

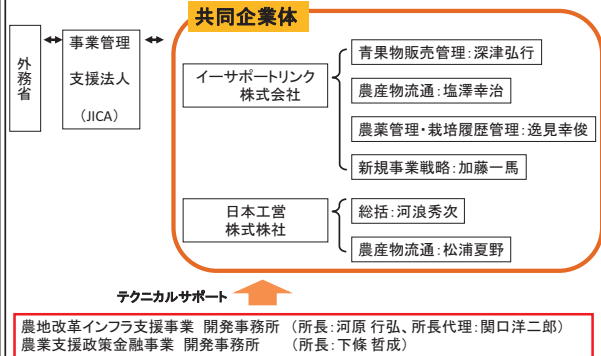
## **添付資料5**

### **第1次現地調査 説明資料**

# フィリピン共和国 農産物流通IT導入案件化調査 要約資料

2012年12月  
イーサポートリンク株式会社  
日本工営株式会社

共同企業体代表者:イーサポートリンク株式会社 深津 弘行  
契約・経理事務手続き担当者: 日本工営株式会社 河浪 秀次

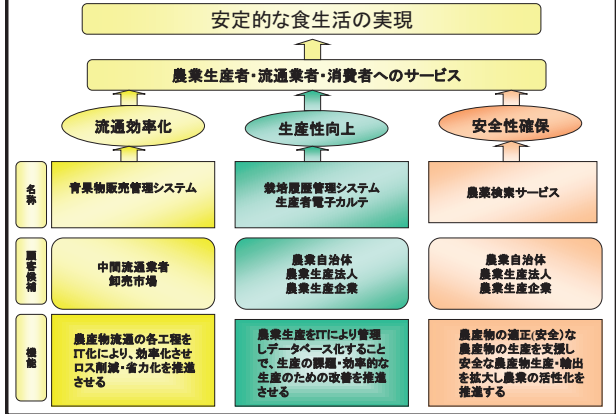


## 我々の調査の目的

- 生活者（消費者）は、安全・安心を求めている
- 生産者は、生産努力が報われていない  
リスクに見合う収益が得られない
- スーパーと生産者が直接コミュニケーションを取れる手段がない

安全・安心を担保した“ブランド”の育成  
年間を通じて幅広いマーケティングを支援  
<いつも並んでいる「安全のブランド」>

## 農産物流通・生産にITを導入し途上国の社会経済に貢献します



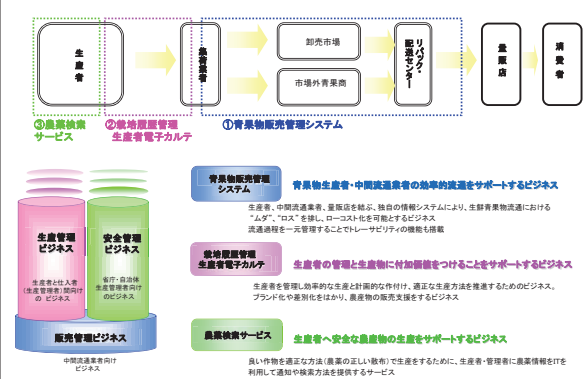
## 弊社

- 青果物販売管理
- 栽培履歴管理
- 生産者電子カルテ
- 農業検索サービス
- 青果標準コードサービス
- 農業データ管理サービス

## 弊社システム顧客

- 中間流通業  
卸売市場
  - 農業生産法人
  - 自治体
  - 農業省
  - 農業肥料庁
- ・システムを提供  
・使用料請求
- ・商品コード管理  
・メンテナンス保守料請求
- ・農業データ管理  
・メンテナンス保守料請求

## ビジネスモデルの紹介



**当社の強み**

**生鮮青果物流通に特化した、“システム”と“ノウハウ”を併せ持っている！**

流通過程に関わる業務すべてを、有機的・一元的に結びシステムを提供し他に類のないSCM(サプライチェーン)を実現 ⇒ **国内唯一の生鮮青果物SCMシステム**

**時代の要請に応えるネットワーク型システムを提供できる！**

経済産業省推奨の“流通BMS”に準拠し開発した「生鮮MDシステム」を大手量販店とその取引先が採用 ⇒ **日本の生鮮青果物流通1T化のパイオニア**

**生鮮青果物流通を知り尽くした万全の代行サービスを提供できる！**

生鮮流通の生産から販売までに発生するすべての工程(受発注、入出荷、売上・仕入計上処理など)において、プロの判断とノウハウを活かした業務委託事業(BPO)で人的に対応

\* 流通BMS…流通ビジネスネットワークスタンダード。メタデータフォーマットを標準化させ電子的にやり取りするための形式。

**ODA事業**

**弊社システム顧客**

- 中間流通業
- 輸出企業
- 卸売市場
- 生産団体
- 生産者

**弊社開発システム**

- 青果物販売管理
- 栽培履歴管理
- 生産者電子カルテ
- 農業検索サービス

フィリピン農業省  
フィリピン農地改革省

市場・集出荷場  
新規建設(無償資金)

農業肥料庁 Xxxx庁

農機元データベース 青果園地コード・規格

価格の安定  
品質の安定  
食の安全

**弊社システム導入のためには、ODAによるインフラ・システム基盤整備が必要である**

**青果物販売管理システム  
ESLシステム**



**従来の問題点と当社のシステムを利用した場合**

◆ 従来の問題点

卸/仲卸 → 移動 → 加工 → 移動 → 仕分け → 移動 → 配送 → スーパー

どれだけ入ってくるかわからない  
電話、FAXによる移動指示

加工量に合わせて残量も…  
電話、FAXによる移動指示

過不足調整、店への出荷はシステムがないので手作業  
電話、FAXによる移動指示

事前準備ができない

**事前準備ができず、色々な“ムダ”“ムラ”“ムリ”が発生**

◆ <イーサポートリンクシステム>を利用した場合

販売計画や受注数量などを共有

卸/仲卸 → 加工 → 仕分け → 配送

**全体管理により、商品の安定供給を可能にします**

**青果物販売管理システム**

サプライチェーン機能で高流・物流・情報流を一元管理します。

産地市場 → 産地集荷業者 → 集荷業者卸売市場 → 中間業者 → 配送センター → 小売店

青果物・青果卸  
商流/金流

物流系企業間

基本情報流

売買取引データ: 売買取引金額データ、売買取引数量データ、売買取引金額データ、請求書・支払書発行、請求書・支払書発行、請求書・支払書発行、配送費計上、配送費計上、配送費計上

