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**Report Highlights:**

The United States is a leading supplier of agricultural products to Indonesia with a 13 percent market share in 2021. Major exports include soybeans, wheat, cotton, milk powder, feeds and fodders, dairy, fresh fruit, and beef and beef products. These products also have the best growth potential due to insufficient local production to meet the growing demand for these goods. Despite an often challenging and unpredictable regulatory environment, especially for those products that compete with local goods, opportunities exist for exporters to supply Indonesia's developed tourism market, growing food processing industry, and modern retail channels.

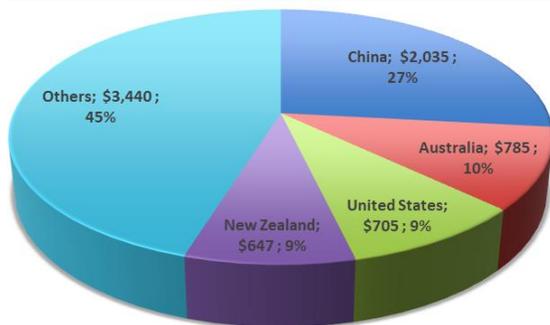
**Post: Jakarta**

**Market Fact Sheet: Indonesia**

**Executive Summary**

Indonesia is the fourth most populous nation in the world, with a population of approximately 273 million in 2022. Fifty-six percent of the population lives on Java Island, one of the most densely populated areas in the world. In 2021, Indonesia’s GDP reached \$1,185 billion and GDP per capita reached \$4,350 (est.). Indonesia is a major producer of rubber, palm oil, coffee, and cocoa. In 2021, agricultural imports reached \$24.4 billion, consisting of \$7.6 billion of consumer-oriented products. Soybeans and wheat are the top imports from the United States. Agricultural self-sufficiency is a stated goal of the Indonesian government and is often used to justify trade barriers and restrictions.

**Top Consumer – Oriented Product Suppliers to Indonesia, 2021 (million USD)**



Source: TDM

**Food Processing Industry**

The food processing industry is comprised of approximately 7,868 large and medium-sized producers; 1.6 million are considered micro and small-scale producers. Most of the products are consumed domestically (mostly retail) and the market is considered highly competitive.

**Food Retail Industry**

Indonesian grocery retail sales reached \$71 billion in 2021 (traditional grocery retailers held 76 percent of the market share). There are four players in the hypermarket space (Carrefour/Trans Mart, Giant, Hypermart, and Lotte Mart), and six in the supermarket segment (Alfa Midi, Hero, Superindo, Ranch Market & Farmers Market, Food Mart, The Food Hall). Major convenience stores include Indomaret and Alfamart.

**Food Service Industry**

The foodservice sector’s total contribution to GDP totalled nearly \$23 billion in 2021. The sector is dominated by small restaurants and street-side restaurants known as *warungs*.

**Quick Facts for 2021**

**Agricultural Product Imports:** \$24.4 billion  
U.S. Share (13%) – \$3.3 billion

**Consumer-Oriented Product Imports:** \$7.6 billion  
U.S. Share (9%) – \$705 million

**Edible Fish & Seafood Products Imports:** \$457 million  
U.S. Share (6%) – \$29 million

**Top 10 Growth Products:**

Dairy products, baked goods, baby food, confectionery, processed meat & seafood, savoury snacks, sauces, dressing & condiments, sweet biscuit, snack bars & fruit snack, and ice cream & frozen dessert

**Food Industry Gross Sales: \$78.3 billion**

**Top 10 Retailers**

Indomaret, Alfamart, Alfa Midi, Transmart/Carrefour, Hypermart, Superindo, Lotte Mart, Farmer’s Market, Hero

**GDP/Population 2021**

Population (millions): 273

GDP: \$1,185 billion

GDP per capita: \$4,350

**Economic Growth**

2020: (- 2.07%)

2021: (+ 3.69%)

Source: Indonesia Statistics, GTA and Euromonitor

Strength/Weakness/Opportunities/Challenge	
<b>Strengths</b>	<b>Weaknesses</b>
Large consumer base with growing incomes	Inadequate infrastructure, including ports and cold storage facilities outside of the main island of Java
<b>Opportunities</b>	<b>Challenges</b>
Rapid growth of the retail sector; Japanese, Korean, and Western restaurant chains; bakeries; expanding online sales platforms; and increasing export demand for processed products.	Challenging business climate, and unpredictable regulatory environment with non-transparent import regulations.

