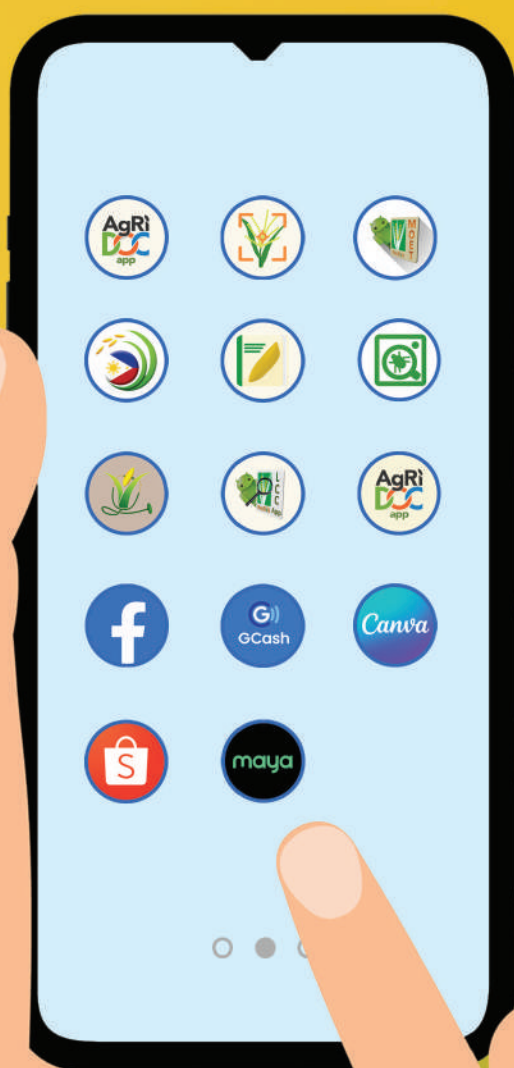




RISE, RICE

Uplifting Farmers' Competitiveness in Rice Production
Official Semestral Magazine of ATI Central Luzon under RCEF
January - June 2023 | Vol. 5, No. 1
ISSN: 2718-983X

SHIFTING AGRICULTURE INTO *Digitalization*

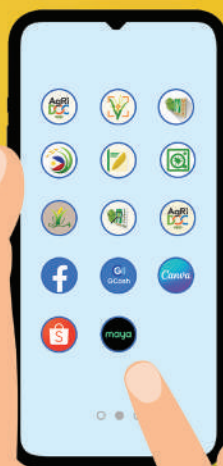




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SHIFTING AGRICULTURE INTO Digitalization



ABOUT THE COVER

Digital agriculture is the integration of digital technologies into the farm. Shifting to digital agriculture can improve productivity, income, and a solution to the farm-related problems of the farmers. Through the efforts and strategies, use of digital agriculture can be shared rapidly to make an impact for the farmers and communities.

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ABOUT THE MAGAZINE

Rise, Rice

Rise, Rice: Uplifting Farmers' Competitiveness on Rice Production highlights the Rice Competitiveness Enhancement Fund (RCEF); and how it works to help farmers to improve their skills and capabilities in rice farming.

This publication aims to disseminate sufficient information about RTL and RCEF. It also shows the significant roles of ATI-CL in the extension service under RCEF.

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3

Training on Digital Agriculture Course for Rice Competitiveness Enhancement Fund

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92

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60



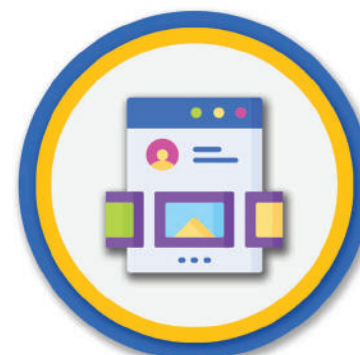
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Rice Competitiveness Enhancement Fund *Learning Sites for Agriculture*

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Golden Pats Integrated Farm
Sto. Domingo, Nueva Ecija

