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NEW "GUGMA" LAUNCHED IN PAGATPAT

by Maria Eloisa A. Akut

EL SALVADOR CITY, Misamis Oriental—
“There are 680 million people who experienced hunger, and 381 million are undernourished. You as participants and partners are here for a purpose. We need a heart with a commitment, so be part of the solution” quoted by Mr. Jerwin Borres of the University of Science and Technology of Southern Philippines (USTP), Cagayan de Oro City, as he challenged the participants during the launching of GUGMA.

GUGMA or Go Urban Gardening: Making Food Available is launched in Barangay Pagatpat, Cagayan de Oro City on March 30, 2022, and will culminate with a field day in September 2022. Participants are the youths from Barangay Pagatpat. The launching signals the beginning of a program that will be replicated in the different areas of the region.

Mr. Javier Andalan, OIC Chief of the Partnership and Accreditation Section of

ATI-RTC X emphasized the importance of “growing our own food, not only for having it readily available and accessible but also for having safe food to eat.” He also mentioned some of the many opportunities for the youth which include internship programs in Japan and Taiwan, and the Baccalaureate scholarship program for courses related to agriculture including BS Agricultural and Biosystem Engineering and Veterinary Medicine

The onset of the Covid-19 pandemic gave birth to the GUGMA program to support the government’s program of Plant, Plant, Plant, and “Ahon Lahat, Pagkaing Sapat (ALPAS) Kontra Covid-19”. This is to ensure continued food production both in the rural and urban communities to guarantee food availability and accessibility, and stabilize food prices.

In his welcome message, Hon. Ronel



Obsioma of Brgy. Pagatpat said that he strongly believes that even if there are only 50% of the youth that will change their mindset regarding the importance of agriculture, it would be a big help for the agriculture sector.

Ms. Cristine Galupo, during her overview also pointed out that “there is money in the soil, we only need to toil for it. We do not need a wide hectare of land to produce food, since there are many technologies like hydroponics that teach us to grow foods even in cups or pipes.”

The conduct of the training programs and other activities is spearheaded by ATI-RTC X, in partnership with the LGUs of Cagayan de Oro City through the City Agriculture Office, and Brgy. Pagatpat, Cagayan De Oro City, USTP Cagayan de Oro City, Out of School Youth Development Alliance (OSYDA), and Greenminds, Inc.

(With reports from CGalupo and JTDulay)



PASS Chief Javier P. Andalan delivering his inspirational message to the participants of the activity.

ATI-RTC X CAPACITATES AEWs THROUGH TRAINING ON EXTENSION DELIVERY SYSTEM

by Angelli C. Doña



Ms. Shaina Lantaca, a participant of the training reading her reflection from the previous day's lessons.

“
Applying the methods and approaches that we have learned here will be the key to bridging the gap between researchers and farmers.
”

As capacity builders in the field of extension, 21 Agricultural Extension Workers from the Province of Bukidnon, Misamis Oriental, and Lanao del Norte attended the five-day training on Extension Delivery System on May 30-June 3, 2022 at ATI RTC X, Poblacion, El Salvador City Misamis Oriental.

During the training, the participants were able to walk through the different roles and responsibilities of a facilitator, wherein they also identified the different skills that a good facilitator should have.

The training was composed of three learning modules with different lessons, to wit: (1) Basic of Agricultural Extension, (2) Agricultural Extension/

Approaches strategies and methods, (3) Project, Modalities, Interventions & Innovations, Communication in the context of Agricultural Extension.

As the participants have said, their job as extension workers really requires hard work and patience, especially when dealing with different types of people. Loreta M. Cordero, AEW from PAO Bukidnon says, “this is not an easy job, but this is definitely a fulfilling one. Applying the methods and approaches that we have learned here will be the key to bridging the gap between research and farmers.”

In the pursuit towards development and positive changes for their future clients, the participants were able to showcase their learnings by participating



in the microteaching session. Panelists also had the chance to critique their presentations and gave out some tips for them to improve their delivery.

“I am very excited to share what I have learned here with my colleagues in the office once I get back. I realized that aside from the things I’ve already been doing in the field, I still lack many things, most especially on how to communicate and deliver my message to them. And with that, I am grateful to ATI,” says Daniel B. Tomonglay, AEW from Claveria.

During the closing ceremony, participants who stood out during the micro-teaching session and excelled during individual and group activities were recognized and awarded. The awardees were:

Best presenter

- 1st place: Merry Ive Ruiz - LGU Kalilangan
- 2nd place: Johaira Tuba - MSU-LNAC
- 3rd place: Maria Gracia Dela Cruz - LGU Villanueva

Best visual aid:

- 1. Olivia Lindsay Orcullo - City Vet Office, CDO
- 2. Loreta Cordero - PAO Bukidnon

Highest Pre-Post Test Increment:

- 1. Charlemagne Noble - PAO Bukidnon
- 2. Snooky Banaag - LGU Lagonglong



Participants on an engaging pre-activity learning for the discussion on facilitation skills.



Center Director Maria Lydia Echavez and ISS Chief Maria Eloisa Akut awarded Ms. Merry Ive Ruiz, as Best in Micro-teaching of the batch.



In her closing message, Center Director, Ms. Maria Lydia A. Echavez, thanked the participants for giving their full time and attention to the 5-day training. It wasn't easy, but they accomplished it, all in the hope of serving our clients better. She also reminded the participants that though their views may differ from one another, she hopes that they will all become like a glass filled with water, “it does not matter if you see it as half full or half empty, but what is important is that you still have a space for learning.”