Contact: FAS Jakarta, Indonesia

[AgJakarta@fas.usda.gov](mailto:AgJakarta@fas.usda.gov) / <http://www.usdaindonesia.org>

## SECTION I. MARKET OVERVIEW

With an estimated population of 273 million in 2021, Indonesia is the fourth most populous and the largest Muslim-majority country in the world. The country is dominated by productive age (15 – 64 years) consumers, which account for 67.7 percent of the total population. These consumers are increasingly seeking new products with a focus on health and nutrition. Indonesia’s middle-class is forecast to reach 135 million by 2030<sup>1</sup>, further driving consumer demand while providing a significant opportunity for imported food and beverages.

Amidst uncertain global conditions, Indonesia’s economy is recovering and performing well compared to other emerging and developing countries, driven by recovering private consumption post-pandemic and strong exports. Economic growth is projected at 5.2 percent in 2022 and 5.3 percent in 2023 due to strong and improved consumer demand<sup>2</sup>.

**Table 1. Indonesia: Key Economic Data**

	2017	2018	2019	2020	2021
Economic Growth (%)	5.1	5.2	5.0	-2.1%	3.7%
GDP (billion \$)	1,020	1,040	1,120	1,060	1,185
Inflation (%)	3.6	3.1	2.7	2	1.9
Unemployment (%)	5.5	5.3	5.2	7.1	6.5
Population (million)	261.9	265	268.1	270.2	273

Source: [Central Bureau of Statistics, Indonesia](#)

Indonesia’s longstanding ambition for self-sufficiency in key agricultural areas remains a high priority for the government. Accordingly, many regulations issued to support the government’s goal often create barriers for imported agricultural products, especially those which may compete with locally produced varieties. There are also increasing non-tariff measures (NTM) such as import approvals and certificate of analysis (COA) requirements, which have resulted in a much less transparent trade policy framework<sup>3</sup>.

**Table 2. Indonesia: Advantages and Challenges**

Advantages	Challenges
Positive economic growth and growing GDP per capita.	Indonesia’s tourism industry and foodservice sector have been negatively impacted by the pandemic, slowing demand for higher quality imported products and ingredients.
Indonesia is the largest economy in Southeast Asia, with a rapidly growing middle class.	Income inequality, especially in rural areas.
Modern grocery stores are expanding to regions outside Java and other major urban areas, increasing market presence for import products.	U.S. consumer-oriented products (e.g., dairy, fresh fruit, and beef) face strong competition and tariff advantages from China, Australia, and

<sup>1</sup>

[https://www.mckinsey.com/~media/mckinsey/featured%20insights/asia%20pacific/the%20archipelago%20economy/mgi\\_unleashing\\_indonesia\\_potential\\_executive\\_summary.ashx](https://www.mckinsey.com/~media/mckinsey/featured%20insights/asia%20pacific/the%20archipelago%20economy/mgi_unleashing_indonesia_potential_executive_summary.ashx)

<sup>2</sup> World Bank 2022

<sup>3</sup> World Bank: [Indonesia Economic Prospects 2022](#)

	New Zealand.
Convenience store format fastest growing modern sales channel.	A limited amount of imported packaged foods are sold through convenience stores.
<p>The quality, variety, and production of local fresh fruits is not stable.</p> <p>The food safety control system for U.S. Fresh Food of Plant Origin (FFPO) has been recognized by the Government of Indonesia (GOI). This status provides 88 U.S. horticultural products an exemption of quarantine documents including good agricultural practices, good handling practices, and certificate of analysis requirements prior to exporting to Indonesia.</p>	The GOI reviews U.S. FFPO recognition every three years. There are 28 horticultural products that must have an import recommendation from the Ministry of Agriculture (MOA) and an import permit from the Ministry of Trade (MOT) before being imported to Indonesia and often causing delays.
120 U.S. dairy and 22 U.S. beef manufacturing plants are eligible to ship to Indonesia, and new plants can apply for access.	<p>All food products of animal origin must be certified halal and require an import permit from the MOT.</p> <p>Importers are required to obtain a registration number in order to sell processed and fresh animal products to retail establishments.</p>
<p>U.S. food products have a reputation for quality among Indonesian consumers.</p> <p>Indonesia does not produce sufficient quantities of beef, dairy products, tree nuts, fresh fruit and vegetables, and pet food.</p>	Competition and promotions from New Zealand and Australia remain strong. Food product imports from China, Malaysia and Thailand are also growing.