**FCP Farm Agro-Tourism
and Learning Center**
Sto. Domingo, Nueva Ecija

Diaz Agri Farm
Orani, Bataan

Greenhaven Farm
Pilar, Bataan

D' Planners Training Center
Dinalupihan, Bataan

Bonagua Integrated Farm
Hermosa, Bataan

Tarlac Agricultural University
Camiling, Tarlac

SOWFA OFW Farmers School
Camiling, Tarlac

JOSAPEN Integrated Farm
Camiling, Tarlac

**Cornerstone Training and
Learning Center Corporation**
Maria Aurora, Aurora

Beben's Integrated Farm
Casiguran, Aurora

New Gen Agri Farm
Lubao, Pampanga

**E.D. Lacson Agriculture
Learning Center**
Sto. Tomas, Pampanga

Marsus Integrated Farm
San Luis, Pampanga

HonMax Farm
Candaba, Pampanga

Levie's Integrated Farm
Bacolor, Pampanga

**Sinagtala Matamo
Agriculture Cooperative**
Arayat, Pampanga

Legaspi Agri-Trading Farm
Florida, Pampanga

Joe Harvey Farm
San Narcisco, Zambales

JBO Farm
Baliwag, Bulacan

Felisidro Farm
Pulilan, Bulacan

JEDC Farm
Plaridel, Bulacan



CL farmer-leaders engage in inbred rice seed production, farm mechanization

The Agricultural Training Institute-Regional Training Center III conducted two batches of Training of Trainers on the Production of High-Quality Inbred Rice and Seeds and Farm Mechanization at the Greene Manor Condotel, San Fernando, Pampanga on March 13-23, 2023 (Batch 15), May 8-18, 2023 (Batch 16), and June 19-29, 2023 (Batch 17).

A total of 62 farmer-leaders graduated from the said training which aims to conduct and implement a Farm Field School (FFS) on the Production of High-Quality Inbred Rice, Seed Certification, and Farm Mechanization in their respective farms.

The training explained the objectives of the Rice

Competitiveness Enhancement Fund (RCEF) to the farmers to become more competitive through the program's component.

Farmer-leaders engaged in a series of lectures and hands-on activities to ensure that they will be equipped with the knowledge needed once the training starts at their respective farm schools.

The Training of Trainers focuses on discussing Transformational Leadership; Rice Tariffication and Liberalization and RCEF Program; Technologies on Rice Production to Postharvest based on the PalayCheck System; Farm Machinery and Maintenance; Seed Certification Process; Introduction to ICT Services on Rice Production; Communication and

Presentation Skills; Basic Financial Management; Adult Learning and Training Management; and How to Conduct Modified FFS.

The said training also includes hands-on activity on rice farm machinery, observation, and discussion of Agro-Ecosystem Analysis (AESA), application of the Minus One Element Technique (MOET), and Double Mulching Technique. To assess their skills in teaching and giving training at the farmer's level, the trainers have undergone micro-teaching.

This training is a part of the RCEF-Rice Extension Service Program (RCEF-RESP) led by ATI. Further, the training is expected to train local farmers in their respective communities.



ATI-CL holds three batches of DAC4RCEF

The Agricultural Training Institute-Regional Training Center III conducted three batches of the training on Digital Agriculture Course for Rice Competitiveness Enhancement Fund (DAC4RCEF) held at Duran Farm, San Ildefonso, Bulacan on April 18-20, 2023 (Batch 1); and Central Luzon State University, Science City of Muñoz on May 22-24, 2023 (Batch 2) and June 19-22, 2023 (Batch 3).

The course aimed to train Learning Site for Agriculture (LSA) representatives who are conducting Farmers' Field School in the implementation of DAC4RCEF.

DAC4RCEF has two ladderized courses that focus on the digital uses of technologies. DAC4RCEF 101 is an introductory course that focuses on Smartphone 101, Accessing the Internet, Internet Safety and Security, Basic Agri ICT Tools, and Social Media Marketing.

Aside from the topics mentioned, the participants also learned and experienced using the Canva App where they were tasked to

do a design of their own posters promoting the different products available on their farms. The session also included creating social media content, what font to be used, colors, background, and images. Since the modern day is practicing convenient and fastest transactions, they were also taught how to use and create quick response (QR) codes that can also be used in creating promotional materials.