The Extension Delivery System is a training course that aims to provide the participants with the understanding of what extension is, who and what are the clients of extension, and what extension workers must be to deliver development endeavors in the community. ###

FARMERS PROGRESS THROUGH DIGITAL MARKETING

by Maria Eloisa A. Akut

“Dako kaayo akong pasalamat sa ATI nga daghan ko natun-an ani nga training (I am very thankful to ATI that I learned a lot in this training). I learned new methods towards successful marketing of products. I will adopt all the lessons learned and put them into action on my end.” This is what Mr. Carlito A. Labial shared as one of the participants in the Training on Digital Marketing conducted by the Agricultural Training Institute-Regional Training Center X.

Another participant, Mr. Jerry L. Barredo II of Lala Fishermen Cooperative, Lala Lanao del Norte, was able to receive an order of his marinated boneless bangus worth Php2,000.00, a few minutes after posting his created social media marketing poster as output of the training.

The Training on Digital Marketing was conducted in partnership with the DA-



Participants while on a workshop on crafting their own social media calendar.

Regional Field Office X under the Farm and Fisheries Clustering and Consolidation (F2C2) Program, at Mindanao Cooperative Hostel Services (MASS-SPECC), Cagayan de Oro City.

The participants were Farm and Fisheries

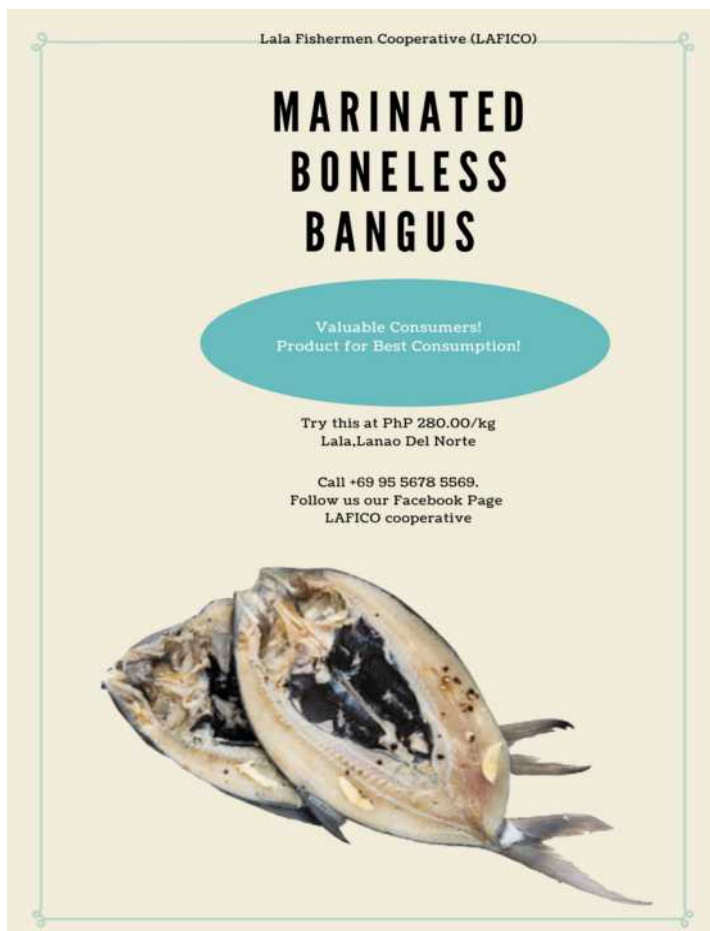
Clustering and Consolidation Program (F2C2) personnel and representatives from the different identified clusters in the region. The five-day training program aims to provide the participants with the knowledge and skills in digital marketing techniques in order to reach the global audience in a way that’s cost-effective, scalable, and measurable.

Discussion and workshops on the topics include Entrepreneurial Mind Setting with Mr. Loreto S. Ocampos, Social Media Marketing, E-Commerce Platform, and Social Media Content with Ms. Marie Grace N. Halibas. Both of them are certified Learning Site Operators of the ATI. Basic Book-keeping was discussed by Mr. Efren C. Macario, Administrative Officer IV of ATI-RTC X and a Certified Public Accountant.

Through Ms. Halibas, the participants



DA-RF010 Chief Agriculturist Mr. Audy Maagad expressed his warm welcome to the participants to the training.



The poster that sold P2,000 worth of bangus, few minutes after posting in social media

were able to make their own posters using Canva app, create a facebook page for their association and cooperatives where they can post their products. Also, the participants were able to register their businesses at Lazada,

Shopee, and access cashless payments through Gcash and Paymaya.

The F2C2 Program was mandated by Administrative Order (AO) 27, series of 2020 which aims to forge stronger linkage among agri-producers and markets; improve bargaining and market power; establish better access to credit and financing; encourage active “Big Brother-Small Brother” partnerships and joint ventures between Farmer Cooperative Associations and large corporate enterprises and raise overall productions of agricultural section.

In the opening program, ATI RTC X, OIC-Assistant Center Director Ms. Noemi Beth G. Macario, DA-RFO X, F2C2 Coordinator Ms. Gay Naneth Aleria and DA-RFO X FOD Division Chief Mr. Audy G. Maagad welcomed the thirty (30) participants pointing out the importance of digital marketing in agriculture.

During the sharing of learnings and impressions, Ms. Lezel S. Dela Cerna said “I’m thankful for this opportunity nga naka attend ko ani nga training. I believe that our cooperative can achieve the 4 million goals with the support of DA, ATI, and LGU Minarayan. Thank you so much.” ###





ATI-RTC X JOINS IN THE CELEBRATION OF NATIONAL WOMEN'S MONTH

by Teodosia D. Jaraba

El Salvador City, MISAMIS ORIENTAL-Agricultural Training Institute- Regional Training Center X (ATI-RTC X) joined along with other government agencies and stakeholders in celebrating the 2022 National Women's Day.

