

**Brand Development in Women Farmers Group Empowerment to  
Support the Tropical Fruit Tree Community Biodiversity  
Management: a Study From *Garcinia* sp Conservation in Sijunjung,  
West Sumatera, Indonesia**

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# Garci-tea

Tea from **Asam Kandis** (*Garcinia xanthocymus*)  
and **Asam Gelugur** (*Garcinia atriviridis*)

body slimming

Reduce fat, cholesterol,  
and blood pressure



# Outline of the presentation



Background



History of Garci-tea



Development of Garci-tea



Impact of Garci-tea to the community livelihoods and conservation



Conslusions





# Background



Indonesia is one of the important agrobiodiversity center for tropical fruits species and the wild relatives

There are more than 530 species and varieties of tropical fruits spread out all over Indonesia which some of it in the forest (Uji 2007)

Deforestation and agricultural land conversion become challenge because of the development of industry and residential

Conservation of tropical fruits especially *in-situ* and *ex-situ* conservation face problems in conflict potential in community such as land ownership, importance of economy, and funding limitation



# Background (Cont..)

Conservation and Sustainable Use of Cultivated and Wild Tropical Fruit Diversity: Promoting Sustainable Livelihoods, Food Security, and Ecosystem Services

## Community Biodiversity Management (CBM)

Tropical fruits conservation approach that promotes community participation

Facilitate by the government, private sector, NGO, to empower the community in planning, research, development, management, and formulation of policy in tropical fruits conservation



Elements:

1. knowledge of the diversity of tropical fruit in the region
2. Social system and local institution that facilitate conservation
3. **Postharvest technology for provide value added**
4. Management of micro funding to ensure the sustainability of the system
5. Institutional network