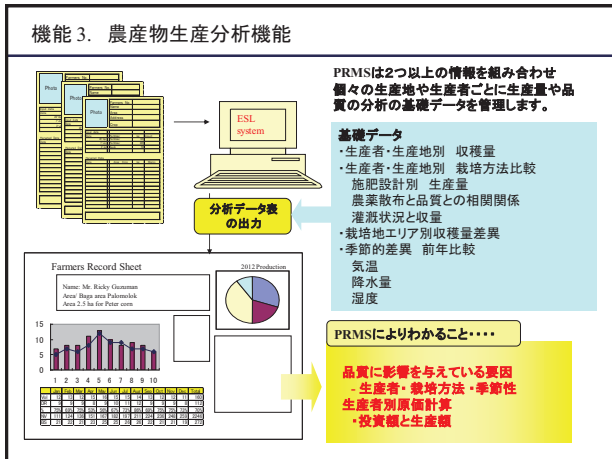
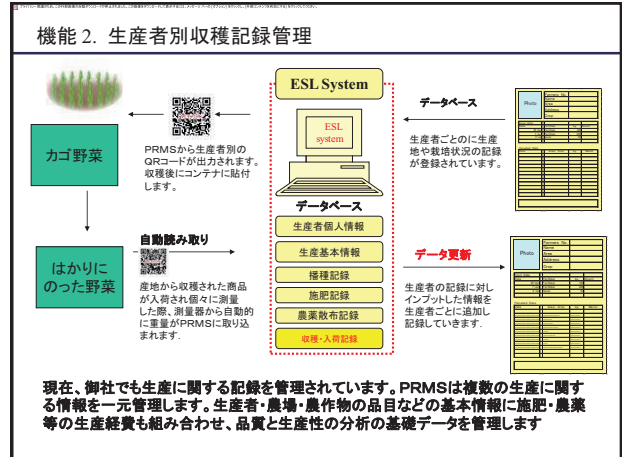
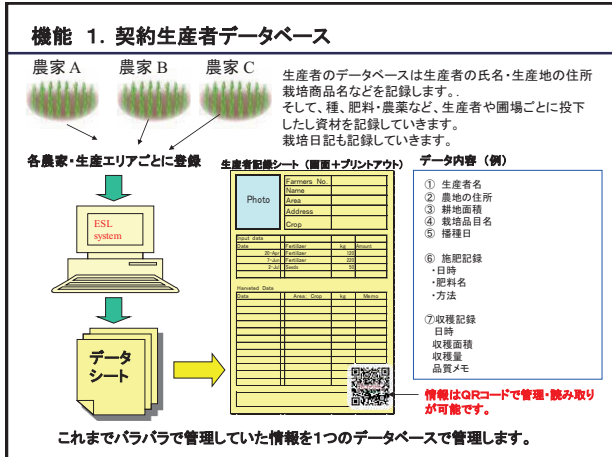
出荷計画: 出荷商品・数量データ、出荷商品数量データ、入出荷伝票、入出荷伝票

受発注データ: 出荷計画受注データ、受発注データ、受発注データ、入荷計画発注データ

**複雑に商品が売買される東南アジア各国の青果物取引に対して、業界初の生鮮青果物サプライチェーンのしくみによる効率的・先進的な取引管理を提案します。**

**生産者電子カルテ**





### 生産者栽培管理記録システムとは

E-supportlink, Ltd.

イーサポートリンクは貴社の農産物の品質を安定的に生産することを支援するシステムを御提供します。

我々の生産者管理システムは個々の生産者の生産記録と出荷記録をデータベース化するしくみです。主に以下記録をデータベース化します。

- 1 生産者への投資(種・肥料・農業など)記録
- 2 個々の生産者の生産工程記録
- 3 個々の生産者の収穫量・出荷量の記録
- 4 個々の生産者の品質の記録

このデータベースを分析することで、品質不良の原因の特定と改善のための施策を講じることができます。



### 1) 日本国内での農業の製造、販売、使用を取巻く環境

日本国内での農業の製造及び海外からの輸入は、農業取締法第二条により、農林水産大臣の登録を受けなければなりません。

農薬の製造者及び輸入者は、農林水産大臣に申請し、独立行政法人農林水産消費安全技術センター(通称FAMIC)で農薬の見本の検査を行い、農林水産大臣の登録を行います。

また農薬は、食品衛生法で定められた残留農薬量の範囲で、農薬の使用量、希釈倍率等が登録農薬ごとに定められています。

農林水産大臣の登録を受けた農薬は、FAMICがインターネット等で公開しており、農薬使用者は登録された農薬毎に使用方法を遵守しなければなりません。

尚、登録されていない農薬を販売したり、使用した場合は懲役若しくは罰金刑が科せられます。

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## 2) 農薬使用に対する日本での取り組み

**E-supportlink, Ltd.**

農薬を利用する主たる目的は防除であり、その為の農薬の使用方法は都道府県にて基準が設けられています。

これは、特定の地域で発生した耐性のある病害虫雑草への対応や、気候などの違いを考慮した効果的な農薬の使用などを目的とし、都道府県の病害虫防除所が試験、研究した結果を基準として定めています。

現在、多くの都道府県では、それぞれが定めた防除指針を書籍として配布または販売しています。しかし登録農薬は逐次追加、削除、変更されており、その頻度は平均して月に5回の頻度で更新されるため、書籍では最新の情報を開示する事が不可能でした。

農薬検索システムは、各自治体にて定める病害虫防除指針の内容を独立行政法人農林水産消費安全技術センター（FAMIC）が公開する最新の農薬登録情報を基にデータベース化し、インターネット上で自由に公開することができるクラウドサービスのシステムです。

当システムへはインターネットに接続されたパソコン、または携帯電話から接続する事で、場所と時間を問わず、常に最新の農薬登録情報を検索、参照、ダウンロードする事が可能です。

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## 3) 農薬検索システムの概要

**E-supportlink, Ltd.**

システム開発は不要、初期設定作業を行えば直ぐにご利用頂けるシステムです。

The diagram illustrates the system's architecture. At the top left, 'FAMIC' (農林水産消費安全技術センター) provides 'FAMIC 農薬登録データ' (FAMIC pesticide registration data) to '各自治体専用サイトの運営' (Local government dedicated site operation). This operation is managed by 'E-supportlink, Ltd.' and involves '最新農薬データ反映' (Latest pesticide data reflection) and '農薬データベース' (Pesticide database). '各自治体' (Local governments) provide '都道府県基準のデータ入力' (Prefecture-level standard data input) to the database. '利用者' (Users) access the system via '農薬検索サイトへジャンプ!!!' (Jump to pesticide search site!!!) from '各自治体ホームページ等' (Local government homepages, etc.). Users can perform a 'パソコンクリック' (PC click) to access the '農薬サイト' (Pesticide site). The system is governed by 'システム利用契約' (System usage contract) between '各自治体' and '農薬データ管理者' (Pesticide data manager).

