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添付資料-1

調査時の写真

調査時の写真

マーケット担当者
（サリアヤ・セントロパミリハン市場）
市場は 2 つのエリア(会員と非会員生産者)に分かれており、マーケット担当者が会員生産者の代わりに販売代行を行う。

価格ボード
（サリアヤ・セントロパミリハン市場）
マニラの市場での取引価格情報が、市場内に設置されている白板に書かれている。市場の担当者が電話にて毎日確認し、価格を更新しており、日々の市場取引価格の基準となっている。

出納部
（サリアヤ・セントロパミリハン市場）
会員生産者の商品を、マーケット担当者から買い付けバイヤーは、この窓口で買い付け金額を現金で支払う。

紙ベースの情報管理
（サリアヤ・セントロパミリハン市場）
会員生産者が市場へ stub(送り状)を持参する。その stub と市場控えの stub、販売控えをセットで纏めたもの。

荷受け
（ラ・トリニダット市場）
荷受け場にて商品を下しながら、すぐそばで選果作業を行い市場内の指定エリアへ運ばれる。

小売店
（クバオ市場）
マニラ市内にある民間の市場。ここでは各エリアの店主がマニラ市内の他市場より自身で仕入れを行い店頭にその商品を陳列している。

調査時の写真

保冷車
（コールドチェーン：社名）

ラ・トリンダット市が建設し運営している冷蔵施設及び冷蔵車のレンタル事業社。

冷蔵庫
（コールドチェーン）

現在 2 基の冷蔵庫を運営している。利用率が高い為、冷蔵庫に入り切らない商品が冷蔵庫前に置かれていた。

オクラ栽培圃場
日本向けの圃場。ＧＡＰ取得を目指している。収穫は 10 月～6 月と日本と競合を避けている。

オクラ入荷
生産者毎に選別を実施。（生産者名を明記した伝票をカゴに付帯）製品作成後、歩留りを基に支払データを作成する。

輸出用オクラ製品
主要の規格は 100ｇネット。各企業、生産者などの情報が分かる様にＱＲコード、ロットナンバーなどをつけている。

出荷用
日本向け規格のダンボール。サイズ、入数別に区分けされて得意先の要望に応えている。

添付資料2

ESL プレゼンテーション　報告

ESL プレゼンテーション　報告

1)　背景

・イーサポートリンクが推薦する「フィリピン農産物流通 IT 化」のための２つのシステムを導入対象関係者に提示し導入化のための「ODA 案件作成」の意見収集を行った。

2)　プレゼン対象者と質疑応答による ODA 調査の提案

１　フィリピン農業省　（2013 年１月９日）

①説明内容

・農場物語による生産者電子台帳の作成とそれにともなう供給予測カレンダーの運用提案

・ESL システムによるトレーディングセンターを中心とした取引の電子管理と複数拠点へ導入した場合のネットワーク管理の有効性

②ODA 案件化調査案の立案候補

【農場物語】

【IT 化のための人員育成プロジェクト】

システムの稼動のための入力項目を収集する人材育成が必要である。農場物語は利用者の農薬・肥料の基礎知識があるという前提によるシステムであるが、基本的な農作業の知識が欠落しているフィリピン農業従事者に対する教育プログラムの必要性が意見された。・今回、我々が本システムを提案するにあたり、この人材育成のための援助について問い合わせがあった。現在､国が管理する Extension Worker は慢性的な人材不足であり､DA のスタッフが不足している。

【e-ラニングへの活用プロジェクト】

日本の場合、GAP をはじめとする農業指導に当システムの利用があるため「農作業管理の IT 導入のための基礎技術指導プログラム」が考えられる。

【統計局との連携プロジェクト】

統計局によればすでに IT 化のための商品コードに関するプロジェクトがあり、共有できる可能性が示唆された。IT 化のため既存プロジェクトと共同し全国のコードの標準化の提案を行う。

【農薬肥料庁データベース付加価値増進プロジェクト】

農薬肥料庁は農薬の利用規程がある。今回、農薬肥料庁に対して詳しい説明ができなかった。彼らのデータベースになんらかの付加を行い付加価値をつけることが、農場物語の稼動の前提となることから、農薬肥料庁に対し IT 化のための調査・改良提案プロジェクトを提案する。

【ESL システム】

＊特に議論はなかった。

2　セントロパミリハン（2013 年 1 月 10 日）

①　説明内容

・約 300 名の生産者組合をもち、生産法人は運営する自社トレーディングセンターに対し、農場物語によるブランド化および IT による生産計画の作成と需給調整による効率的な運用の可能性を説明した。

②ODA 案件化調査案の立案候補

【電子商取引推進プロジェクト】

・インターネット環境が悪いため導入には課題があるという指摘があった。あくまで複数のトレーディングセンターとの情報の共有化を考慮すればインターネットは必須であるが、システムの稼動は単体のイントラネットでも可能である。「IT 化＝インターネットによる電子管理」を推奨するのであれば、官民連携によるインターネットインフラの開発案件が対象となると思われる。

【青果標準コード作成プロジェクト】

・現地の既存の取引はすべてエクセルにて対応し会計系システムは保有しておらずエクセルを利用した表管理であった。すなわち会計系システムまで整理するとやはりコードの標準化は重要である。

【農産物付加価値販売プロジェクト】

・Administrator は ESL システムより農場物語に興味があるとコメントされた。これは生産者台帳の作成と販売促進とする「直接取引」の支援要請である。日本の電子データによる販売促進の実例紹介はインパクトが大きくシステムの利用とともに販売先まで紹介されるのかという質問もあった。これらの内容を踏まえ、現地民間企業を巻き込んだ農場物語による販売管理プロジェクトを提案する。

3　ベンゲットエリア　生産者組合への説明（2013 年 1 月 1 1 日）

①　説明内容

ルソン島最大の高地野菜生産基地の４つの MunicipalITy の農業生産者団体、町の農政担当者を招待し、農業生産法人に対し農場物語による生産者管理、販売促進、および ESL システムによる販売管理とデータ管理の有効活用について説明をおこなった。

②　ODA 案件化調査案の立案候補

【農産物付加価値販売プロジェクト】

・　農業生産者組合に対し販売促進のため農場物語の販売促進機能を利用したテスト販売を行う。当地で行われている JAEC のプロジェクトの生産品を中間業者を交え、マニラ都市部でテスト販売を行う。

【IT 化のための人員育成プロジェクト】

・　プレゼンテーション会場において質問があった「システム教育・支援」について IT 化に対す

る不安と懸念として「教育」があった。導入に対する研修のコスト、期間について広くシステム関連の基礎研修を行い人員育成と派遣を行うプロジェクトを立案する。

4　ベンゲット　Trading Post への説明（2013 年 1 月 1 2 日）

①　説明内容

・　ベンゲットにあるフィリピン最大級のトレーディングポストに従事している各種業態の関係者に対し、農場物語による「産地情報収集による効率的取引」または ESL システムによる「取引の可視化」を目的とする IT 化の説明をおこなった。

②　ODA 案件化調査案の立案候補

【農産物付加価値販売プロジェクト】

・ベンゲットのトレーディングポストの ConsoliDAtor, またはバイヤーを起点に、調達先の生産法人に農場物語を利用し、ESL システムによる販売・加工・出荷管理の取引活動をシステムでフォローしていきながら、最終的にマニラの顧客までの販売を管理するパイロットプロジェクトを提案する。

