



INDO ROOTS  
INTERNATIONAL

## Company Profile

# INDO ROOTS

“Rooted in Local Wisdom, Growing for the World”

# About Us



**Indo Roots International** is an Indonesian export company committed to introducing the finest agricultural commodities from Indonesia to the global market. We believe that the future of global food lies in its roots—nurtured by nature, cultivated with traditional wisdom, and developed through sustainable, ethical partnerships.

Our journey is built on a deep connection to the land and the people who cultivate it. We act as a **bridge between the rich biodiversity of Indonesia's** tropical landscapes and the global demand for products that are authentic, natural, and responsibly sourced. With every shipment, we aim to deliver not just **quality products**—but also the story, culture, and care behind them.



## VISION

To **empower local farmers**, showcase the richness of Indonesia's agricultural heritage, and create sustainable, long-term value for global buyers.

We envision a future where:

- Indonesian agricultural products are globally recognized and appreciated.
- Farmers prosper through fair access to international markets.

The agricultural sector contributes to a more resilient and **equitable food system**.

## MISSION

1. To develop a **responsible and efficient export** supply chain for Indonesian agricultural commodities.
2. To increase the welfare of **local farmers** through sustainable partnerships and market access.
3. To deliver high-quality, natural, and authentic agricultural products that meet **international standards**.
4. To promote **cultural values** and local wisdom throughout every aspect of our business.
5. To ensure every business activity contributes positively to **environmental conservation** and community development.

# Our Values



## ROOTED IN LOCAL WISDOM

We honor the traditional knowledge and practices that guide sustainable farming.



## INTEGRITY IN EVERY STEP

We believe trust is earned through honesty, transparency, and reliability.



## EMPOWERMENT THROUGH PARTNERSHIP

We grow together with farmers, communities, and buyers by building mutual value.



## GLOBAL REACH, LOCAL SOUL

We connect with global markets without losing the essence of our roots.



## SUSTAINABILITY FIRST

From farm to export, we prioritize practices that respect nature and people.



# PRODUCT SPECIFICATIONS



## ATTRIBUTE

## DESCRIPTION

Origin	West Java, Indonesia
Grade	A (Export Quality)
Taste	Naturally sweet, mildly earthy
Color	Deep purple (inside & outside)
Size	Medium to large (15–25 cm)
Shape	Cylindrical to oval
Weight	150–500 grams per piece
Selected	Handpicked for quality, size & freshness

# Purple Sweet Potato

**Vibrant Color. Rich Flavor. Naturally Nutritious.**

Grown in the fertile volcanic soil and cool highlands of West Java, Indonesia. Known for their vibrant deep purple flesh and also packed with antioxidants, especially anthocyanins.

Purple sweet potatoes from West Java are highly valued for their naturally sweet, earthy flavor, smooth texture, and excellent versatility for both culinary and industrial uses. Whether steamed, roasted, or processed into flour and snacks, these sweet potatoes retain their unique color and taste even after cooking.



# CONTACT US!

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