**SECTION II. EXPORTER BUSINESS TIPS**

**Market Research**

Contact information for many importers may not be available publicly. Many importers may operate multiple companies to provide easier clearance of goods through Customs. [FAS Jakarta](#) can assist exporters seeking initial market entry or information on potential buyers. U.S. Exporters also can reach out to [local or regional USDA Cooperators](#) for additional market information.

It is critical to always conduct due diligence on importers before conducting any business, especially for first-time buyers. Indonesian Customs regulations make it very difficult to re-sell or re-export products that have arrived at Indonesian ports. Any change to the consignee will

require approval from the original consignee. It is recommended that secure payment terms, such as a Letter of Credit, be used to the extent possible.

**Table 3: Trade Shows in Indonesia**

Name of Event	Location	Dates of Event	Website
SIAL Interfood 2022	Jakarta	09 – 12 November 2022	<a href="https://sialinterfood.com/">https://sialinterfood.com/</a>
Indo Livestock	Jakarta	6 – 8 July 2023	<a href="https://www.indolivestock.com/">https://www.indolivestock.com/</a>
Food and Hotel Indonesia 2023	Jakarta	25 – 28 July 2023	<a href="http://www.foodhotelindonesia.com">www.foodhotelindonesia.com</a>
Hotelexpo Indonesia 2023	Jakarta	26 – 28 July 2022	<a href="http://www.hotelexpoindonesia.com">www.hotelexpoindonesia.com</a>
Food Ingredients Asia 2023	Jakarta	4 - 6 September 2023	<a href="https://www.figlobal.com/asia-">https://www.figlobal.com/asia-</a>

### Local Business Practices and Customs

U.S. exporters should be aware of the following business culture in Indonesia:

- Business deals can take longer to confirm as buyers prefer to build a good relationship before doing business.
- Buyers may be slow to respond to e-mails, especially if they do not know the sender. Indonesians generally prefer a face-to-face meeting.
- Buyers may communicate indirectly (e.g., "yes" does not necessarily mean they agree as culturally they may prefer not to say anything negative).
- Indonesia has many different ethnic groups, but the Javanese are the largest ethnic group in the country. Ethnic Chinese Indonesians operate many businesses in Indonesia.
- The Muslim holiday of Eid-ul-Fitr is the longest annual holiday in Indonesia. During the preceding month of Ramadan, many Indonesians fast and the pace of business slows.
- It is not common to refer to someone by their first or last name. Indonesians instead often use courtesy titles such as Mr./Mrs. (Bapak/ Ibu).
- Batik is the national cloth, and many businessmen wear it as daily attire instead of a suit and tie.
- Food retailers, foodservice companies, and wholesalers do not buy directly imported products. Instead, they work either with dedicated or specialized local importers.
- Importer must have an import license and import identification number before they are allowed to import certain food products into Indonesia.

### General Consumer Tastes and Trends

- A growing number of Japanese, Korean and Western restaurants offer high quality beef and seafood as the main course.
- Demand for premium baked goods has increased, requiring high-quality ingredients which are often imported (e.g., dairy products, dried fruits, nuts).
- Traditional and modern snack foods are popular in Indonesia and are increasingly combined with western styles by adding products such as cheese, premium beef, and dried fruits and nuts (e.g., almonds, raisins).