5　プレゼンテーションの総括

・農業省へのプレゼンテーションから市場運営の関係者まで川上から中間流通業者に対し説明をおこなった。

・質疑応答を通し以下のプロジェクト提案を立案する。

①【IT 化のための人員育成プロジェクト】（対象：DA）
②【既存 DA プロジェクトへの参画】（対象：DA）
③【農薬肥料庁データベース付加価値増進プロジェクト】（対象：DA）
④【電子商取引推進プロジェクト】（対象：DA）
⑤【青果標準コード作成プロジェクト】（対象：DA）
⑥【農産物付加価値販売プロジェクト】（対象：サリアヤ・サリアヤ）

・参加者へのアンケートも集まり貴重な情報が収集できた。システム導入に否定的なコメントはなく現状と導入のためのハードルが多く記載されている。この内容を踏まえ前述したプロジェクト提案を完成させていく。

以上

ODA に期待すること

・　インターネット環境の整備
・　ＰＣ・プリンターなどの OA 機器の供給
・　農業省公認のシステム研修制度・支援
　（一般・農産物取引のマニュアル作成含む）
・　パイロット事業遂行のための技術者派遣支援（人件費・経費）
・　パイロット事業遂行のためのフィリピン側企業の抽出と紹介

添付資料3

ESL プレゼンテーション　配布資料集

添付資料3.1

農業省用

第2次現地調査：提案システムプレゼン資料 ① 日本語資料

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

2013年1月

E-supportlink LTD
NIPPON KOEI CO.,LTD

Introduction

Agricultural produce is not like manufacturing products. We can not control the stable production due to the effect of weather condition in the field.

In Japan situation, The introduction of the Information Technology had better result making the efficient distribution system. We were able to established linkage from producer, distributor and retailer. Thus, controlling supply and demand. This function is done by trading center in Japan.

This time we want to test the IT system being introducing in the Philippines.

Today, we would like to introduce our two systems to make improve Philippines Agricultural products distribution.

Ideal Agricultural Product Distribution

① Being increasing demand of food safety from both consumers and customers

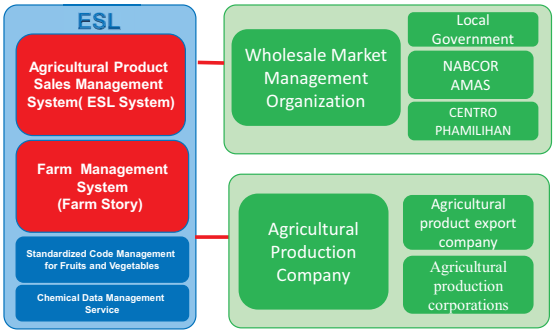
② Producer's effort is not always rewarded
Production risks are not refracted to their profit

③ No means of direct communication between supermarkets and producers

Make "a brand" ensuring the safety and security
Support comprehensive marketing throughout the year
<Brand with safety and security>

Future Ideas

We suggest a package system including these four systems as a suggestion for proposing distribution project and private sector



Explanation of Two systems

Philippine Farm Management System (A Farm Story)

This system includes Chemical search and Farmers database functions. In addition, time schedule of planting, harvesting and expected volume supply.Finally, products promotion

Target user
Farmers coop, Trading center, Private sector, Exporter

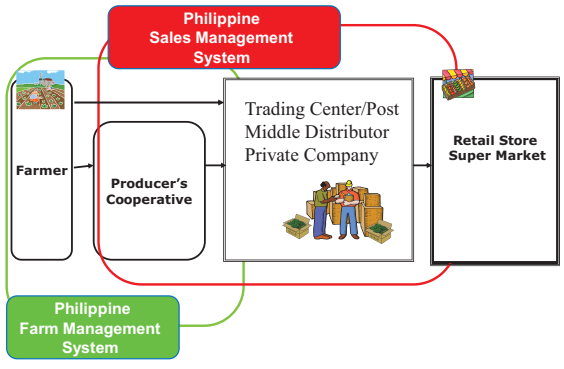
Philippine Sales management Syetem (ESL System)

This system can manage the Agricultural product trading. Whereby, the producer and consumer can connect directly, making flow of supply and demand transparent.

Target user
Farmes coop, Trading center, Private sector,

Working Framework

E-supportlink,Ltd.



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A farm story

http://www.noujou.com/

Agricultural Product Distribution
Farm story
（English：英語版）

Ideal Agricultural Product Distribution

① Ever 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。

Make or create "a brand name" ensuring the safety and security.
Support comprehensive marketing throughout the year
＜Brand with safety and security＞

The Utilization of ESL System in Japan

Promote sale of agricultural products of Japan Agricultural Production Corporation/ Production Company
- Appropriate chemical use
- Better appeal of the products to consumers

Use of ESL System (Farm Story)

Wholesale Market
- Procure safe agricultural products
- Procure stable quality products
- Get information of producing area

Retailer Product Dept.
- Sale of organic agricultural products
- Security of organic products
- Differentiation with competing company

Food Service Industry Procurement Dept.
- Secure procurement of agricultural products Risk avoidance
- Disclosure of information
- Differentiation with competing company

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

A Example of utilization of Farm Story in Japan

Apples produced by Iwakisan Apple Union

「Where and Who」「When and How」「Cultivate and Grow？」
Disclosure information of producer's cultivation method to consumer

■Solve the problem of "anxiety of what it is"
Though JGAP Certification, we ensure security and safety

■ "You can always check information of producer and production record at a store or by internet"

Support sale of Iwakisan Apple Union

We let you inform farmers' production activities in support of promotion of sales.

How to use of a farm story

Menu of a farm story

A farm story

Welcome Mr Yamada
Create production record sheet
Register Work
A list of production record
Search production record
Chemical Search
Mastermaintainance
Contract
Link

① Master Registration
- Master registration of Product, chemical and fertilizer

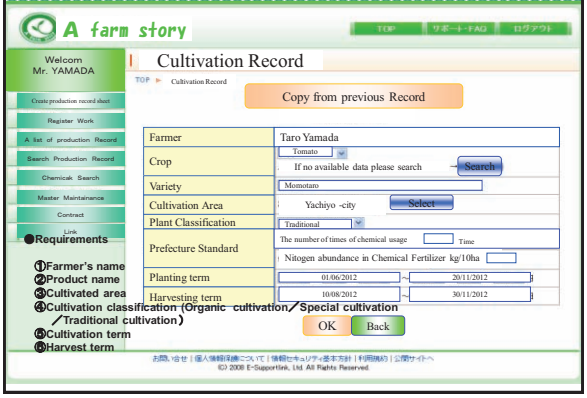
②Create a Production Record Sheet
- Create a basic producer registration checklist

③Register Work
- Input record of chemical and usage of fertilizer, and others

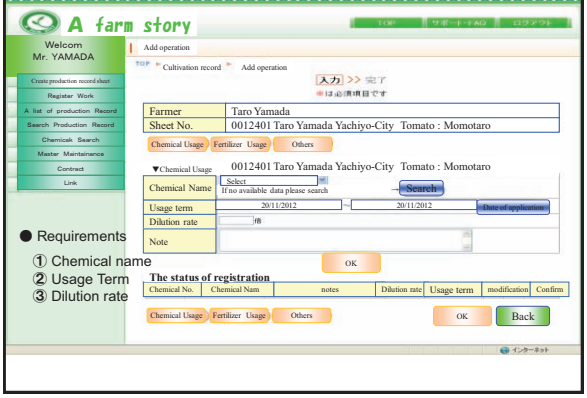
④Create the contents to open
- Introduce farmers and adjust product information

