

# The SpiceUp App Launch



**SPICEUP**

**The Launch of the SpiceUp Application:**  
Technology-Based Smart Agriculture for Pepper Cultivation

Thursday  
**1 April 2021**

Registration Link  
[bit.ly/spiceup2021](https://bit.ly/spiceup2021)

Zoom Meeting Time  
**15.30 - 17.30 WIB**  
**10.30 - 12.30 CET**

Supported by:

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## Excerpt

The SpiceUp App Launch was conducted virtually on 1st April 2021. The aim of the event was to introduce the SpiceUp App to the public, and to promote its support from various stakeholders. The App was ceremoniously launched by representatives from the national government and foreign embassies, and the event was attended by various domestic and international guests including local government officials, universities, CSOs, and SpiceUp consortium partners. The SpiceUp App is now readily available to download on the Google Play Store!

Full Article Draft

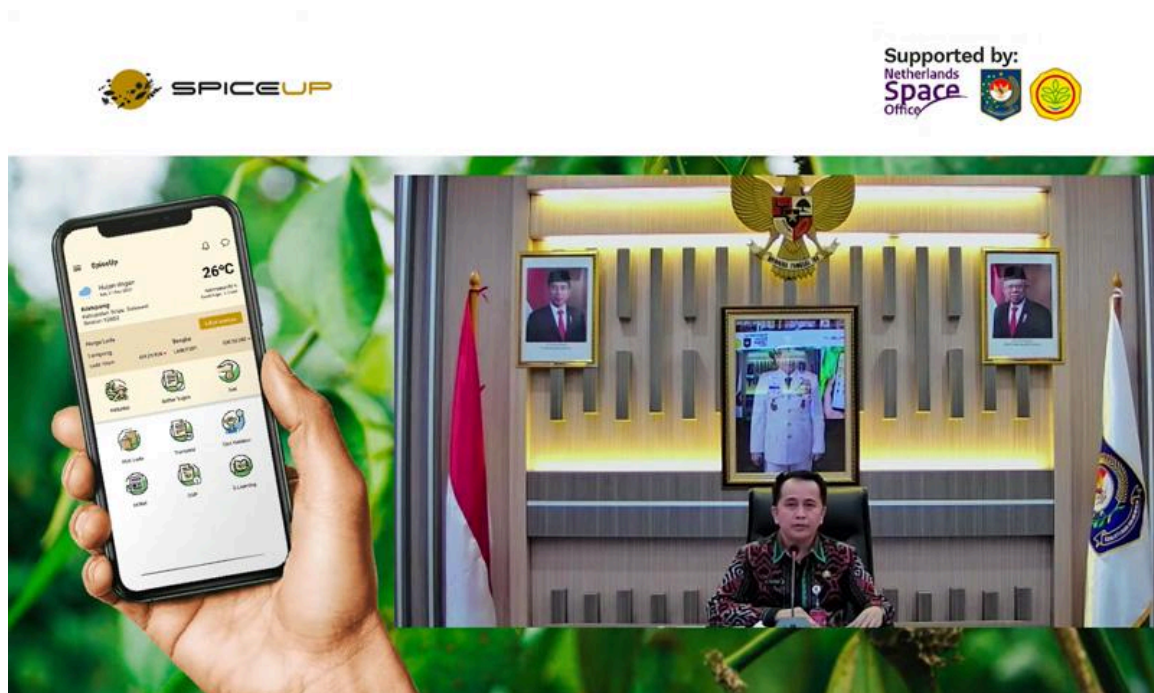


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The SpiceUp App Launch was conducted virtually on 1<sup>st</sup> April 2021. The aim of the event was to introduce the SpiceUp App to the public, and to promote its support from various stakeholders. The event was attended by various sectors across Indonesia and Europe. The guests of honor included the Indonesian Ministry of Home Affairs, the Indonesian Ministry of Agriculture, Embassy of The Republic of Indonesia in Brussels Belgium Accredited to Luxembourg and European Union, the Embassy of the Republic of Indonesia to the Netherlands, Embassy of the Kingdom of the Netherlands in Indonesia, provincial government offices from Lampung, Bangka Belitung, and West Kalimantan and East Kalimantan, universities, international organizations, SpiceUp consortium partners and Civil Society Organizations (CSOs). The SpiceUp App Launch was nationally covered by highly reputable media sites such as [Antara News](#), [Tribun News](#), [Media Indonesia](#), [Liputan 6](#), amongst others. The coverage of the launch was also concentrated in the local media of major pepper producing areas in Indonesia, including East Kalimantan and West Kalimantan, Bangka Belitung, and South Sumatera, such as [Suara Balikpapan](#), [Kapuas Raya Today](#), [Berita Sumatera](#), [Suara Bangka](#), and many others.

The event was opened by a welcoming speech from the CEO of Verstegen Spices and Sauces B.V., Michel Driessen, who introduced the SpiceUp App, followed by Lenneke Braam, Asia Cluster Director from ICCO, who introduced the SpiceUp project in Indonesia. Following the SpiceUp partners, representatives from embassies and the national government also gave opening speeches. H.E. Dr. Andri Hadi, Ambassador of the Republic of Indonesia to the Kingdom of Belgium, the Grand Duchy Luxembourg and Mission to European Union, Mr. Joost van Uum, Agriculture Counsellor of the Embassy of the Kingdom of the Netherlands in