Conversely, DAC4RCEF 102 focuses on in-depth Advanced Agri Apps on Rice, Advanced Social Media Marketing, e-Commerce Platforms, and Online Payment/Transactions.

The participants were able to experience hands-on use of the advanced agriculture applications for them to utilize on their farms. Step-by-step input in the applications such as the Rice Crop Manager Advisory Service, Minus One Element Technique App, and AgriDOC App was demonstrated to the participants as it has multiple features in terms of documenting the data in the farm.

"Bilang isang magsasaka, napakalaki po ng aking natutunan sa pagdalo ng training na ito, kung saan isa itong mahalagangistratehiya na ipinagkaloob sa amin. Isa pang kagandahan nitong training ay naturuan kami na maging isang entrepreneur at tinuruan kaming kumonekta sa tao sa madaling pamamaraan," said Mr. Honorio T. Alcantara from Batch 1, as he shared his learnings and insights in the training.

As part of the activity in the course, special awards were given to some of the participants such as Best Canva Poster Award, Best Group, Best Dream Board, and Best Social Media Marketing Plan for their contribution to the training.

A total of 62 participants have graduated from the course which was composed of farmer-youth tandems across the region.

DAC4RCEF was created under the Rice Competitiveness Enhancement Fund through the Republic Act 11203 known as the Rice Tariffication Law authored by Senator Cynthia A. Villar.



ATI-CL certifies 3 farms as RCEF LSA

The Agricultural Training Institute-Central Luzon certified three (3) farms as Rice Competitiveness Enhancement Fund-Learning Site for Agriculture (RCEF-LSA).

The said farms are Sinagtala Matamo Agriculture Cooperative on January 20, 2023, in Arayat, Pampanga, Legaspi Agri-Training on February 13, 2023, in Floridablanca, Pampanga, and Beben's Integrated Farm on

February 22, 2023, in Casiguran, Aurora.

The selected LSAs have complied with the requirements of ATI-Central Luzon under the RCEF and passed the certification process conducted by ATI-Central Luzon's Regional Technical Working Group for LSA certification.

The Learning Site for Agriculture is a farm practicing applicable

agricultural technology, employing doable farming strategies, and operating successfully, thus worthy of emulation.

The LSA should also include a successful agri-processing enterprise owned by a processor who is not necessarily a farmer/farm family.

A total of 4 LSAs are expected to be established in Central Luzon this year.

RCEF implementers convene for consultation meeting on RCEF-RESP

The Agricultural Training Institute-Central Luzon, in partnership with the Villar SIPAG foundation, conducted the Specialized Inter-Agency Consultation Meeting on the Implementation of Rice Competitiveness Enhancement Fund-Rice Extension Service Program (RCEF-RESP) in Region 3, on May 24-25, 2023, at the Merryland Farm and Pavilion, Pulilan, Bulacan.

The training was spearheaded by the RCEF team led by Ms. Reinalyn C. Gulen.

The activity makes its way to present the previous year's accomplishments and targets on extension activities under RCEF for FY 2023 which includes the training, capability building, and the conduct of the Farmer's Field School.

Present during the event were officials and the RCEF implementers from the

Department of Agriculture-Regional Field Office III (DA-RFO III), ATI-Central Luzon Philippine Rice Research Institute (PhilRice), Philippine Postharvest Development and Mechanization (PHilMech), Technical Education, and Skills Development (TESDA).

This activity aimed to present accomplishments and targets and address issues and concerns of different agencies involved in the implementation of RCEF.



DAC4RCEF

Shifting Agriculture into Digitalization

Meamette Y. Rosario

Digitalization has advanced more rapidly than any innovation throughout our history. These advances are transforming our societies. Everyone can reap the benefits of digital technologies for our agricultural sector. This digitalization has changed the labor force and is beneficial to most farmers and it requires understanding and acceptance.