A Farm Story includes these four parts. These are used as a farmer's registration by agricultural production corporation and local government and it promotes branding by differentiation

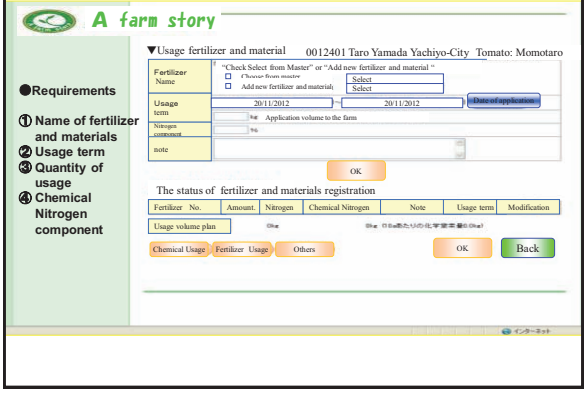
Cultivation Record



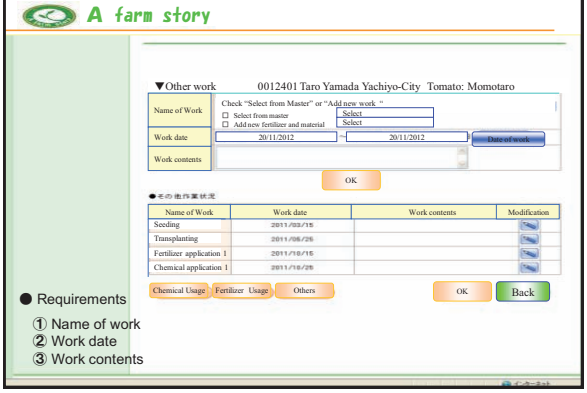
Register Work ① Chemical usage

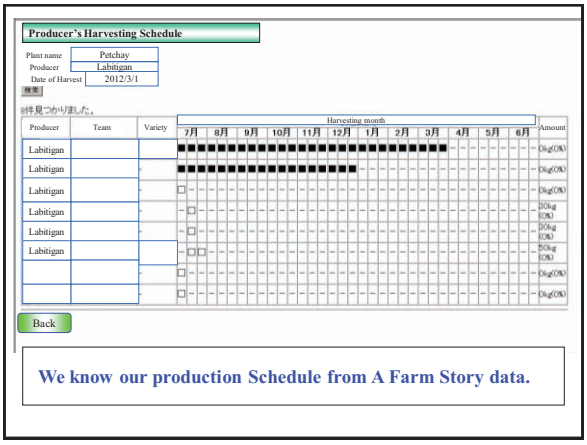


Register Work ② The use of fertilizer and material

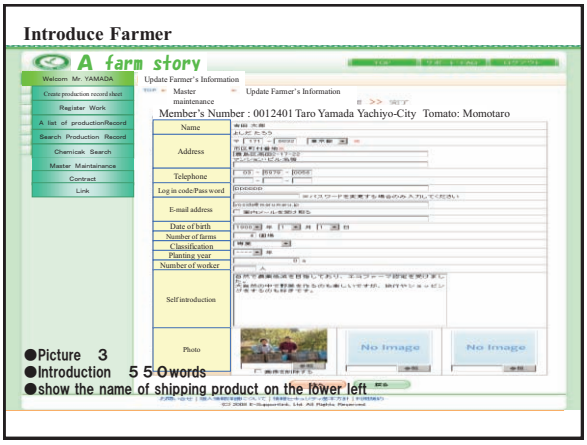


Register Work ③ The others





Introduce Farmer



Function of exhibit ①For Retail store (Image) reputation build-up

1. Check Producers name

2. Encode of Farmers name to A Farm story site

3. Buyer know the Production Record

Function of exhibit ②For retail store promotion

① Producers Photo
② Farmers Self introduction and description of products
③ Consumer can check Production records by mobile phone

Function of exhibit ②For retail store promotion (Home Page)

Function of exhibit ②For consumer promotion (Mobile)

QR Code

Consumers with no internet access, use mobile gadget to check information of product. To date, Philippines has few users of this technology. In future there will be more users.

Basic requirements for introduction of a Farmer Story

A farm story

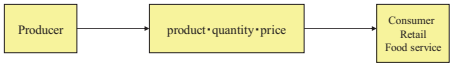
① Internet connection because of the web system
② A product code (Master) on agricultural products
③ Cooperation with database of chemical and fertilizer
④ The cost of initial system introduction and maintenance

A Farm Story and information of distribution

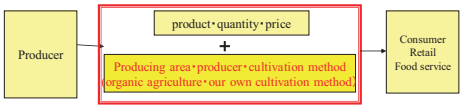
A farm story

ESL suggests a system for farmer to improve agricultural production by organic products, producer and production union Through IT, "a new production information" is directly informed to food service industry and supermarket, leading to branding to improve distribution in the Philippines

The Former Information of Distribution



The New Information of Distribution by ESL



A farm story

Basic data information of farmers, cultivation method, chemical usage, fertilizer application, cultural management, planting schedule, harvesting period and projection of harvest volume are important. A farm story would supply information necessary to make or create proper branding of the product. In promotion, in this way, buyers the. consumers in particular could able to choose or compare which product brand offer better quality that are safe and secure...

Thank you

Next ESL system…

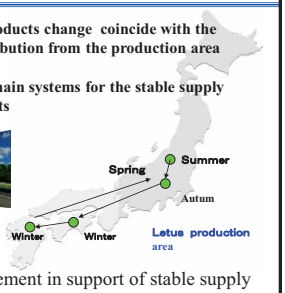
第2次現地調査:提案システムプレゼン資料 ③ 日本語資料

Philippines Agricultural Product Sales Management System 【ESL System】

Characteristic of Japanese Fresh Vegetable and Fruit Distribution

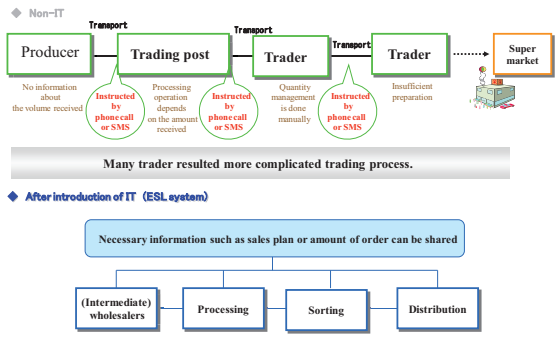
1. The Japanese Agricultural fresh products change coincide with the seasons making the transport distribution from the production area to the consumer area.
2. That's why Japan developed cold chain systems for the stable supply and demand of Agricultural products

.



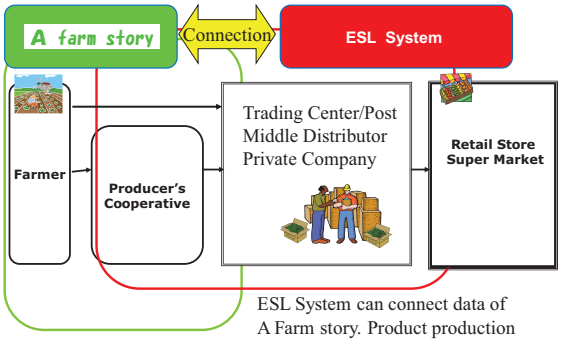
Cold chain system is basic requirement in support of stable supply and demand of product.

