peningkatan nilai tambah dan daya saing peternak/UPH.

Pada Tahun 2023, Direktorat PPHNak telah melaksanakan Bimbingan Teknis Peningkatan Jaminan Mutu Produk Hasil Peternakan Tahun 2023, Bimbingan Teknis Sistem Pertanian Organik Komoditas Peternakan dan Bimbingan Teknis Proses Pencucian Sarang Burung Walet. Bimbingan Teknis ini terutama bertujuan untuk meningkatkan pemahaman dan kapasitas Pembina Daerah (Provinsi/Kabupaten/Kota), Pejabat Fungsional Pengawas Mutu Hasil Pertanian (PMHP) Pusat dan Daerah dan kelompok penerima manfaat kegiatan Fasilitasi Sarana Prasarana dan Sertifikasi Organik Tahun 2023.

Bimbingan Teknis Sistem Pertanian Organik dan

Wow, there are so many things we need to understand. That's why every year, the Directorate of Processing and Marketing for Livestock Products (DPMLP) conducts Technical Guidance for Capacity Building of Farmers/Business Actors and Regional Officials to support the optimization of activities and as an effort to achieve increased added value and competitiveness of farmers/UPH.

In 2023, the DPMLP has conducted Technical Guidance for Quality Assurance of Livestock Products in 2023, Technical Guidance for Organic Farming Systems for Livestock Commodities, and Technical Guidance for the Process of Edible Bird's Nest Cleaning. These Technical Guidance mainly aims to increase the understanding and capacity of Regional Officials (Provinces/Districts/Cities), Functional Officers of Livestock Product Quality Supervisor (PMHP) in Central and Regional offices, and beneficiaries of the Organic Facility and Certification Assistance activities in 2023.

The Technical Guidance for Organic Farming Systems was held on February 16-17, 2023, in Bogor. The Technical Guidance for Quality Assurance of Livestock Products was held on February 20-22, 2023, also in Bogor, while the Technical Guidance for the Process of Swallow Bird Nest Washing was held on March 8-10, 2023, in Surabaya. The speakers who were

dilaksanakan pada tanggal 16-17 Februari 2023 di Bogor, Bimbingan Teknis Peningkatan Mutu Jaminan Mutu Produk Hasil Peternakan dilaksanakan pada tanggal 20-22 Februari 2023 di Bogor, sedangkan Bimbingan Teknis Proses Pencucian Sarang Burung Walet dilaksanakan pada 8-10 Maret 2023 di Surabaya. Narasumber yang dihadirkan antara lain dari Aliansi Organik Indonesia (AOI), Badan Pengawas Obat dan Makanan (BPOM), Badan Penyelenggara Jaminan Produk Halal (BPJPH), Dinas Kesehatan Bogor, Badan Karantina Pertanian, Pusat Perijinan dan Perlindungan Varietas Tanaman Pertanian (PPTVP), pelaku usaha/konsultan /praktisi, dan bahkan juga dari Danish Veterinary and Food Administration (DVFA).

Secara umum dapat kami informasikan kepada sobat hilir tujuan dan harapan dari penyelenggaraan bimtek serta materi yang disampaikan sebagai berikut :

1. Bimbingan Teknis Sistem Pertanian Organik, sesuai dengan temanya bertujuan untuk memberikan pemahaman tentang Sistem Pertanian Organik. Materi yang disampaikan antara lain : Sosialisasi SNI Sistem Pertanian Organik dan Tata Cara Sertifikasi Organik Komoditas Peternakan, Overview Pengolahan Pupuk Organik sesuai SNI 6729:2016, Regulasi dan Tata Cara Pengajuan Ijin Edar Pupuk Organik, Strategi Pendampingan Pembentukan Sistem Kendali Internal (SKI) dan Penyusunan Dokumen Sistem Mutu serta Tantangan dan Peluang Pengembangan serta Strategi Pemasaran Produk Organik Peternakan di Pasar Domestik dan Ekspor.
2. Bimbingan Teknis Peningkatan Jaminan Mutu Produk Hasil Peternakan dilaksanakan dengan tujuan untuk peningkatan pengetahuan peserta dalam peningkatan jaminan mutu dan keamanan pangan, tahapan proses penjaminan mutu produk olahan pangan hingga sertifikasi dan ijin edar. Materi yang disampaikan antara lain : Registrasi Pangan Olahan Terintegrasi Online Single Submission Risk Based Approach/ RBA, Praktek Self Assesment dalam rangka Penjaminan Mutu Produk di Denmark, Praktek Self Assesment dan Pendaftaran Ijin Edar MD

present included representatives from the Indonesian Organic Alliance (AOI), the Food and Drug Monitoring Agency (BPOM), the Halal Products Assurance Agency (BPJPH), the Bogor Health Office, the Agricultural Quarantine Agency, the Center for Plant Variety Protection and Licensing (PPTVP), business actors/consultants/practitioners, and even the Danish Veterinary and Food Administration (DVFA).