Indonesia, and Mr. Fikry Cassidy, Deputy Chief of Mission to the Embassy of the Republic of Indonesia to the Netherlands, all highlighted the importance of utilizing technological innovations to support sustainable farming practices in Indonesia and to strengthen the collaboration between stakeholders to support the SpiceUp App to further promote Indonesian spices globally. The timely launch of the App was also emphasized in the wake of EU-Indonesia relations in sustainable agricultural practices and environmental protection. Dr. Agus Fathoni from the Research and Development of The Indonesian Ministry of Home Affairs, and Dr. Ir. Fadjry Djufry, M.Si from the Research and Development of The Indonesian Ministry of Agriculture, also presented speeches highlighting the importance of SpiceUp's technology in improving farmers' welfare and promoting technological innovation in all layers of society.



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For the main event, the SpiceUp App was ceremoniously launched by Dr. Agus Fathoni, Dr. Ir. Fadjry Djufry, M.Si, H.E. Dr. Andri Hadi, and Mr. Fikry Cassidy, which was followed by a video presentation about the workings of the App and testimonies from farmers who have benefitted in using the services, which provides comprehensive information regarding pepper price, GAP, and pest and disease control.

The event included interactive discussion sessions with local governments, academicians, CSOs, and the private sector. Ir. Fahrizal Darminto, M.A, Lampung Province Secretary, stated that the launch of the SpiceUp App is aligned with Lampung's vision to digitalize the agriculture sector, so farmers can gain the benefits through innovation, gain more knowledge and market access to increase their

welfare. Mr. Naloanro from the Sustainable Spices Initiative-Indonesia and Dr Wahida Maghraby, researcher at the Indonesian Ministry of Agriculture, stated that the SpiceUp App greatly supports farmers and agricultural research in terms of promoting GAP, traceability, price transparency, and market accessibility. Indonesia can be more prepared in facing requirements demanded by the country's pepper export destinations, as the App provides an efficient method that shows the transparency of farming practices, production, and distribution.

The event ended with a final statement from the private sector. Mr. Thomas Mulder from CATZ emphasized the benefits of geodata for businesses. As businesses are unable to work with farmers directly, SpiceUp's ability to zoom in on the farmer level is tremendously significant. One of the main advantages of the App is its capacity to become a tool that can predict how products will develop by showing historical weather data, crop sizes, and weather forecasting.

You can watch the full recording of the launch on SpiceUp's [youtube channel!](#) The SpiceUp App is now available to download on [Google Play Store!](#) Download the app today and enjoy increased benefits for your pepper farm and business!