ESL system Function 1 : Unified transparent distribution flow



Stable product supply is ensured by whole supply chain management

ESL system Function 2 Data sharing with A farm story



ESL System can connect data of A Farm story. Product production information is shareable.

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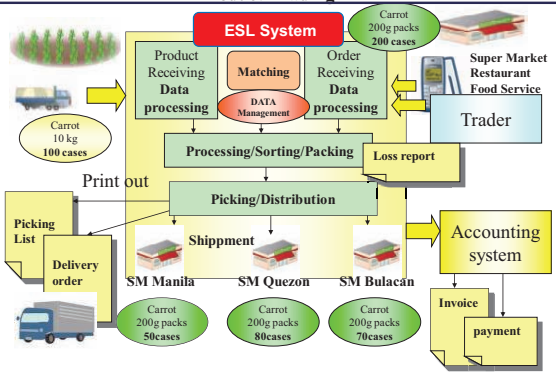
fukatsuh: nction 3 Operation Support for Agricultural Product Trading



Function 4 Information Control Network

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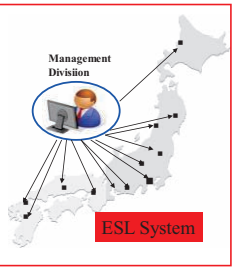
ESL system has been introduced to15 Trading Center in Japan to control inventory and trading management. We can manage supply and demand in Japan nation wide.

ESL management point in Japan
(Fresh system Center)

- Kawasaki
- Aoumi
- Kobe
- Nagoya
- Sapporo
- Fukuoka
- Kawaguch
- Takasaki
- Fuji
- Kooriyama
- Ebino
- Matsudo
- Shizuoka
- Oodate
- Nagano
- Hiroshima



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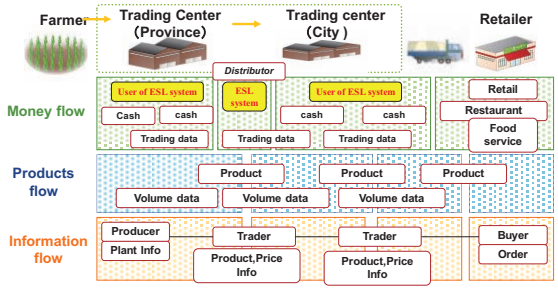
ESL system introduction

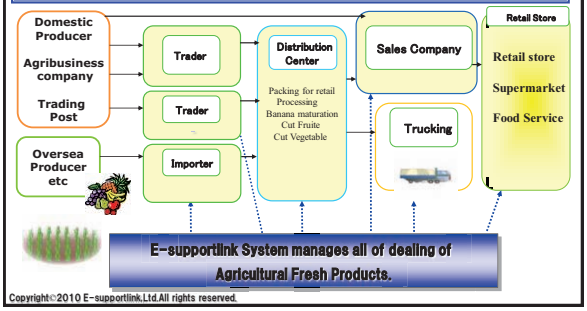
Several trading system must be required as a standard.



Data base must be accessible from Government generated data.
Therefore government and private sector must cooperate.
This will provide an improved quick technology revolution.

Function 5 ESL System can build Supply and demand chain for Agricultural Products

We built a supply chain in Japan of the major Trading Fresh Fruit and Vegetable Companies



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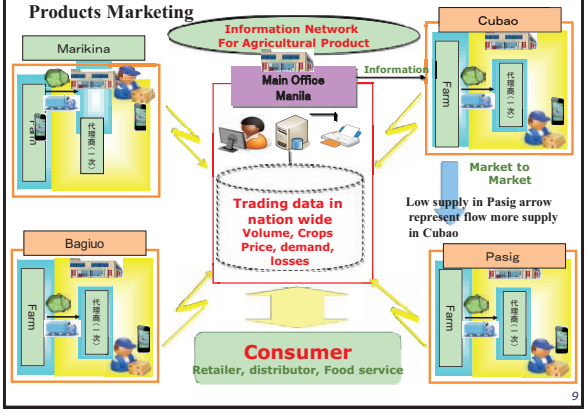
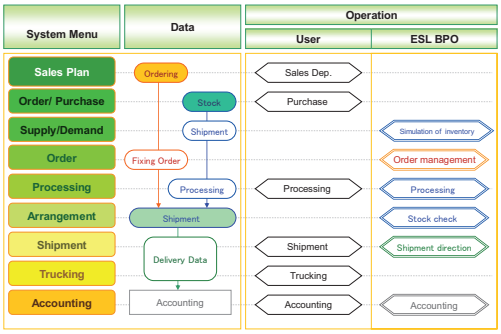
ESL System can build Information Network for Agricultural Products Marketing



E-supportlink system

E-supportlink,Ltd.

E-supportlink system



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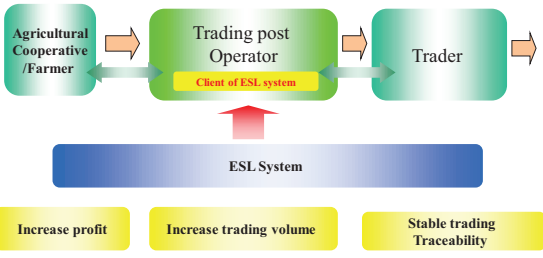
Example of ESL System Operation in the Philippines

Centrong Pamilihan in Quezon province

Introduction of ESL system for Trading Center in the Philippines

Using ESL system promote efficient and transparent flow of trading distribution of the products. We will know the trading activities, processing, storing, and control of supply of products.



Effect of ESL System

Agricultural Cooperative /Farmer	Farmer can be inform what Product highly demand, amount of the products, area to be cultivated should be enough.	Increase profit
Trading post Operator	Proper monitoring and control. Start establish fundamental trading record	Increase trading volume
Trader	Trader inform in advance purchase information by the system. Expect price and amount of the product for the future.	Stable trading Traceability

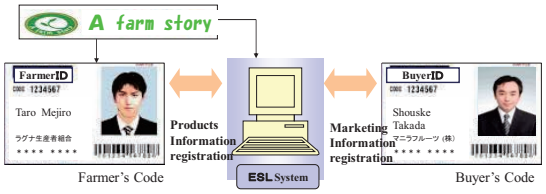
How to use ESL System 1 Registration basic information

【Farmer's Registration】

・Farmers basic information data is important. As required before farmers registration This data connected "A Farm Story"

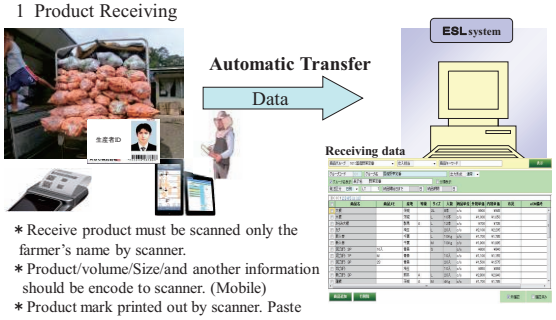
【Buyer's Registration 】

・Buyer's basic information also important. Buyer's required to demand information, products, amount, occupation, frequency purchase, etc.
We know our demand of product detail from this database.