Owner's Perspective

Learnings may somewhat be a strong foundation for building a greater knowledge for the people, especially for the farmers. These learnings can empower them through technical and diversified farming that can help the farmers and farmer enthusiasts in their production and economic sustainability.

As a Farmers' Field School, AngelTolits Integrated Farm from Angat, Bulacan has attended various training in ATI Central Luzon to further improve its services. Recently AngelTolits Farm attended the training on Digital Agriculture Course for RCEF where they learned to use different social media platforms to promote their products online. They

also experienced hands-on training to utilize agriculture applications that they can use on their farms.

"Dahil sa Digital Agriculture Course, mas napadali po ang paraan ng aming pagsasaka at ang pagbebenta ng aming farm produce," Ms. Angel de Guzman, co-owner of AngelTolits Integrated Farm shared her sentiments on the DAC4RCEF.

Since AngelTolits is also an integrated farm, they are focused on commodities such as organic mushrooms, organic rice, and high-value crops like



lettuce and onion. They also have live stocks like rabbit, free-range chickens, ducks, and cream dory.

Trainer's Perspective

As someone who is a graduate of the course and is giving and extending knowledge to the farmers, Mr. Nell Chow Cruz shared that Binhing Palay App, an advanced ICT app, is a great help for farmers and trainers in selecting the right variety for the right location and soil where it can identify the number of tillers, yields, and others. Modern problems come from a modern solution where the solutions were provided by the people who are striving to improve the status of Philippine agriculture.

"Ang maipapayo ko sa mga natatakot sumubok ng mga apps na iyon, ay nako, 'wag kayong matatakot kasi napakadaling gamitin at ang resulta ay nandoon na kaagad. Sa edad kong ito nakagamit pa ako ng ganoon. Ang laking tulong lalo na sa mga kabataan at sa mga traditional farmers," Mr. Cruz as he shared his sentiments in the use of the agriculture applications.

Farmer's Perspective

Digital Agriculture Course is a great help to Mr. Ben Pangilinan where agriculture applications are shared and experienced with fellow farmers such as Binhing Palay App, Spidtech, and others. Because of the Digital Agriculture Course, Mr. Pangilinan helped his fellow farmers and encouraged them to use the agriculture applications that could help them in their farms.

"Maraming salamat sa ATI na patuloy sumusuporta sa aming mga magsasaka," Mr. Pangilinan as he thanked the ATI Central Luzon for the program.

"We empower diversified and integrated farming through technical learning that help our farmers and farmer enthusiasts in their production and economic sustainability."

