

DAMAG-AGRI



First Quarter 2014 The official quarterly publication of the Department of Agriculture-Regional Field Office I Volume 13, Issue No.2



DA AWARDS PROJECTS IN ILOCOS

ILOKANO FARMERS GAIN HIGHER PROFIT IN GARLIC PRODUCTION



Pasuquin Agricultural Technologist (AT) Lovelita Agustin (in orange polo-shirt) joined by garlic & onion growers from Pasuquin, Ilocos Norte as they show off their bounty harvest of Garlic during an interview made by the DA-RFO I Office to the group.

Pasuquin, Ilocos Norte - After a long time of searching for possible solutions to the perennial problem of the garlic industry in Ilocos, garlic growers can now breathe lighter and have reason to smile and rejoice.

“We couldn’t be happier. *Bawing-bawi po kami ngayon, talagang kumita po kami ngayon sa pagbabawang,*” Mr. Wilfredo Valdez of Brgy. Nalvo, Mr. Rolando Calimbas of Poblacion IV and Mr. Florencio Lista, Sr. of Brgy San Juan, all in Pasuquin, Ilocos Norte – three of the garlic producers beaming with contentment as they share their story on how their profit increased from planting garlic for the last cropping season. They are three among the 140 farmer-recipients of the 10 tonner

garlic bulb distributed to garlic producers in Pasuquin by the Department of Agriculture in November 2013 as a result of the consultative dialogue made between and among the garlic producers of the province, the Department of Agriculture led by Secretary Proceso Alcala, officials of the Provincial Government headed by Governor Imee Marcos and Senators Cynthia Villar and Senator Bongbong Marcos held at the Mariano Marcos State University in Batac City, Ilocos Norte in October 2013.

The three garlic growers expressed their heartfelt gratitude to the Department of Agriculture, the Provincial and Municipal Government of Ilocos Norte as well as the Agricultural Extension Workers in the area for helping them attain the highest production and profit so far in the history of producing garlic in the

Ilocos for the last ten years.

At P125-139 prevailing price of garlic per kilo, Mr. Valdez earned a profit of P62,000 from his 2,200 m² area he planted with garlic in October 2013 and harvested this March of 2014. This is doubly higher from his income earned in 2013 harvest which was just more than P10,000. Mr. Calimbas gained a net income of P72,000 in his garlic production in 2014 much higher than his net income of 2013 which was around P30,000 only. From among the three farmers, Mr. Lista gained the highest net income of P150,000 in 2014 after harvesting 1,700 kilos from his 5,000 m² garlic farm area against his net income of only P49,000 in 2013.

Reviving the garlic industry through Seed Production Support System

After hearing all the major problems especially on low quality planting materials, post harvest production technologies and influx of smuggled garlic in the province, the officials who were present during the consultation dialogue mapped out the strategies and doable moves if only to revive the garlic industry.

DA in Ilocos Region side by side with the Provincial Government of Ilocos Norte worked out the provision of seed support system where farmers were provided with good quality planting materials. In 2012, DA-RFO I through the High Value Crops Development Program purchased a total of eight (8) tons of garlic bulbs valued at Php872,000 which were distributed to the members of the Federation of Garlic and Onion Growers of Ilocos Norte.

Providing greater chance of an improved production in garlic in 2013, DA-RFO I invested P2.9M or equivalent to 26 tons of garlic planting materials distributed to the Pasuquin Garlic Producers and the Pinili Garlic Growers with 10 and 16 tons, respectively.

In support to the Post Harvest Mechanization needs of the garlic farmers, DA in collaboration with the Local Government Unit of Pasuquin and Pinili also established the P1.3M worth of onion/garlic 'hanger storage' which served as the storage facilities of the garlic and onion produced in the area.

Ilocos Norte Government on their part extended production input assistance by providing seeds and fertilizer subsidies apart from the subsidy given by DA. This is apart from the technical assistance and monitoring activities extended through the Office of the Provincial Agriculturist.

Strong partnership and marketing linkage

Favorable weather condition, good timing, quality planting materials, organized farmers and infusion of good agricultural practices, these and many more are major contributory to the good production performance of garlic in 2013. Also, one major intervention that has truly created a great impact in the increased income of the growers is through the marketing assistance of the Vegetable Importers/Exporters/Vendors Association (VIEVA) led by Ms. Leah Cruz extended to the garlic growers.

Early part of November, DA through Mr. Angel Padilla, the High Value Crops Program Coordinator of DA-RFO I introduced VIEVA to the organized Federated Association of

Onion and Garlic Growers of Ilocos Norte with the intervention of Ilocos Norte Governor Imee Marcos. VIEVA in its capacity to market agricultural products assured farmers ready market for their produced.

Without second thought, VIEVA through Ms. Cruz entered into a Memorandum of Agreement to the farmers and the Provincial Government of Ilocos Norte in December 2013 and agreed to buy their garlic and onion products with a mark-up of 10 percent from the break even cost of existing prevailing price in the market. Aside from garlic, VIEVA is looking for the supply of other seven commodities like mungbean, ginger, atchuete, red creole and shallot, hot chili, and glutinous corn which are in demand in the local and international market.

Last May 16, 2013 at Brgy. San Roque in Bacarra, Ilocos Norte, farmers here for the first time have witnessed the shipment of 30 tons of garlic in Koronadal City and Benguet while the other 20 tons which came from Brgy. Nansuagao, Caoayan, Ilocos Sur was shipped to Bulacan through VIEVA.