How to use ESL system 2. Receiving and encode of product

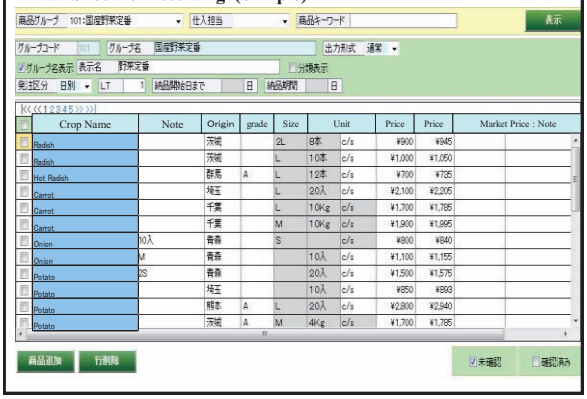
1 Product Receiving



* Receive product must be scanned only the farmer's name by scanner.
* Product/volume/Size/and another information should be encode to scanner. (Mobile)
* Product mark printed out by scanner. Paste the mark each product.

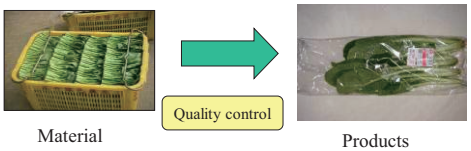
This data is automatically registered to the ESL system,

Data Sheet for receiving (Sample)



How to use ESL system 3 Processing and sorting of products (Distributor)

ESL system has recovery rate of the products. We will know which farm area has better recovery quality and this information data is very useful for decision making like quality improvement. In addition, insect and disease damage could be confirm and prevented.



Material Products

Good quality of products means high recovery benefit and profit.

How to use ESL system 4 Trading of product

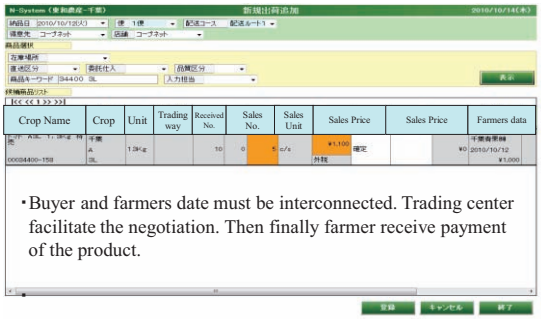
③ Trading Process

①Staff scan the code of buyer
②Staff scan also product mark, then encode volume and price.
③Print out of invoice automatically.
④Buyer show this invoice to cashier.
⑤Cashier scan the buyer code, then confirm product and price
⑥Buyer payment.
⑦Receipt is printed out.
⑧Buyer show receipt to staff, buyer can receive product.

In Philippines trading, buyer and farmer are not organized. Because negotiate individually. In effect, process is complicated. ESL system make process more easier.

Data sheet for trading result

Negotiation result



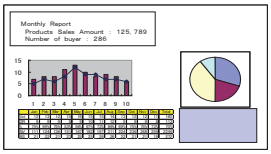
・Buyer and farmers date must be interconnected. Trading center facilitate the negotiation. Then finally farmer receive payment of the product.

Database analysis management

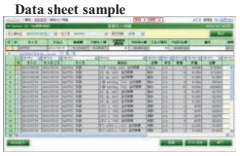
ESL system provide several trading data. These data very useful for future production, marketing and other operations.

- **Sales data for each buyer (Cooperative)**
- **Sales data for daily trading**
- **Trading list of each Farmer or buyer**
- **Sales data for each products**

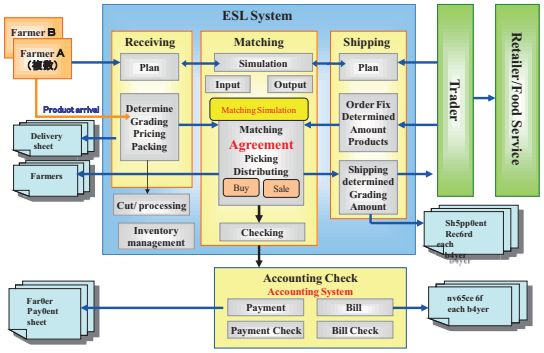
etc



Data sheet sample

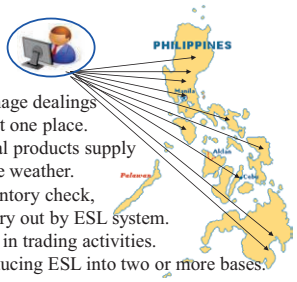


ESL system for Trading center,Farmer cooperative and distributor



Extension of ESL System

We can manage supply and demand in the Philippines nation wide.



The ESL system can manage dealings of two or more markets at one place.
Production of Agricultural products supply is changed depend on the weather.
A demand check, an inventory check, and a price check can carry out by ESL system.
This function is effective in trading activities.
This is possible by introducing ESL into two or more bases.

Basic requirement　Master Registration

This data is basic requirement for preparation of ESL system.
This master registration data should be generated department of Agriculture in the Philippines.

Product code sample

大分類
11 Process Food
13 Candy/Snack
14 Drink/Liqur
15 Vegetable
16 Fruite
17 Fish
18 Meat
19 Other foods
21 Grocerry
23 Cosmetics
25 DIY goods
26 Pet goods

中分類	
1501	Root crop
1503	Leaf crop
1505	Salada crop
1507	New vegetable
1509	Fruite Vegetable
1511	Legume
1513	Potato
1515	Mashroom
1517	Edible Wild plant
1519	Spice
1521	Garnish
1523	Other Vegetable
1525	Cut Vegetable
1527	Steam Vegetabke
1529	Set Vegetable
1531	Edible Flower

小分類	
150101	Radish
150103	Tarnip
150105	Carrot
150107	Gobo
150109	Bamboo
150111	Lotus
150113	KUWAI
150115	Other root crop

細分類	
1501070010	Gobo
1501070020	China Gobo
1501070030	Root Gobo
1501070040	Soil Gobo
1501070050	New Gobo
1501070060	Gobo Special
1501070070	Takingawa Gobo
1501070080	New Gobo
1501075020	Green Gobo
1501075021	Green new Gobo

The master code is not only products. Master code must include several code since This is basic requirement for ESL system. Trading code, Area code, Accounting Code, Buyer code and so on.

Basic requirements of introduction of a ESL system

ESL System

①Internet connection
because of the web system
②A product code (Master) on agricultural products and other trading control master code.
③The cost of initial system introduction and maintenance

Possibilities of ESL system

The introduction and usage of IT base ESL system in product distribution has resulted to better efficiency, and promoted Transparent flow of distribution of the product.

Further, the system offered proper and efficient motoring of volume supply and demand of product from one market chain to other. If volume inventory is unavailable the system can quickly inform and execute immediate transfer of stock where the demand is needed.

Japanese ODA for Improvement of Distribution Information System

Promotion of Value added Agricultural product with IT System	Construction and O&M Service for Trading Center
Introduction of IT System for Agricultural Product Distribution	**【Hard Component】**
Promotes national laws and standard (Coding of agricultural product etc.)	Construction of new Trading Center
Installation of Traceability System into the trading Center	Rehabilitation of existing trading Center
Equipment provision for testing equipment of Chemical	IT System Installation of existing trading Center
Training in Japan	Consolidation of Cold chain
	【Soft Component】
	Capacity Development for operation of trading Center
	Development for distribution information system

添付資料3.2

サリアヤ・セントロパミリハン用

The Study for Introduction of IT for Agricultural Product Distribution

E-supportlink LTD
NIPPON KOEI CO.,LTD
January 10. 2013

Introduction

Agricultural produce is not like manufacturing products. We can not control the stable production due to the effect of weather condition in the field.

In Japan situation, The introduction of the Information Technology had better result making the efficient distribution system. We were able to established linkage from producer, distributor and retailer. Thus, controlling supply and demand. This function is done by trading center in Japan.