This Women's Month shows Juanas taking the center stage: standing up for their rights, challenging stereotypes, breaking barriers, and serving as pioneers of change. This year, the nation recognizes women's valuable role in society and proves that inclusive and sustainable development is only possible when gender equality becomes obtainable.

The 2022 National Women's Month Celebration (NWMC) culminates the 6-year theme "We Make CHANGE Work for Women" and will focus on the sub-theme "Agenda sa Kababaihan, Tungo sa Kaunlaran". It will be a celebration of women exercising their choices, taking chances to make their voices heard, and benefitting from and trailblazing changes. It is a celebration of Filipino women's power to take the narrative, raise priority issues that matter to them and call for concrete actions. This year's sub-theme focuses on including women's concerns in the government agenda



and enabling more women to implement and at the same time, demand programs and services that can bring the country closer to narrowing the gender gaps and moving towards sustainable and equitable development.

The Philippine Commission for Women (PCW) being the lead Agency for NWMC, calls for government agencies and stakeholders to join this month-long celebration. They continue to push for gender equality and women's empowerment (GEWE) in leadership, governance, and public service. With this theme, stakeholders can gauge the changes implemented towards GEWE, pursuant to laws on women, particularly the Magna Carta for Women.

As a kick-off activity, ATI-RTC X conducted a one-day Capability Enhancement Seminar to discuss the Magna Carta of Women or RA 9710 and the Anti-Sexual Harassment (RA 7877) in the Workplace on March 8, 2022, at ATI Training Hall, Poblacion, El Salvador City, Misamis Oriental. Forty-five (45) ATI Technical and Administrative Staff actively participated in the activity. The Resource



Persons were: Atty. Pilipinas C. Palma and Atty. Kristine T. Gaudiel-Gambe from the Office of the Commission on Human Rights Region 10, Cagayan de Oro City. The activity showcased a lively discussion and interaction among the participants. Meanwhile, Center Director of ATI-RTC X, Ms. Maria Lydia A. Echavez gave the welcoming message.

Furthermore, the hanging of the 2022 NWMC official streamer provided by the PCW and the use of the all-women cast Lupang Hinirang video were incorporated in the program as part of the national women's month celebration. ###





THE QUEMADO BROTHERS: A CUT ABOVE THE REST

by Noemi Beth G. Macario

(Winner of the Globe Media Excellence Award (GMEA) 2021 under the Category - Mga Kwentong Tagumpay)

They could have taken a pick on where to work and share their talent and skills. They are young, enthusiastic and industrious - qualities that any employer would scramble to hire. But they opted to become agripreneurs. Numeriano “Ted” Quemado III and Edsel James “Bong” Quemado, took the road less travelled.

Ted is a Cum Laude BS Agriculture graduate of Central Mindanao University, a premier University for Agriculture in the country. Many who graduated with honors opted to join the academe or government agencies. Ted chose not to do so. He loved to farm, a love inculcated by his parents since they were young.

On the otherhand, Bong who spent years as a Veterinary Medicine Student shifted to Financial Management, a decision greatly influenced by their booming business. Bong also works as a Freelance Digital Marketer for foreign clients, an opportunity he grabbed to earn more as they plow back additional capital to their growing business.

The Catalyst

As a student, Ted already showed signs of being a cut above the rest, not just academically. After class, he helps at the Mushroom Laboratory in the school, learning everything from bagging to spawn production. While many of his classmates and friends were busy with their everyday lives, Ted is already applying what he learned in his own mushroom production at home.

In his first agri-venture, Ted started with a Php 3,000 capital. He used it to come up with 100 fruiting bags of oyster mushroom. Since he doesn't have an area yet, he utilized an area in their house for production. At one point, while he was producing mushroom and spawn during his senior year, he was able to earn more than P 20,000 in a day. From his one-day income he bought a microscope and used the remaining money to fund his thesis. The unexpected income was a major influence in Ted's decision to deviate from the usual “employment” mindset of most graduates. Immediately after graduation, he expanded his mushroom production. His father



advised him to transfer his production area from their house to their farm in Kalasungay, Malaybalay City. This is because they needed a bigger space for their mushroom house.

Together with his brother, Bong, they began to formalize their business and social enterprise aptly named Mushroom City. While being busy with the development of their mushroom business, the brothers together with their parents and sister continue to develop the farm by planting bamboos, brazilian fire tree, cacao, coffee and other ornamental plants.

Ted and Bong attribute their love of the farm from their parents who trained them to love work at a young age. They help out in planting trees, both fruit bearing and timber. They also help in planting, harvesting and selling of corn. They also plant vegetables and helped in their tilapia pond.

The Quemabros' Synergy

The Quemabros, as the brothers are fondly called have complemented



their strengths to bring Mushroom City to greater heights. Ted's technical expertise is being balanced by Bong's financial and marketing savvy. It was a perfect combination. While Ted handles production, it was Bong who looks for market opportunities and linkages.

From initially producing fresh mushrooms, they now sell mushroom chicharon, fruiting bags and even garden soil. With the 100 fruiting bags at the start, they now have 8,000 fruiting bags and produces 5 to 30 kilos a day. Fresh mushroom is priced at Php 200/ kilo. They started with the oyster variety and now expanded to ganoderma, shitake, and straw mushrooms.

Their fast-selling product is healthy mushroom chicharon in various flavors. This is being sold in school canteens, cafe's, restobars and stores within Malaybalay City. Later, they started selling to nearby cities of Cagayan de Oro and Davao.