Aside from providing ready marketing outlets to the farmers' produce, VIEVA is also giving cash loans to the farmers payable within four months or after harvest. Farmers have the option either to pay the loan in the form of cash or by giving the produced seeds equivalent to the value of the cash loan following the roll-over scheme.

Sustainable garlic production

Ilocos Region contributed almost 69 percent of the total country's production of garlic mainly shared by the provinces of Ilocos Norte and Ilocos Sur. This was shown from the data acquired from the Office of the Provincial Agriculturist in Ilocos Norte. From among the 19 garlic-producing towns of Ilocos Norte, Pasuquin shared the biggest contribution of almost 41 percent from the province's total production of 5,825.75 metric tons in 2013. Vintar's 889 metric tons production comes next followed by the productions of Burgos (399 mt), Sarrat (332 mt), Paoay (315 mt) and San Nicolas (297 mt). As of 2013, the total area planted with garlic in Ilocos Norte is 1,789.33 hectares.

Should this dominance of production status of garlic sustained, especially if and when all the collaborators will work as one, there can never be wrong why Region I or Ilocos Norte in particular could revive the once dying 'white gold' industry in this premier region.###



Sec. Alcala inaugurates DA-RFO 1s Onion-Garlic Hanger Storage Project in Pasuquin



DA Sec. Proceso J. Alcala (in stripes shirt) together with DA-RFO 1 Regional Executive Director Valentino C. Perdido (in blue polo) assisted the officers & members of the Pasuquin Onion & Garlic Growers Association during the ribbon-cutting ceremony & blessing of the Pasuquin Onion & Garlic Hanger Storage in Pasuquin, Ilocos Norte.

Magsasaka Ako! Bakit? (proudly pronounced with emphasis and confidence), is a must answer that was taught by Department of Agriculture Secretary Proceso "Procy" Alcala when asked the question "Ano ang ikinabubuhay niyo?" to the farmers of Pasuquin, Ilocos Norte during his visit last June 25, 2014 to grace the Onion & Garlic Hanger Storage Project Turn-Over Ceremony as well as meet with the farmers for a Consultation Dialogue.

The Secretary was in the Province of Ilocos Norte from June 23-25 to attend to various activities which include the inauguration of the newly-built two-storey Onion-Garlic Hanger Storage Facility at Brgy. Nalvo, Pasuquin, Ilocos Norte. The project is worth Php.1.3 million funded by the High Value Commercial Crops Program of the Department of Agriculture – Regional Field Office 1.

The said storage facility could store around 50 tons of onion and garlic to serve around 800 farmers in the municipality.

According to Mr. Florencio Lista Sr., President of Onion and Garlic Growers Association, if before they are prompted to sell their harvest immediately to traders because they don't have any storage facility to store their harvests, now with the warehouse, they can wait for about two months before selling their crops for a chance to negotiate for better price of their harvested goods.

After the blessing and the inauguration followed by Sec. Alcala's breakfast with onion and garlic farmers, the Secretary with his delegation, Undersecretary for Livestock Jose Reano, National Dairy Authority Administrator Grace J. Cenas, Assistant Bureau Director / Special Technical Assistant for Farm to Market Road Projects Maria Karisma Bea B. Agarao, DA-RFO 1 Director Valentino C. Perdido and BFAR-RFO 1 Director Nestor Dumenden proceeded to

the Municipal Community Center of Pasuquin for the Consultation Dialogue with the Onion and Garlic growers.

During the open forum, Sec. Alcala sought each and everyone's opinion about the idea of planting garlic in 2 croppings within a year stating "Kaya po ako ganito kainit ang pagtulong dito sa garlic sapagkat ang laki po ng requirement, nag-iimport po tayo ng nag-iimport. So sana po maunawaan po ninyo, kailangan natin. But hindi lang po sana tayo after dun sa pag-harvest kundi dapat po competitive yung ating presyo.", he further explained.

One farmer in Pasuquin requested that somebody should really try the idea of planting garlic in 2 croppings within a year before they can be persuaded to follow the lead since they are not sure if it will work.

Sec. Alcala instructed DA-RFO 1 Dir. Perdido to identify some garlic farmers who can be their partner in planting garlic a month earlier than the usual planting schedule which is October.

He made it clear that DA will finance all the necessary inputs needed in the trial run and that any profits from the experiment will be solely for the farmer.

He even suggested two options which the selected farmer-partners can try. The first one is to plant Tan Bolters garlic variety which was tried by Mr. Wilfredo Valdez, President of Vegetable Growers Association of Region 1 that can be harvested in 3 months time compared to the usual Ilocos White variety which is 4 months.

So if planting in September will work using Tan Bolters Variety then the garlic will be harvested by last week of November. Given a two-week leeway, the land can then be readied for the 2nd



DA Secretary Proceso J. Alcala joyfully poses with onion & garlic growers of Pasuquin, together with key officials of LGU-Pasuquin and the DA-Regional Office during his visit in the said Municipality to inaugurate the Pasuquin Onion & Garlic Hanger Storage.

cropping by last week of December up to last week of March.

Planting in December is not a usual practice for garlic growers in Ilocos due to the cold weather but Mr. Lagundiño, Secretary of Garlic Growers Association shared that he had already tried planting garlic during the last week of December and miraculously, he had a good harvest, hence, he is open to the idea of a possible 2nd cropping in garlic production but “that depends upon the climate condition”, he added.