This time we want to test the IT system being introducing in the Philippines.

Today, we would like to introduce our two systems to make improve Philippines Agricultural products distribution.

System introduction to Centrong Pamilihan

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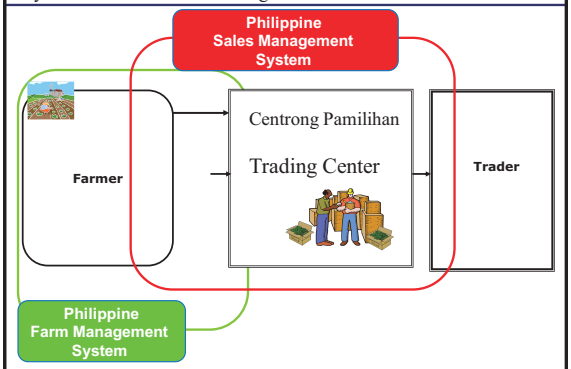

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Explanation of Two systems

Philippine Farm Management System (A Farm Story)

This system includes Chemical search and Farmers database functions. In addition, time schedule of planting, harvesting and expected volume supply.Finally, products promotion

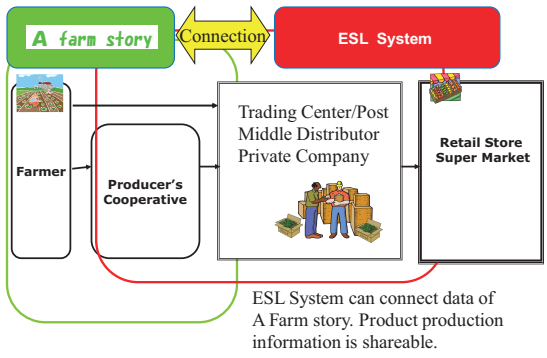
Target user
Farmers coop, Trading center, Private sector, Exporter

Philippine Sales management Syetem (ESL System)

This system can manage the Agricultural product trading. Whereby, the producer and consumer can connect directly, making flow of supply and demand transparent.

Target user
Farmes coop, Trading center, Private sector,

Data sharing with a farm story and ESL Syetem



ESL System can connect data of A Farm story. Product production information is shareable.

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A farm story

http://www.noujou.com/

Agricultural Product Distribution
Farm story
（English : 英語版）

Ideal Agricultural Product Distribution

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

Make "a brand" ensuring the safety and security

Support comprehensive marketing throughout the year

<Brand with safety and security>

The Utilization of ESL System in Japan

Promote sale of agricultural products of Japan Agricultural Production Corporation/ Production Company
- Appropriate chemical use
- Better appeal of the products to consumers

Use of ESL System (Farm Story)

Wholesale Market
- Procure safe agricultural products
- Procure stable quality products
- Get information of producing area

Retailer Product Dept.
- Sale of organic agricultural products
- Security of organic products
- Differentiation with competing company

Food Service Industry Procurement Dept.
- Secure procurement of agricultural products Risk avoidance
- Disclosure of information
- Differentiation with competing company

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

A Example of utilization of Farm Story in Japan

Apples produced by Iwakisan Apple Union

「Where and Who」「When and How」「Cultivate and Grow？」

Disclosure information of producer's cultivation method to consumer

■Solve the problem of "anxiety of what it is"
Though JGAP Certification, we ensure security and safety

■ "You can always check information of producer and production record at a store or by internet"

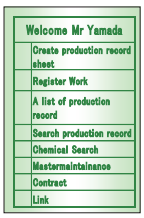
Support sale of Iwakisan Apple Union

We let you inform farmers' production activities in support of promotion of sales.

How to use of a farm story

Menu of a farm story

A farm story



① Master Registration
- Master registration of Product, chemical and fertilizer

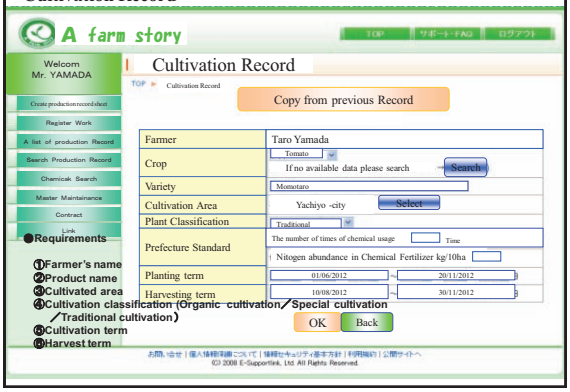
②Create a Production Record Sheet
- Create a basic producer register

③Register Work
- Input record of chemical and usage of fertilizer, and others

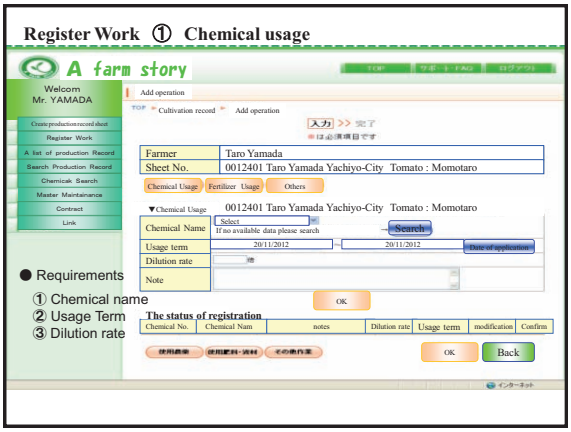
④Create the contents to open
- Introduce farmers and adjust product information

A Farm Story includes these four parts. These are used as a farmer's registration by agricultural production corporation and local government and it promotes branding by differentiation

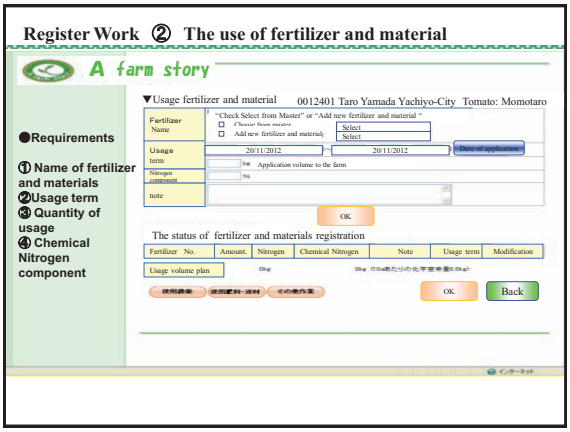
Cultivation Record



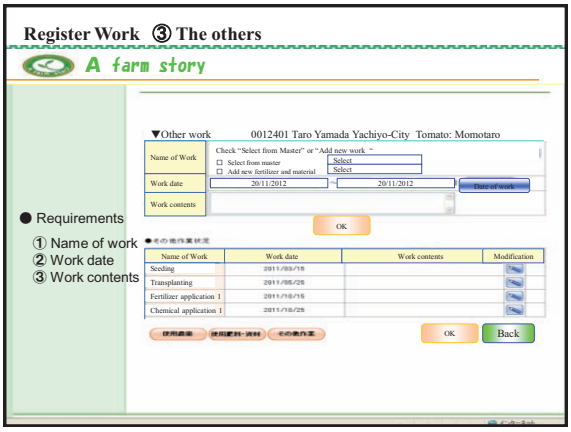
Register Work ① Chemical usage

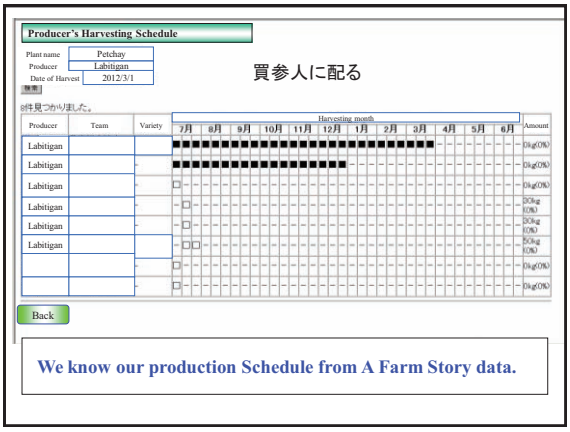


Register Work ② The use of fertilizer and material



Register Work ③ The others





Useful of Producer's Harvesting Schedule

- A member of your cooperative shares information and can promote correction of a farming plan.
- The buyer can promote a planned sale by sharing information.
- Supply and demand adjustment can be promoted in both a Producers' Association and a buyer association.