## Peluncuran Aplikasi SpiceUp



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### Kutipan

Peluncuran Aplikasi SpiceUp dilakukan secara virtual pada tanggal 1 April 2021 melalui Zoom dan Youtube SpiceUp. Tujuan dari acara ini adalah untuk memperkenalkan Aplikasi SpiceUp kepada publik, dan mempromosikan dukungan dari berbagai pemangku kepentingan. Aplikasi SpiceUp diluncurkan secara seremonial oleh perwakilan dari pemerintah pusat, Kedutaan Besar RI, Kedutaan Besar Belanda, dan dihadiri oleh berbagai tamu domestik dan internasional termasuk pemerintah daerah, universitas, CSO, dan mitra konsorsium SpiceUp. Aplikasi SpiceUp sekarang tersedia untuk diunduh di Google Play Store, unduh aplikasinya hari ini!

Draf Artikel Lengkap

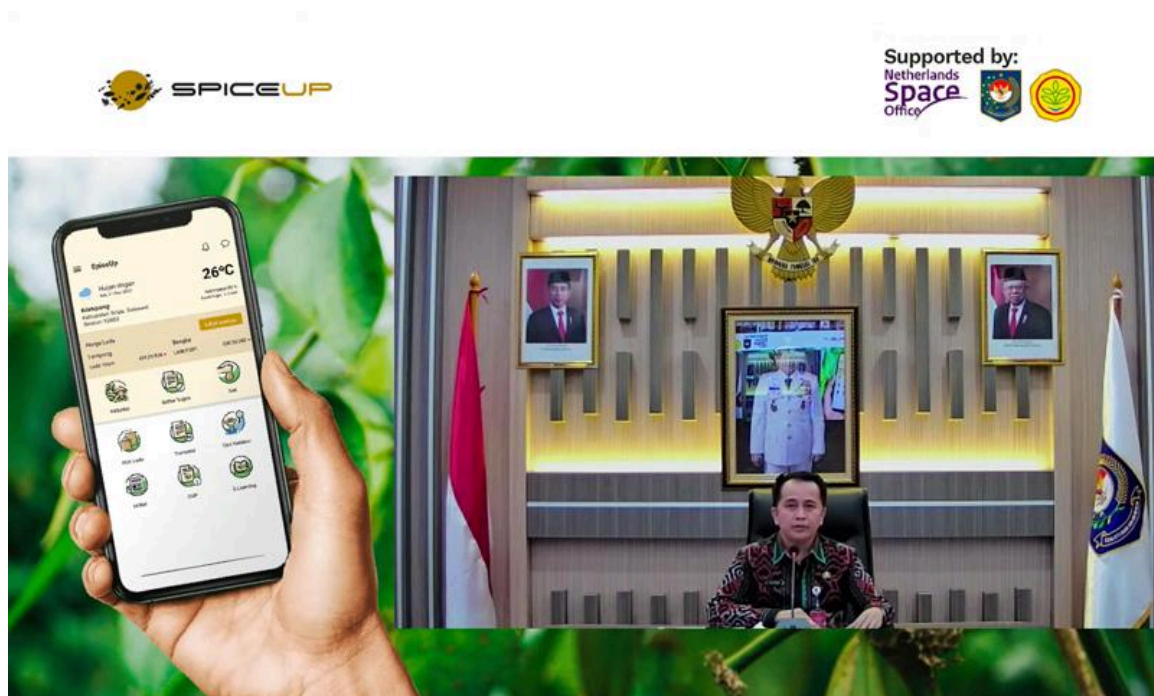


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Acara dibuka dengan sambutan dari CEO Verstegen Spices and Sauces B.V., Michel Driessen yang merilis Aplikasi SpiceUp, diikuti oleh Lenneke Braam, *Asia Cluster Director* ICCO yang memperkenalkan proyek SpiceUp di Indonesia sebelum peluncuran aplikasi. Setelah itu, perwakilan dari kedutaan dan pemerintah Indonesia juga memberikan pidato pembukaan. H.E. Dr. Andri Hadi, Duta Besar Luar Biasa dan Berkuasa Penuh untuk Kerajaan Belgia, Keharyapatihan Luxembourg, dan Perutusan Uni Eropa, Bapak Joost van Uum, Penasihat Pertanian Kedutaan Besar Kerajaan Belanda untuk Indonesia, dan Bapak Fikry Cassidy, Wakil Kepala Misi Kedutaan Besar Indonesia di Belanda menyoroti pentingnya memanfaatkan inovasi