The second option that was offered by Sec. Alcala is to try planting the garlic seedlings first in seedling trays for a month in a greenhouse and then transfer it in the field for 2 months to save a month in the crop cycle. In this way, the plant will just be exposed in the field early Sept. and October for the 1st cropping and for the 2nd cropping it will be scheduled in mid-November up to mid-January.

Meanwhile, the event was also attended by no less than Gov. Imee Marcos where she expressed her gratitude to the all-out support of Sec. Alcala in giving much attention to the so called White Gold of the Ilocanoes. She also reminded all the garlic farmers not to sell all the Class A garlic that they have harvested just because the price is high and leaving the smallest, Class D or Class 4 garlic as a seed stock for the next planting season because the yield would sure-

ly be smaller.

Furthermore, Gov. Marcos encouraged her farmer constituents to all work together and try planting garlic all year round and see if it will work.

Farmers and Fisherfolk who attended the said event went home not empty handed. An early Christmas gift was given to them by means of a raffle. DA-RFO 1 gave away 50 pieces of laminated trapal, 100 pieces of drying nets, 50 bags of certified seeds, 4 module sheep (each module consists of “4 inahing tupa at isang barako”), 3 heads of carabao with implements and 3 units of hand tractors with trailer while BFAR-RFO 1 hand out 5 life jacket, 2,000 fingerlings, 10 marine engines, 1 Bangkang Pinoy (unsinkable 28 footer boat with marine engine) and 1 payao.

In addition, DA-RFO 1 awarded the Pasuquin Farmers Onion & Garlic Growers Association with 1 unit 4-wheel drive tractor worth Php. 900,000 pesos and 5 units of water-pump. Additional 800 kilos of Soil Ameliorant under the Agri-Pinoy Rice Program and Crop Insurance Program for High-Breed Seeds good for 200 hectares with the actual insurance certificate from PCIC was likewise awarded to the Local Government Unit of Pasuquin, Ilocos Norte.####

DA-AMAD PROMOTES ILOCOS REGION AT SIAL ASEAN FOOD EXPO



World Trade Center, Pasay City – Seizing the opportunity to capture investment opportunities for the Ilocos Region, the Department of Agriculture-Regional Field Office I, through its Agribusiness & Marketing Assistance Division (AMAD), participated in the SIAL ASEAN 2014 Food Expo conducted from June 11-13, 2014 at the World Trade Center, Pasay City.

SIAL is regarded as the biggest food and beverage expo around the globe and chose the Philippines as its host for its first ASEAN leg coinciding with its 50th Anniversary in the food industry. The expo aims to foster business opportunities and broaden linkage of various import and export markets all over the world.

According to a press statement from the organizer of the expo, Mafbex Events Management, the country's leading exhibition and event organizer, in partnership with French event organizer COMEXPOSIUM, the Philippines was considered to host the first ASEAN leg for SIAL because the country is considered as the third largest food market in South East Asia with a \$51.3 billion net worth, likewise recognizing the potential of Philippine food products and services in the export market and of the country's low taxation on food imports alongside the emergence of a young urban population willing to consume foreign products.

Gracing the national event was no less than Department of Agriculture Secretary Proceso J. Alcala, together with Senator Cynthia Villar who officially opened the expo on July 11, 2014. Different booths representing the sixteen (16) regions of the country were put up at the SIAL exhibit area each showcasing their priority investment commodities that are expected to draw opportunities for market linkage and foster business relationships.

Also featured at each booth were the Region's profiles and featured province which shows a list of information about the region's best products, culture and tourist destinations aimed at drawing future investments to the region. For Region I, the featured province was the Province of Ilocos Norte.

ALCALA VISIT BACARRA'S P29M MUNICIPAL FOOD TERMINAL PROJECT



Officers and Members of the National Federation of Garlic Growers' Cooperatives (NFGGC) pose for a souvenir photo with Secretary Proceso J. Alcala and Ilocos Norte Governor Imee R. Marcos.

Bacarra, Ilocos Norte – It was worth the wait for the Bacareños both for farmers and the consumers. With the formal opening for business of the Bacarra Municipal Food Terminal, the people can now avail of vegetables and other farm produce at a more affordable price, more commodities to choose from and fresh from the farm.

The Bacarra Municipal Food Terminal is a joint project of the Local Government Unit of Bacarra, Ilocos Norte and the Department of Agriculture – Regional Field Office I (DA-RFO 1) amounting to P29M where DA shared a counterpart of P4M while the remaining cost was funded by the LGU.

From the date of its groundbreaking ceremony in December 18, 2011, two and a half years passed, the two-storey commercial building now stood tall and proud along the national road of Bacarra catering to the market needs not only of the locality but even by adjacent municipalities in the Province. The first storey of the building

caters the

The Bacarra MFT was established in a strategic location where accessibility of going North to Southern part of Ilocos Norte makes the location very advantageous. The Municipality of San Nicolas and the City of Laoag have both grown commercially creating traffic congestion and overcrowding, thus, the need to expand commercial activities going north made Bacarra the most ideal setting for the establishment of the MFT. Furthermore, in terms of local fees, Bacarra imposes a comparatively low market fees than other cities and municipalities in the province.

Recently, the MFT became the venue for the formal launching of the National Federation of Garlic Growers' Cooperatives (NFGGC). The launching coincided with the visit of DA Secretary Proceso J. Alcala in Ilocos Norte, hence the event gave opportunity for the Secretary to meet the garlic growers and likewise *(to page 15)*

Part of the event was the Investment Forum where selected Provinces as endorsed by AMAD are given opportunity to present their specific investment projects being offered to local and foreign investors. Region I was among the regions chosen to present investment opportunities of its featured Province which is the Province of Ilocos Norte where the brief presentation about the Province was done by Ms. Norma B. Lagmay, the Provincial Agriculturist in behalf of Governor Imee R. Marcos.