They also engage in vermicast and nursery production. Their free range chicken production gives them source for the food that they cater to visitors of the farm. They also offer training packages for interested farmer-entrepreneurs who want to venture into mushroom production and processing. Since they started, they have already trained around a hundred mushroom enthusiasts.

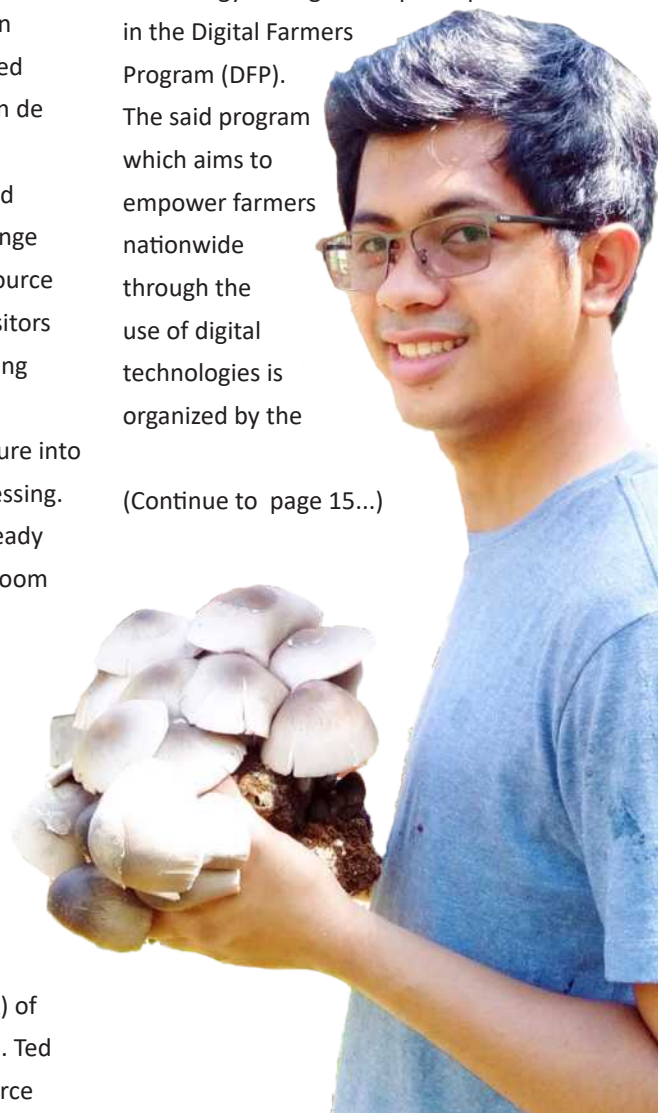
Spreading their Wings

Just a few years after Ted's momentous decision, the family is already reaping the fruits of their labors. They applied as a Learning Site for Agriculture (LSA) of the Agricultural Training Institute. Ted and Bong became favorite Resource



Persons always invited by ATI and other government and private entities. By being a resource person, not only are they paid a professional fee but it allowed them to widen their network. Since their mushroom-based products are gaining popularity as the new "pasalubong ng bayan", it was fortuitous move that Ted and Bong turned to harness the power of technology through their participation in the Digital Farmers Program (DFP). The said program which aims to empower farmers nationwide through the use of digital technologies is organized by the

(Continue to page 15...)





The Rise of Ressie: Redeeming Self-Esteem through Rice Farming

by Joshua B. Mercado

**“Sa tanan miyembro
aning Safe Young
Organic Farmers,
si Ressie pa akong
nakita nga kaya na
mubuhi ug bana
ug magsugod na
sa kaugalingong
pamilya,”**

(Among the youth who are members of the Safe Young Organic Farmers, Ressie can already live with a husband and start a family.) Ms. Marivic Tagupa of SAFEGCC jokingly said about Ressie during our visit to SAFEGCC, Inc. in Rosario, Balingasag, Misamis Oriental.

Such confidence for Ressie was very apparent from the people surrounding her due to her industriousness and diligence in her endeavor—that is rice farming. But before she established herself as a very diligent lady in farming, she was once a very low-esteemed girl searching for her role and niche in the society, looking for belongingness, and pursued something which she did not passionately desire. She was chasing an illusion she thought she could catch, but was elusive enough to grasp. Here is her story on how she seized an opportunity that was already available to her, but turned a blind eye to it.

The Rough Beginning

Ressie Umaman was born and raised in Balingasag, Misamis Oriental. Her parents were caretakers of a hectare of rice field. She was second among four children. At a very young age, she was hardened in the rice field. "I grew up seeing my parents tilling the rice field. I told myself 'I will not do it.' Its very labor-intensive, the heat is scorching, and very tiring," she explained. "But I have no choice. Farming is the work that gives food in our mouth. So, I have to help my parents in the ricefield and do the things they do," she added.

Things got rough when her mother left when Ressie was 12. She had to work double time to make ends meet.

A Glimpse of Hope

After graduating in high school in 2008, Ressie visited the Congregation of the Missionary Sisters of the Holy Family. She aspired to be one of them. But willing to finish her studies, she went to Blessed Mother College in Cagayan de Oro City as a working student enrolled in the course of Bachelor of Science in Elementary Education.

Yet, longing for her mother, she stopped going to school and went to Manila to visit her. In 2009, she returned from Manila, and worked as a sales lady in a mall in Cagayan de Oro City for a few months. Unfulfilled by the type of work she was doing, she returned to the convent as aspirant in 2010. She continued her studies and enrolled at Bukidnon State University with the course on Bachelor of Science in Elementary Education. In 2012, she became a full-fledged postulant while studying in Lourdes College in Cagayan de Oro City taking up the course

on Bachelor of Science in Secondary Education, Major in Values Education until she became a novice.

