



PROGRAMME ACTIVITY REPORT

Online Training on Processing and Marketing of Nata de Coco

08 September 2020

Zoom Meeting Platform

Executive Summary

1. Non-Aligned Movement Centre for South-South Technical Cooperation and International Coconut Community offered training programme on *nata de coco* to member countries in Africa, Asia, Latin America and Caribbean and the Pacific. Through the training, participants gained knowledge and skills regarding the processing and marketing of *nata de coco*.
2. The training programme presented two resource persons from Ministry of Agriculture of Indonesia and PT KARA Santan Pertama. PT KARA Santan Pertama delivered presentation on marketing strategy and technology for cutting machines in many forms that are attentive to customers' demands.
3. Participants were greatly impressed with complete knowledge of the product, partnership opportunity in *nata de coco* production and PT KARA Santan Pertama's marketing strategy.

INTRODUCTION

To follow up the Memorandum of Understanding and Agreement on Cooperation on Coconut Development, Non-Aligned Movement Centre for South-South Technical Cooperation (NAM CSSTC) and International Coconut Community (ICC) offered training programme on *nata de coco* to member countries in Africa, Asia, Latin America and the Caribbean, and the

Pacific. The training participants gained knowledge and skills regarding the processing and marketing of *nata de coco*. *Nata de coco* is a gel-shaped coconut product rich in fibre. *Nata de coco* is one of the products exported by developing countries, particularly by Southeast Asian countries.

LOCATION AND TIME

The training was conducted online on 8th September, 2020 via the Zoom Meeting platform. The training agenda includes presentations by resource persons and talks between participants and resource persons led by Mr Vincent Bernard Johnson, moderator from the Coconut Genetic Resources Network (COGENT).

TRAINING AGENDA

Appendix 1 demonstrates the training agenda.

RESULTS AND DISCUSSIONS

- 15 – 20 days is the generally accepted incubation period for *nata de coco* processing. However, production of *nata de coco* within 8 days is possible, depending on the conditions of fermentation and the bacterial levels on the coconut water. There are several differences in the incubation cycle.
- When it comes to *nata de coco* production, cutting with a knife is normally done. PT KARA Santan Pertama also has a technology for cutting machines, not just in the form of squares but also small long pieces, since some customers are interested in *nata de coco* soup.
- Small size equipment also available for small and medium-sized businesses, since PT KARA Santan Pertama works with small-scale farmers as well. The production capacity is 30 tons. The equipment is not complex, easy to use and effective. Finding it in any country is very easy.
- The shelf life of *nata de coco* products depends on the way in which they are packaged. Raw *nata de coco*'s shelf life is only a few days. However, if the producers add sugar, the shelf life can increase by up to 18 months.

- The processes to enhance shelf-life by pasteurising the product is by adding acid, steaming and packaging.
- The packaging of *nata de coco* in general depends on the target market. The company should be able to identify customers' preferences on this matter.
- Regarding PT KARA Santan Pertama's partnership with small industries, quality control and hygiene must comply with KARA's requirements before delivering raw materials or coconut sheets. A fact sheet on quality control of PT KARA Santan Pertama will be issued through ICC.
- There is no nutritional reduction of *nata de coco* processing by heating process. Producers just need to ensure that every equipment is clean. The nutrients are preserved as long as the equipment is clean. Furthermore, *nata de coco* only consists of water and cellulose. Thus, cellulose in *nata de coco* is not affected by the heating process. Instead, bacteria were eliminated during the process.
- The important nutritional value of *nata de coco* is its fiber source function. *Nata de coco* has cellulose and water. If cellulose enters the digestion and meets bacteria in human stomach, it will produce fiber because it is impossible to synthesise. By supplying the brain with suggestions that the stomach is full, *nata de coco* can be used for diet programme since people can feel full without consuming calories.
- Despite *nata de coco* is served with sugar, however, it also contains fiber. This is what customers gain for their health. PT KARA Santan Pertama is also developing new products to reduce sugar levels. It also encourages consumers not to use syrup for the consumption of *nata de coco*.
- The way to consume *nata de coco* is to develop a *nata de coco*-based recipe. A cupcake *nata de coco* for instance, or *nata de coco* in long chunks, as a drink. *Nata de coco* can be used as a food ingredients, like pudding. Perhaps one day it can also be combined with alcoholic beverages.