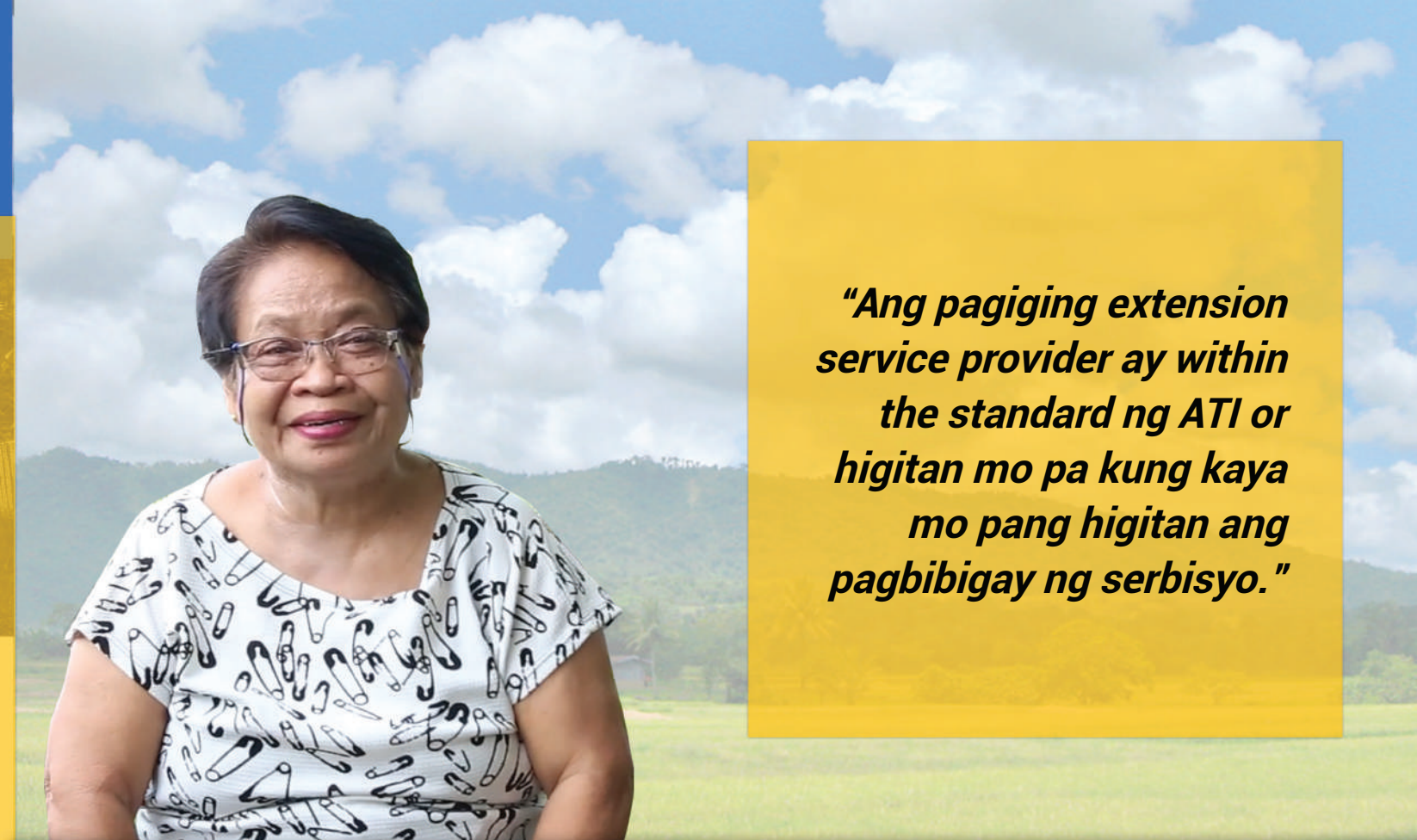
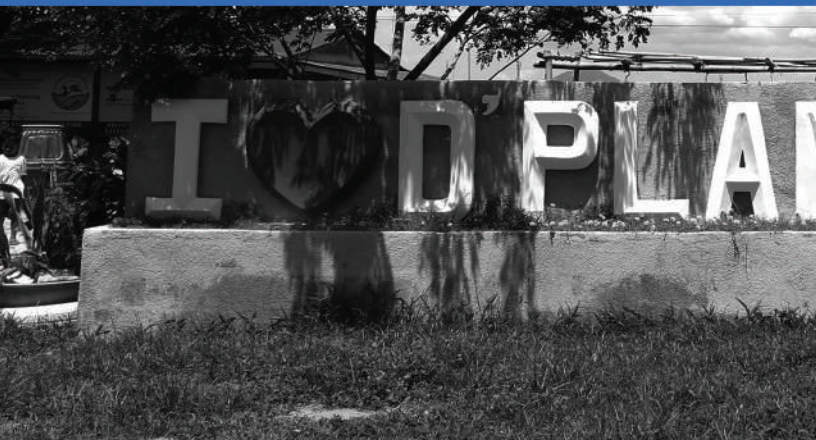
-Angela De Guzman



Perfect Formula for Greater Yields

ANGELITA S. FERNANDO'S SUCCESS STORY

Rocel Dyan C. Silva



"Ang pagiging extension service provider ay within the standard ng ATI or higitan mo pa kung kaya mo pang higitan ang pagbibigay ng serbisyo."

Small things contribute to greater things. From a small retail business to the first ever TESDA Training and Assessment Center focusing on agriculture and Extension Service Provider accredited by the Department of Agriculture's Agricultural Training Institute in Bataan, Mrs. Angelita "Chambe" Fernando worked very hard for these.