- Demand for healthy food is increasing, particularly among middle to upper income consumers. These consumers are well-educated and have easy access to information. Consumers are increasingly concerned about food additives, high amounts of MSG, fat, sugar, salt, and preservatives in packaged food.
- Convenience stores are growing rapidly compared to other channels. These stores provide a wide range of food and beverage items e.g., ready-to-eat meals, ready-to-drink juice, coffee, milk, cheese, ice cream, confectionary products, baked goods, and packaged fresh fruit.
- Smaller package sizes are often preferred due to convenience, price considerations, and body weight concerns.
- More urban women are entering the workforce and choosing to continue working after marrying and having children. With less time available for shopping and cooking, these consumers seek time saving and convenience products such as frozen foods.
- During both Muslim and Chinese holiday seasons, consumer spending increases. The most important holiday seasons are Ramadan (the month-long Muslim fasting period in which food consumption goes up significantly), Idul Fitri (the Muslim celebration at the end of Ramadan), and Chinese New Year. Indonesians consume significantly greater amounts of flour, sugar, eggs, baking ingredients, poultry, meats, cheeses, cakes, cookies, pastries, nuts, and fresh and dried fruits during these holidays.
- The last two years of the Covid pandemic have changed consumer attitudes toward healthier, non- preservative foods, ready-to-eat, and ready-to-cook foods.

### **SECTION III. IMPORT FOOD STANDARDS & REGULATIONS / IMPORT PROCEDURES**

Please see the below links for information on import procedures, regulations, tariffs, approved U.S. establishments and retail products:

- [Retail Product Registration Guide for Imported Food and Beverages](#) – This report provides information on the procedures and requirements for registering a food or beverage product for retail sale with the Indonesian Food and Drug Agency (BPOM).
- [Indonesia: Food and Agricultural Import Regulations and Standards \(FAIRS\) Country Report 2021](#) - This report provides detailed information on Indonesia’s regulations and standards for imported food and agricultural products.
- [Indonesia: Food and Agricultural Import Regulations and Standards - Certificates 2021](#) This report provides detailed information on required certificates for the importation of food and agricultural products to Indonesia.
- [Tariffs and FTA Information - Based on HS Code](#)
- [List of U.S. Processed and Retail Products in Indonesia](#)
- [Guide to Re-selling Containerized Cargo After Arrival](#)
- Approved U.S. establishments for export: [Dairy Products](#), [Meat Products](#), [Pet Food](#)
- [U.S. Dairy Plant Registration Guidelines](#)

## SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

### Top 5 Consumer-Oriented Products for Growth

#### Dairy Products

Indonesia relies on imported dairy products to meet its domestic demand, approximately 80 percent of all dairy products are imported, including skim milk powder, whey, whole milk powder, lactose, and cheese. Imported dairy products increased by 6 percent in the first three quarters of 2022, driven by increased consumer awareness of dairy products, especially for liquid milk and growing demand for exports in ASEAN countries<sup>4</sup>. For further information regarding this sector please see Post's report on [Indonesia Dairy and Product Annual 2022](#) .

[Nestlé Indonesia](#), [Frisian Flag Indonesia](#), and [Sarihusada \(Danone\)](#) are leading dairy companies in Indonesia, which have nearly 40 percent share of the Indonesian dairy market<sup>5</sup>. These companies offer a wide range of products across different categories and various pack sizes, including powder, condensed, flavoured milk, and baby food. Dairy demand steadily increased during the Covid period and continues to grow post-pandemic. This has provided an opportunity for dairy manufacturers to expand their business in order to fulfil the consumer demand. In 2021, Nestlé Indonesia invested \$220 million built a new dairy plant in Batang, Indonesia to capitalize on the increased demand. Additionally, Friesian Flag in early 2021 also constructed a new production facility worth US\$265 million in Cikarang, Indonesia.

#### Beef

In 2022, the GOI estimates that the country will need to import 266,065 tons of beef and buffalo meat to meet nearly 40 percent of domestic consumption needs. This number includes imported beef from Brazil and India that is carried out by several State-Owned Enterprises: BULOG, Berdikari and Perusahaan Perdagangan Indonesia to stabilize beef inventories and prices. As of October 2022, the GOI's market share of all imported meat products totalled 48 percent. Indonesia faces high demand for beef during the Islamic holiday season between March-April, which is followed by rising beef prices in many parts of the country. Beef prices usually surge to record highs around US\$10 per kilograms for most fresh meat sold through traditional retail channels.

U.S. beef, which is primarily available in modern retail channels and the foodservice sector, has strong competition from Australia and New Zealand suppliers. More than 50 percent of U.S. beef exports are primary and secondary cuts. Other U.S. beef products that are exported to Indonesia include head meat, heart, and liver. Beef offal is mostly imported to produce processed products such as meat balls or other frozen meat products.