Serving as a viable opportunity to showcase each region's agricultural resources, the expo's goal coincides with the thrust of Department of Agriculture's Agribusiness and Marketing Assistance Service as overseen by AMAS Director Leandro Gazmin to further solidify DA AMAS' fivefold programs of Market Access and Development, Industry Support and Development, Investment Assistance and Promotion, Enterprise Development Assistance, and

Market Research and Information.

Region I's showcased priority investment commodities were the Dragon Fruit and Mango which have drawn interest from investors, traders and agri-entrepreneurs from local and foreign participants of the expo. DA-RFO I AMAD Chief, Ms. Ma. Christine De Leon answered their queries and provided the interested investors with business cards for further coordination should they be interested to link with the dragon and mango fruit growers in the region. A list of the interested investors, buyers and entrepreneurs were also gathered by AMAD for linkage to the growers in Region I.

The Philippine Rural Development Program (PRDP), a special project of the DA, in partnership with the Local Government Units and the World Bank also had a featured booth at the expo to provide information regarding the program to stakeholders as well

Sta. Maria, Ilocos Sur now have Php18.5M Corn Post Harvest Processing and Trading Center



The Department of Agriculture Regional Field Office I officially turned-over the Php18.5M worth of Corn Post Harvest Processing and Trading Center for Food Grade Corn in the municipality of Sta. Maria, Ilocos Sur on June 25, 2014 with DA officials as guests led by Assistant Secretary Davinio Catbagan representing DA Secretary Proceso J. Alcala.

In a turn-over ceremony held at Brgy. Suso, Sta. Maria, Ilocos Sur, ASec Catbagan underscored the importance of the facility in maintaining the high quality of corn being produced in Sta. Maria, Ilocos Sur.

A DA project through the Agri-Pinoy Corn Program in collaboration with the Local Government Unit of Sta. Maria, Ilocos Sur, the Corn Post Harvest Processing and Trading Center is the DA's response to the aggressive support of the Municipal Government and the farmers in the production and trading of quality corn in the region and in the country as well.

In his message during the turn-over ceremony, Sec. Alcala as delivered by Asec Catbagan said that corn in Region I being the second major priority commodity of the region next to rice has a great potential when it comes to quality and yield as compared to the produce of other regions. Region I contributed around 5.8% of the total 7.41 million metric tons production. According to Sec. Alcala, the quality of the Ilocos region corn particularly those produced in Pangasinan made the difference so that the region was able to export a total of 240 metric tons of quality corn silage to Korea in support to its Cattle Production Project.

From 240 metric tons exported in 2013, Asec Catbagan shared the good news that new agreements were made between DA through Secretary Alcala and the South Korea government to increase the corn silage export from 1,000 metric tons a month to 2,000 up to 3,000 metric tons a month starting on the third quarter of 2014.

Seeing this as an opportunity and brighter prospect for the Ilocano corn farmers, Asec Catbagan called on the farmers to sustain their support and commitment in all the programs and projects of the DA.

Meanwhile, with the establishment of the corn facility in Sta. Maria, it is expected to benefit around 2,905 hectares in the Corn Cluster areas in Ilocos Sur particularly the farmers in the municipalities of Sta. Maria, Narvacan, Nagbukel, Burgos and San Esteban.

Aside from the Corn Post Harvest Processing and Trading Center, DA through Asec Catbagan also turned-over P3.5M worth of Mobile Fast Re-circulating Batch Dryer which could dry grains at a minimum of 12.7 -13 tons with 21 to 14 percent moisture content in a span of 4 -5 hours or equivalent to 40 tons a day.

Likewise, the municipality also received from DA additional three units of pump and engine sets, 10 heads of goats (buck), 100 bags of certified seeds, 50 bags of registered seeds, soil ameliorants good for 200 hectares and 100 pieces drying nets for distribution to the farmers present in the launching ceremony.

With all these projects given to Sta. Maria, the Local Government here headed by Mayor Edgar Florendo expressed gratitude to the officialdom of DA for granting his town with projects that truly supports the needs of his farmer constituents helping them become more progressive and advocates of social and economic reforms in Sta. Maria.

Meanwhile, Ilocos Sur Governor Ryan Singson commended DA's effort in bringing projects to the Province that translates to a more progressive agriculture industry. He pledged his 100 percent support to whatever future activities, programs and projects of DA in the said province.###

DA INAUGURATES P6.3M AGUITAP DIVERSION DAM IN ILOCOS NORTE

Solsona, Ilocos Norte- Department of Agriculture (DA) Secretary Proceso J. Alcala spearheaded the inauguration of the P6.3M worth Aguitap Diversion Dam in Solsona, Ilocos Norte last June 23, 2014 which is expected to irrigate additional one hundred hectares agricultural land in the said municipality.

The Aguitap Diversion Dam project was funded under the Agri-Pinoy Rice Program of DA aimed at increasing the productivity of farmers producing rice, corn and High Value Crops in the said municipality. The completion of the project is likewise very timely as it will respond to the forecasted El Niño phenomenon which may affect the region in the following months where possible dry spell or drought may affect the planting activities of many farmers.

Benefiting from the said project are about 120 farmers from Barangays Aguitap, Barcelona, Bagbag and San Juan in Solsona, Ilocos Norte.