But she was still unfulfilled with what she was doing. It was not the vocation and calling she wanted to pursue. She still felt a void. Wanting to fill the void and to really make sure that it is the calling she wanted to follow, she left the convent in 2014 and assimilated in the outside world.

The Lost Self-Esteem

As she continued to search the thing that can fill the void, she decided to do business with a multi-level sales company producing health supplements. She became a sales agent selling food supplements and other products from that company. She continued for several months but she stopped. Still, it is not the career she wanted to follow. It did not fill the void. She did not find fulfillment in what she was doing. She decided to stop.

"That time, I thought that it was the lowest point in my life. I thought I achieved nothing. I have been in many schools, changing courses. But I did not finish even one. I tried to do business but I am not fulfilled. It is not what I want. I thought of myself as a failure," she murmured.

With the little savings she earned as sales agent and left with no other choice, she returned home to Balingasag to do what she shunned – farming.

A Tough Restart

As Ressie returned home, she rented a two (2) hectare rice field using her small savings and started farming. She applied the old methods and techniques she learned from the practices she

knew. She underwent trainings from various government agencies but the they were not aligned to rice farming. "It was tough. With the old practices and methods in rice farming applied, I earned the same. Although not in the losing end, I earned less and again, make ends meet. No additional income, no savings," she told.

But things started to turn around when she was invited by the Local Government Unit of Baligasag to join the 4H Club.

The Redemption

In 2017, Ressie became a participant of the Binhi ng Pag-asa Training Program spearheaded by the Agricultural Training Institute in coordination with the LGU of Balingasag. Participants were select members of 4H Club who are active in agriculture and farming. There, she met ATI. "I was very thankful to the LGU of Balingasag for inviting me to be a member of the 4H Club. Because of that, I learned about ATI," she said. "It was life changing! When we went and toured the different Learning Sites for Agriculture of ATI, a perk after the Binhi ng Pag-Asa training, I was in awe of the technologies demonstrated by the farmers. We visited Jaya Secret Garden, Engallado's Nature Farm, Cervantes Square Foot Garden, Buhian Diversified Farm, Queensland Herbs and Tourist Farm, iFarm, JPL Farm, and Jika Farm, among others. I thought 'This is what I am searching! I want to learn more from them!'" she exclaimed with full enthusiasm. From such connection, Ressie has accessed many trainings and programs of ATI.

She then participated in the Training of Trainers on Hybrid Rice Production, (Continue to page 15...)

5 AGRIPRENEURIAL TIPS FROM A NEXT GEN RICE FARMER

by Vic Thor A. Palarca

Bukidnon-based Nick Jay Arr Engallado is making a name for himself in their hometown’s farming community as a next generation farmer.

A next generation farmer is someone who carries on the farming activity and legacy of one’s farmer-parents (or at least from an immediate family member). Next generation farming is a farming approach which aims to attain sustainability, with the “farm-to-plate” end in mind.

As the eldest son of rice king and award-winning farmer, the late Nicasio “Nick” F. Engallado, this passionate agripreneur from Valencia City, Bukidnon, shares his venture in rice value-adding, his early beginnings, his already established food joint and one-stop shop, as well as tips for up-and-coming agripreneurs.

Solo Outing

A graduate of Development Communication (DevCom) at Xavier University - Ateneo de Cagayan, Nick Jay Arr’s savvy communication skills and eye for design prompted him to gain work experience, as well as share his expertise in Progressive Farm Development with GreenHouse Homestay, a non-government organization in Cambodia from 2016 to 2020.

As an organic practitioner, some of the farming technologies Nick Jay Arr has adopted include sustainable agriculture,



value-adding, business planning, and solid waste management. The practice of organic farming led him to sustain the family’s farm which serves as their food and income source, as well as source of ingredients for their processed food products.

At present, Nick Jay Arr is an active member of the League of Organic Agriculture Municipalities and Cities of the Philippines (LOAMC-PH) where he serves as their Project Manager. The organization holds various meetings and conventions in different parts of key cities/municipalities across the country promoting organic agriculture through safe farming methods and technologies.

Rescuer’s Stop

Sometime in November 2013, Rescuer’s Stop by Engallado’s was launched in Valencia City. Rescuer’s Stop is a

food hub that caters healthy food items ranging from snacks, combo meals, comfort food, and rice-based products to patrons. Inspired by his travels abroad especially in Cambodia, Rescuer’s Stop was conceptualized and established with the idea in mind that it will offer respite to tired and hungry backpackers.

As the manager of Rescuer’s Stop, the house specialties include the traditional Ilonggo comfort food batchoy and arroz caldo. Their tasty pork batchoy is one of the best sellers because of its fresh ingredients and cooked without MSG. The arroz caldo is prepared from multi-colored rice or mixture of available rice varieties with various colors, making it vibrant and appealing to hungry customers. Nick Jay Arr strives to provide quality rice-based products and mouthwatering house specialties by using their farm produce since

he aims for quality and sustainability. Striving for a quality and affordable rice-based products, Nick confided that he intends to maintain the productivity of their farm where all, if not most, of Rescuer's Stop's ingredients and value-added products comes from. The said food hub opens from 10:00AM and closes at 8:00PM.