teknologi untuk mendukung praktik pertanian berkelanjutan di Indonesia dan memperkuat kolaborasi antar pemangku kepentingan untuk mendukung Aplikasi SpiceUp guna mempromosikan rempah-rempah Indonesia ke dunia internasional. Peluncuran Aplikasi SpiceUp dinilai dilaksanakan pada waktu yang tepat dalam mendukung hubungan Uni Eropa dan Indonesia dalam pertanian berkelanjutan dan perlindungan lingkungan. Dr. Agus Fathoni dari Badan Litbang Kementerian Dalam Negeri, dan Dr. Ir. Fadjry Djufry, M.Si dari Badan Litbang Kementerian Pertanian menyampaikan pidato pembukaan dengan menyoroti pentingnya teknologi Spice Up untuk meningkatkan kesejahteraan petani dan mendorong inovasi teknologi di seluruh lapisan masyarakat.



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Sebagai puncak acara, aplikasi SpiceUp diresmikan oleh Dr. Agus Fathoni, Dr. Ir. Fadjry Djufry, M.Si, H.E. Dr. Andri Hadi, dan Bapak Fikry Cassidy, yang dilanjutkan dengan presentasi video mengenai cara kerja Aplikasi SpiceUp dan testimoni dari para petani yang telah mendapatkan manfaat dalam menggunakan SpiceUp, yang memberikan informasi lengkap mengenai harga lada, GAP, dan mengendalikan hama dan penyakit.

Acara tersebut dilanjutkan dengan sesi diskusi interaktif dengan pemerintah daerah, akademisi, organisasi masyarakat sipil, dan pihak swasta. Ir. Fahrizal Darminto, M.A, Sekretaris Provinsi Lampung, menyatakan peluncuran aplikasi SpiceUp sejalan dengan visi Lampung untuk mendigitalisasi sektor pertanian. Aplikasi tersebut dapat meningkatkan kesejahteraan petani dengan memberi kesempatan untuk berinovasi, menambah ilmu pengetahuan, dan mengakses pasar. D. Naloanro dari Sustainable Spices Initiative Indonesia dan Dr. Wahida Maghraby,

peneliti di Kementerian Pertanian Indonesia menyatakan bahwa Aplikasi SpiceUp sangat mendukung petani dan penelitian di bidang pertanian dalam hal mempromosikan *Good Agricultural Practices (GAP)*, *traceability*, transparansi harga, dan aksesibilitas pasar. Selain itu, Indonesia juga dinilai dapat lebih siap menghadapi berbagai persyaratan dari negara tujuan ekspor lada Indonesia, dimana aplikasi SpiceUp dapat menyediakan metode yang efisien yang menunjukkan transparansi praktik pertanian, produksi, dan distribusi.

Acara diakhiri dengan pernyataan dari pihak swasta, Bapak Thomas Mulder dari CATZ, yang menekankan manfaat geodata bagi dunia usaha. Karena bisnis tidak dapat bekerja dengan petani secara langsung, kemampuan SpiceUp untuk memberikan informasi dari level petani sangatlah signifikan. Dengan demikian, salah satu nilai utama dari Aplikasi SpiceUp adalah kemampuannya untuk menjadi alat yang dapat memprediksi bagaimana produk lada akan berkembang, dengan menampilkan data cuaca historis, ukuran tanaman, dan prakiraan cuaca.

Anda bisa menonton peluncuran aplikasi SpiceUp secara penuh di [kanal youtube](#) SpiceUp. Aplikasi SpiceUp tersedia untuk diunduh di [Google Play Store](#), unduh aplikasinya hari ini dan nikmati keunggulannya untuk pertanian dan bisnis lada Anda!