The formal inauguration started with a short blessing of the project and the unveiling of the Aguitap Diversion Dam Marker followed by the releasing of tilapia fingerlings and Japanese Coy at the dam provided by the Bureau of Fisheries & Aquatic Resources



(BFAR) Region I Office as additional assistance to the residents in the area. Likewise, to signify the formal opening of the dam, Secretary Alcala, accompanied by Solsona Mayor Jonathan L. De Lara and other key officials of DA & the Local Government Unit of Solsona, symbolically opened the steel gate of the dam to release the flow of irrigation water to the irrigation canals going through the farms in Solsona, Ilocos Norte.



The inauguration ceremonies was followed by a Consultation Dialogue between farmers and the Secretary held at the Barangay Aguitap Community Center where more assistance from the DA were awarded to the LGU of Solsona for distribution to farmers associations in the area such as 5 units hand tractors, 200 packs soil ameliorants @ 4kg/pack, and insurance of

hybrid seeds good for 200 hectares. The Secretary was also able to directly answer queries from the farmers regarding their agricultural concerns in the province.

Further inspiring the farmers who showed their full support during the event, Secretary Alcala gave additional assistance through a raffle draw where winners were able to bring home a total of 50 bags Certified Seeds, 100 pieces drying nets, 50 pieces laminated trapal, 3 heads of goat (buck) and 3 heads of carabao with implements.

The inauguration of the diversion dam is just one among many other projects turned over by the Secretary in his brief stay in the Province of Ilocos Norte to attend the scheduled DA National Management Committee Meeting held at the Plaza Del Norte, Paoay, Ilocos Norte hosted by the DA-Regional Field Office I.###

Organic : Simply Natural



Ms. Ma. Christine De Leon, OIC-Chief of the Agribusiness & Marketing Assistance Division (AMAD) of DA-RFO-1 & Mr. Marvin Quilates, Organic Agriculture (OA) Program Focal Person of Region I hand over the Certificate of Award to the Sta. Catalina Local Government Unit through Mayor Carlos R. Asuncion during the awarding ceremony to launch the said Organic Trading Post.

Gradually, Filipinos barely remain vital well into his/her 70s and on some as early as 50s. According to the research of Central Intelligence Agency in their World Factbook, as of 2013, Philippines life expectancy at birth for men is 69 while for female is 73.

It has been a general knowledge that women live longer than men. Maybe this is so because men in general are not health conscious.

Unhealthy living leads to the 40s as the new 60s of today.

Gone were the days were Filipinos can lived up to 100 years. Filipinos were healthier then than today because they do and eat things the natural way – the organic way.

The need for going back to Organic-farming technology: a good for nature, good for all practice is now gaining headway in the Department of Agriculture by leading the publication and promulgation of Republic Act 10068 or the Organic Agriculture Act of 2011 as part of the "Green Policy Document" of Aquino Administration.

Organic Agriculture as defined in the RA 10068 includes all agricultural systems that promote the ecologically sound, socially acceptable, economically viable and technically feasible production of food and fibers covering areas such as but not limited to, soil fertility management, varietal breeding and selection under chemical and pesticide-free conditions, the use of biotechnology and

other cultural practices enhancing productivity without destroying the soil and harming farmers, consumers and the environment.

RA 10068 Section 18 mandated the designation of a separate area to display the organic produce to avoid mixing it with non-organic produce in retail establishments or stores of organic produce. On the other hand, Section 19 mandated the Local Chief Executives to establish, as far as practicable, at least one (1) Organic Trading Post for organic inputs for every LGU in each area of jurisdiction.

Since the implementation of RA 10068, the Department of Agriculture Regional Field Office 1 started facilitating the establishment of Organic Trading Post (OTP) under the Agribusiness and Marketing Assistance Division (AMAD).

Just this 21st of May 2014, the 2nd Organic Trading Post was launched in Brgy. Poblacion, Sta. Catalina, Ilocos Sur. The first one was launched last September 25, 2013 at Brgy. Poblacion, Cervantes, Ilocos Sur.

The groundbreaking ceremony was led by Ms. Ma. Christine de Leon, OIC AMAD Chief – DA RFO 1 and Dr. Marvin G. Quilates, Focal Person – Bureau of Agricultural & Fishery Product Standards and Organic Agriculture of DA RFO 1, together with Hon. Carlos R. Asuncion, Mayor of Sta. Catalina, Ilocos Sur, Hon. Antonio R. Rabang, Vice-Mayor, Mr. Teofilo R. Quintal, Provincial Agriculturist of Ilocos Sur and Mr. Nerio Recaido the Municipal Agriculturist.

DA – RFO 1 granted a total fund of P1.5M for the establishment of the Organic Trading Post, P1M for the structure, Three Hundred Thousand (P300,000) for the equipment and Two Hundred Thousand (P200,000) as a working capital or trading capital.

The project is seen to bring benefits not just for the farmers since going organic is an effective way in cutting down farm productions but it will also benefit the consumers of organic product in the Municipality of Sta. Catalina, Ilocos Sur as it will nurture the inner nature of one's body as well as the environment. #####

Region 1's 15th Municipal Food Terminal launched in Mangatarem, Pangasinan

The Department of Agriculture - Regional Field Office 1 through Agri-business and Marketing Assistance Division headed by Ms. Ma. Christine De Leon, launched a Municipal Food Terminal Project with a Business Plan under a Direct Trading (barter-like) Concept in Barangay Poblacion, Mangatarem, Pangasinan last April 3, 2014.

