



## Agri chief in high hopes of DA embracing PRDP-led institutional reforms

Department of Agriculture (DA) Secretary Proceso Alcala has expressed his high hopes of the DA fully embracing the reforms being instituted in the agency, particularly through the Department's Philippine Rural Development Project (PRDP).

"We hope to leave the DA and the PRDP with a mission—this very mission—that will both showcase our achievements and draw out the best lessons from our experience to steer the Project towards its goals and vision," Alcala said.

The World Bank has concluded its second implementation support to the PRDP this week and the Secretary looks forward to PRDP and DA stakeholders recognizing and utilizing the lessons learned from the Project in advancing institutional reforms in the DA bureaucracy.

The two-week implementation support mission to the Project was the last under Alcala's term.

"We look forward to ending this mission with a set of concrete plans to maximize what works and improve on where we may have limitations. We should humbly recognize the gaps, commit to promptly addressing them, and with the lessons learned, move on with more confident strides," Alcala said.

The Agri chief likewise stressed that the mission comes at a critical time as the Department prepares to transition into a new administration.

"We will be proud to share with the new administration that the PRDP had a strong start-up and that it has earned satisfactory performance ratings from the World Bank," Alcala said.

The Secretary emphasized that under the PRDP, the DA has nurtured a culture of multi-stakeholder participation in pursuit of an inclusive and empowering rural economic growth.



**Kick-off Exhibit.** Department of Agriculture (DA) Secretary Proceso Alcala (center), together with World Bank Lead Agricultural Economist and Mission Task Team Leader Frauke Jungbluth (left), leads the ribbon-cutting of the mission's kick-off meeting exhibit at the DA central office in Quezon City. The exhibit features the major innovations of the Philippine Rural Development Project (PRDP), as well as the emerging benefits from its implementation. Also in the photo is the PRDP's National Deputy Project Director, Arnel de Mesa (right).

"We have created active citizens who demand transparency and accountability—citizens who recognize their indispensable roles and responsibilities in our multi-stakeholder accountability process," he said.

Alcala also underscored the importance of innovating, and maximizing emerging benefits, not only to steer the PRDP towards achieving its objectives, but also to inspire change in how agricultural stakeholders do business in and with the government.

"For instance, we hope to see that, with the PRDP as inspiration, a

system will be eventually put in place to harmonize planning and budgeting in the whole of the DA bureaucracy," he said.

The mission commenced with a kick-off meeting on April 4, 2016, followed by cluster meetings and site visits in Visayas, Mindanao, Luzon A (North Luzon) and Luzon B (South Luzon).

The team visited ongoing infrastructure and enterprise development sub-projects and consulted with beneficiaries, proponent groups and other grassroots stakeholders. ■





## Kick-off Meeting

**Quezon City  
April 4, 2016**

To officially start the Second World Bank Implementation Support to the PRDP, a kick-off meeting was held on April 4, 2016 at the DA-PCAF/NAFC new building in Quezon City.

Prior to the meeting, DA Secretary Proceso Alcala and World Bank task team leader Frauke Jungbluth led the opening of the mission's exhibit, which showcases innovations and emerging benefits of the Project.



## Cluster Meetings and Site Visits

**Visayas  
April 5–6, 2016**

Region 6 hosted the Visayas and first leg of the mission. The plenary session, press conference, contractors' meeting and breakout sessions were held in Iloilo City.

For the I-BUILD component site visit, the designated team visited the 28-kilometer Imbang Grande-Tagubong-Gemumua Agahon-Agtabo farm-to-market (FMR) road in Passi City. Another group visited the live grouper production and marketing enterprise, a sub-project under the I-REAP component, in Roxas City.





## Mindanao April 7–8

The Mindanao leg of the mission, was hosted by Region 11. The meetings and press conferences were held in Davao City.

For the site visits, one group proceeded to the cacao production and dry fermented beans marketing sub-project under the I-REAP component in Calinan District, Davao City. Simultaneously, the I-BUILD group visited the Sitio New Visayas-Binancian FMR in Asuncion, Davao del Norte.



## Luzon B (South Luzon) April 11–12



The Bicol Region hosted the Luzon B leg of the mission. The plenary and breakout meetings, press conference, and exit conference were held in Naga City.

Simultaneous site visits were conducted in Oas, Albay for the Pistola-Tablon FMR with three bridges, and in Labo, Camarines Norte for the Queen pineapple trading and processing sub-project.



## Luzon A (North Luzon) April 13-14



Central Luzon (Region 3) was the host region for the Luzon A cluster leg of the mission. The meetings, workshops, press conference and exit conference were held in Clark, Pampanga.