EVALUATION

The assessment carried out with the participants showed:

- 67.9% of respondents reported receiving information about the training agenda before the start of training;
- 46.4% of respondents reported communication between participants were facilitated;
- 50% of respondents have indicated that the training is highly sensitive to participants' needs;
- 71.4% of respondents said that the training led to the advancement of participants in terms of education, professional or personal skills;
- 64.3% of respondents reported the training content was well organised and easy to follow;
- 60.7% of respondents showed great interest until the end of the training;
- 67.9% of the respondents said that the resource persons understood the subjects they raised;
- 64.3% of respondents reported the resource persons were well-prepared;
- A total of 67.9% respondents reported that training delivery is closely linked to the goals to be achieved;
- 42.9% of the respondents reported ample time allocation;
- 46.4% of respondents identified effective management of the Zoom Meeting platform.

Participants Experience

In terms of experience, participants were greatly impressed with complete knowledge of the product, partnership opportunity in *nata de coco* production and PT KARA Santan Pertama's marketing strategy. Moreover, participants reflected how the Q&A session between resource persons and participants was incredibly interactive.

Suggestion for Improvements

In terms of suggestions for improvements in training efficiency, the participants indicated that the time management should be improved, especially by extending the length of the Q&A session. In addition, the participants also requested massive publication on future training sessions.

Learning Material that is Inteded to Use

Participants said that they would forward the material they received from the training to their peers and students. Besides, they also wanted to explore different varieties of coconut products for commercial interests. Participants will also help to promote *nata de coco* as a healthy food.

Suggested Topic for the Next Training

A coconut milk processing training was recommended by 71.4% of the respondents. The other respondents suggested training in coconut sugar processing, coconut oil production and coconut quality control.

CONCLUSION

In general, it can be concluded that approximately 68.8% of respondents said they were very pleased with the training. Participants were greatly impressed with complete knowledge of the product, partnership opportunity in *nata de coco* production and PT KARA Santan Pertama's marketing strategy.

AGENDA



Online Training Program



“Processing and Marketing of Nata de Coco”

TIME SCHEDULE

Tuesday, September 8th 2020 | 14.30 Hrs. - 16.30 Hrs. (ICT)

EVENT	PERSON	TIME
Introduction of Program	Mr. Vincent Johnson <i>(Interim COGENT Coordinator, ICC)</i>	2 Minutes
Video Presentation: ICC Profile	Mr. Alit Pirmansah <i>(Market & Statistics Officer, ICC)</i>	10 Minutes
Invitation for the Welcome Speech	Mr. Vincent Johnson <i>(Interim COGENT Coordinator, ICC)</i>	2 Minutes
Welcome Speech	Dr. Jelfina C. Alouw <i>(Executive Director, ICC)</i>	7 Minutes
Invitation for the Opening Remarks	Mr. Vincent Johnson <i>(Interim COGENT Coordinator, ICC)</i>	2 Minutes
Opening Remarks	H.E. Ambassador Ronny Prasetyo Yuliantoro <i>(Director, NAM-CSSTC)</i>	7 Minutes
Presentation: “Processing of Nata de Coco”	Jerry Wungkana <i>(Researcher, Indonesian Palm Crops Research Institute, IAARD, Ministry of Agriculture)</i>	25 Minutes
Video Demonstration: “Processing of Nata de Coco”	Mr. Alit Pirmansah <i>(Market & Statistics Officer, ICC)</i>	10 Minutes
Presentation: “Marketing of Nata de Coco”	Martin Jimi <i>(Director, PT. Kara Santan Pertama)</i>	25 Minutes
Discussion	Moderator & Participants	15 Minutes
Closing Summary	Mr. Vincent Johnson <i>(Interim COGENT Coordinator, ICC)</i>	5 Minutes

