



DA-PRDP gathers private sector partners to its first-ever business conference

Quezon City – To strengthen synergy with private sector partners, the Department of Agriculture - Philippine Rural Development Project (DA-PRDP), in partnership with the Philippines Partnership for Sustainable Agriculture (PPSA),

held the first-ever PRDP Business Conference (BizCon) on August 10, 2023, at La Breza Hotel.

The PRDP BizCon aimed to bolster the collaboration of the DA-PRDP, private agribusiness entities, and business sectors in transferring

knowledge in technology, parallel investment, marketing arrangement, and co-management of enterprise operations.

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DA Senior Undersecretary Domingo F. Panganiban highlights the DA's successful partnerships with the private sector as he looks forward to new partnerships under the DA-PRDP Scale-Up.



(From left to right) PRDP National Deputy Project Director Shandy M. Hubilla, PRDP National Project Director Asec. Arnel V. De Mesa, I-PLAN Component Head Usec. Agnes Catherine T. Miranda, and I-REAP Alternate Component Head Leny Garcia answer questions from the private sector representatives.

Representatives from the chambers/industry council, financing institutions, agribusiness companies, and innovators, DA-PRDP's National Project Coordination Office, Project Support Offices, and Regional Project Coordination Offices, the DA Agribusiness and Marketing Assistance Service, the Project Development Service-Public Private Partnership, and the Farm and Fisheries Clustering and Consolidation Program attended the said event.

DA Senior Undersecretary Domingo F. Panganiban underscored that the conference is an avenue for the stakeholders in the business sector to discuss opportunities for investments to achieve its overall goal of rebuilding

value chains towards improving the efficiency of supply chains that will benefit the project's target beneficiaries.

"The Department of Agriculture looks forward to opportunities such as this, for it allows us to convene and engage with our partner private sectors and forge a meaningful partnership that will benefit our farmers, fisherfolk, and other stakeholders," Sr. Usec. Panganiban said.

He added that the PRDP BizCon is an avenue to increase and expand the private sector's participation in the project implementation. The project also solicited the private sector's input, ideas, and recommendations to increase deal flow to the enterprises

of the farmers and fisherfolk.

Director Shandy M. Hubilla, DA-PRDP National Deputy Director, also presented the PRDP Scale-Up, which will expand the project ensuring longer-term outcomes of securing the country's food availability.

Hubilla added that the PRDP Scale-Up will create an Agri-fishery development environment attractive to the private sector for investment and innovation.

The plenary discussion tackled relevant information on appropriate business strategies, access to technology, common service facilities, and financing, among others.

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(Clockwise) Anihan Technologies, Inc. CEO & Founder Gillian Santos, Seaoil Executive Director Ramon Derige, Agriterra Philippines Business Advisor Jun Virola, Kennemer Foods International, Inc. Leads Climate and Environmental Program Jojo Joson, Philippine Cacao Industry Association, Inc. Secretary Sylvia Ordenez, and Morination Agricultural Products President Sharon Gulmatico clarifies their participation and contribution to the PRDP Scale-Up.

PPSA Country Director Amy Chua moderates the open forum with the private sector participants.

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DA Assistant Secretary for Operations and DA-PRDP National Project Director Engr. Arnel V. De Mesa also addressed some of the questions of partner stakeholders and provided inputs on appropriate measures, plans, and strategies on how they may provide support to the project's beneficiaries.

"The private sector may

partner with farmer cooperatives and associations (FCAs) and local government units (LGUs), and may initiate the proposal in a particular commodity or industry of their interest and prospective investment area where they will gain a comparative advantage," Asec. De Mesa stated.

Asec. De Mesa further

emphasized that business partners will continue as the project's partners of compassionate and collective action in transforming agricultural governance and service provision, supporting the farmers and fisherfolk sector in innovation, reforms, and accountability mechanisms. *(Julie Ace Brandon R. Barao, NPCO InfoACE)* ■



I-REAP Component conducts 23rd National Coordination Meeting

Los Baños, Laguna – The Enterprise Development Component (I-REAP) of the Department of Agriculture - Philippine Rural Development Project (DA-PRDP) gathered from August 1 to 4, 2023 at the Boy Scouts of the Philippines to discuss the enhancement of their operations manual for the DA-PRDP Scale-Up.

