



CELEBRATING 35 YEARS OF EXCELLENCE & INNOVATION

PT East West Seed Indonesia
Cap Panah Merah | 1990 - 2025





EAST-WEST SEED
CAP PANAH MERAH

1990 - 2025

CELEBRATING
35th
OF EXCELLENCE & INNOVATION

Selamat Datang Keluarga EWINDU
Keluarga EWINDU Bahagia, Primis, Sayur
#KeluargaSehatMakanSayur

EAST-WEST SEED INDONESIA

EWINDO Serves Indonesian Farmers for 35 years



Supported by **$\pm 1,000$ local employees.**



Uses **advanced technology of molecular marker** for producing high quality of variety in short time.



Partners with **$\pm 29,000$ production farmers** and **$\pm 35,000$ pollinators** in East Java, Banten, Lampung and Nusa Tenggara.



Supporting the livelihoods of **$\pm 700,000$ farmers** annually. In the span of 35 years equates to **± 7 million farmers to seed encounters.**



Since 1990, we have registered **296 varieties** and developed almost **500 varieties** of high-quality seeds.



Focuses on producing seeds to **serve local demand.**

Vision & Mission



Our vision:

We believe in high-quality vegetable seeds and excellent services for farmers's prosperity

Our mission:



EWINDO provides high-quality vegetable seeds



EWINDO helps farmers with excellent services



EWINDO promotes vegetable consumption

Values

Farmers' Best Friend

We are close to farmers to guide and encourage them to succeed, solving all problems together. We are willing to visit and serve them unconditionally.

Happy & Grateful Employee

Employees are motivated, enthusiastic, and passionate about their work. Employees are vital to the company, so they are always happy and grateful to do their job in any situation. They always act positively and sincerely when serving farmers because the farmers' happiness is their happiness.

Strive for Excellence

Ability to achieve excellent results through innovation and strong operations, driven by discipline, hard work, creativity, and teamwork with professionalism and integrity. Committed to self-improvement, never giving up, and always staying optimistic in reaching the company's goals.



1990 Founding of headquarters and the lowland research station in Purwakarta, inaugurated by Minister of Agriculture Ir. Wardjojo.

1992 Released the MUSTANG F1 eggplant, our first hybrid product.

1994 Established the Highland Research Station in Lembang.

1995 Established the Midland Research Station in Wanayasa.

1996 Set up the Plant Pathology Laboratory in Purwakarta.

1997 Opened the Tissue Culture Laboratory in Purwakarta.

2001 Completed construction of the modern factory and R&D building in Purwakarta.

2003 Established the Production Headquarters and QA Laboratory in Jember.

2006 Released TUK TUK, our first true shallot seed product.

2007 Expanded the factory and warehouse in Purwakarta, including plant automation.

2012 Built the Indoor Production Facility in Lembang. Received ISTA accreditation and established the Molecular Biology Laboratory in Purwakarta.

2013 Opened Indoor Production Facilities in Palasari and Mangrovejati, and introduced the RAWITA F1 Capsicum trileukos hybrid.

2015 Extended our farm and factory facilities in Purwakarta.

2017 Launched SIPINDO, the Sistem Industri Pertanian Indonesia.

2018 Established the Urban Farming Center in Purwakarta, launched the Gene Bank in collaboration with UGM and introduced the mating bean VIMA 1.