# Background (Cont..)



*Garcinia mangostana*



*G xanthocymus*



*G atroviridis*



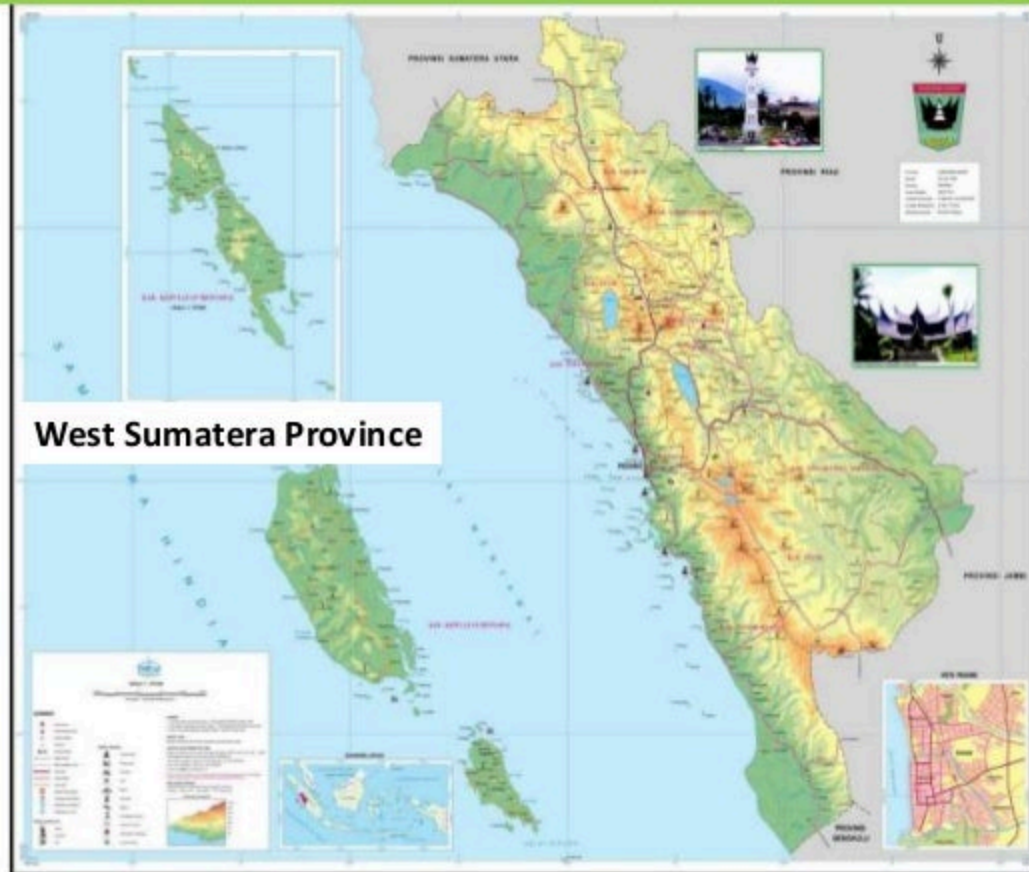
*G Griffithii*



*G. macrophylla*

Sijunjung District, West Sumatera: One of the diversity center of *Garcinia* species (5 species of *Garcinia*)

Used by the local community as cooking spices and traditional medicine, and other species are still not utilized yet



# History of Garci-tea

2012



2013



Researchers team found the deforestation threat of *Garcinia* sp in Sijunjung, West Sumatera

FGD was conducted which identified what activities could be carried out to support the on-farm conservation activities of *Garcinia* sp, with local farmers group, local women farmers group, and local government

One of the agreements made was by empowering women farmer groups to make processed products from *Garcinia* sp





# History of Garci-tea (Cont..)



## 2014

- Diversity fair as one of the CBM implementation
- Women farmers group start to utilize *Garcinia* sp as food seasoning (not commercial product)





# History of Garci-tea (Cont..)



## February 2015

- Women farmers group visit Malaysia For comparative study
- They have idea to make tea from Asam Gelugur (*G atroviridis*) leaves



# History of Garci-tea (Cont..)

March 2015



**Still using local brand**

**marketed in souvenir shops around Sijunjung**

**using expensive and inefficient packaging so that the selling price becomes expensive**

April 2015



May 2015





## History of Garci-tea (Cont..)



Indonesian Center for Horticulture Research and Development give brand “Garci-tea”

packaging then modified into efficient carton packaging

Packaging design then made attractive by highlighting Minangkabau culture as a native ethnic of West Sumatra

# Garci-tea

June 2015



# Development of Garci-tea



The 1st Winner of the Best Micro Entrepreneurial for Culture preservation category at the 2015 Citi Microentrepreneurial Awards



Sas Junita  
Chief of Women  
Farmers Group





# Development of Garci-tea



Women farmers group with Garci-tea participate in many national exhibition facilitated by Local Government of Sijunjung and Ministry of Agriculture



# Development of Garci-tea



Start to penetrate international market

Jeddah, KSA,  
November 2018





# Impact of Garci-tea to the community livelihoods and conservation



12 product of garcinia



Mayor of Sijunjung: Garci-tea will become icon of Sijunjung

# Impact of Garci-tea to the community livelihoods and conservation

## Impact of Garci-tea to community livelihoods



2015



2018

There are now 48 women involved in the processing of Garcinia after only 16 in 2015

The women approximately get additional income about IDR 1,5-2 milion/month (USD 105-140 /month)





# Impact of Garci-tea to the community livelihoods and conservation

## Impact of Garci-tea to conservation of *Garcinia* sp



- with the increased production of processed garcinia products, more raw materials are needed.
- Therefore, the conservation goals that have been made from the start have made the public aware of the usefulness of local native tropical fruits.
- 26.000 *Garcinia* sp has been planted around Sijunjung



# Conclusion

Garci-tea as the brand of a product has empowering women farmers group in two way:

1. Increasing livelihoods of the community
2. Conserve the local native tropical fruit tree

In this case women farmers group also has a position in conservation activity through the sustainable utilization of rare tropical fruits relatives