We reduce unbalance of products.
Our overproduction can decrease and we can reduce sale of a low unit price.

Increase profit

Introduce Farmer

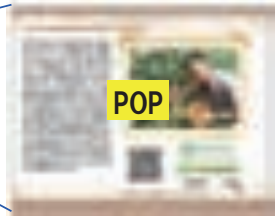
Function of exhibit ①For Retail store (Image)

1. Check Producers name

2. Encode of Farmers name to A Farm story site

3. Buyer know the Production Record

Function of exhibit ②For retail store promotion



直接物流取引きを強調する

① Producers Photo
② Farmers Self introduction and description of products
③ Consumer can check Production records by mobile phone

Function of exhibit ②For retail store promotion (Home Page)

Function of exhibit ②For consumer promotion (Mobile)

QR Code

Consumers with no internet access, use mobile gadget to check information of product. To date, Philippines has few users of this technology. In future there will be more users.

Basic requirements of introduction of a Farmer Story

A farm story

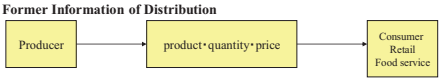
①Internet connection
because of the web system
②A product code (Master) on agricultural products
③Cooperation with database of chemical and fertilizer
④The cost of initial system introduction and maintenance

A Farm Story and information of distribution

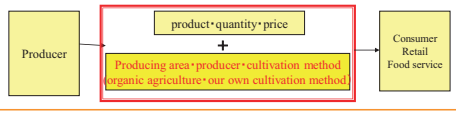
A farm story

ESL suggests a system for farmer to improve agricultural production by organic products, producer and production union
Through IT, "a new production information" is directly informed to food service industry and supermarket, leading to branding to improve distribution in the Philippines

The Former Information of Distribution



The New Information of Distribution by ESL



A farm story

Thank you

Next is ESL system ・・・

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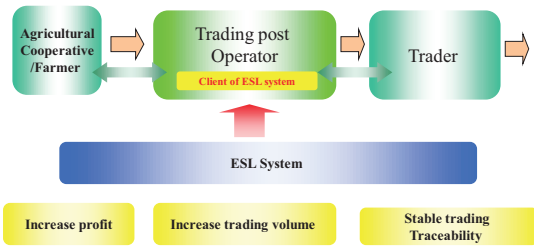

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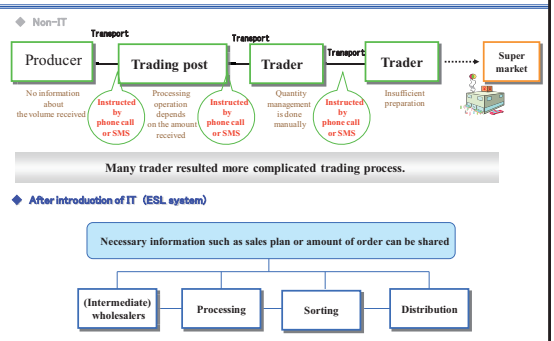
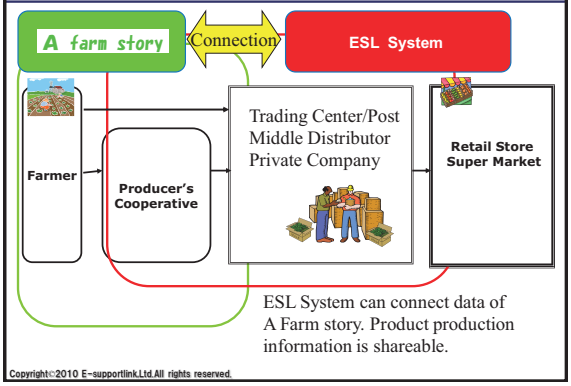


ESL system Function 2 Data sharing with A farm story



ESL System can connect data of A Farm story. Product production information is shareable.

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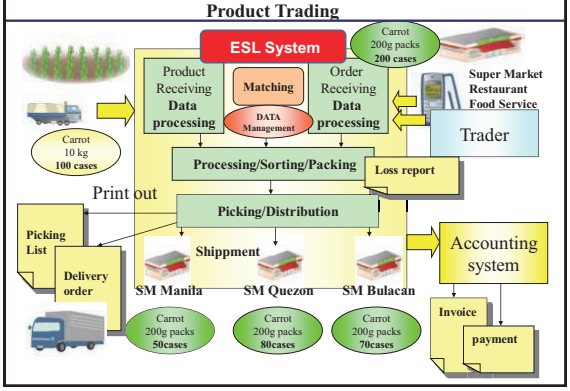
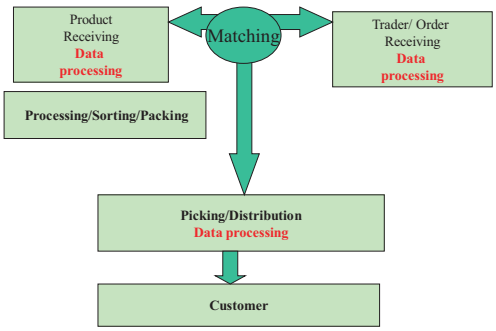
ESL system Function 3 Operation Support for Agricultural Product Trading



Procedure of Agricultural products Trading



Function 4 Information Control Network

E-supportlink,Ltd.

ESL system has been introduced to15 Trading Center in Japan to control inventory and trading management. We can manage supply and demand in Japan nation wide.

ESL management point in Japan
(Fresh system Center)

- Kawasaki
- Aoumi
- Kobe
- Nagoya
- Sapporo
- Fukuoka
- Kawaguch
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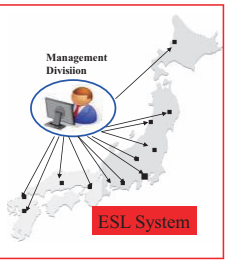
- Fuji
- Kooriyama
- Ebino
- Matsudo
- Shizuoka
- Oodate
- Nagano
- Hiroshima



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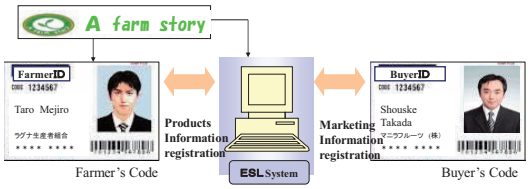
How to use ESL System 1 Registration basic information

【Farmer's Registration】

・Farmers basic information data is important. As required before farmers registration This data connected "A Farm Story"

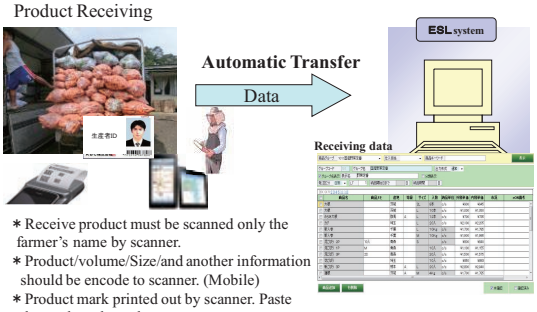
【Buyer's Registration 】

・Buyer's basic information also important. Buyer's required to demand information, products, amount, occupation, frequency purchase, etc.
We know our demand of product detail from this database.