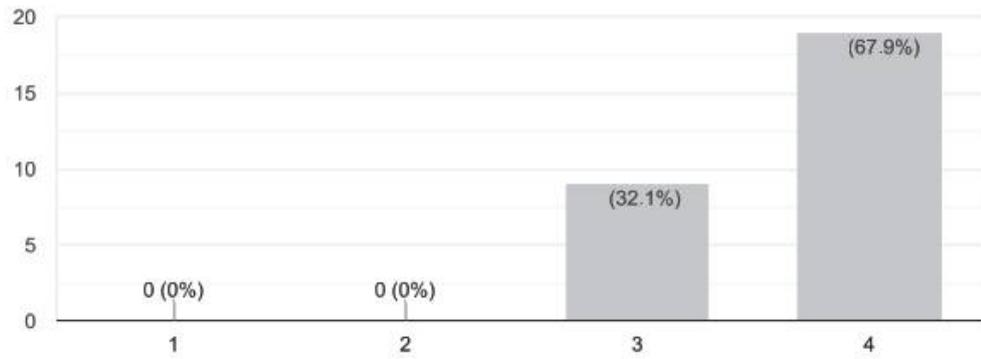


PHOTO DOCUMENTATION

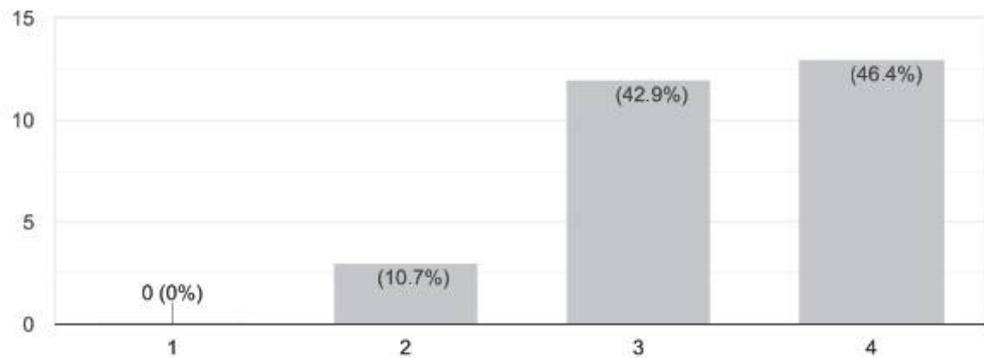


SURVEY STATS

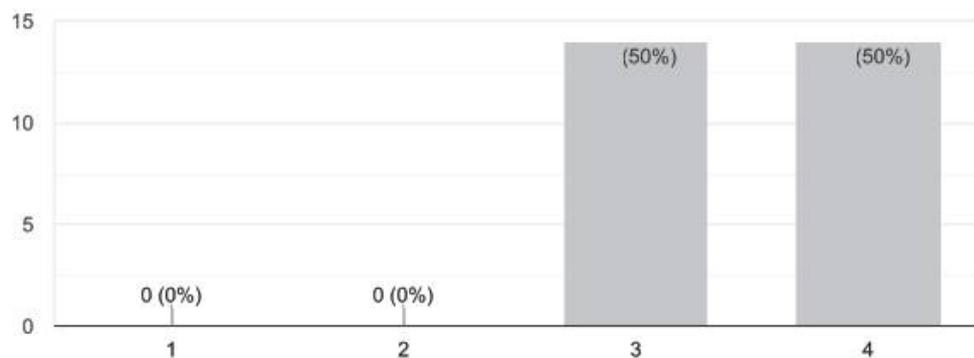
The curriculum / agenda was clearly specified.