Greentag

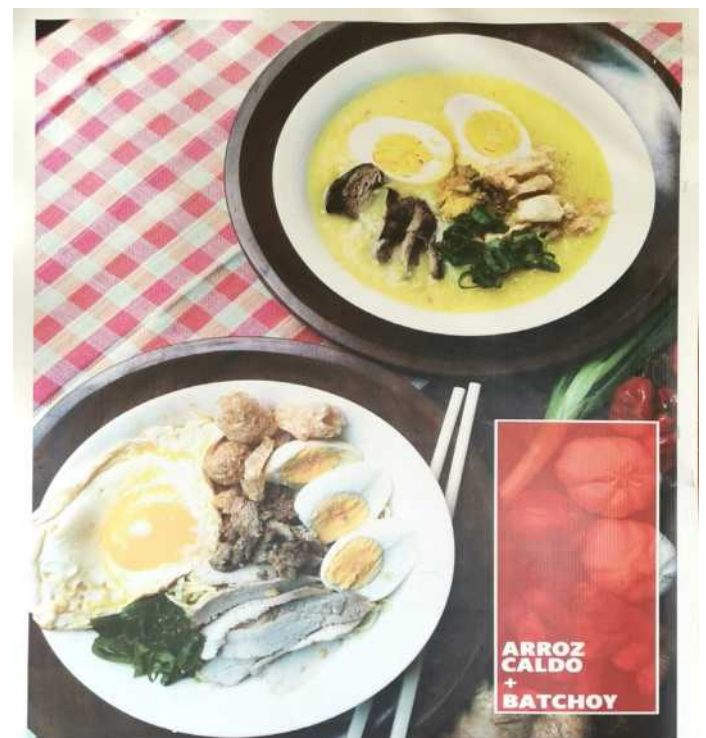
Another component under Engallado's Farm & Natural Food Products is Greentag, which serves as a one-stop shop for its organically grown rice-based delicacies. The organically-grown rice delicacies are a popular choice among local and foreign tourists alike who visit their farm and their shop. Among the rice-based bestsellers are barquirice and rice coffee which were developed with the help of the Department of Trade and Industry (DTI), Department of Science and Technology (DOST), and the Agricultural Training Institute (ATI).

For those who are health conscious and on a strict diet, be sure to book for an advance reservation to avail of the farm's brown, red, and black rice.

Farming Advocacy in the Time of Pandemic

Nick Jay Arr remained unfazed in pursuing his love for farming. In fact, the pandemic brought him the opportunity to reach out more, albeit virtually, using various means of video conferencing platforms such as zoom meetings, google meet, as well as attending a series of teleradyo guestings.

Most notable of all was his sharing of family farm entrepreneurial experiences at the Philippine Embassy in Seoul on Organic Farming and Agri-enterprise, Organic Agriculture Foundational Course of IFOAM-Asia, RCEF-RESP-FFS with TESDA, a series of ATI training on Agri-enterprise, and guesting at DZRH Teleradyo.



The Classics
RESCUERS STOP™

BATCHOY		ARROZ CALDO	
FELIX	70	FELIX	55
AMARE	60	AMARE	50
EXTREME	50	EXTREME	38
GRANDE	35	GRANDE	35
PETITE	25	LIVER	30
		CHICKEN	28
		EGG	20

CHECK MENU FOR MORE



“The sharing focused on our approach that is from farm to shelves and later on highlighted our way to sustain the different initiatives upon Tatay’s passing. The challenge was not totally with the impact of the pandemic but how we had to continue-on with the plans Tatay had left us that is not entirely for the family, but, for the farming community to continue to learn from our family’s experience in sustainable agriculture so small-scale farmers will take pride of themselves and grow in understanding, skills, and the ability to sustain the needs of their respective families”, Nick Jay Arr stressed.

Before the pandemic, Nick Jay Arr earns from his rice-based products at least 20 thousand pesos a month, and went down to 13 thousand pesos during the pandemic (and is slowly coping as of writing). Meanwhile, Rescuer’s Stop fetches 60 thousand pesos a month.

His Father’s Legacy: A Million for a Hectare of Organic Rice

According to Nick Jay Arr, a million for a hectare of rice was a documented experience and at the same time a farmer’s study of his late father Nicasio, whose aim was to transform farmers’ mindset from production-oriented to product-oriented in order to command the price of his or her farm produce that small-scale farmers are deprived of in the value chain.

The whole experience focused on the ability of a hectare of rice farm to generate or earn a million pesos that was made possible through value-addition. The computation was based on the preparation of rice blend wherein an average 4T of rice when processed and sold at 8.00 per 15 grams will earn 1,200,000.00 pesos.

Tips for Budding Agripreneurs

While there is no magic formula for success in whatever value-adding business one pursues, Nick Jay Arr shared some tips and pointers below for up-and-coming entrepreneurs:

1. Invest on quality - Take the time to check for competitors and compare their products. Check on the qualities in terms of ingredients used and decide what will be the edge of your product.
2. Innovate - Upscale your product creatively to keep up with the competition, and to keep your business afloat.
3. Fair pricing – Although I always use the best ingredients on my rice-based products, I also make sure that it is affordable since the ingredients are locally-sourced. This makes patrons and consumers embrace your products at an affordable price for the same good quality.
4. Continue learning – Continue learning since learning is dynamic and make sure to apply such learning. Learn from experience and always aspire for self-improvement.
5. Hard work pays off – The business plan you have in mind, or that awesome product/service you want to cater will not transpire if you do not work for it. ###



(Continued from Page 11. The Rise of Ressie)

and Climate Smart Farm Business School, now aligned with the commodity she is focused – Rice Farming. She said that because her exposure to various farms and attendance to various ATI trainings, she learned and applied it to her 2- hectare farm. “I applied technologies like integrated rice farming where I planted different high value crops like cucumber, sitaw, okra, and leafy green vegetables in the rice field. It added income to me and my family. Further, I applied the rice farming technologies which I learned from various Learning Sites I visited. It greatly reduced my production cost and increased my farm yield,” she added.

