

Getting to know Great Giant Pineapple

A Winner of Best Managed Companies Indonesia 2021

Josep Lay, Managing Director of Sales and Marketing, Great Giant Pineapple

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Utty: Supporting and investing in private business makes sense for Indonesia. We have an opportunity to create an even more dynamic private sector that will contribute to the completeness of Indonesia, and increase productivity and learning opportunities for our people. At Deloitte, we believe private companies should be supported and celebrated.

Hello, my name is Utty Hariani, and I am a Tax Partner with Deloitte Indonesia. We are recognising great private companies through the Best Managed Companies program – an awards program that celebrates exceptional private businesses in Indonesia and across the world.

In this second episode of a two-part series, we meet Great Giant Pineapple – one of the winners of Best Managed Companies 2021. We learn how they cultivate a strong corporate culture, and their approach to sustainable agriculture and community service initiatives, and what winning awards like Best Managed Companies means to them.

I will pass the conversation to my colleague to introduce Great Giant Pineapple. Natalia, over to you.

Natalia: Thank you Utty! This is Natalia Ng, an Associate Director of Deloitte Private Indonesia. Joining me today is Joseph Lay Managing Director of Sales and Marketing from Great Giant Pineapple. Great Giant Pineapple is a 2021 Winner of Best Managed Company Indonesia, an award program that celebrates exceptional private business in Indonesia and globally across the world. A warm welcome to you Joseph and let us learn today a little bit about Great Giant Pineapple. The company started its business in 1979 and has become a world-class premium pineapple producer, exporting to 60 countries around the world. What has been the most rewarding aspect of this journey?

Josep: First, I would like to express my gratitude to be chosen as the winner of Best Managed Companies in Indonesia. We started with a small operation in the Lampung area, as a cassava plantation and the factory. Today we have grown into one of the largest canned pineapple producers in the world.

Natalia: A sustainable future is a cornerstone of the Best Managed Companies ethos. Great Giant Pineapple (GGP) commenced the sustainability

initiatives back in 1980 by establishing natural lagoons to harvest rainwater. Since then, GGP has established several ground-breaking sustainability initiatives, such as the 90,000 acres of Lampung plantation being the largest integrated zero-waste canned pineapple processing facility in the world. Can you tell us more about these initiatives and why sustainability is important to GGP?

Josep: We cannot just take from the earth. So, we take from the earth, we should put it back through a plantation. That is why we believe that sustainability is important. Therefore, we are collecting rainforest water, and it is one of the small initiatives. In our company, our founder believes that we should have a magic formula of reducing 30% of field usage and 40% of chemical fertilizers. We need to substitute this with more organic items and put them back on the plantation and soil. Also, we increase 50% of productivity that is not only for the sake of our business but also for the society and environment. For example, the Olympic size is 50m x 25m x 2m, it is 2,500 m³ and ours is big as the Olympic size with 12,400 swimming pool. It is big enough to capture the water for the plantation. We must contribute back

to the soil, and the soil will give back in return.

Natalia: Contribution to the community is another cornerstone of the Best Managed Companies awards. Empowering farmers through your “Creating Shared Value” initiative is a fantastic partnership. Can you tell us more about the program and how it has been changing the lives of local farmers?

Josep: After we saw the situation in the Lampung Area, our company believes that we have to be able to contribute back to society. The only way to do it is through educating the farmers and Creating Shared Value for the farmers. We started as a demo with a 0.5 hectare, to show the farmers that it will be beneficial for them. Today, we have more than 300 farmers with 430-hectare land in Tanggamus, Lampung. We approach the farmers by asking, what kind of commodities they should plant, and what should they do for a good farming practice. We are doing the mentoring, supervising, and building up the packing house. We guarantee the price, take care of the goods, sell them to the markets, and share the profits with the farmers. We are helping them from

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end to end. Then we can share the value chain with everyone.

Natalia: Awesome. The company joins forces with local farmers, delivers a win-win solution, you educate, nurture, provide them with a living as well. It is a performance with purpose. Another reason for your win in the Best Managed awards is the emphasis you place on a strong corporate culture including your progressive employee feedback model and Diversity & Inclusion focus. How are you fostering this culture?

Josep: As a company that has a vision, we always bring value to our employees. We encourage our employees, whatever the value of the company is, it should be living in their hearts. So, they would do the best that they can do to improve the process. From time to time, we have an annual Town Hall meeting, fun games activity, and a reward for our employees. We always say that be the best that you can do, don't wait until tomorrow.

Natalia: What does winning this Best Managed Companies award mean to you?

Josep: I think by winning the award, this will be a challenge to become the best

every single year. This will be a great motivation for all of us, including the teams in Lampung, Surabaya, Blitar, Bali. We would do our best to continue to win the Best Managed Companies.

Natalia: Continuous performance going better and beyond. And finally, what is next for GGP?

Josep: We started as a small cassava operation, and now we are becoming Great Giant Foods. We have pineapple, fresh food, juices, and dairy operations. As a company, we always challenge ourselves. We must be able to capture the right market and be creative to develop the products. That is how we can survive and exist in the market. But we will continue to seek new ventures if it is related to our core business in agriculture products. I think this is something that has a big potential for us. Also, for the Domestic market in Indonesia, there is plenty of room to grow.

Natalia: Thank you Josep for joining me today and sharing these insights. We appreciate your time. We certainly welcome you once again for joining the best Bennett's company awarding program next year. Thank you.

Utty: Thank you Natalia. If you'd like to know more about Best Managed Companies Indonesia, visit the Deloitte Private Indonesia website.

We hope you enjoyed the insights provided in the first two episodes of this podcast. Enjoy your day.