#### Fresh Fruits

Although Indonesia grows a diverse range of tropical fruits, demand for imported fresh fruits continues to increase. Healthier lifestyles are bolstering demand for fresh fruit, especially in

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<sup>4</sup> January – October, full 2022 calendar year trade data will be available in February 2023

<sup>5</sup> Euromonitor International 2022

urban areas. Online purchases of fresh fruits emerged during the Covid pandemic and is likely to continue.

In 2021, Indonesia imported \$1.4 billion of fresh fruits, an increase of 20 percent from the year before, which surpassed pre-COVID import levels. However, in 2022, fresh fruit imports are experiencing a slight decline due to higher prices and the weaker Rupiah. Fresh fruit imports from January to October 2022 decreased by 7 percent compared to the same period in 2021, especially for pears and apples. Apples, pears, grapes, and citrus (mandarins, oranges, and lemons) accounted for 90 percent of total import volume. Other popular imported fruits include kiwis, plums, and tropical fruits (longan). Imported fresh fruits can be widely found in supermarkets and hypermarkets and are also available in convenience stores in the form of ready-to-eat packaging. Demand for imported fresh fruits such as oranges, mandarin and grapes usually soar during the Chinese New Year and Eid-Al Fitr festival.

### **Snack Foods**

Modern retailers report strong demand for snack foods at locations across the country. Sales of imported packaged food products are mostly sold through supermarkets or hypermarkets. Although registration requirements for retail packaged products can be burdensome, exporters who find the right importing partner are often rewarded with limited competition from similar product categories. Snacking is very popular in Indonesian culture, and the current expansion of upper-to-middle and premium supermarkets such as Ranch Market, Farmers Market, Grand Lucky, Kem Chicks, and AEON is creating more opportunities to introduce and sell imported snack products to Indonesian consumers. Healthier lifestyle trends are stimulating demand for natural snack products such as dried fruits and vegetables, pulses, and bread chips, and moving away from less sugary, salty, and fat-laden products.

### **Processed Vegetables**

French fries or frozen potatoes are one of the main processed vegetable products imported to Indonesia. Imports of French fries are mostly from Belgium, with a market share of 48 percent (\$40 million), followed by the United States with 25 percent (\$21 million), and the Netherlands with 14 percent (\$12 million). Most locally produced potatoes are intended for use as vegetables (mainly as ingredients for Indonesian dishes) and for the production of potato chips. Indonesia has not yet developed potato varieties suitable for French fries. Other popular imported processed vegetables include cassava starch, dried onion, and potato starch.

### **Other Primary Ingredients**

Primary ingredients such as wheat, soybean, corn, and refined sugar are in high demand and frequently imported. Local production of these products is not sufficient to fulfil industry needs, and products such as wheat are not grown domestically. Production of wheat flour-based food is supplied entirely by wheat imports.

## Market Sector Structure

Agricultural imports are required to be conducted by general importers/distributors and producer importers. Retailer and food service operators cannot import directly, thus, they procure imported products from importers or distributors, and from food processing companies.

## Retail Sector

Overall, Indonesia's food and beverage retail sales declined by 12 percent to \$72 billion in 2021 due to COVID-19 social distancing restrictions, limited business hours, and reduced customer capacity at shopping malls, supermarkets, restaurants, and other commercial establishments. The hardest hit sector in terms of sales were hypermarkets (28 percent decline) and traditional markets (16 percent decline), largely driven by the worsening Covid conditions during the first half of 2021. Despite the overall decline in sales, Indonesia's grocery retail sector remains one of the most promising markets in Asia primarily due to a large population, growing middle class, and increasing urbanization. Indonesia presents opportunities for a full spectrum of consumer-oriented products.

There are now more than 40,000 modern grocery stores in Indonesia. Convenience stores have contributed to the growth in sales of packaged food products in Indonesia as store expansions to rural areas have created opportunities to sell more packaged products. Comparatively, the growth of supermarkets and hypermarkets has been slow, with total stores reaching only 1,696<sup>6</sup>. For additional information, please see: [Indonesia: Retail Foods Update 2022](#) (updated by July 2022).