She further joined more ATI trainings like Cacao Production and Processing, Chocolate Making, and just recently, the 2020 Kapatid Agri Mentor Me Program (KAMMP) Online. “KAMMP Online really helped a lot. It made me realize the things that I will have to look into in order to improve further my farming practices,” she explained.

Looking Forward to the Future

Ressie recently joined the Safe Young Organic Farmers (SYOF) when she was a participant to the Farmers’ Field School on the Production of High Quality Inbred Rice, Seed Certification, and Farm Mechanization. SYOF was an organization organized by SAFEGCC, Inc., a corporation advocating for organic farming and trains youth to engage in organic agriculture. Because of such engagement, Ressie was luckily chosen and invited by IFOAM – Organics International to attend the Organic World Congress.

What else did I forget? Well, Ressie did not forget her self-improvement. Ignoring her age of 29, she braved up, composed herself and enrolled in the University of Science and Technology of Southern Philippines (USTP) – Claveria, Misamis Oriental Campus taking up Bachelor of Science in Agriculture. She is currently in her 2nd Year and is very determined to finish the course. “With the income I have now, I can provide for my family and at the same time, I can also provide for myself. There was a drastic change since I met ATI,” she said.

Ressie is a proof that failing is never permanent. No matter how many times you fall, if you are determined to stand up and continue moving forward, good things will eventually happen. Ressie is now an empowered woman oozing with self-confidence. Confident that whatever obstacle life may bring



to her, she can overcome it. Indeed, as remarked earlier by Ms. Tagupa, “Kaya na niya mubuhi ug bana,” may eventually come as a reality in the near future. With just a single opportunity grabbed, the direction of her life changed 360 degrees. And just like cycling, the best view comes after the hardest climb. ###

(From Page 9 The Quemado Brothers...)

Agricultural Training Institute (Home of e-Extension in the Philippines) of Department of Agriculture-Philippines
<https://www.facebook.com/ATIinteractive> and Smart Communications, Inc.

Moving Forward

In the near future, they want to build a café that will serve everything mushroom-related. They want to expand their repertoire of mushroom recipes. Presently, they serve mushroom toast, mushroom tempura and keto-friendly mushroom-based diet. They also want to improve their logo and rebrand their packaging to a more sustainable one.

Their being a Learning Site for Agriculture has also factored in their future plans. They wanted to help as much as they can to ethically provide livelihood to locals through mushroom-based production. They also want to be the voice of the youths in agriculture.

Also, with the use of proper technology and the right digital platforms, Ted and Bong hopes to share and raise awareness among their co-farmers about e-commerce and agri-webinars. The official Facebook page of Mushroom City can be accessed here: <https://www.facebook.com/bukidnonmushroomss>

The future looks bright for the Quemabros. ###


SCHOLARS' CORNER

MARJORIE QUEROLA
EaSY Agri Scholar
BSA, Central Mindanao University

Let me start this by quoting Charles Dickens and David Copperfield's: "Our path in life is stony and rugged now, and it rests with us to smooth it. We must fight our way onward. We must be brave. There are obstacles to be met, and we must meet, and crush them!"

I grew up recognizing agriculture as a big and important part of my life, simply because my father was a farmer. Farming is our bread and butter. His work ethics in the farm motivated me to value the life he gave us. Through dirtying his hands, he was able to provide the necessities of his eight children.

Town fiestas are supposed to be festive and colorful, but 12 years ago, it was the saddest and the darkest. My father died. He was killed, and his death brought drastic changes in our lives. We lost our home. It seems so hard to stand up again, and start anew. I was so afraid to lose someone. The year before my father died, my youngest sister died. It was already a hard blow. When my father died, it was like the whole world was crushing into us. Our world can never be whole again until justice is served.



As for my mother, solo parenting has been so hard. Aside from farming, on weekends, she does different jobs. Sometimes, my mother accepts laundries, and even became a house-help just to sustain our daily needs. The hardship I saw in life fueled my determination to always stand out in life, especially in my education. I worked hard for my dream of a better life for my family,

for my mother, and to honor my dead father. I graduated in elementary with academic honor. It was not an easy one. I could remember how most of the time I came to school with a hungry stomach.

When I moved up to Junior High School, I desired more in life. Everything went well for awhile. Just when I thought everything was okay, another tragedy happened in the family. I lose someone so dear again, my younger brother. I did my best and took care of my family with high hopes that no one will be hurt again, no one will be taken away again, and yet it happened. Despite all that happened, I didn't lose my hope in God. I still have Aslam, the fourth child in the family, and I have three more younger siblings after him. I could not fail them.

I continued my studies and took-up General Academic Strand (GAS) in Senior High School, and graduated with flying colors. My dream did not stop there. I became a scholar of the Agricultural Training Institute (ATI), taking up Bachelor of Science in Agriculture at Central Mindanao University. I decided to choose agriculture. In this field, there is better future for the youth to become a productive citizen of our society. Aside from that agriculture brings me closer to my father, and his dream for us.