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## 4) 農薬検索システムが提供するサービス

利用したい機能を、利用したい期間だけ、インターネット上にてご提供致します。

基本機能	<ul style="list-style-type: none"> <li>農薬検索サイト運営</li> <li>最新農薬データ反映</li> <li>農薬情報の検索</li> <li>お知らせ表示</li> <li>表示項目の設定</li> <li>農薬データCSV出力</li> </ul>	<p>ESLは現在、このシステムを日本の県庁に提供しています。各県の農業生産部門は自分の県の産地の農産物に残留農薬が検出されることを恐れ、管理を徹底しています。</p>
	<ul style="list-style-type: none"> <li>自治体基準の設定</li> <li>ドリフト対応</li> <li>農薬データの一覧出力</li> <li>配信ファイル</li> <li>携帯電話での検索</li> </ul>	<p>適正な農薬使用を普及させるため、ESLは、当地における農薬使用管理の実態を調査し、当商品をフィリピンの肥料農薬庁・作物産業界等への提案を行います。</p>

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## 農場物語

### 栽培履歴管理システム

The image shows a vibrant agricultural field with various crops, including pumpkins, carrots, and other vegetables, under a clear blue sky.

## 農場物語とは

○農場物語とは生産者・小売業・消費者の橋渡しを担う道具です

The flowchart shows the '農場物語システム' (Farm Story System) connecting three main groups: ① 生産者 (Producers), ② スーパー店舗 (Supermarket stores), and ③ 消費者 (Consumers). Producers register their information (producer name, production history) and use QR codes for promotion. Supermarket stores use this system to provide safe produce and product information. Consumers can view this information and purchase products. The system also includes a '公開システム' (Public system) for sharing production history information.

- 生産者が農産物の栽培に関わる情報を入力
- 二次元コード付きPOPを売場での販促に活用
- 携帯やパソコン等から生産者及び農産物の情報を消費者が閲覧できる

## 栽培履歴管理システムの活用イメージ

フィリピンの地方自治体・農業生産法人・生産企業向け

- 適正な農薬使用ができる
- 消費者へ商品アピールができる

栽培履歴管理システム

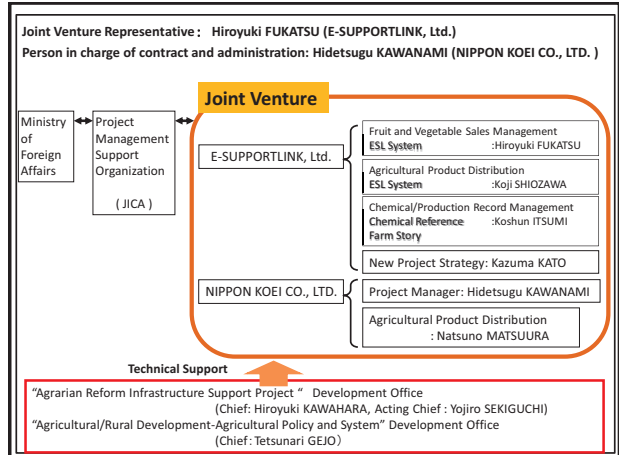
- 小売店舗担当者**
  - 安全な農産物の提供
  - POPによる商品情報の提供
- 仕入担当者**
  - 作付け状況の把握
  - 出荷状況の把握
- 小売本部担当者**
  - POPの活用
  - 公開サイトの活用
  - 競合他社との差別化

栽培履歴管理システムを通して、安全な農産物の栽培、作付け状況・出荷状況の把握、そして商品アピールまでを行うことができる。

農産物への付加価値・差別化・ブランド化  
価格安定＝農家の生産・販売の安定

# Republic of the Philippines The Study for Introduction of IT for Agricultural Product Distribution Summary

December 2012  
E-SUPPORTLINK, LTD.  
NIPPON KOEI CO., LTD.

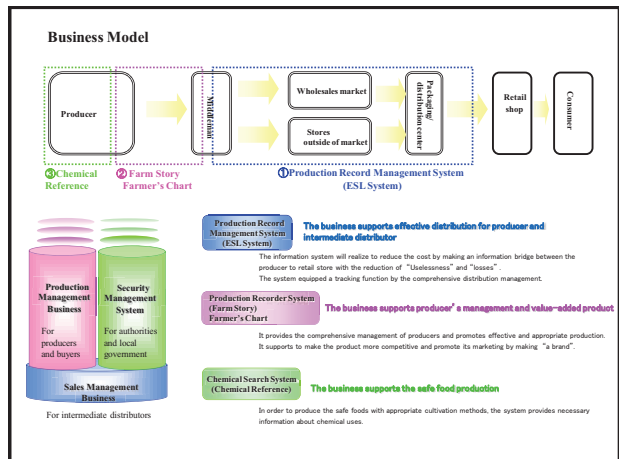
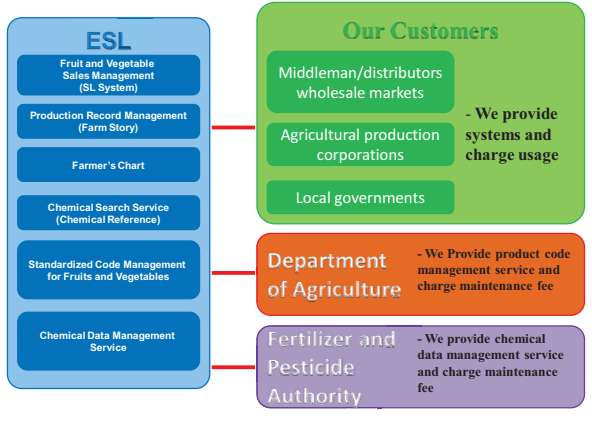
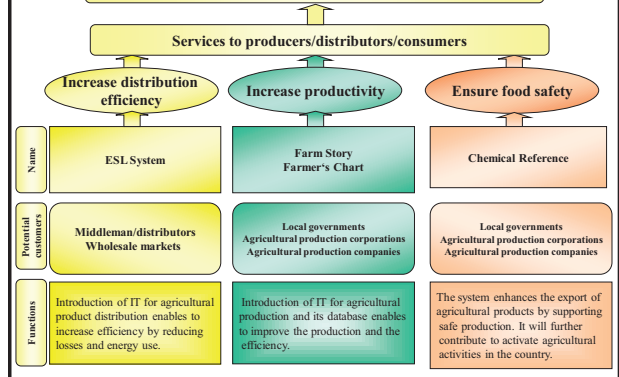


## Purpose of the Study

- ① Being increasing demand of food safety from both consumers and customers
- ② Producer's effort is not always rewarded  
Production risks are not refracted to their profit
- ③ No means of direct communication between supermarkets and producers

To make "a brand" ensuring the safety and security  
To support comprehensive marketing throughout the year  
<Brand with safety and security>

## We contribute to the economical development by introduction of IT for agricultural product distribution and production



**Strengths of Our Company**

**We have both "System" and "know-how" for distribution of fruits and vegetables!**

We provide a system which supports the comprehensive distribution management and it can realize the effective SCM ⇒ **Promising Fruits and Vegetables SCM System**