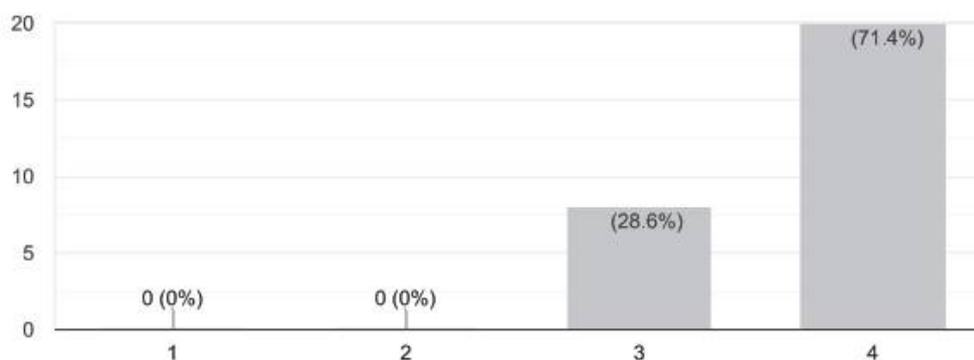
The organisers facilitated contact between participants.



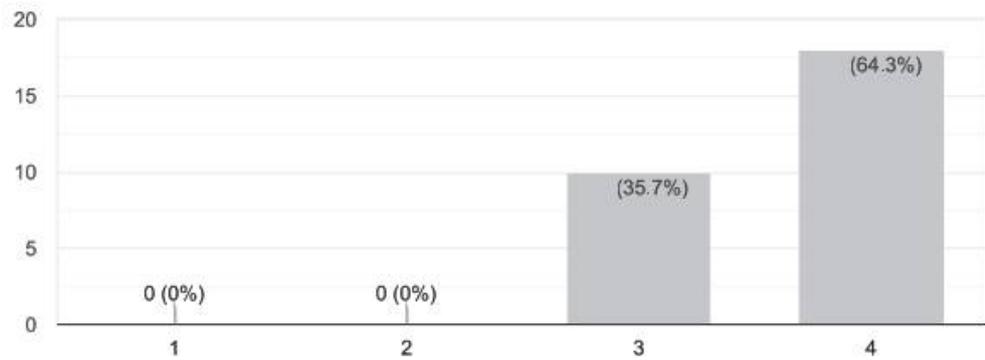
The training was attentive to participants' needs.



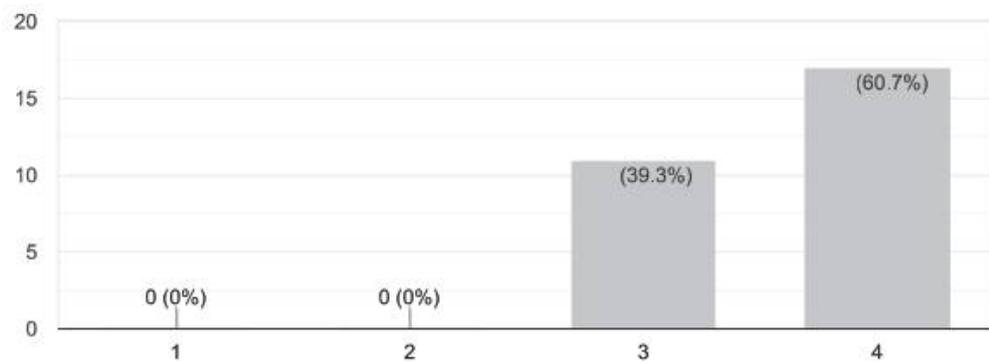
The training contributes to my education, professional and/or personal growth.



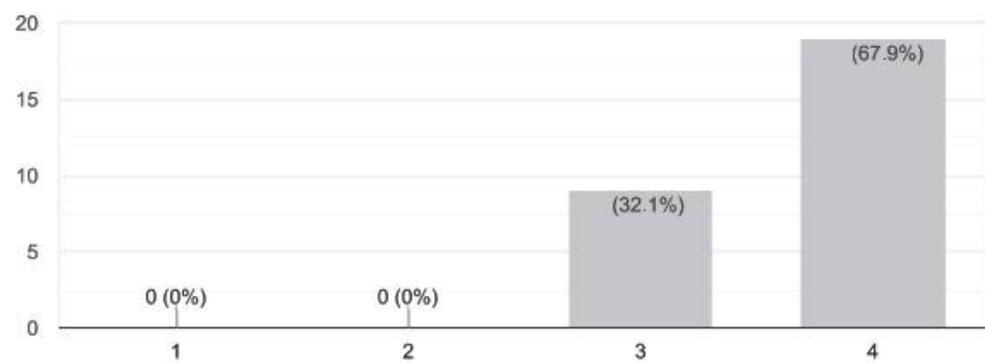
The contents were well arranged and easy to follow.