Food terminals are part of the government marketing assistance to serve as channel for farmers selling their produce without the intervention of middlemen who sometimes purchase the products of farmers in consignment basis at a lower price. The consumers are also assured of quality food products such as vegetables, meat, poultry, fish and basic commodities at low prices.

The DA-RFO 1 provided the marketing facilities worth Php.800,000.00, equipment worth Php.40,000.00 and training as a grant to the Municipality of Mangatarem, Pangasinan while the LGU provided the accessible site and amenities or utilities of the project.

Present during the launching were Hon. Ramil Ventenilla (Vice Mayor - Mangatarem, Pangasinan), Ms. Merle Carriaga (Provincial Agribusiness Coordinator - OPAG, Pangasinan), Mr. Benito T. Jazmin (Municipal Agriculturist - Mangatarem, Pangasinan), Mr. Marcelino Cabuang (Ex-SBM of Agriculture), Mr. Alex Carpio (Market Supervisor), AMAD staff (DA-RFO 1), LGUs of Mangatarem, DILG staff, NFA staff, Mangatarem Farmers and Mangatarem Market Vendors.

To date, there are already fifteen (15) Municipal Food Terminal



Mangatarem Vice-Mayor Ramil Ventenilla accepts the Certificate of Award for the Mangatarem Municipal Food Terminal from Ms. Rosie Cardines of DA-AMAD.

projects that were established and launched in Region 1 starting in 2007 that are continuously helping local farmers increase their income.

The Region 1 MFTs are located at Alaminos City, Pangasinan; Laoag City, Ilocos Norte; Binalonan, Pangasinan; Sta. Barbara, Pangasinan; Sto. Domingo, Ilocos Sur; Santa Cruz, Ilocos Sur; Currimaog, Ilocos Norte; Pinili, Ilocos Norte; Bagulin, La Union; Naguilian, La Union; Sugpon, Ilocos Sur; Bacarra, Ilocos Norte; Santa Catalina, Ilocos Sur; Caba, La Union and Mangatarem, Pangasinan.

Another four MFTs will soon be launch in San Fernando City, La Union; Sinit, Ilocos Sur; Urbiztondo, Pangasinan and Batac City, Ilocos Norte.

Apart from the MFTs that have been established by DA-RFO 1, there are also twelve (12) Barangay Food Terminals (BFTs) that have been launched and are still operational, some of which acts as essential suppliers of

farm produce to the MFTs.

The Region 1 BFT's are located at Brgy. Telbang and Brgy. Lucap of Alaminos City, Pangasinan; Brgy. Santiago Sur of Caba, La Union; Brgy. Nagbacalan of Paoay, Ilocos Norte; Brgy. Pagal BLISS of San Carlos City, Pangasinan; Brgy. Amansabina of Mangaldan, Pangasinan; Brgy. Paringao of Bauang, La Union; Brgy. San Francisco Sur of Sudipen, La Union; Brgy. Poblacion of Santol, La Union; Brgy. San Pablo of San Nicolas, Ilocos Norte; Brgy. San Marcelino of Dingras, Ilocos Norte and Brgy. Bucao of San Gabriel, La Union.

The BFTs has been constructed in areas of which households can hardly reach the municipal market or the cost of going there is too expensive. Farm produce are delivered to the MFT by the BFTs which in turn shall also buy from the MFT the needs of the barangay constituents which they do not produce. #####



InfoACE UNIT HEADS MEET; COMMUNICATION PLAN CRAFTED TO ENSURE SUCCESSFUL ADVOCACY THRUST FOR PRDP

Info ACE or the *Information, Advocacy, Communication, and Education* (Info ACE) Unit is the information and communication arm of the Philippine Rural Development Program (PRDP) which is under the I-SUPPORT Component.

The Unit is tasked primarily to provide support in the planning and execution of information, education, advocacy and communications requirements of the various components of PRDP from the pre to post implementation stages of the various sub-projects.

Among the expected outputs of the unit is to be able to help disseminate correct data and information regarding the Project through write-ups and press releases as well as be able to document and promote the program's progress and impact through the development, production and dissemination of information materials for use in the PRDP processes.

As the image builder of the program, the InfoACE performs advocacy thrust that encourages stakeholders' active participation in the program. This can be achieved through sustained information, advocacy and communication activities.

Hence, in order to elicit full support of the stakeholders to the program, they should have full grasp and understanding on the various policies, guidelines and implementation issues about PRDP.

Hence, the first Coordination Meeting and Planning Workshop for PRDP Launch was conducted on May 14-16, 2014 in Quezon City where all InfoACE Unit Heads of each PRDP - Regional Program Coordinating Offices were

called to attend.

Ms. Cheryl C. Suarez, NPCO – InfoACE Unit Head discussed the framework for PRDP where the roles and expected outputs of the InfoACE Unit are discussed. Since some of the RPCO Unit Heads were newly designated as InfoACE and have not yet been involved in the various activities of PRDP in their respective regions, Engr. Arnel V. De Mesa, PRDP Deputy Program Director gave an overview and updates on PRDP for them to have better understanding about the program.

On the other hand, Mr. Noel Provideo, InfoACE Head of MRDP/PRDP Mindanao PSO shared vital knowledge, information and experiences from the MRDP implementation which can be adopted under PRDP and become basis in conducting relevant activities of the PRDP InfoACE Unit.