Life After Retirement

Contrary to the belief of many that life after retirement will all be about relaxing and enjoying the fruit of your labor, Mrs. Angelita S. Fernando, also known as "Chambe" by her friends and neighbors, poured her heart and knowledge into helping small-scale farmers.

As her retirement as a provincial head of the Department of Labor and Employment in Nueva Ecija was nearing, Chambe started to sell certified palay seeds she bought from Nueva Ecija in Bataan in her garage.

To educate and encourage the farmers to shift into planting certified palay seeds, Chambe would invite resource persons from different agencies such as PhilRice to conduct a small orientation regarding the benefits and how-to's of planting and managing certified palay seeds.

She later realized the importance and power of educating the farmers about the advantages of purchasing and utilizing certified palay seeds to improve their farm practices, adapting the use of technologies, and enhancement of managing their crops.

Her advocacy to give back to the farmers has strengthened since then which pushed her to dive into a sea of papers to get that final stamp over the name of D' Planners. Despite her age and the time-consuming process for the legitimization of the center, she attended necessary training sessions from different NGAs, reached out to potential investors, and processed the papers to achieve the center that will fulfill her purpose, to help and educate small-scale farmers.

In 2016, all her hard work paid off as the center known now as D' Planners Training Center Inc. was recognized as the first TESDA training and assessment center in Bataan in the field of agriculture. This helped in the attainment of many more projects to come.

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Hand-in-Hand with ATI

Since D' Planners are garnering more attention and inquiries for training, she then turned a fraction of her land in Pagalanggang, Dinalupihan, Bataan into an on-site training center/farm where different technologies and courses were offered.

D' Planners was accredited as Extension Service Provider by the Department of Agriculture's Agricultural Training Institute-Regional Training Center III (DA-ATI-RTC III), to conduct training for the farmers on their behalf. The center was also recognized as Learning Site for Agriculture in 2018 by the agency mentioned above.

With the support of DA-ATI-RTC III, accommodation facilities that can cater to up to 40 participants with complete comfort rooms, storage for equipment and tools as well as a nursery were established. Additionally, D' Planners was authorized as a seed grower of rice as part of RCEF's program Farmer's Field School (FFS) which aspires to improve the harvesting productivity of rice farmers.

In line with the mandate of ATI, D' Planners training center also aims to help the farmers to be educated with modern technologies and courses where they can learn ways to increase their profit by shifting into agripreneur. Through this course, they found a hand that will help them reflect this to the farmers.

"ATI is always guiding us to fulfill our mission as an extension services provider. Ang pagiging service extension provider ay kailangan ay within the standard of ATI or mas higitan mo pa. It is very

fulfilling already to receive accreditation from ATI and accredited as the first ESP training center here in Bataan." she expressed.

Technologies and Courses Offered

From a small orientation in their garage, D' Planners Training Center now offers Agricultural Crops Production NC1, Agricultural Crops Production NC1-Mobile Training, Agricultural Crops Production NC II, Agricultural Crops Production NC III, Agro-entrepreneurship NC II, Grains Production NC II, Digital Agriculture Course, and Farmer's Field School on Production of High-quality Inbred Rice, and Seed Certification, and Farm Mechanization.

Some of the technologies developed in D' Planners Farm/Training Center is the pipeline drip irrigation established through the project of the Department of Agriculture. This project aims to simplify and maximize the use of water by incorporating the fertilizer into their drip irrigation acquired from a reservoir that will be built alongside this. This technology is also planned to be enrolled as a course in TESDA.

D' Planners has now trained 1, 847 farmer-students and assessed 2, 872 farmers, students, and teachers that earned National Certificates.

Chambe reiterated that no amount of achievements written on paper can suffice the amount of fulfillment she feels as an extension service provider that helps the farmers to achieve their fullest potential by guiding and teaching them.

"The fruit of your labor is beyond the achievements written on paper," she shared.

Their graduates were the manifestation of their hard work as some of them were already certified and working overseas among others. To date, they have 8 full-time trainers working in D' Planners who were also a product of their scholarships.