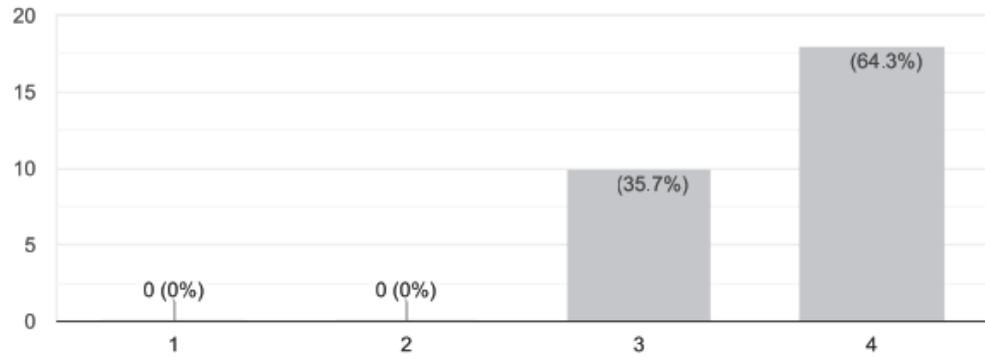
The training kept me engaged and interested.



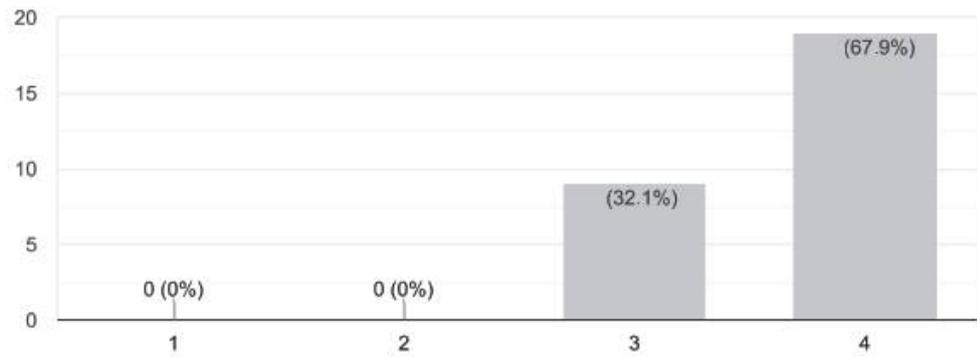
The trainers were familiar with the topics of training.



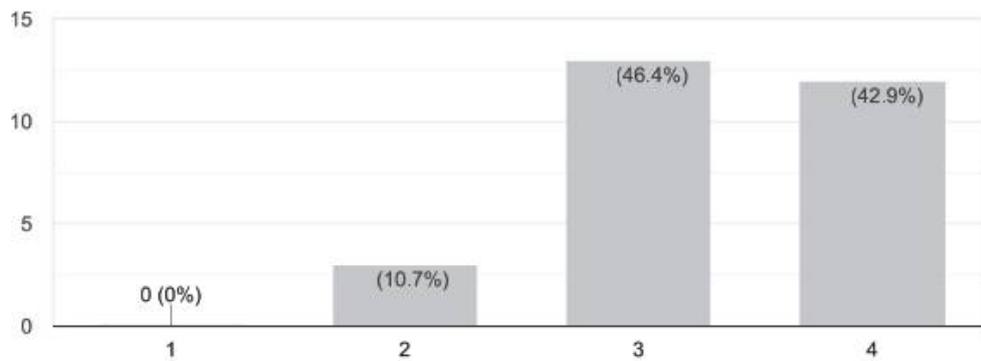
The trainers were well prepared.