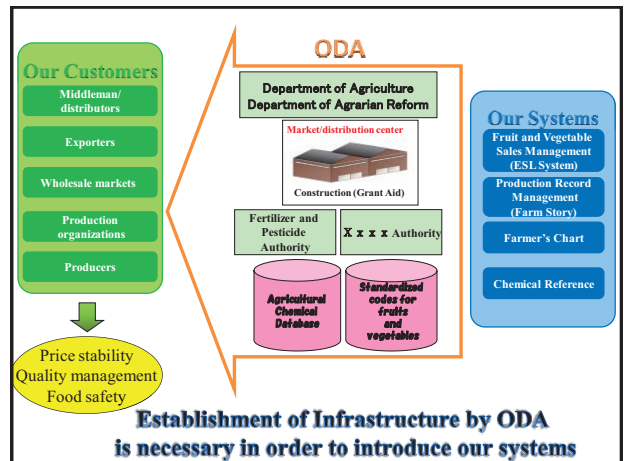
**We provide promising network system!**

"Fresh product MD System" is developed based on "Distribution BMS" which recommended by Ministry of Economy has been adopted by big retail store and clients  
⇒ **IT Pioneer of fruits and vegetables distribution in Japan**

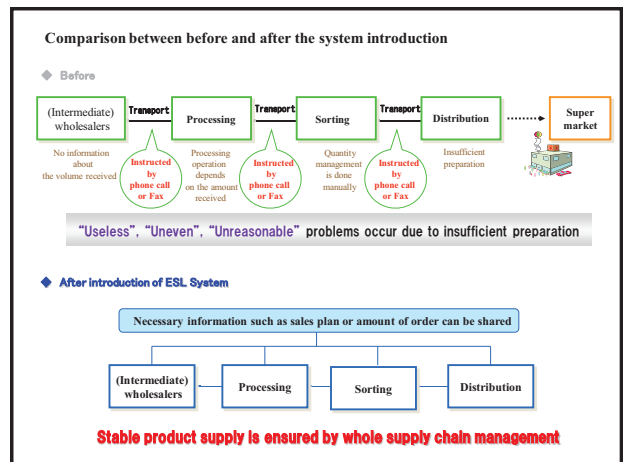
**We provide services with comprehensive knowledge about fruits and vegetables distribution!**

We deal with the Business Process Outsourcing (BPO) with expertise knowledge and know-how in all process from production to sales (Receiving orders, Shipping, Sales and Stocking Record etc.)

\* Distribution BMS : Distribution Business Message Standards. A system which standardizes the message format for electric transaction



## Fruit and Vegetable Sales Management System (ESL System)



**ESL supply chain by system** **E-supportlink, Ltd.**

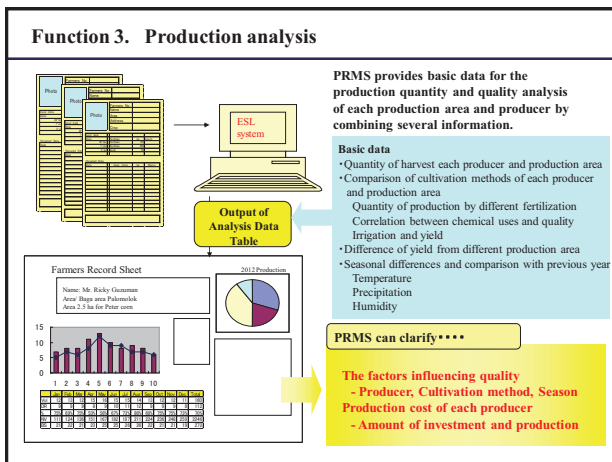
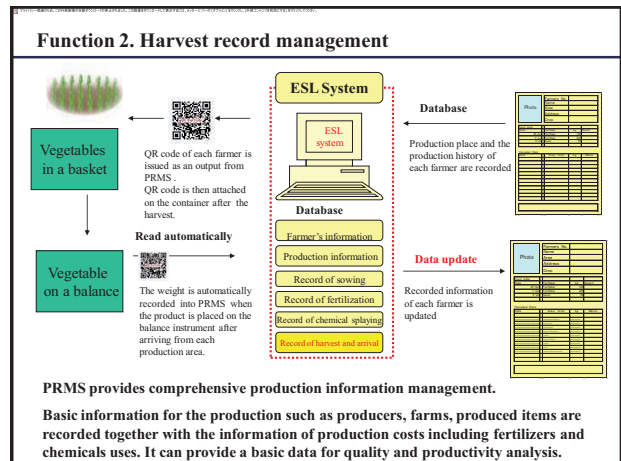
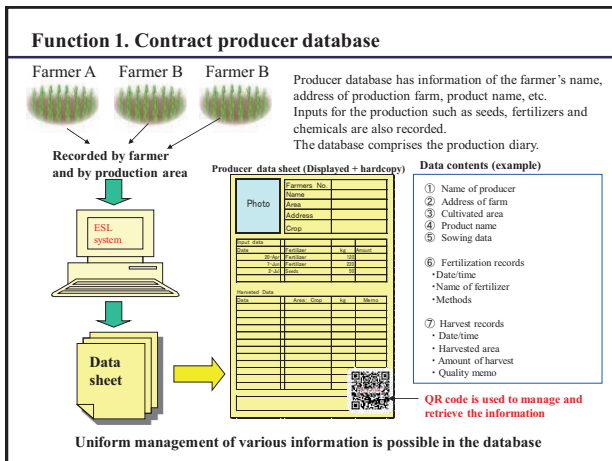
**The Unique ESL supply chain for Fresh products in Japan**

We provide a logistics service with high-level management that integrates every step, from the Farmer' to the store (Super Market, Hotel etc)

	Producer / Trading post	Processing	Warehouse	Trucking	Retail Store
Logistics	Harvest/ collection	Trimming/ Repack	Storage/ Repack	Delivery	Sales/ Consumer
Trading	Sales Price/ Buy price	Loss/cost	Loss/cost	Delivery cost	Sales Price
<b>ESL System</b>	<b>We fully support all business stages, from processing to nationwide Delivery by ESL computer system</b>				

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## Farmer's Chart

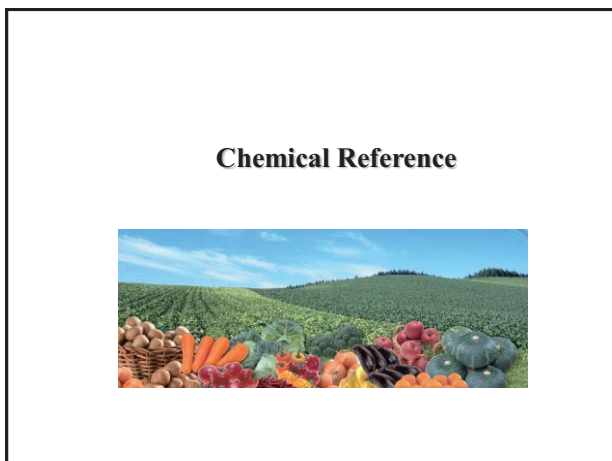


### Effective use of Farmer's Chart

**Farmer's Chart reviews your production result and discovers an improving point.**

- Productivity according to producer
- Productivity according to contract farm
- The quality result classified by each producer
- The quality result classified by each farm
- Shipment result list

We can know various results in the database of Farmer's Chart. And the present various relations and tendencies of a problem can be seen. It solves the subject of your farm.