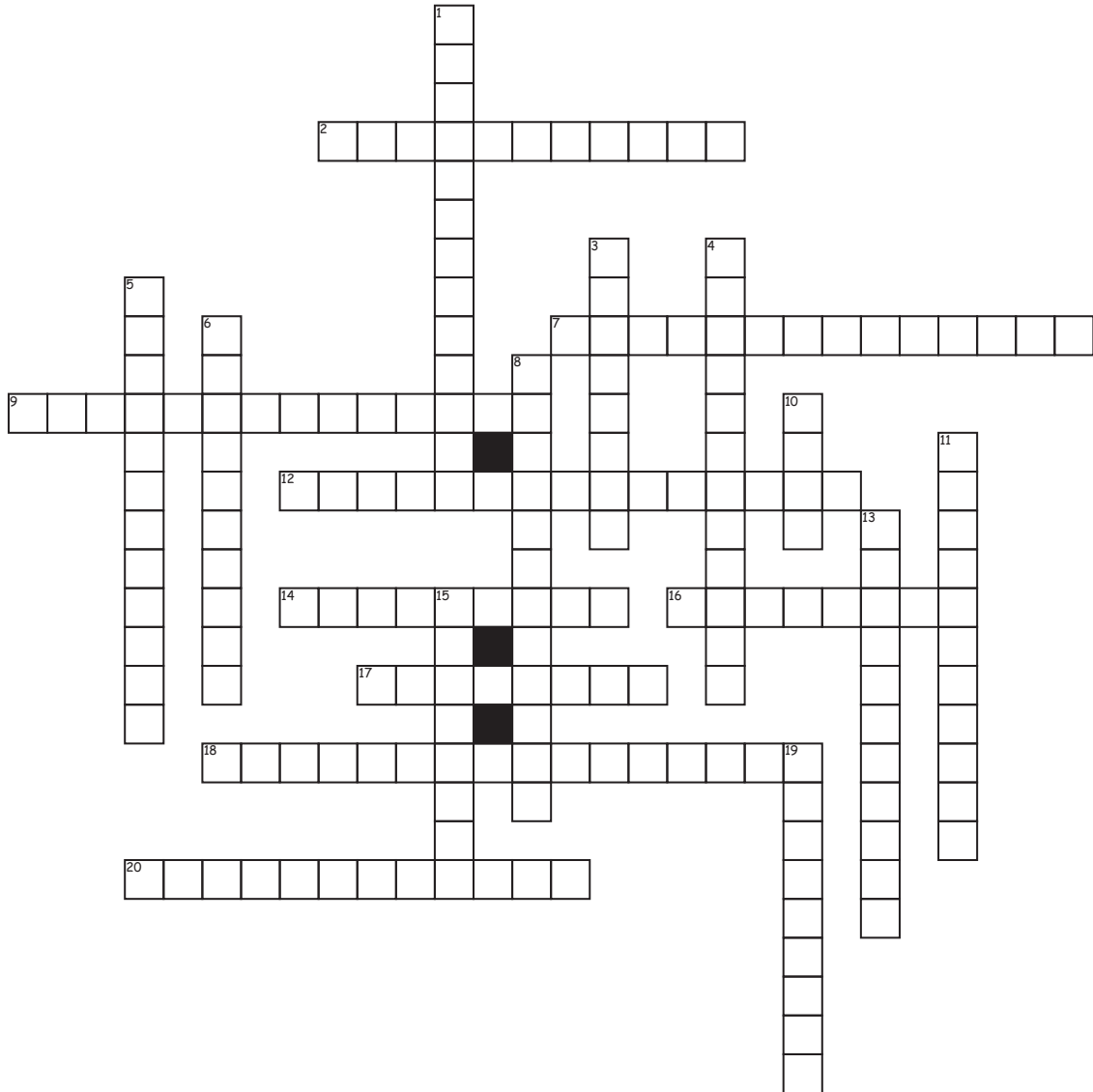
Right now, we are having our classes online due to the COVID-19 pandemic. I spend my time after online class in our farm, helping my mother, tending our crops and our organic native chicken.

I am beyond grateful to ATI for giving me the opportunity to chase a dream beyond my capacity.

I can never give up on life. At least for the remaining members of my family and my dream of a better life again. I will continue braving life.



Soil and Agriculture



Across

- 2. The growing of one type of crop in a given area
- 7. Plowing along the contours of land to prevent erosion
- 9. When crops do not receive the nutrition
- 12. Revolution that recently occurred that brought GMOS to the market
- 14. Method of farming used on the sides of mountains to increase amount of crops grown
- 16. the layer of untouched rock located above the bedrock
- 17. Very top layer of the soil horizon

18. _____ happens with water forces fertilizer from its original position

20. Tool used to determine soil texture

Down

- 1. _____ is the process of removing trees from a habitat
- 3. Lowest layer of all the soil horizons
- 4. _____ is the process of changing crops yearly to maintain nutrients in the soil
- 5. Process of which water completely fill an area

6. Fences or trees strategically placed to stop the flow of wind are called

8. Chemicals used to kill any insects trying to eat crops

10. Man made crops designed to produce more food (controversial)

11. _____ is parallel to the crust and is made up of layers

13. Caused by excessive rain or over cropping

15. Second layer from the top layer of soil

19. _____ are used to stop the growth of fungus and bacteria in crops

OneDA REFORM AGENDA



1

MODERNIZATION
MUST CONTINUE



5

INFRASTRUCTURE
DEVELOPMENT



2

INDUSTRIALIZATION
OF AGRICULTURE



6

HIGHER BUDGET AND
INVESTMENT FOR PHILIPPINE
AGRICULTURE



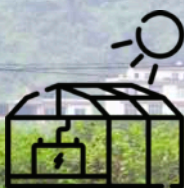
3

PROMOTION OF EXPORTS



7

LEGISLATIVE SUPPORT



4

CONSOLIDATION OF SMALL
-AND- MEDIUM SIZE FARMS



8

ROADMAP DEVELOPMENT



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