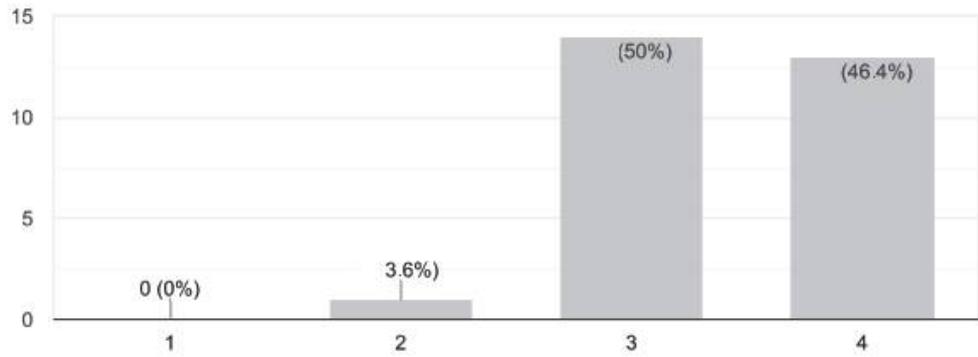
The activities related to the goals of training.



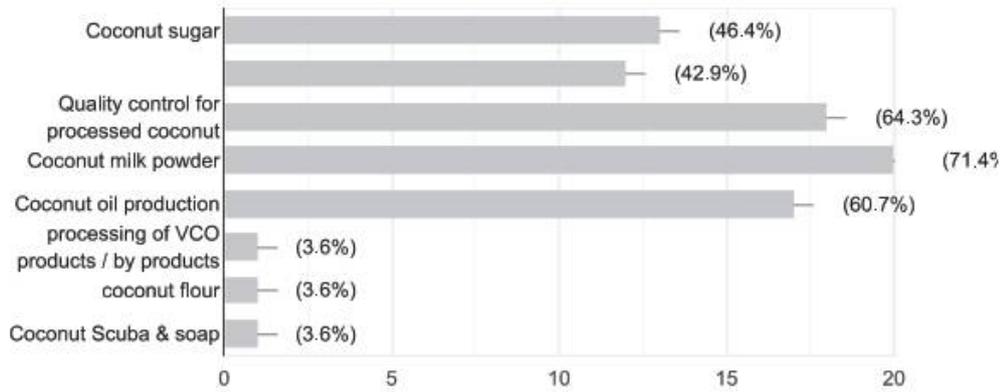
The training time allocation was enough.



The management of the zoom meeting was convenient.



What coconut training topic(s) are you looking for in the future?



***“STAY HEALTHY AND PRODUCTIVE DURING COVID-19 PANDEMIC” ONLINE TRAINING
SERIES AND WEBINAR PROJECT 2020***

LIST OF PARTICIPANTS' COUNTRY OF ORIGIN

IN THE IMPLEMENTATION OF THE “*ONLINE TRAINING ON PROCESSING AND MARKETING OF NATA DE COCO*” 2020, EXTENSION OFFICERS, RESEARCHERS, COCONUT PRODUCERS AND INDIVIDUALS FROM THE FOLLOWING COUNTRIES REGISTERED:

NO.	COUNTRY (IN ALPHABETICAL ORDER)	NUMBER OF PERSON(S)
1.	FIJI	1
2.	GHANA	1
3.	GUYANA	2
4.	INDIA	54
5.	INDONESIA	62
6.	JAMAICA	1
7.	KENYA	1
8.	MALAYSIA	2
9.	FEDERATED STATES OF MICRONESIA	3
10.	MOZAMBIQUE	1
11.	PAPUA NEW GUINEA	9
12.	PHILIPPINES	31
13.	TANZANIA	21
14.	THAILAND	3
15.	TONGA	1
16.	VANUATU	1
17.	BOLIVARIAN REPUBLIC OF VENEZUELA	1

PARTICIPANTS' BACKGROUND

NO	BACKGROUND	NUMBER OF PERSON(S)
1.	GOVERNMENTAL	14
2.	HIGHER EDUCATION	24
3.	PRIVATE SECTORS, INTERGOVERNMENTAL ORGANISATIONS, OTHERS	161