The DA-PRDP Scale-Up is one of the flagship programs of the DA designed to address the gaps in the commodity value chains

by improving the efficiency of the food supply chain towards greater connectivity, mobility, accessibility, availability, and affordability of food in the market through the scientific-based implementation of infrastructure and enterprise subprojects.

The I-REAP Component in the Scale-Up aims to increase productivity, value addition, and improve access to the markets of enterprise clusters through efficient cluster-based agricultural and fishery productivity enhancement

interventions.

For its 23rd National Coordination Meeting, the I-REAP Component from the National Project Coordination Office (NPCO), Project Support Offices (PSO), and Regional Project Coordination Offices (RPCOs) discussed measures that will address the anticipated changes in the implementation of the enterprise development component in the PRDP Scale-Up.

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DA-PRDP National Deputy Project Director Shandy M. Hubilla provides insights into the role of the I-REAP Component in the PRDP Scale-Up.



I-REAP Component Head Junibert E. De Sagun welcomes the I-REAP staff from the NPCO, PSOs, and RPCOs to the component's 23rd National Coordination Meeting.



I-REAP Alternate Component Head Leny Garcia reiterates the objective of the national coordination meeting as the component prepares for the implementation of the PRDP Scale-Up.

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“Nandito tayo para mapag-usapan ang mga kailangan nating gawin para sa Scale-Up. Kung paano ba natin masosolusyunan ang mga problema na ine-expect nating ma-encounter. We’re looking forward to your inputs so that we can include them in our policies, especially since you are the ones working on the ground with our implementing partners,” I-REAP Component Head and OIC - Office of the Assistant Secretary for Consumer Affairs Junibert E. De Sagun emphasized.

The activity was also graced by the Regional Technical Director for Operations and Extension and RPCO IV-A Project Director Engr. Marcos C. Aves, Sr. and PSO South Luzon Project Director Milo D. Delos Reyes, CESE.

The participants were welcomed by RPCO IV-A Deputy Project Director Engr. Redelliza Gruezo. “I know that we have been experiencing bad weather for weeks now but this does not discount the fact that we are atop the beautiful campus of UPLB. Thank you for choosing Laguna for the conduct of your activity. You are all welcome here and in the whole CALABARZON region,” he said.

DA-PRDP National Deputy Project Director Shandy M. Hubilla was also present to provide insights into the I-REAP’s role in the PRDP Scale-Up. “You’re now on your 23rd coordination meeting. We are already integrating AECA (Agro-Enterprise Clustering Approach) and F2C2 (Farm and Fisheries Clustering and Consolidation Program) into the PRDP and eventually, it is our goal to integrate everything into the AMAS and AMAD. The PCIPs are being updated, especially rice and corn, which will now be included in the PRDP Scale-Up roster of commodities,” he said.

Hubilla also highlighted the importance of I-REAP in the realization of clustering and consolidation that will be mainstreamed into the DA and its other programs.

“Every one of you will be trained on AECA. That’s the purpose of the integration of the AECA, to be trainers of FCAs (Farmers and Fisherfolk Cooperative and Association) that we want to help. Over the years you’ve raised the bar, but we will raise it further. We will live up to our new name in all aspects – Scale-Up,” Hubilla said.

Representatives from the other components and units of the NPCO were also present during the activity and discussed the salient changes in their respective operation manuals with regard to the I-REAP implementation. The I-PLAN Component underscored the inclusion of rice and corn in the PCIPs and VCAs. The I-BUILD Component clarified the division of tasks with the I-REAP Component in the implementation of vertical structures in enterprise subprojects. The I-SUPPORT Component presented changes in the support systems that will be utilized in the implementation, promotion, and marketing of enterprise subprojects.