### 1) Summary of chemical production, its sales and usage in Japan

Based on Agricultural Chemicals Control Act II, domestic chemical production and an import of chemicals need to be registered by Minister of Forestry and Fisheries.

Producer and Importer of the chemical shall apply for the inspection of the chemical sample at the Food Agricultural Materials Inspection Center (FAMIC). The registration shall be done with an approval of the Minister of Forestry and Fisheries.

The amount of usage of chemical and dilution rate are determined within a range of the amount of residual chemical regulated in Food Sanitation Act.

Registered chemical is open in the FAMIC web site and the user of chemical must follow the usage rules regulated by each registered chemical.

Those who sell or use non-registered chemical shall be punished by imprisonment with work or a fine.

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**2) Chemical uses in Japan**

The purpose of the usage of chemical is to prevent crops from pests and diseases. The method of the chemical use is regulated by each prefecture.

The regulation was made based on the results of research conducted by prefectural Plant Protection Office to realize the effective use of chemicals against pests, diseases and weeds occurring in a certain region under particular climatic condition.

Currently, many prefectures are distributing or selling the guideline for the protection as a publication. However, as changes of the contents in the guideline is often made, five times per month on the average, updated information cannot be reflected in the publication.

Chemical Reference comprise a database of the prefectural guideline for the crop protection based on updated information of registered chemical which is provided by Food and Agricultural Materials Inspection Center (FAMIC). Chemical Reference is a cloud service which is available in the public via internet.

Updated chemical information is always available for search, read and download through our system with a PC with internet and mobile phone.

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**3) Chemical Reference**

The system can be usable after the initialization. No system development is required.

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**4) Services provided by Chemical Reference**

We provide you with functions that you need during a period necessary via internet

<b>Basic Functions</b>	- To operate sites for chemical search	<p>ESL is providing the system to Japanese prefectural offices. Agricultural production divisions in the prefectural offices ensure its management to prevent from detection of exceeded residual pesticides.</p> <p>In order to promote appropriate chemical uses, ESL has conducted a research on the chemical use management and propose the introduction of the systems into Fertilizer and Pesticide Authority and Bureau of Plant Industry</p>
	- To reflect updated chemical data	
	- Chemical information search	
	- To display a notice	
	- To set displayed items	
- Output of chemical data as CSV		
<b>Individual Functions</b>	- To set the standard of local government	
	- To cope with drift	
	- Output of chemical data summary	
	- Distribution list	
	- Search via mobile phone	

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**Farm Story**  
Production Record Management System

**What's Farm Story?**

○ It's a tool to bridge producers, retailers and consumers

- Producers enter information about the production.
- POP with 2D code is used for sales promotions at markets
- Information about producers and the products is available via mobile or PC website

**Utilization image of the Production Record Management System**

For local governments, agricultural production corporations and agribusiness companies in Philippine

- Appropriate chemical use
- Better appeal of the products to consumers

**Production Record Management System (Farm Story)**

- Retail Stores**
  - Provide safe products
  - Provide product information by POP
- Buyers**
  - Know production status
  - Know shipping status
- Retail headquarters**
  - Utilization of POP
  - Utilization of available sites
  - Differentiate from rival companies

The system enables to provide information about the safe production and its status as well as to promote competitive sales.

**Value added products, differentiation, make a brand**  
**Stable price at market = Stable production and sales by farmers**

**添付資料6**

**第2次現地調査 農業省報告  
出席者リスト**

WRAP UP MEETING re: IT OPERATIONAL SYSTEMS FOR AGRICULTURAL PRODUCT DISTRIBUTION

January 14, 2013, 2:30pm, ITCAF Conference Room

	NAME	POSITION/ DESIGNATION	AGENCY/ OFFICE	CONTACT NO.	SIGNATURE
1	HIROYUKI FUKATSU		E-supportlink	092-9485-1658	深津 弘行
2	Hidetatsu KAWANAMI		Nippon Koei	080-4171-0512	河内 泰次
3	Natsuno Matsuura		Nippon Koei	090-3948-3325	松浦 夏野
4	Tomoko Tadokoro		Nippon Koei	07291967647	田行 朋子
5	HONORIO C. FLAMENIA		DA-ITCAF	924-3333	H
6	JENESITA C. PALMA		DA-ITCAF	926-2161	J
7	RODRIGO N. LABUGUEN		DA-BAS	371 20 48	R
8	ALWIN PAUL J. DIPASAL		DA-PDS	920-1407	A
9	RENE C. REMANES		DA-AMALS	920-4072	R
10	TEYA MENDOTA		PDS	9201407	T
11	Gary Celso Jarama		ITCAF	9200911	G
12	Hiyoshi Kodama		JICA-DA		H
13					
14					
15					
16					
17					
18					
19					
20					

**添付資料7**

**収集資料集**

## **添付資料7.1**

### **農業省組織図**

Department of Agriculture  
(per E.O. 116)

SECRETARY 1/

Bureau of Agricultural Statistics (BAS)

Internal Control Office (ICO) 4/

Board of Personnel Inquiry (BOP) 2/

Department Legislative Liaison Office (DLLD) 5/

Undersecretary for Finance & Administrative Services

Assistant Secretary for Policy & Planning

- Financial Mgt. Service
- Accounting Division
- Management Division
- Budget Division
- Administrative Service
- Human Resource Development Div.
- Legal Division
- Agricultural Information Div.
- Records Division
- Medical/Dental Unit
- General Services Division
- Telecom Unit
- Planning & Monitoring Service
- Planning & Programming Division
- Policy Analysis Division
- Programm. Monitoring, & Evaluation Div.
- Proj. Dev't. & Evaluation Div. 7/
- Research & Project Dev't. Div. 7/
- Project Packaging Group 7/
- International Agricultural Dev't. Council Coordinating Ofc. 3/
- International Agricultural Affairs Division
- Agricultural Attache
- National Nutrition Council

