

# Kilas Balik Kelompok Penerapan, Pengawasan, dan Sertifikasi Mutu Hasil Peternakan

## *A Retrospective on the Group for Implementation, Supervision, and Quality Certification of Livestock Products*



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**P**eningkatan mutu hasil peternakan merupakan salah satu pilar penting dalam pembangunan subsektor peternakan nasional.

Amanat tersebut tertuang dalam Peraturan Menteri Pertanian Nomor 25 Tahun 2023 tentang Peningkatan Nilai Tambah, Penguatan Daya Saing, dan Pemasaran Hasil Peternakan, yang menegaskan peran Direktorat Hilirisasi Hasil Peternakan dalam penjaminan mutu produk peternakan, baik pangan maupun nonpangan. Penugasan ini sebelumnya berada pada kelompok pengolahan hasil peternakan. Sejalan dengan dinamika organisasi, melalui Keputusan Menteri Pertanian Nomor 103 Tahun 2025, tugas tersebut secara resmi dilaksanakan oleh Kelompok Penerapan, Pengawasan dan Sertifikasi Mutu Hasil Peternakan. Kelompok ini menjadi ujung tombak dalam memastikan mutu produk peternakan siap edar memenuhi standar yang ditetapkan.

### **Menjawab Target RPJMN 2025–2029**

Dalam Rencana Pembangunan Jangka Menengah Nasional (RPJMN) 2025–2029, pemerintah menargetkan 100 persen produk peternakan siap edar memenuhi persyaratan mutu sejak tahun 2025 hingga 2029. Pencapaian target tersebut menjadi tanggung jawab Kelompok Penerapan, Pengawasan dan Sertifikasi Mutu Hasil Peternakan di lingkungan Direktorat Hilirisasi Hasil Peternakan. Sebagai langkah strategis, kelompok ini menyusun Petunjuk Teknis Pedoman Pendampingan Penerapan dan Pengawasan Mutu Hasil Peternakan sebagai acuan pelaksanaan penjaminan mutu di tingkat pusat dan daerah.

Enhancing the quality of livestock products is a key pillar in the development of Indonesia's national livestock subsector.

This mandate is outlined in Minister of Agriculture Regulation No. 25 of 2023 on Increasing Added Value, Strengthening Competitiveness, and Marketing Livestock Products, which affirms the role of the Livestock Downstreaming Directorate in ensuring the quality of both food and non-food livestock products. Previously, this responsibility was managed by the Livestock Product Processing Group. In line with organisational dynamics, through Minister of Agriculture Decree No. 103 of 2025, these responsibilities were officially assigned to the Group for Implementation, Supervision, and Quality Certification of Livestock Products. This group serves as the frontline in ensuring that livestock products meet the required standards before entering the market.

### **Meeting RPJMN 2025–2029 Targets**

Under the 2025–2029 National Medium-Term Development Plan (RPJMN), the government aims for 100 percent of market-ready livestock products to meet quality requirements from 2025 onward. Achieving this target is the responsibility of the Group for Implementation, Supervision, and Quality Certification of Livestock Products within the Livestock Downstreaming Directorate. As a strategic measure, the group developed the Technical Guidelines for the Implementation and Supervision of Livestock Product Quality as a reference for quality assurance at both central and regional levels.

### **Memperkuat Rantai Pasok Susu Nasional**

Pendampingan serap susu koperasi dilaksanakan sebagai upaya memperkuat rantai pasok susu nasional sekaligus meningkatkan kesejahteraan peternak rakyat. Kegiatan ini difokuskan pada fasilitasi penyerapan susu segar oleh koperasi, peningkatan penerapan standar mutu di tingkat hulu, serta penyesuaian mutu susu dengan kebutuhan industri dan program pemerintah. Melalui pendampingan ini, koperasi didorong untuk memperkuat tata kelola mutu, kepemilikan Nomor Kontrol Veteriner (NKV), serta kesiapan pemenuhan persyaratan pengolahan dan distribusi susu.

### **Momentum Hari Susu Nusantara 2025**

Peringatan Hari Susu Nusantara (HSN) 2025 pada 18 Juni 2025 di Kawasan Usaha Ternak Bogor, menjadi momentum strategis untuk mendorong peningkatan konsumsi dan produksi susu lokal. Mengusung tema “Susu Lokal untuk Generasi Sehat dan Cerdas” dan diinisiasi bersama oleh Kementerian Pertanian, Asosiasi Industri Pengolahan Susu (AIPS), Gabungan Koperasi Susu Indonesia (GKSI), pelaku industri susu, serta koperasi peternak.