Generally, we can inform you of the objectives and expectations of the training and the materials presented as follows:

1. *The Technical Guidance for Organic Farming Systems aims to provide an understanding of organic farming systems. The materials presented include the Socialization of the Indonesian National Standard for Organic Farming Systems and Procedures for Organic Certification of Livestock Commodities, an overview of Organic Fertilizer Processing according to the Indonesian National Standard 6729:2016, Regulations and Procedures for Registering Organic Fertilizers, strategies for accompanying the formation of an Internal Control System (SKI) and the Preparation of Quality System Documents, as well as the Challenges and Opportunities for Developing and Marketing Organic Livestock Products in Domestic and Export Markets.*
2. *The Technical Guidance for Improving Quality Assurance of Livestock Products is carried out with the aim of improving participants' knowledge of improving product quality and food safety, the stages of the quality assurance process for processed food products up to certification and marketing authorization. The materials presented include the Single Submission Online Integrated Processed Food Registration based on a Risk-Based Approach (RBA), the practice of Self-Assessment in the context of Product Quality Assurance in Denmark, the practice of Self-Assessment and Registration for Marketing Authorization (MD), the registration procedure for Processed Food*

serta Praktek Pendaftaran PIRT melalui OSS, Tata Cara Pendaftaran Ijin Edar PIRT, Sertifikasi NKV untuk Produk Hasil Peternakan, Sertifikasi Halal untuk Produk Olahan, dan Sistem Jaminan Produk Halal.

3. Bimbingan Teknis Proses Pencucian Sarang Burung Walet bertujuan untuk meningkatkan pengetahuan dan wawasan peserta dalam melakukan pencucian sarang burung walet untuk pemenuhan standar nasional dan ekspor untuk meningkatkan akses pasar dan volume ekspor SBW. Materi yang disampaikan pada bimtek ini antara lain : Penerapan Higiene Sanitasi pada Unit Pencucian Sarang Burung Walet, Penetapan Instalasi Karantina Hewan, dan Peluang Pemasaran SBW dan Tata Cara Ekspor. Pada bimtek juga dilakukan kunjungan ke pelaku usaha pencucian berskala ekspor yaitu PT. Surya Aviasta yang berada di Surabaya. Melalui kunjungan ini peserta memperoleh kesempatan untuk melihat dan mempelajari langsung proses produksi dengan standar ekspor dan berdiskusi langsung dengan pihak PT. Surya Aviasta.

Sobat hilir, tentu saja besar harapan dari Direktorat PPHNak agar tujuan-tujuan bimtek tersebut dapat tercapai, dan peternak/UPH dapat mengimplementasikan ilmu dan pengetahuan yang didapatkan pada bimtek sehingga tujuan akhir peternak untuk naik kelas, terus berkembang dan semakin sejahtera dapat tercapai.(rjw/tk)

Products, the Certification of Animal Welfare for Livestock Products, the Certification of Halal for Processed Products, and the Halal Product Assurance System.

3. *The Technical Guidance for the Swallow's Nest Cleaning Process aims to improve participants' knowledge and understanding of the cleaning process for swallow's nests to meet national and export standards and increase market access and export volumes. The materials presented in this training include the application of hygiene and sanitation in Swallow's Nest Cleaning Units, the determination of Animal Quarantine Installations, and Opportunities for Swallow's Nest Marketing and Export Procedures. The training also included a visit to PT. Surya Aviasta, an export-scale cleaning business located in Surabaya. Through this visit, participants had the opportunity to observe and directly learn about the production process with export standards and to discuss directly with PT. Surya Aviasta.*

As a downstream partner, of course, the Directorate of Animal Health and Husbandry hopes that the objectives of the training can be achieved and that farmers/UPH can implement the knowledge gained in the training so that the ultimate goal of farmers to improve their status, continue to develop and become more prosperous can be achieved.(rjw/tk/tr-rwg)