Undersecretary for Field Operations

Assistant Secretary for Soils, Irrigation, Research & Trng. 8/

- Bu. Of Soils & Water Mgt.
- Agricultural Training Institute
- Bureau of Agricultural Research
- National Irrigation Authority
- Phil Rice Research Institute
- National Post Harvest Institute for Res. & Ext.
- Bureau of Plant Industry
- Fertilizer & Pesticide Authority
- Fiber Industry & Dev't. Authority
- Phil Coconut Authority
- National Agricultural & Fishery Council
- Phil Crop Insurance Corp.
- QUEDAN-COR
- Field Operations Mon. Division
- Regional Field Units
- Management Information Division
- Agri-Business Investment Info. Serv.
- Agribusiness Feasibility Studies Div.
- Agribusiness Investment Info. Div
- Marketing Assistant Service
- Marketing Promotion & Dev't. Division
- Marketing Technical Assistant Division
- ACPC

Undersecretary for Attached Agencies, Livestock and Fisheries

Assistant Secretary for Livestock, Fisheries & FAPs 10/

- Central Agri. Engineering Group 5/
- Planters Foundation
- Sugar Regulatory Authority
- National Food Authority
- Philippine Cotton Corporation
- National Tobacco Administration
- Bu. Of Fisheries & Aquatic Resources
- Phil Fishery Dev't. Authority
- SCO-Project Assistant Division 11/
- FAPs PMOs Liaison Office 8/
- National Meat Inspection Commission
- Bureau of Animal Industry
- Livestock Dev't. Council
- National Stud Farm
- Phil Carabao Center
- South East Asian Fisheries Dev't. Center
- National Dairy Authority

- Computer Service Center 9/
- Systems Management Division
- System Development Section
- System Support Section
- Facilities Management Division
- Computer Operation Section
- Data Entry Section
- Data Control Section

DEPARTMENT OF AGRICULTURE

- 4/ a. DA-D.O. 1 dtd. 3-02-1992
- b. DA-A.O. 278 dtd. 4-26-1992
- c. DA-D.O. 1 dtd. 2-01-1996
- d. DA-S.O. 88 dtd. 2-21-1996
- e. DA-S.O. 122 dtd. 2-26-1996
- 5/ OP-M.C. 10 dtd. 10-08-1992
- 6/ DA-S.O. 13 dtd. 9-19-1994
- 7/ DA-S.O. 711 dtd. 11-16-1986
- 8/ DA-S.O. 221 dtd. 5-07-1996
- 9/ DA-S.O. 560 dtd. 10-15-1996
- 10/ DA-S.O. 24 dtd. 1-09-1997
- 11/ DA-S.O. 28 dtd. 1-22-1997

ORGANIZATIONAL CHART

FOOTNOTES:

- 1/ E.O. 116 dtd. 1-30-1987
- 2/ DA-A.O. 08 dtd. 6-16-1987
- 3/ DA-A.O. 17 dtd. 12-16-1987

## **添付資料7.2**

### ***The Agri-Pinoy Trading Center* 概要**



## Why the AGRI-PINOY TRADING CENTER (ATC) PROGRAM

Aquino Administration's strategic intervention to effectively address long-standing agricultural and food concerns:

- unfavorable prices usually received by small farmers, livestock and poultry raisers and fisherfolk for their marketable quantities;
- radical fluctuation of farm gate prices discouraging farmers and growers to invest for a sustained growth;
- lack of employment and income opportunities in the rural areas;
- high prices of agricultural and fishery products paid by legitimate food processors, market vendors, and the end-consumers most especially;
- unnecessary losses due to inefficient post-harvest handling; and
- national food security and sufficiency

2

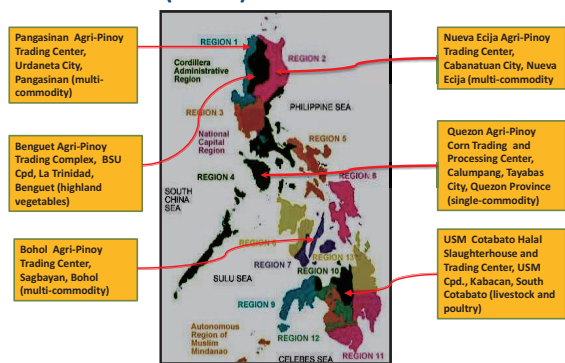
## The Objectives or Outcomes that the Agri-Pinoy Food Trading Centers Program want to achieve

- Improved prices received by small farmers and fisherfolk;
- Improved agricultural and fishery production;
- Lower and stable prices paid by institutional buyers and traders;
- Lower and stable food prices paid by the consumers;
- Improved local employment and income opportunities; and
- Strengthen Public-Private Partnership

The Program hopes to achieve the foregoing objectives

- By establishing food trading centers in strategic areas across the country to which the small farmers and fisherfolk can bring their marketable agricultural (crops, livestock and poultry) and fishery products directly for sale.
  - These trading facilities are designed to enable the basic producers to skip the necessity of going through the layers of traders, especially those who dictate farm and market prices, leaving the farmers and fisherfolk often helpless in price bargaining.
  - These centers shall have the following facilities: trading area, processing plant, refrigeration facilities/cold storage, packing chambers, dormitories, parking spaces, etc.

## SITES OF THE AGRI-PINOY TRADING CENTERS (APTCs) FOR 2012



## BACKGROUND AND UPDATES OF THE 2012 AGRI-PINOY TRADING CENTER

### 1. Benguet Agri-Pinoy Trading Complex (BAPTC)

Type of Trading Center : Single-Commodity (highland vegetables)  
 Location : Strawberry Fields, Benguet State University Compound, Barangay Betag, La Trinidad Benguet, CAR  
 Project Cost : Php 819,819M  
 Area of the Project : 4.0 hectares  
 Proponent : Consortium (BSU, LGU-Benguet, LGU-La Trinidad, Benguet Farmers Marketing Cooperative, Benguet Congressional District Office and DA)  
 Status : The project was programmed into 2 phases. Phase 1 was programmed under the 2011 budget amounting to Php462,876 M and Phase 2 under the 2012 budget of Php356,942M



### 1. Benguet Agri-Pinoy Trading Complex (BAPTC)



Status : Phase underwent second bidding and the DA-BAC issued Notice to Proceed to the winning bidder, J.D. Legazpi Construction on 13 November, 2013.

: In a meeting conducted by representatives from BSU, the contractor, DA-RFO CAR, and the Interim Construction Manager, it was agreed that prior to the construction of the facility, a ground-breaking ceremony will be conducted. The activity is tentatively scheduled second week of Dec. 2012. Awaiting for the availability of Sec Alcalá.

: Phase 2 is on the bidding process and the pre-bid conference was already conducted on October 15<sup>th</sup>. The opening of bids is scheduled on October 29. The Notice of Award and Notice to Proceed is expected to be issued this November.

:

### 1. Benguet Agri-Pinoy Trading Complex (BAPTC)

The MOA signing was held on September 14, 2012 together with the other three sites (Pangasinan, Nueva Ecija, and USM Halal Training and Development Center) at the BSWM Convention Center.