## Food Processing Sector

In 2021, retail sales of packaged foods reached \$35.2 billion<sup>7</sup>. Large food processors such as [Indofood](#), [Nestlé Indonesia](#), [Frisian Flag Indonesia](#), and [Sarihusada \(Danone\)](#) led the way as they produced a variety of products such as snack foods, noodles, dairy products, and beverages. The Ministry of Industry reported that 60 percent of the food and beverage industry's raw materials came from imports. Additionally, the Indonesian Food and Beverage Industry Association (GAPPMI) indicated that its members imported 80 percent of milk ingredients, 70 percent of soybeans, 100 percent of sugar, and 80 percent of certain salts that they used in their respective manufacturing processes. Please see the [Food Processing Ingredients 2022](#) report for further information (updated by April 2022).

## Foodservice Sector

In 2021, the Indonesian foodservice industry was valued at \$22.8 billion, a decline of 9.2 percent from the previous year due to the lingering effects of the COVID-19 pandemic. Full-service restaurants accounted for 83 percent of total foodservice sales, followed by fast food (6.3 percent), cafés/bars (6.0 percent), street stalls (4.6 percent) and self-service cafeterias (1 percent). In the second quarter of 2022, the GOI lifted COVID-related restrictions including those affecting hotel and restaurant capacities, and domestic and international travel, which led to a rapid recovery of the foodservice sector and opening opportunities for imported foods. Please see the [Indonesia: Foodservice - Hotel Restaurant Institutional 2022](#) report for further information (updated by September 2022).

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<sup>6</sup> Based on Euromonitor data 2022

<sup>7</sup> Based on Euromonitor data 2022

## SECTION V. AGRICULTURAL AND FOOD IMPORTS

In 2021, Indonesia imported \$3.3 billion worth of agricultural products from the United States, an increase of nine percent largely due to higher demand for soybean, beef, and corn. Australia overtook the United States as the largest supplier of imported agricultural products to Indonesia for the first time in seven years due mainly to a substantial increase in Australian wheat exports to Indonesia. According to the Indonesia Food and Beverage Association, the rising number of middle and upper-income consumers are boosting consumption and driving the expansion of the domestic food manufacturing sector, which constitute approximately 82 percent of national food consumption. This market presents significant opportunities for a range of U.S. consumer-oriented products such as fresh fruits, dairy, nuts, and beef and beef products.

**Table 4. Indonesia: Agricultural Imports**

Indonesia Imports (\$ million)	Imports from the World					Imports from the United States					U.S. Market Share				
	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
Consumer Oriented- Agricultural Total	5,729	6,304	6,756	6,288	7,613	491	514	650	728	705	9%	8%	10%	12%	9%
Dairy products	1,317	1,371	1,552	1,611	1,895	158	179	252	377	316	12%	13%	16%	23%	17%
Fresh Fruit	1,101	1,202	1,368	1,154	1,387	100	90	100	84	78	9%	7%	7%	7%	6%
Beef & beef products	586	725	851	718	970	56	52	86	74	107	10%	7%	10%	10%	11%
Fresh vegetables	687	590	626	690	769	1	1	0	1	1	0%	0%	0%	0%	0%
Soup & other food preparations	425	511	504	509	650	82	91	91	95	116	19%	18%	18%	19%	18%
Processed vegetable	284	355	371	260	245	46	48	61	46	41	16%	14%	17%	18%	17%
Bakery goods, cereals, & pasta	161	192	193	167	211	2	2	2	3	3	1%	1%	1%	2%	1%
Chocolate & cocoa products	160	178	191	145	187	1	2	2	1	1	1%	1%	1%	1%	1%
Dog & cat food	80	93	95	120	173	5	5	4	4	4	7%	5%	5%	3%	2%
Processed fruit	121	139	135	137	137	13	15	15	11	10	11%	11%	11%	8%	8%
Non-Alcoholic bev.	84	112	105	88	118	1	1	2	5	5	1%	1%	2%	5%	4%
Condiments & sauces	89	97	100	90	109	4	3	4	3	3	4%	3%	4%	3%	2%
Coffee, roasted and extracts	107	160	114	93	96	2	2	2	1	1	2%	1%	2%	1%	1%
Chewing gum & candy	58	59	64	60	74	0	0	0	0	0	0%	1%	1%	1%	0%
Tree nuts	50	52	56	41	48	9	12	16	12	11	18%	23%	28%	29%	24%
Tea	44	52	64	46	44	0	1	2	3	2	0%	3%	3%	6%	5%
Fruit & vegetable juices	25	22	25	25	25	3	3	2	3	2	11%	11%	9%	11%	9%
Pork & pork products	3	9	4	8	14	2	2	2	1	1	68%	24%	48%	18%	10%
Wine & related products	14	19	15	5	9	2	2	2	1	1	13%	11%	14%	30%	15%
Meat products nesoi	17	15	17	11	9	0	0	0	0	0	1%	2%	2%	2%	3%
Distilled spirits	13	19	11	5	5	1	1	1	0	0	6%	7%	9%	3%	4%
Beer	2	3	2	0	1	0	0	0	0	0	4%	1%	5%	5%	3%
Poultry meat & products. (ex. eggs)	2	0	1	1	0	1	0	1	1	0	37%	96%	81%	93%	69%
Other Consumer-Oriented Products	301	327	293	305	436	4	2	3	4	1	1%	1%	1%	1%	0%
Seafood Products	401	411	414	388	457	35	41	36	39	29	9%	10%	9%	10%	6%
Agricultural Products Total	19,100	21,687	20,148	19,408	24,546	3,209	3,389	3,164	3,011	3,273	17%	16%	16%	16%	13%
Agricultural & Related Total	19,900	22,563	21,103	20,146	25,459	3,298	3,493	3,250	3,089	3,355	17%	15%	15%	15%	13%