Sub-project site visits for the I-REAP component at San Jose, Nueva Ecija and Moncada, Tarlac were already conducted during a pre-mission activity in the last week of March.





# NEWS BRIEFS

## LUZON A (North Luzon)

### World Bank reps laud Tarlac and N.E. enterprises

Representatives from the World Bank have expressed positive feedback on the PRDP's enterprise development sub-projects in Central Luzon.

During a site visitation, partner co-operatives presented their business plans to the World Bank specialists, who raised questions on the process of preparations, role of women and further plans for expansion, among others.

"We are looking forward to the main impact of our intervention, how much benefit it will cause the farmers, and how they can sustain it," Frauke Jungbluth, lead agricultural economist and task team leader from the World Bank stressed.

Among the sub-projects visited were the Talavera onion farm mechanization service facility, San Jose ampalaya enterprise and Sto. Domingo onion enterprise, all in Nueva Ecija; and the Moncada processing center and storage facility for sweet potato in Tarlac. (Kayla Arceo, PSO Luzon A InfoACE Unit)

## LUZON B (South Luzon) Coco water, oil promising industries in the cluster—PRDP South Luzon

The PRDP's Luzon B cluster Project Support Office (PSO) has announced that based on commodity prioritization conducted by their planning team, coconut, particularly coco water and virgin coconut oil (VCO), are promising industries that would open opportunities to increase coconut farmers' income within the CALABARZON, MIMAROPA and Bicol Regions.

The PSO is currently conducting a cluster-wide value chain analysis (VCA) for coco water and oil—the first of its kind in the PRDP—and is seeking for the integration of the VCA findings in the Provincial Commodity Investment Plans (PCIPs) of provinces covered by the cluster.

The PSO targets to finish the cluster-wide VCA report by April 2016 to get the national office's approval by May 2016. (Annielyn L. Baleza, RPCO 5 InfoACE Unit)

## VISAYAS

### PRDP's longest FMR soon to serve central Iloilo

The PRDP's longest FMR sub-project in the country has commenced its construction-rehabilitation activities and will soon provide better transportation support to at least 10 villages in Passi City, a third-class city in central Iloilo Province.

The 28-kilometer, P258 million-worth FMR is expected to reduce travel time by at least 50 percent, or from 1.5 hours to about 45 minutes.

Myrna Reyes, a farmer from Agtabo village said that with the better road, they can now travel anytime daily.

"Once it is completed, it would be better, too, because it would be less dusty. We would also cut on household expenses because instead of buying from our village's sari-sari stores—which charge a little extra—we can now buy directly from stores in the city," she said. (RPCO 6 InfoACE Unit)

## MINDANAO

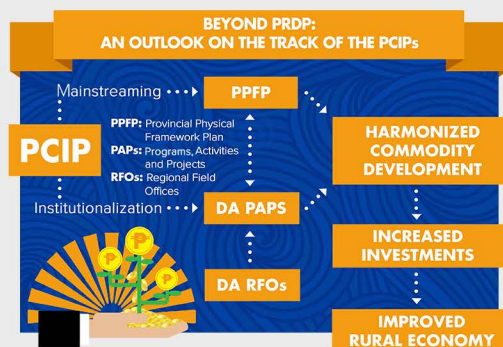
### Maguindanao updates its commodity investment plan

The Province of Maguindanao is currently enhancing its Provincial Commodity Investment Plan (PCIP) to include more priority crops.

Maguindanao, the PRDP's pilot province in ARMM, initially had a PCIP for oil palm with open-pollinated white corn production. As part of its updating, the PCIP will now cover rubber, coconut and coffee. It will also include livestock such as goat and cow, and poultry such as chicken and duck.

The PCIP is a strategic three-year rolling plan specifying interventions to develop a province's priority crops in accordance with the Agriculture and Fisheries Modernization Plan (AFMP). (RPCO ARMM InfoAce Unit)

## inFOCUS THIS MONTH



**Institutionalizing Harmonization of Local Strategies with National Priorities in Commodity Development**

"In the PRDP, we are institutionalizing joint planning and budgeting process. In the 2017 plan and budget preparation, for example, we explicitly included in the guidelines instruction for the RFOs [Regional Field Offices] to utilize all approved PCIPs [Provincial Commodity Investment Plans] as the bases for the Department's PAPs [Programs, Activities and Projects]. With PCIP as the basis, collaboration is enhanced: first, among all DA operating units because their interventions are now synchronized and harmonized towards a common objective, which is to develop the commodity; second, between the DA, a national agency, and the local government unit."

—Carlos P. Magnaye  
Acting Director, DA Planning and Monitoring Service  
Head, PRDP-NPCO I-Plan Component

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