



Cornell University

Cornell International Institute for Food, Agriculture and Development

SRI Group Seminar

SRI International Network and
Resources Center (SRI-Rice)
33 Warren Hall

Growing Success: Exporting SRI Organic Rice from Indonesia

Emily Sutanto
Founder of Bloom Agro

Tuesday, April 12
12:20 – 1:10 p.m.
102 Mann Library

Emily Sutanto, keynote social entrepreneurship speaker for CornellAsia this week, will present her experiences in opening up the organic rice export market in Indonesia. She has a bachelor's degree in commerce and a master's degree in international management and mass communication from Bond University in Australia. Sutanto is founder of Bloom Agro, an Indonesian company that aims "to promote sustainable agriculture that benefits the environment and humanity."

Bloom Agro currently works with 2300 farmers in the Simpatik Cooperative in Tasikmalaya, West Java, to export their rice that is grown organically with System of Rice Intensification (SRI) methods. Sutanto worked with the farmers to obtain international organic and fair trade certification through IMO and successfully lobbied to exempt specialty rice from Indonesia's rice export ban. Within three years of founding Bloom Agro, Sutanto is exporting SRI organic rice, including several traditional varieties, to the Germany, Malaysia, Singapore, the United Arab Emirates and the USA. Bloom Agro's rice, which is imported into the USA by Lotus Foods, is available at several outlets in Ithaca; the Volcano Rice is a staple at the burrito bar in the Mandible Café in Mann Library. Read more about Bloom Agro at <http://bloomagro.com/>.

Refreshments provided.

Sponsored by the SRI International Network and Resources Center (SRI-Rice)

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