“We’re here because we need to iron out what makes I-REAP in PRDP Scale-Up different from what it was in the original PRDP. We’re going to be dealing with clusters of FCAs now and not just individual proponent groups. We have done major enhancements in our operations manuals from its start to finish because of this,” I-REAP Alternate Component Head Leny Pecson said, expressing her full confidence in the group. *(Ana Victoria Margallo, NPCO InfoACE)* ■

North Luzon

DA-PRDP North Luzon holds cluster-wide training on enhanced VCA prep

As part of the efforts to effectively operationalize the new and improved ways of planning preparation and processes in the I-PLAN Operations Manual, the Department of Agriculture – Philippine Rural Development Project (DA-PRDP) Project Support Office (PSO) North Luzon held a cluster-wide capacity development training on the Climate Resilient Agro-Oriented Industry Value Chain Analysis (I-VCA) from August 7 to 11, 2023 in Baguio City.

The said training aimed at capacitating the planning officers in the cluster on the enhanced VCA preparation and updating processes, enabling them to effectively implement the new protocols and plans in the project implementation.

It also supports the objective of mainstreaming the Commodity System Investment Plans (CSIP) into the DA regular planning systems and continuously strengthening planning, implementation, monitoring, and evaluation at the LGU level.

Some of the topics discussed include value chain mapping, the nature of interfirm relationships, price and cost structure, multi-factor risk assessment, markets and market opportunities, formulating VC upgrading strategies, and constraints and opportunities, among others.

PSO I-PLAN Component Head William Valdez, in his message, said that such training on I-VCA is important for planners to be well-equipped and prepared, especially in the implementation of the PRDP Scale-Up.

“This capacity development training is an opportune time for us to expand our skills and knowledge to efficiently and effectively perform our duties in implementing subprojects across the four regions along with other components as the Project scales up. We could use the skills and knowledge we can gain to further strengthen our collaboration with our partner stakeholders and key players in the value chain,” he said.

The training was participated in by PRDP I-PLAN consultants together with regular personnel from RPCOs 1, 2, 3, & CAR. *(Ericson Guiao, PSO North Luzon InfoACE)*

South Luzon

Pag-aaral sa daloy ng mga produktong agrikultural, patuloy na isinasulong ng DA-PRDP Calabarzon

Patuloy na isinasagawa ng Department of Agriculture - Philippine Rural Development Project (DA-PRDP) Regional Project Coordination Office (RPCO) CALABARZON ang pag-aaral nito sa mga daloy ng produktong agrikultural o Value Chain Analysis (VCA). Ito ay upang patuloy na magabayang ang mga lokal na pamahalaan, publiko at pribadong sektor, at mga magsasaka sa pagbuo ng mga proyekto o programa patungkol sa agrikultura.

Ang VCA ay isang masusing pag-aaral na nagpapakita ng mga pinagdaraanang proseso ng isang produktong agrikultural mula sa pagkuha ng inputs hanggang sa marketing, ugnayan ng mga prodyuser, trader, processor, etc., mga problemang nararanasan sa industriya, at mga oportunidad tungo sa pag-unlad. Katuwang ng DA-PRDP ang DA Regional Field Office IV-A, mga lokal na pamahalaan, at iba pang ahensya sa pagbuo o pag-update ng mga VCAs.

Nakapagsagawa na ang RPCO CALABARZON ng 15 VCAs sa mga sumusunod na produkto: dairy cattle, coffee, virgin coconut oil, banana, mangga, seaweeds, pineapple, cacao, chicken egg, broiler chicken, lowland vegetables, beef cattle, abaca, goat, at coconut oil. Dito lahat naka-angkla ang mga proyektong pinopondohan at ipinapatupad ng DA-PRDP. Nakabatay rin sa mga ito ang Provincial Commodity Investment Plans o PCIPs na naglalaman ng mga interbensyon, proyekto, o programa para sa pagpapaunlad ng sektor ng agrikultura sa kanilang mga lokalidad.