D' Planners have also worked with Project Israel and Project Yanmar where their farm was appraised to be a model field for high-value crops production using the drip irrigation system.

Paradigm Shift to Modern Farming

For Chambe, enhancing the skills of the farmers by giving them opportunities to receive free knowledge about modern farming technology and methods is crucial in improving their quality of life.

"Our goal is to enhance the skills of the farmers for being a scholar who receives free knowledge about modern farming technology. There are also scholarships available for high-value crops to help them learn the importance and yield of high-value crops. The overall goal of this is to help them have an improved quality of life." she affirmed.

She believed that with proper education regarding modern farm techniques, technologies, and

management, the closer the farmer to achieving the right formula for greater yield.

She shared, "Kapag nakuha mo na yung tamang timpla at technologies sa pagtatanim ng palay, meaning to say the endpoint is a high productive yield. Ganon rin sa pagtatanim ng gulay. If you achieve the right formula there will be high productivity and when there's high productivity, there is a purchasing power that can be improved that may inspire small-scale farmers to enhance their skill and adopt modern farming methods." With the combination of adequate knowledge and agricultural technologies, success is guaranteed

Chambe's

As D' Planners progresses in the field of agriculture, Mrs. Angelita's vision is to consistently provide quality education for farmers to catalyze food security and self-sufficiency among farmers and aspiring farmers. Chambe also mentioned that one of her greatest dreams is to establish a combined training center and farm tourism to be named "Casa Señora/Casa y Señor," which is wellness area primarily for senior citizens where a cafe, library, music area, and pick and pay store is located.

As she found the perfect formula for achieving a greater yield, she continually seeks for more knowledge and strategies to achieve the greatest dream with her passion for farming, she believes she is getting there, one step at a time.





Ano ang kwentong DAC4RCEF mo?

Share your TOTs with us!



LAURE BETH F. PETILO
Almeo Family Farm Corp
DAC4RCEF Batch 1

Malaking tulong ang agriculture apps sa ating magsasaka sa makabagong panahon. Hindi dahil mahilig ka sa technology, alam mo na lahat. There is always something new to learn and we need to adopt to the challenges of what you do not know.



JEROME M. MERCADO
La Paz, Tarlac
TOT Batch 15

Napaka-detalyado ng training na ito. Hindi ito basta-basta isinalansan at binigyan kami ng napakagandang programa para sa ating bayan. Nandito ako dahil may purpose ako sa kasalukuyang panahon at inudyok ako ng Panginoon. Masasabi ko na isa ako sa susi na makatutulong sa mga kapwa magsasaka na nangangailangan ng gabay .



ALVIN P. BORILE
Duran Farm Agribusiness and Training Center
DAC4RCEF Batch 2

Marami akong bagong natutunan na lubos na makatutulong sa akin at magbibigay-husay sa aking kaisipan. Lubos akong natuto at na-excite sa paggawa ng Canva App at Agri Apps. Napakaganda nitong training ng Digital Agriculture Course na 'to.



CONSOLACION C. PABLO
San Idefonso, Bulacan
TOT Batch 16

Napipilitan lang ako noong una na um-attend dito sa training. Pero nagpapasalamat at natutuwa ako kasi dahil marami akong natutunan sa training, hindi lang sa training pati na rin sa mga nakasama ko. Itong itinanim ng ATI na training ay ipalalago ko at ibabahagi sa mga magsasaka natin.



ADALYN M. PADIERNOS
Happy Harvest Agri Farm
DAC4RCEF Batch 3

Marami akong naalaman na babaunin at ituturo ko sa kapwa ko farmer tulad ng mga agriculture apps. I will make difference in this field with passion.



JOANELLEEN A. ROLDAN
San Clemente, Tarlac
TOT Batch 17

Grateful po ako na nakasama ako sa training na ito. Nagpunta talaga ako sa training dahil mayroon akong misyon para sa komunidad natin. Natulungan ako nito dahil ang dami kong natutunan at lalo akong na-encourage dahil proud farmer ako. Marami akong natutunan na maaaring ibahagi sa iba.





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