### 2. Pangasinan Agri-Pinoy Trading Center (PAPTC)



Type of Trading Center : Multi-Commodity (lowland vegetables, livestock and poultry and fishery products but the initial commodities are lowland vegetables)

Location : Barangay Poblacion, Urdaneta City, **Region 1**

Project Cost : Php 26,905M

Area of the Project : 0.4 hectare

Proponent : City Government of Urdaneta

Status : The pre-bid conference was conducted by the DA-BAC on October 8, 2012 but due to some technicalities, it was decided that the funds be transferred to LGU-Urdaneta. The City Government submitted the required SP Resolution to DA requesting that they be the one to conduct the public bidding. The MOA was revised and submitted to the OSEC for comments

: Fund transfer is expected to be made within week of December or early January 2013

### 3. Nueva Ecija Agri-Pinoy Trading Center (NE-APTIC)



Type of Trading Center : Multi-Commodity (initial commodities are lowland vegetables)

Location : Barangay Caalibangbangan, Cabanatuan City, Nueva Ecija, **Region 3**

Project Cost : Php 77,622M – DA to counterpart Php 50M and the rest by the LGU-Nueva Ecija

Area of the Project : 2.5 hectares

Proponent : Provincial Government of Nueva Ecija

Status : The DA counterpart funds shall be transferred to the proponent subject to the submission of the SP Resolution on the conduct of the required bidding of the project. MOA is under review

: Fund transfer is expected to be made last week of December or January 2013.

### 4. USM Halal Development and Training Center



Type of Trading Center : Livestock and Poultry Halal Slaughterhouse (initial livestock are goats)

Location : University of Southern Mindanao (USM) Main Campus, Kabacan, North Cotabato, **Region 12**

Project Cost : Php 17M

Area of the Project : 3.0 hectares

Proponent : USM Management

Status : The opening of bids is scheduled 3<sup>rd</sup> week of December and Notice of Award January 2013.

: The project would be closely coordinated with NMIS (National Meat Inspection Service)

### 5. Bohol Agri-Pinoy Trading Center (BOAPTIC)



Type of Trading Center : Multi-Commodity (initial livestock and lowland vegetables)

Location : Poblacion, Sagbayan, Bohol, **Region 7**

Project Cost : Php 20M

Area of the Project : 1.5 hectares

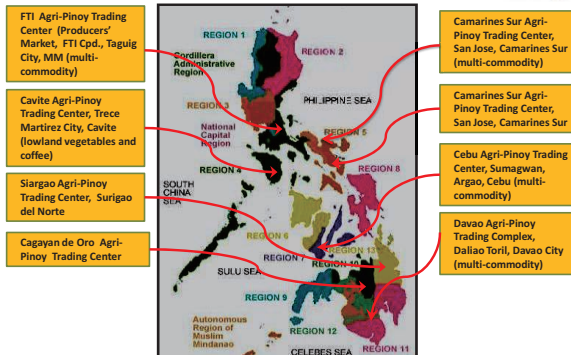
Proponent : Municipal Government of Sagbayan

Status : FS under review and bidding may be conducted January 2013 and Notice of Award may be issued February 2013.

### 6. Quezon Corn Trading and Processing Center (QCTPC)

Type of Trading Center : Single Commodity (Corn)  
 Location : Brgy. Calumpang, Tayabas City, Quezon Province, **Region IV-A**  
 Project Cost : Php 15M  
 Area of the Project : 2.0 hectares  
 Proponent : Isa Akong Magsasaka Foundation  
 Status : The foundation was already accredited by the DA. MOA is being prepared.  
 : Bidding to commence December. Notice of Award and Notice to Proceed by February or March 2013.

### TARGET SITES OF AGRI-PINOY TRADING CENTERS (APTCs), 2013



### Results of Site Validation and Evaluation of the 2013 Proposed Sites

Proposed Site	Proponent	Result of Evaluation and Recommendations	Remarks
FTI - APTC	DA	For FS preparation; FS by end of Dec	Initial lot – 7,000 sq.m.
Cavite APTC (Trece Martirez City)	LGU-Cavite	To be considered; commodity has yet to be decided.	The proposed APTC is not feasible for vegetables, fruits and livestock.
Siargao APTC (Del Carmen)	LGU-Surigao del Norte	To be considered	Site should be transferred to another location within the island
CDO APTC	Office of Cong. Rufus Rodriguez	To be considered	The evaluated sites for the project not suitable as there are illegal settlers in the 3 areas evaluated.

### Results of Site Validation and Evaluation of the 2013 Proposed Sites

Proposed Site	Proponent	Result of Evaluation and Recommendations	Remarks
CAMSUR APTC (San Jose, CamSur)	LGU-San Jose, CAMSUR	Project is feasible – FS preparation ongoing	Could be a multi-commodity (vegetables and fishery – seaweeds); FS submitted to AMAS by end of Dec
CAMNORTE APTC (Vinzons, Camarines Norte)	LGU-Camarines Norte	Project is feasible – FS preparation ongoing	Could be a multi-commodity (vegetables and fishery – seaweeds); FS submitted to AMAS by end of Dec
DAVAO CITY APTC (Daliiao Toril, Davao City)	LGU-Davao City	To be considered	NDC and City Govt requires DA to prepare the FS for the whole 24-ha lot. For further discussion.
CEBU APTC (Argao, Cebu)	LGU-Argao	Project is feasible – for FS preparation	FS should be submitted to AMAS by end of Dec

### OTHER SITES FOR EVALUATION - FOR INCLUSION UNDER THE 2013 BUDGET

1. Davao del Norte – proposed by Cong. Anton Lagdameo
2. Naga City – proposed by LGU-Naga City (Mayor John G. Bongat)
3. Cotabato City – proposed by LGU-Cotabato City (Mayor Guiani)
4. In Region 2 – proposed by BFAR, no project proposal yet

### SUMMARY OF APTCs THAT WILL ESTABLISHED IN 2012 AND 2013

Location	2012	Location	2013	Remarks
<b>A. Luzon</b>	<b>4</b>	<b>A. Luzon</b>	<b>6</b>	
1. Benguet, CAR Region		1. FTI, Metro Manila		
2. Nueva Ecija, Region 3		2. Cavite, Region IV-A		
3. Pangasinan, Region 1		3. Cam Norte, Region 5		
4. Quezon Prov, Region IV-A		4. Cam Sur, Region 5		
		5. Naga City, Region 5		For evaluation
		6. Region 2		For evaluation
<b>B. Visayas</b>	<b>1</b>	<b>B. Visayas</b>	<b>1</b>	
1. Bohol, Region 7		1. Cebu		
<b>C. Mindanao</b>	<b>1</b>	<b>C. Mindanao</b>	<b>4</b>	
1. North Cotabato, Region 12		1. Davao City, Region 11		
		2. Surigao del Norte, CARAGA		
		3. Davao del Norte, Reg 11		For evaluation
		4. Cotabato City, Reg 12		For evaluation
<b>TOTAL</b>	<b>6</b>		<b>11</b>	

**SALAMAT PO!!!!!!**

## 添付資料7.3

### *Agriculture and Fisheries Market Information System (AFMIS)概要*



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM (AFMIS)**

<http://afmis.da.gov.ph>

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**AFMIS** – a web-based system that integrates various information resources of the Market Development Cluster (MDC) agencies into a single data base and application system.