Berbagai aktivitas edukatif—mulai dari pembagian susu gratis, lomba mewarnai anak, hingga permainan bertema gizi—menjadi sarana kampanye pentingnya konsumsi susu sejak dini, sekaligus mendukung program strategis seperti P2SDN, School Milk Program, dan Program Makan Bergizi Gratis (MBG). Antusiasme masyarakat yang tinggi diharapkan mampu meningkatkan kesadaran konsumsi susu sekaligus mendorong pertumbuhan industri susu nasional yang inklusif dan berkelanjutan.

### **Mendorong Hilirisasi Susu Organik**

Penguatan susu organik nasional menjadi sorotan dalam Seminar Dairypedia pada ajang Indo Livestock 2025. Dengan tema “Sustainable Organic Milk Value Chain”, seminar ini mempertemukan pakar, koperasi peternak, pelaku industri, dan mitra internasional untuk membangun rantai nilai susu organik yang berkelanjutan.

### **Strengthening the National Milk Supply Chain**

Assistance in cooperative milk procurement is implemented to strengthen the national milk supply chain while improving the welfare of smallholder farmers. This activity focuses on facilitating the absorption of fresh milk by cooperatives, improving upstream quality standards, and aligning milk quality with industrial and government program requirements. Through this support, cooperatives are encouraged to strengthen quality management, obtain Veterinary Control Numbers (NKV), and meet processing and distribution requirements.

### **Momentum of Indonesian Milk Day 2025**

The commemoration of Indonesian Milk Day (HSN) 2025 on 18 June 2025 at the Bogor Livestock Business Area served as a strategic momentum to boost local milk production and consumption. With the theme “Local Milk for Healthy and Smart Generations”, the event was initiated jointly by the Ministry of Agriculture, the Indonesian Dairy Processing Association (AIPS), the Indonesian Milk Cooperative Union (GKSI), the dairy industry, and farmer cooperatives.

Various educational activities—including free milk distribution, children’s colouring contests, and nutrition-themed games—served as campaigns to promote early milk consumption, while supporting strategic programs such as P2SDN, the School Milk Program, and the Free Nutritious Meal Program (MBG). High public enthusiasm is expected to increase awareness of milk consumption and promote inclusive, sustainable growth in the national dairy industry.

### **Promoting Organic Milk Downstreaming**

The strengthening of national organic milk was highlighted at the Dairypedia Seminar during Indo Livestock 2025, under the theme “Sustainable Organic Milk Value Chain”. The seminar brought together experts, farmer cooperatives, industry actors, and international partners to build a sustainable organic milk value chain.

Kegiatan ini ditandai dengan penandatanganan Letter of Intent (LoI) antara KPSP Setia Kawan dan Sweet Sundae sebagai offtaker susu organik, sekaligus rencana peluncuran es krim dan gelato organik pertama di Indonesia pada Agustus 2025—sebuah tonggak penting bagi hilirisasi susu organik nasional.

### **Belajar dari Denmark**

Dalam kerangka Strategic Sector Cooperation (SSC) Indonesia–Denmark, workshop kerja sama internasional di Denmark menjadi sarana peningkatan kapasitas dan pembelajaran lintas negara. Indonesia memperoleh referensi penting terkait strategi komunikasi, pemasaran, kebijakan pendukung, serta kolaborasi antara pemerintah, industri, dan lembaga riset dalam pengembangan susu organik.

### **Menjamin Mutu Susu untuk Program MBG**

Sebagai dukungan terhadap Program Makan Bergizi Gratis, Direktorat Hilirisasi Hasil Peternakan mengusulkan perbaikan parameter mutu susu kepada Badan Gizi Nasional, khususnya terkait kandungan kalsium dan komposisi susu segar. Langkah ini mencerminkan sinergi lintas sektor dalam memastikan manfaat gizi, keamanan, dan mutu produk peternakan bagi masyarakat.