Source: Trade data Monitor

### **Best High-value, Consumer-Oriented Product Prospects Categories**

Dairy products, fresh fruits, meat products, confectionery products, baked products, snacks, beverages, health and functional food and beverages, dried fruits, and nuts.

## **SECTION VI. KEY CONTACTS AND FURTHER INFORMATION**

### **Foreign Agricultural Service Jakarta**

U.S. Embassy  
Jl. Medan Merdeka Selatan 5 Jakarta  
Web: [www.usdaindoneisa.org](http://www.usdaindoneisa.org)  
E-mail: [AgJakarta@fas.usda.gov](mailto:AgJakarta@fas.usda.gov)  
Tel: +62 21 50831162

### **Food Standard and Registration**

The National Agency for Drug  
And Food Control (BPOM)  
Web: [www.pom.go.id](http://www.pom.go.id)  
Tel: +62 21 4244691 / 42883309 / 42883462  
Call Center: 1500533

### **Indonesian Food & Beverage Association**

Web: [www.gapmmi.or.id](http://www.gapmmi.or.id)  
Email: [gapmi@cbn.net.id](mailto:gapmi@cbn.net.id)  
Tel: +62 21 29517511

### **Indonesian Fruit & Vegetables Exporters & Importers Association**

Email: [info@aseibssindo.org](mailto:info@aseibssindo.org)  
Tel: +62 21 72800343

### **Association of Indonesian Meat Importers**

Email: [info.aspidi@gmail.com](mailto:info.aspidi@gmail.com)  
Tel: +62 21 3454509

### **National Meat Processor Association**

Web: [www.nampa\\_ind.com](http://www.nampa_ind.com)  
Email: [nampa@napa-ind.com](mailto:nampa@napa-ind.com),  
[skrt\\_nampa@yahoo.com](mailto:skrt_nampa@yahoo.com)  
Tel: +62 21 7248455, 92907948

### **Dairy and Meat Approval**

Directorate General of Livestock  
and Animal Health Services  
Web: [www.ditjennak.pertanian.go.id](http://www.ditjennak.pertanian.go.id)  
Tel: +62 21 7815780

### **Animal/Plant Quarantine and Inspection**

Indonesian Agricultural Quarantine Agency  
Web: [www.karantina.pertanian.go.id](http://www.karantina.pertanian.go.id)  
Tel: +62 21 7816480 - 84, 7806482

### **U.S Cooperators and MAP Participants**

[U.S. Cooperators and MAP](#)

### **Attachments:**

No Attachments