

**Memorandum Reference No. 2016-01-33**

**Guidelines in Operationalizing the Big Brother-Small Brother Partnership Extension Model for Farm Tourism**

**January 21, 2016**

The memorandum provides a guideline to ATI operating units in the institutionalization of the Big Brother-Small Brother Partnership Extension Model as the Institute's commitment to the development of farm tourism in the country.

The specific goals of the guideline are the following:

- Provide a description of a model to guide implementers of the institute on its conceptual understanding that allows them to innovate in the course of implementation
- Identifies possible extension interventions to support the development of farm tourism;
- Defines farm tourism and the general features of farm tourism site;
- Provides procedures in identifying prospective farm tourism sites that merit the provision of technical assistance by the Institute; and
- Identifying the roles and responsibilities of other partner agencies who can be tapped to provide further support to the development of farm tourism.

**Salient Extension Provisions**

**Extension Interventions for the Model**

The ATI, through its operating units at the Central Office and Training Centers, shall provide but not limited to the following extension interventions:

1. Assistance in the development of LS and SPA as prospective farm tourism sites. For existing LSs and SPAs, further assistance shall be extended to farm owners towards becoming farm tourism sites.
2. Coaching and technical assistance to big and small brothers to meet the requirements for accreditation by the Department of Tourism (DOT);
3. Capability building for big and small brothers to continuously equip them with the updated and necessary knowledge, skills, and attitude (KSA) on the following:
  - Good agricultural practices (GAP)
  - Farm Business School (FBS)
  - New and appropriate technologies along the value chain

ATI shall link participants with Technical Education and Skills Development Authority (TESDA) for NC II and NC III accreditation;

4. Information materials needed;
5. Accreditation of qualified farmer-owners and their sites as a private ESPs;
6. Assistance for the qualified farmer-owners third party OA certification (if OA practitioner) and GAP;
7. Co-funding of the training conducted by the farmer-owner to small farmers through catalytic finance;
8. Documentation of GAP and technologies used and developed by the farmer-owner; and
9. Goods and services needed relative to the operation of the farm tourism site, in partnership with other support agencies.

**Roles and Responsibilities of Different Collaborating Agencies**

**Department of Tourism (DOT)**

1. Accredits the farm as a farm tourism site.
2. Advocates/ promotes the farmer tourism site locally, countrywide and internationally.

**Technical Education and Skills Development Authority (TESDA)**

1. Registers NC II or NC III assessments to both big and small brother.
2. Assists big brother to become an assessment center for organic agriculture.

**Department of Agriculture-Agribusiness and Marketing Assistance Services (DA-AMAS)**

1. Links big and small brother to local and international markets.
2. Conducts other extension activities needed specifically for marketing.

**Department of Agriculture-Regional Field Office (DA-RFO)**

1. Provides goods and services (specifically production support services) more importantly to small-scale farmers.
2. Together with other collaborating agencies, provides coaching and technical assistance to both big and small brothers.

Department of Interior and Local Government (DILG)

1. Assists in the identification of farm tourism site in their locality.
2. Links the farmer site to the different existing local markets.
3. Helps in the promotion of the farm tourism site locally, countrywide and internationally.

Department of Education (DepEd)

1. Assist farmer-owner in the accreditation of his/her farm tourism to a rural farm.

Source:

Retrieved from ATI Quality Management Systems Documents (Guidelines)