Other speakers were Mr. Jay M. Rosas, InfoACE, Mindanao PSO who discussed the Strategic Communication Planning, Mr. Cristobal Y. Cruz II M7E Specialist, NPCO – M&E discussed topic on RBME Systems and Ms. Leny Pecson, Alternate Component Head of NPCO I-REAP Component presented a briefer on the I-REAP. She likewise gave information regarding the upcoming conduct of the SI-AL Exhibit where the InfoACE Unit heads were tasked to submit a ready to print tarp of their Regional Map highlighting the prime commodities of the region.

Further, in order to set a unified communication plan to ensure a successful implementation of PRDP in the regions, the participants were grouped per cluster and formulated their communication plan where objectives, target activities with corresponding budget allocation were identified.#####

ION 1

DEVELOPMENT PROGRAM

SIGNING OF COMMITMENT OF AGREEMENT

The Province of La Union Mango Industry Association, Inc. (PLUMIA, Inc.), the prioritized proponent group (PG) under the mango commodity in the Philippine Rural Development Program (PRDP), conducted a Signing of Commitment Agreement to ensure the quality and quantity of mangoes to be produced. The Commitment Agreements specified the number of trees committed by each farmer to the Program, as well as their projected yield. During the event, all farmer members were informed of the goals of PRDP, the aims of the Carabao Green Mango Production and Marketing Enterprise and the benefits they can avail from participating in the Program.



Techno Transfer Seminar on Native Meat Processing



Talking about being a health buff or health conscious, the Animal Products Development Center or APDC of the DA – Bureau of Animal Industry (DA-BAI) held a Techno Transfer Seminar on Native Meat Processing at the Department of Agriculture – Regional Field Office 1 Conference Room last June 26, 2014. The said event was attended by DA-RFO 1 Dir. Valentino C. Perdido, DA-RFO 1 Regional Technical Director for Operations Dr. Paz L. Mones, Regional Coordinators of Animal Product and by Product Utilization (APBPU) and Native Racers and Meat Processors from Regions 1, 2, 3 and CAR.

The APDC pursues its mandate of supporting the growth of the meat industry and its by-products through pro-active training, development and extension of appropriate technologies that improve product handling, processing and utilization.

Speakers and trainers from APDC DA-BAI namely Mr. Eduardo Torne, Ms. Nenita R. Estante and Ms. Maria Salve Chavez discussed and demonstrated the recipes developed in relation to the BAR-funded research project entitled: Improvement of Processing Technologies for Meat and Skin from Black Tiaong Strain of Native Pig.

Mr. Eduardo Torne talked about the potential of raising native pigs which are best known for the roasted pig (lechon) delicacy that is highly preferred by consumers. He said that there is a high demand for native pigs due to its particular "pinoy" taste.

Ms. Nenita R. Estante further explained the benefits of native pig production and said that native pigs have a high value of Php.100.00-180.00 per kg. live wt., can adapt to the local condition, can tolerate heat and cold better than the imported breeds, can thrive well on locally available feeds and farm refused, can be raised in far flung villages with minimal inputs, resistant to parasite and diseases and a natural or organic pig.

Aside from using native pigs for lechon, Ms. Maria Salve Chavez showed various ways to process meats into dried tapa, smoked bacon, fresh native sausage and pork hotdog using native pigs which is healthier since its native pork have more flesh and less fat, being raised free-range or just roaming around the farm, the pigs are leaner from the daily exercise.

Meat Materials:		Batch size 10.00 kg
70.00 %	Pork trimmings, fresh (70/30)	7.00 kg
30.00 %	Pork backfat	3.00 kg
Additives: (per 1.00 kg of raw materials)		
8.00 g	Refined salt	80.00 g
2.00 g	Curing salt (94% refined salt, 6% nitrite)	20.00 g
3.00 g	Phosphate	30.00 g
0.50 g	Sodium erythorbate	5.00 g
62.50 g	Chilled water	625.00 g
Seasonings/spices: (per 1.00 kg of raw materials)		
40.00 g	Refined sugar	400.00 g
34.00 g	Vinegar	340.00 g
24.00 g	Anisado wine	240.00 g
22.00 g	Soy sauce	220.00 g
20.00 g	Garlic, chopped	200.00 g
3.00 g	Ground black pepper	30.00 g
2.00 g	Monosodium glutamate (MSG)	20.00 g

For others who want to try these healthier processed meats at home here's how to cook using the following native pork recipes:

Fresh Native Sausage

PROCEDURE:

- ◆ Cut fresh meat and fat into small pieces
- ◆ Grind meat and fat separately using 5 mm plate
- ◆ Mix ground meat, fat, additives and seasonings
- ◆ Stuff into natural hog casings (26-28 mm)
- ◆ Link into desired length (4-6 inches)
- ◆ Pack in PE bags according to desired weight
- ◆ Store in freezer
- ◆ Cook in a small amount of water and cooking oil; allow water to evaporate and fry in oil

Meat Materials		Batch size
100.00 %	Pork lean	10.00 kg
Additives: (per 1.00 kg of raw material)		
6.00 g	Refined salt	60.00 g
5.00 g	Phosphate	50.00 g
60.00 g	Chilled water	600.00 g
Seasonings/spices: (per 1.00 kg of raw material)		
75.00 g	Refined sugar	750.00 g
75.00 g	Soy sauce	750.00 g
60.00 g	Vinegar	600.00 g
3.00 g	Garlic powder	30.00 g
5.00 g	Ground black pepper	50.00 g
7.00 g	Anisado wine	70.00 g
2.00 g	Monosodium glutamate (MSG)	20.00 g

Dried Tapa PROCEDURE:

- ◆ Slice meat, ¼ inch thick
- ◆ Mix meat with additives, then add seasonings
- ◆ Cure at 4-10°C (refrigerator temperature) for 1 day
- ◆ Drain for 20 minutes
- ◆ Dry at 55-60°C for 5 hours then increase drying at 70°C for a total of another 23 hours



ALCALA VISITS P29M

(from page 7)

visit personally the Municipal Food Terminal Project. Sec. Alcala was accompanied by Ilocos Norte Governor Imee R. Marcos, together with Bacarra Mayor Nicomedez Del Cruz, Jr., DA-RFO I - Regional Executive Director Valentino C. Perdido, Agribusiness & Marketing Assistance Division (AMAD) Chief of the Region Ms. Ma. Christine De Leon & staff, and other key officials of DA and the LGU.

