

EXECUTIVE SUMMARY

As human being, it is mandatory to care about our health by knowing how we produce our own food for living. Unfortunately, we rarely know where and how our food being produced especially for vegetables. The vegetables on the supermarket might be produced from GMO seeds, or maybe has a high exposure to pesticides, which not only brings negative impacts to our health for long term, but also degrading our quality of life and does not rule out the possibility to damage our dna and hormone system. More urban people are increasingly aware of the importance of consuming organic vegetables, but again the problems are organic vegetable best consumed fresh, or the vegetables itself may be damaged. Also, the organic vegetables are higher in price so that makes urban people think what should they do to be able to consume organic vegetables without extra cost, and the solution is to do Urban farming.

Urban farming does not require high cost and a lot of space to maintain. But with that condition, the soil's health become the main concern in urban farming to be a productive urban farming media. Usually urban farmer does not have plenty of time to take care of their plants and soil thoroughly, so they need a fertilizer that can restore and restructured the soil. PT BSF Solusi Indonesia want to facilitate urban farmers so they can use a certified organic fertilizer that would not do any harm to the soil. Therefore, we are able to reduce the organic waste from PT Kelola Mina Laut.

PT BSF Solusi Indonesia will build our plant on Tuban, East Java, so that we could easily take the organic waste from PT KML main plant that located in Tuban. We will take 2 tons of waste from total 6 tons per day to be processed by the Black Soldier Fly larva, then we take the secretion to mixed with growth hormone and other microbacteria to create Happy Soil.

With the marketing focused on bringing values to customer and offer the convenience for using Happy Soil instead of any other organic fertilizer, calculation shows that Happy Soil will achieve payback period in 3 years and 10.86 months, with potential return of 25.77% during it's 5 years pilot project in Tuban.