2019 Launched Panen Merah Online shop.

2021 Started our digital transformation journey.

2022 Completed the 7-Store Office Space in Purwakarta and began constructing new R&D buildings, starting with Zona 1.

2023 Established 8 Learning Farms across Indonesia and launched the #PanenMakmur campaign.

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2021

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2023

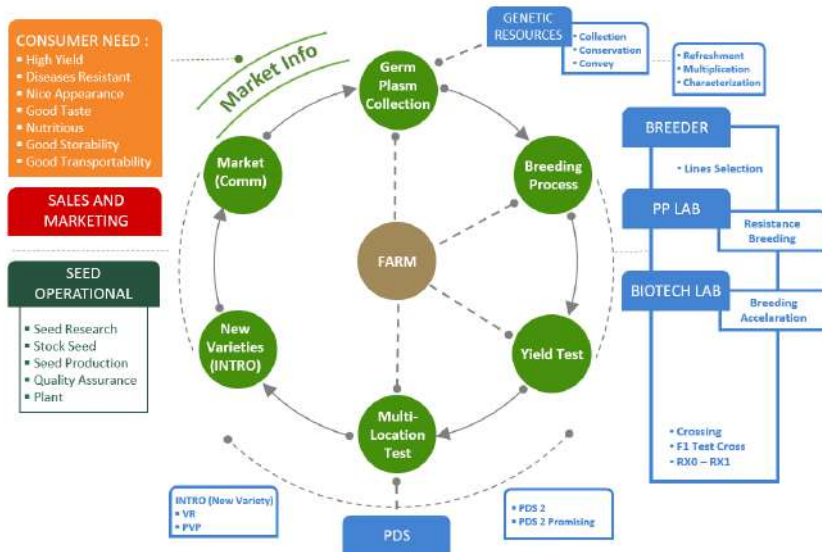
Established 8 Learning Farms across Indonesia and launched the #PanenMakmur campaign

2024

Completed Zona 2 of New R&D Building and Publish First Sustainability Report

35 year Journey

How We Create Value



Focus on farmers' needs



GUARDA Yardlong Bean (GVR)



True Shallot Seeds



NB SUPER Sweet Corn

Yayasan Bina Tani Sejahtera (YBTS)

[Not-for-profit, foundation]

Working Model:

- EWINDO's extension arm
- Managed independently, est. 2009
- Deliver program & service for farmers' livelihood improvement
- Good Agricultural Practice (GAP): demo-plot, training, collaboration, information service, field day & expo



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Through knowledge transfer performed by YBTS, EWINDO sees more outreach extends to less developed areas where smallholder farmers need help with technical support in improving vegetable production.

~ Glenn Pardede
Managing Director
East-West Seed Indonesia

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STORY FROM THE EAST

Help to improve the lives of farmers and people of Eastern Indonesia through the Knowledge Transfer Program (KT)

Conditions of Eastern Indonesian Communities:

- Low knowledge of production vegetables and "good farming practices"
- Fresh vegetables are imported from Java and Sulawesi
- Lack of extension officers
- Lack of access to high-quality seeds



KT Program has helped **more than 100,000 farmers** since 2009

Focus on

Good Agricultural Practice (GAP)

Women


Youth

Unemployed

10,350
New farmers
trained via YBTS
knowledge
transfer program
in 2024



YBTS Working Areas
Knowledge Transfer Special Project

A close-up portrait of an elderly man with grey hair, looking slightly to the right with a gentle smile. He is wearing a brown tweed jacket over a maroon sweater and a light-colored checkered shirt. The background is a soft-focus green, suggesting foliage.

***“A good seed
can change the
lives of
millions.”***

Simon Groot
Founder of East West Seed
Group

EWINDO Today: Activities in Indonesia

(Office and Farm)*



Research station	
Office	
Plant	
Farm	
Production basecamp	
Learning farm	
Stockpoint	



1. North Sumatra

Medan

Batu Bara



2. South Sumatra

Palembang



3. Lampung

Lampung Timur



4. Banten

Pandeglang



5. DKI Jakarta

Jakarta Timur



6. West Java

Purwakarta

Bandung Barat

Subang

Karawang



7. Central Java

Boyolali

Semarang

Magelang



8. East Java

Jember

Kediri

Banyuwangi

Bondowoso

Blitar

Lumajang

Pasuruan

Jombang

Gresik

Mojokerto

Malang



9. West Nusa Tenggara

Lombok Tengah

Lombok Barat

Lombok Timur

Sumbawa Barat



10. South Kalimantan

Banjarbaru

Hulu Sungai Selatan



11. South Sulawesi

Makassar

Takalar





Thank You

PT EAST WEST SEED INDONESIA | Sahabat Petani yang Paling Baik

 panahmerah.id

 CAP PANAH MERAH

 cappannahmerah

 PANAH MERAH TV

 PT East-West Seed Indonesia



Konsultasi Benih & Cara Bisa
Panen Makmur di **0812-1299-922**