### **Mendorong Ekonomi Sirkular dan Literasi Mutu**

Pendampingan sertifikasi pupuk organik dilakukan untuk memperkuat sistem peternakan berkelanjutan dan penerapan ekonomi sirkular. Kegiatan ini meningkatkan pemahaman pelaku usaha terhadap persyaratan sertifikasi, standar mutu, dan kepatuhan regulasi agar produk samping peternakan memiliki nilai tambah yang diakui.

Penguatan kapasitas juga dilakukan melalui Bimbingan Teknis CPPOB dan Pendaftaran Produk MD pada 6–7 Agustus 2025 secara daring, yang diikuti 494 peserta dari berbagai unsur. Kegiatan ini menegaskan pentingnya penerapan CPPOB dan percepatan perizinan bagi koperasi dan UMKM persusuan.

The event included the signing of a Letter of Intent (LoI) between KPSP Setia Kawan and Sweet Sundae as organic milk offtakers, alongside plans to launch Indonesia’s first organic ice cream and gelato in August 2025—a milestone for the national organic milk downstream sector.

### **Learning from Denmark**

Within the framework of the Indonesia–Denmark Strategic Sector Cooperation (SSC), an international workshop in Denmark provided capacity-building and cross-country learning opportunities. Indonesia gained valuable insights on communication strategies, marketing, supportive policies, and collaboration among government, industry, and research institutions in organic milk development.

### **Ensuring Milk Quality for the MBG Program**

In support of the Free Nutritious Meal (MBG) Program, the Livestock Downstreaming Directorate proposed improvements to milk quality parameters to the National Nutrition Agency, particularly regarding calcium content and fresh milk composition. This reflects cross-sectoral synergy in ensuring nutritional benefits, safety, and quality of livestock products for the public.

### **Promoting Circular Economy and Quality Literacy**

Assistance in organic fertiliser certification strengthens sustainable livestock systems and the application of circular economy principles. This activity enhances business actors’ understanding of certification requirements, quality standards, and regulatory compliance, ensuring that livestock by-products have recognised added value.

Capacity building was also conducted through CPPOB Technical Guidance and MD Product Registration on 6–7 August 2025, attended online by 494 participants from various sectors. This activity emphasised the importance of CPPOB implementation and expedited licensing for dairy cooperatives and MSMEs.

## Edukasi Publik dan Penguatan Sistem Sertifikasi

Upaya peningkatan literasi mutu diperluas melalui Webinar “Mutu Telur antara Preferensi Konsumen dan Standar Komersial” yang diikuti 1.376 peserta, serta kampanye kreatif seperti Lomba Jingle Minum Susu dalam rangka Bulan Bakti PKH ke-189.

Penguatan sistem penjaminan mutu ditutup dengan FGD Peran Penjaminan dan Sertifikasi Mutu Produk Peternakan pada 3 Oktober 2025 dan Rapat Koordinasi Skema Sertifikasi Mutu pada Desember 2025 sebagai tindak lanjut Permentan Nomor 27 Tahun 2025 dan dukungan terhadap target RPJMN 2025–2029.

## Penutup

Rangkaian kegiatan tersebut menegaskan peran strategis Kelompok Penerapan, Pengawasan dan Sertifikasi Mutu Hasil Peternakan dalam membangun sistem penjaminan mutu yang kuat, inklusif, dan berkelanjutan. Mutu bukan sekadar pemenuhan regulasi, melainkan fondasi kepercayaan pasar, kesejahteraan peternak, dan daya saing produk peternakan Indonesia.

## Public Education and Strengthening the Certification System

Quality literacy efforts were expanded through the webinar “Egg Quality between Consumer Preferences and Commercial Standards”, attended by 1,376 participants, as well as creative campaigns such as the Milk Jingle Contest during the 189th PKH Service Month.

The quality assurance system was reinforced with a Focus Group Discussion (FGD) on the Role of Quality Assurance and Certification of Livestock Products on 3 October 2025, and a Quality Certification Scheme Coordination Meeting in December 2025 as follow-up to Minister of Agriculture Regulation No. 27 of 2025 and in support of RPJMN 2025–2029 targets.

## Conclusion

These activities underline the strategic role of the Group for Implementation, Supervision, and Quality Certification of Livestock Products in building a strong, inclusive, and sustainable quality assurance system. Quality is not merely a matter of regulatory compliance; it is the foundation of market trust, farmer welfare, and the competitiveness of Indonesian livestock products.