Ngayong taon, ina-update ng RPCO CALABARZON ang VCAs nito tungkol sa chicken egg at cacao base sa mga naging pagbabago sa industriya. Inaasahang matatapos ito sa katapusan ng taon. *(Myrelle Joy Bejasa, RPCO CALABARZON InfoACE)*

Visayas

PGs of enterprise subprojects upskilled

Stimulating the value of transparency so as to uphold efficient asset utilization among enterprises, Proponent Groups (PGs) of enterprise (I-REAP) subprojects under the Department of Agriculture - Philippine Rural Development Project (DA-PRDP) underwent a three-day training and workshop on Simplified Financial Management in Murcia, Negros Occidental from August 22 to 24, 2023.

Commenced through the continued technical support

provided by the DA-PRDP I-REAP Component, participating partner cooperatives and associations were trained on the skill sets needed to ensure quality record keeping, financing, and accounting.

The topics focused on the preparation of book of accounts; recording of transactions in the journals; posting of accounts to the ledgers; preparation of income and cash flow statements and balance sheets; preparation of separate financial records of their respective AF2 approved subprojects; and actual recording of PRDP transactions.

Proponent Groups from the Guimaras Goat Production and Marketing-San Roque Coastal Environment Program Association Inc.; Iloilo Goat Breeding, Milk Production and Marketing Enterprise-Pavia Livestock Growers Association; ARA-AL's Coffee Processing and Marketing Enterprise-Barangay Ara-al Agrarian Reform Beneficiary Association; Kansilay Swine Breeding, Fattening and Marketing Enterprise-Hacienda Pula Silay Agrarian Reform Cooperative; Pontevedra Swine Production and Marketing Enterprise- Viscaya Agrarian Reform Cooperative; Upper Kabankalan Swine Breeding, Fattening and Marketing Enterprise-Tagoc Agrarian Reform Cooperative; and Azucarera de la Castellana Muscovado Enterprise-Barangay Robles Farmers Association joined the workshop as they pursue the implementation of their respective subprojects.

Prior to the training, the five Negros-based enterprises had undergone procurement coaching to signal the start of the subproject implementation. These trainings and workshops are essential to a guided enterprise operation and will capacitate the PGs to be compliant with the documentary requirements relating to PRDP transactions. *(Eunice Gregorio, RPCO 6 InfoACE)*

Mindanao

MSU Sulu gathers seaweed farmers for socio-economic assessment

In a significant stride towards enhancing the dynamics of Sulu's seaweed industry, the Mindanao State University (MSU) Sulu conducted a series of focused group discussions with local seaweed farmers in the Municipality of Hadji Panglima Tahil on August 16, 2023. The primary objective of this engagement was to conduct a comprehensive socio-economic assessment of the seaweed farmers and delve into their production practices. The activity plays an important role in shaping the research initiatives undertaken by MSU Sulu headed by College of Fisheries Dean Hji. Ronald Ancheta in partnership with the Department of Agriculture - Philippine Rural Development Project (DA-PRDP) on the “Socio-Economic Assessment of Seaweed Farmers, Outplanting, and Replication of Kappaphycus alvarezii and Eucheumatoid denticulatum of Tawi-tawi Variety in Sulu Water Conditions.”

The study is supported by the DA-PRDP's I-PLAN Component which aims to come up with a profile of seaweed farming in Sulu including a baseline on socio-cultural and economic information, and existing seaweed practices of local farmers.

The study will also look into the growth performance and production of selected seaweed varieties cultured in different methods and habitats taking into account the differences in water quality. Early this year, DA-PRDP in partnership with MSU Tawi-tawi and MSU Sulu conducted the “Launching and Knowledge Sharing of Best Practices in Seaweeds Farming System.”

The concerted efforts to uplift the seaweed industry across the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) are poised to usher in a wave of positive transformations in the lives of local seaweed farmers. Through these collaborative initiatives, the MSU community, in partnership with local farmers and organizations, endeavors to foster sustainable growth and prosperity within the realm of seaweed farming. *(Joy Montecalvo, PSO Mindanao InfoACE)*

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