PRESENTATIONPRO




**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Composition of the MDC**

- Agribusiness and Marketing Assistance Service
- Agriculture and Fisheries Information Service
- Bureau of Agricultural Statistics
- Information Technology Center for Agriculture and Fisheries
- National Agriculture and Fishery Council

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Objective of AFMIS**

To provide regular, reliable and timely market information that can guide the farmers, fishers and other stakeholders to make better investment and marketing decision thru Information and Communication Technologies (ICTs') like the Internet and Short Messaging System (SMS)

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Role of Each MDC Agency**

Bureau of Agricultural Statistics (BAS)

- Produce reliable, adequate and timely agricultural and fishery statistics (production and price data, quantities traded, costs and returns, market profiles including distribution channels, marketing costs and other value-adding activities, market infrastructure facilities) as inputs for AFMIS

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

Agribusiness and Marketing Assistance Service (AMAS)

- Provide agribusiness and market assistance and advisory services to private sector including NGOs, Pos, farmers and fisherfolk using information and knowledge inputs from BAS and other sources to come up with the required market analysis and act as coordinating agency/seat of AFMIS

PRESENTATIONPRO

**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Agriculture and Fisheries Information Service (AFIS)**

- Disseminate production and market information (with technical inputs from BAS and AMAS) through various media both in analog and digital forms

**Information Technology Center for Agriculture and Fisheries (ITCAF)**

- Provide information technology, hardware and training for setting up the web-based AFMIS system including the required system and maintenance

**National Agricultural and Fishery Council (NAFC)**

- Act as sounding board and provide AFMIS links with the private sector in terms of information needs, feedback and monitoring and evaluation mechanism

PRESENTATIONPRO

**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis**

Republic Act 8435 of 1997 or the Agriculture and Fisheries Modernization Act (AFMA)

- an act defining measures to modernize the country's agriculture and fisheries sectors to make them competitive in the market.

PRESENTATIONPRO

**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis. . . .**

Chapter 5 :  
Information and Marketing Support Service

Section 42. Information and Marketing Service  
The NIN shall provide information and marketing services related to agriculture and fisheries which shall include the following:

- Supply data;
- Demand data;
- Price and price trends;
- Product standards for both fresh and processed agricultural and fisheries products;
- Directory;
- Research information and technology generated from research institutions involved in agriculture and fisheries;
- International, regional and local market forecasts; and
- Resource accounting data.

PRESENTATIONPRO

**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis. . . .**

**SPECIAL ORDER No. 190**  
Series of 2010.....signed by Atty. Bernie C. Fondevilla (20 April 2010)

*Creation of Management and Technical Working Group for the Implementation of the Agriculture and Fisheries Market Information System (AFMIS).*

PRESENTATIONPRO

**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis.... SO No. 190...Series of 2010...signed by Atty. Bernie C. Fondevilla (20 April 2010)**

**AFMIS MANAGEMENT GROUP**

**Functions/Responsibilities**

- Provide the over-all direction in the implementation of AFMIS;
- Ensure the provision of appropriate resources as well as full participation and commitment of assigned personnel in the undertaking;
- Ensure delivery of functions of agencies involved in the implementation of AFMIS;
- Provide timely decision and resolutions/recommendation on issues and other policy problem that may arise;
- Review and recommend for approval the consolidated annual Work and Financial Plan for the implementation of AFMIS activities.

PRESENTATIONPRO

**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM


**Legal Basis... SO No. 190...Series of 2010...signed by Atty. Bernie C. Fondevilla (20 April 2010)**

**AFMIS MANAGEMENT GROUP**

**Composition**

Chairperson	: Director, AMAS
Vice-Chairperson	: Director, ITCAF Director, BAS
Members	: Director, AFIS Director, ATI
Secretariat	: Executive Director, NAFC One representative each from AMAS, ITCAF, AFIS, BAS, NAFC and ATI

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis.... SO No. 190...Series of 2010...signed by Atty. Bernie C. Fondevilla (20 April 2010)**

**TECHNICAL WORKING GROUP (TWG)**

Functions/Responsibilities

1. Provide technical support to the Management Group as inputs to policy decision;
2. Ensure the efficient operationalization of the AFMIS website and the regular updating of its contents;
3. Ensure that functions of implementing agencies are done;
4. Provide technical assistance to the regions in the implementation of AFMIS;
5. Prepare and submit to the AFMIS Management Group a consolidated annual Work and Financial Plan for the implementation of AFMIS;
6. Provide over-all supervision and monitoring of the implementation of the Mobile Data Gathering System and other related systems as inputs to the AFMIS website.

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis.... SO No. 190...Series of 2010...signed by Atty. Bernie C. Fondevilla (20 April 2010)**

**AFMIS TECHNICAL WORKING GROUP (TWG)**

Chairperson : Teresita C. Palma - ITCAF  
Vice-Chairperson : Carmencita C. Begonia - NAFC  
Ma. Teresita P. Matias - AMAS

Members:

<b>AMAS</b>	1. Edmar L. Fajutagana 2. Cristine D. Baldelomar	<b>NAFC</b>	1. Socorro M. Villarino 2. Sesinando S. Olgado
<b>BAS</b>	1. Rodrigo N. Labuguen 2. Ermina V. Tepora	<b>ITCAF</b>	1. Gerry R. Gonzalez 2. Imelda B. Breganza
<b>ATI</b>	1. Antonieta J. Arceo 2. Pamela G. Mappala		3. Eldeliza V. Guilleno 4. Jocelyn O. Mogado
<b>AFIS</b>	1. Cheryl C. Suarez 2. Florencia M. Garcia		5. Teddy T. Casucog

PRESENTATIONPRO



**AFMIS**  
AGRICULTURE AND FISHERIES MARKET INFORMATION SYSTEM

**Legal Basis.... SO No. 190...Series of 2010...signed by Atty. Bernie C. Fondevilla (20 April 2010)**

*The Regional Executive Directors are enjoined to create a Regional Management Group and a Technical Working Group to be composed of representatives from MDC member-agencies (AMAD, RAFID, RAFC, RASO, ATI, RCU).*

PRESENTATIONPRO

## Features

- Price Bulletin
- Directory of Buyers/Sellers
  - Listing of business entities i.e. producers/processors/institutional buyers, etc.
- Other Market Information
  - Commodity Profile
  - Market Profile
  - Investment Opportunities
  - Commodity Inflow/Outflow

PRESENTATIONPRO

# Thank You !!!

PRESENTATIONPRO