Secretary Alcala gamely answered all queries of farmers who trooped to the MFT to personally meet the Secretary and hear updates and good news about DA's programs and project for farmers and

fisherfolk.

Pleased with the presence of a great crowd composed mostly of farmers and with the quick completion of the MFT project attributed to the pro-active cooperation and strong partnership between the DA and Local Government Unit of Bacarra, Sec. Alcala awarded the municipality with more assistance from DA during the launching which was given out to farmers through a raffle draw such as 100 bags certified seeds, 10 pieces drying nets, 50 pieces laminated trapal, 4 heads carabao (with farm implements), 12 heads goat (buck), 5 modules of sheep (1:4), 5 heads native pigs (1:2) and 4 units knapsack sprayers.##

ALCALA VISITS P29M

(from page 7)

as invite other investors and partners to the project. Director Leandro Gazmin remained available throughout the conduct of the expo to answer investment queries from interested visitors and participants during the event.

On the other hand, the Info Ace Unit heads from the different Regional Project Coordinating Offices (RPCO) of PRDP converged and had a brief meeting with PRDP Deputy Program Director Arnel De Mesa to address concerns of the Info Ace Unit particularly on program implementation and the active role of the info officers for the successful information advocacy of PRDP.

Dir. De Mesa likewise presented the overview of the Philippine Rural Development Program during one of the forums as part of the SIAL Food Expo program to further encourage support in the

implementation of the PRDP in various regions of the country.

Meanwhile, aside from the DA-RFO's regional booths, other exhibitors included biggest purchasers of the retail chain industry such as Cosco, Walmart, Metro, HERO, Dean and Deluca, Colruyt and others.

Likewise, leading local brands in the country such as Century Canning, Mama Sita's and Leslies also participated in the event showcasing their latest products and services. Foreign exhibitors showcasing for the first time their products and services hoping to draw business partners in the Philippines were also among the exhibitors coming all the way from France, Bangladesh, China, Denmark, Germany, Hong Kong, Indonesia, Italy, Japan, Korea, Polland, Sri Lanka, Spain, Thailand, UK, and the US among others. #####

New brand name for Rice Experts sought



Rice Sufficiency
Officers, Rice
Specialists, Rice
Technicians, Development
workers, agricultural
technicians, etc. These are
how we usually call our
Agricultural Extension
Workers working under the
Rice sector.

In its effort to
develop a new breed of rice
extensionists, Department of
Agriculture - IRRI find the
necessity to provide a new
name for these experts
working under the rice sector.
Thus, through its IPaD Project

or the Improving Promotion and Delivery under its Improving
Technology Promotion and Delivery through Capability
Enhancement of the Next-Gen of Rice Extension Professionals,
the agency is sponsoring the Name Your Rice Extensionist
Contest that is open for Filipino citizens, ages 18 years old and
above and residing in the Philippines.

In looking for the brand name of the rice extensionist, the
organizers required all interested participants to submit their
proposed names - one that is catchy, gender-neutral, short, and
preferably in Filipino. Since contestants are required to
accompany their entries with a brief explanation, it should
capture the essence of who this new breed of rice extensions is,
that describes him/her as competent in science-based and
locally-appropriate strategies for managing and adapting
rice-based farming systems toward competitiveness,
sustainability and resiliency. Otherwise, an entry is invalid
without the brief explanation. Proposed name could be an
existing word, an acronym, a blending or combination of words,
or coined word.

To join the contest, all interested participants must have
to like the PinoyRice Knowledge Bank Facebook page and then
visit the Pinoy Rice Knowledge Bank website.

Likewise, participants are advised to register their entry
by filling out completely the Google form in as much as the
contest sponsor will be choosing a maximum of five entries from
among the valid entries submitted.

In case there are similar name entries, the preferred entry
will be chosen based on the accompanying brief explanation and

time of submission. Entrants of short-listed entries
shall be notified through email/text and their entries are
posted at the PinoyRice Knowledge Bank Facebook
page.#####



EDITORIAL

Editor-in-Chief

GLORIA C. PARONG

Editor/Layout & Design

Vida V. Cacal

Writers

Juana L. Peralta

Eva C. Agustin

Vida V. Cacal

Photographers

Severino G. Cartas

Danilo R. Flores

*In-Charge of
Circulation*

Driver

Adviser

VALENTINO C. PERDIDO, Ph.D.

OIC - Regional Executive Director

Damag-Agri is an official publication of the Department
of Agriculture - Regional Field Unit I (DA-RFU I). It is
published and circulated every quarter thru the Regional
Agriculture & Fisheries Information Division (RAFID).
For your inquiries/suggestions, email us at
da_rafid1@yahoo.com or call at tel. number (072) 888-
4566.