

Improving the Performance of the Indonesian Beekeeping Center - from a Cost Center to a Profit Center

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Introduction

Since the Indonesian Beekeeping center, Perhutani, Ministry of Forestry of Indonesia, has been established (1990 – 2002), the activity conducting the bees is much more today. The center creation all about :

- Extension
- Research
- Development
- Training
- Technical assistance
- Equipment design
- Quality control of honey

It was happen for serving the forest agency for prosperity approach. But it is not enough due to the success beekeepers want to elaborate their product in the market area which more needs to sell their honey.

The product of bee center

The product of bee center mainly is with the aim to foster rural development. It has the responsibility to introduce the beekeeping skill to the rural people, to improve the beekeeper skills, to take the bees and to advance bee product research.

From the beginning until now, 2 phases of the process can be distinguished.

Firstly, the Beekeeping Center as a cost center activity with the results: training and extension provided for about 5.000 people, 3 sub centers created, introduction of a beekeeping technology, etc. The problem is that its activity usually could not match the need of people. It can be known from the trained people that it is only a small number of them who keep the bees.

The activity more or less always look at the rural people, not look at the need in the market. It is like a rubbish when the beginner come to the training room. Nothing telling how to provide the change in the outdoor. We just train how to have, how to be, how to make in the small path.

Having a bees knowledge can not support their live. Success beekeeper don't want to go to the beecenter that only has the books. The look for the answer of many questions that they find in the field.

Secondly, the beekeeping center as a profit center. This has been practiced for about 2 years taking the direction into the business sphere. The beekeeping center promotes the bees and takes the beekeepers production, then it processes the raw material to become the commercial product. The good prospect of the product is the drinking honey which can absorb the honey from the field.

The immediate conclusion is that the benefit orientation of the beekeeping center can improve its performance.

Certain activity can solve many question meet to the beekeepers. It is such as quality control, marketing, diversity, training, research.

The key factor in profit center is how to create a new kind of product that meets the people's needs and still remains within the financial track. It is not easy to change into a different direction, but it must be maintained or it will be forgotten by people.

Conclusion

The beekeeping center it is like other activities when it is not accepted in the market will be died and become a monument. It is the time having the activity that can change in the market need.