How to use ESL system 2. Receiving and encode of product

Product Receiving



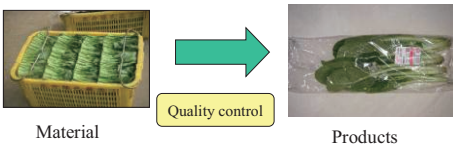
* Receive product must be scanned only the farmer's name by scanner.
* Product/volume/Size/and another information should be encode to scanner. (Mobile)
* Product mark printed out by scanner. Paste the mark each product.

This data is automatically registered to the ESL system,

Data Sheet for receiving (Sample)

How to use ESL system 3 Processing and sorting of products （Distributor）

ESL system has recovery rate of the products. We will know which farm area has better recovery quality and this information data is very useful for decision making like quality improvement. In addition, insect and disease damage could be confirm and prevented.



Material　　Products

Good quality of products means high recovery benefit and profit.

How to use ESL system 4 Trading of product

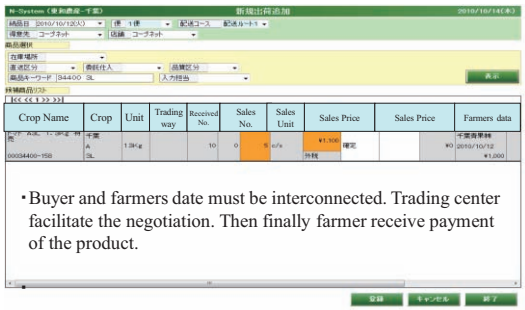
③ Trading Process

①Staff scan the code of buyer
②Staff scan also product mark, then encode volume and price.
③Print out of invoice automatically.
④Buyer show this invoice to cashier.
⑤Cashier scan the buyer code, then confirm product and price
⑥Buyer payment.
⑦Receipt is printed out.
⑧Buyer show receipt to staff, buyer can receive product.

In Philippines trading, buyer and farmer are not organized. Because negotiate individually. In effect, process is complicated. ESL system make process more easier.

Data sheet for trading result

Negotiation result



Crop Name	Crop	Unit	Trading way	Received No.	Sales No.	Sales Unit	Sales Price	Sales Price	Farmers data

・Buyer and farmers date must be interconnected. Trading center facilitate the negotiation. Then finally farmer receive payment of the product.

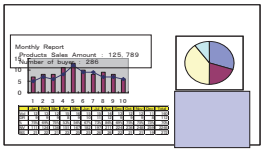
Data base of trading

Database analysis management

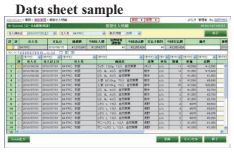
ESL system provide several trading data. These data very useful for future production, marketing and other operations.

- Sales data for each buyer (Cooperative)
- Sales data for daily trading
- Trading list of each Farmer or buyer

etc

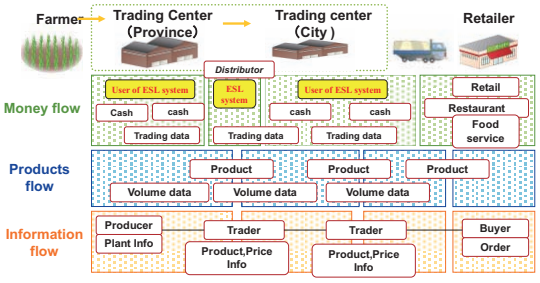


Data sheet sample



ESL system introduction

Several trading system must be required as a standard.



Data base must be accessible from Government generated data. Therefore government and private sector must cooperate. This will provide an improved quick technology revolution.

Basic requirement Master Registration

This data is basic requirement for preparation of ESL system. This master registration data should be generated department of Agriculture in the Philippines.

Product code sample

大分類	
11	Process Food
13	Candy/ Snack
14	Drink/ Liqur
15	Vegetable
16	Fruite
17	Fish
18	Meat
19	Other foods
21	Grocerry
23	Cosmetics
25	DIY goods
26	Pet goods

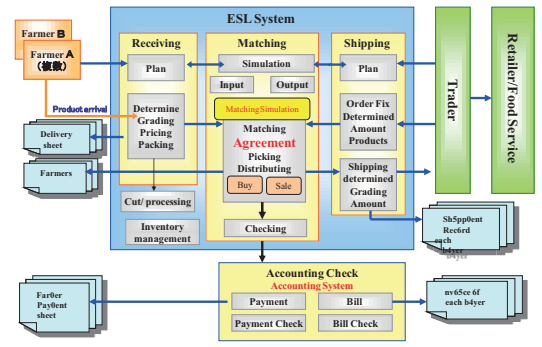
中分類	
1501	Root crop
1503	Leaf crop
1505	Salada crop
1507	New vegetable
1509	Fruite Vegetable
1511	Legume
1513	Potato
1515	Mashroom
1517	Edible Wild plant
1519	Spice
1521	Garnish
1523	Other Vegetable
1525	Cut Vegetable
1527	Steam Vegetable
1529	Set Vegetable
1531	Edible Flower

小分類	
150101	Radish
150103	Tarnip
150105	Carrot
150107	Gobo
150109	Bamboo
150111	Lotus
150113	KUWAI
150115	Other root crop

細分類	
1501070010	Gobo
1501070020	China Gobo
1501070030	Root Gobo
1501070040	Soil Gobo
1501070050	New Gobo
1501070060	Gobo Special
1501070070	Takinogawa Gobo
1501070080	New Gobo
1501075020	Green Gobo
1501075021	Green new Gobo

The master code is not only products. Master code must include several code since This is basic requirement for ESL system. Trading code, Area code, Accounting Code, Buyer code and so on.

ESL system for Trading center,Farmer cooperative and distributor



Extension of ESL System

We can manage supply and demand in the Philippines nation wide.

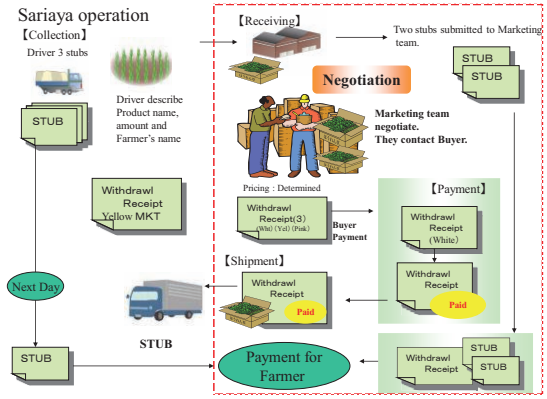
The ESL system can manage dealings of two or more markets at one place.
Production of Agricultural products supply is changed depend on the weather.
A demand check, an inventory check, and a price check can carry out by ESL system.
This function is effective in trading activities.
This is possible by introducing ESL into two or more bases.

Basic requirements of introduction of a ESL system

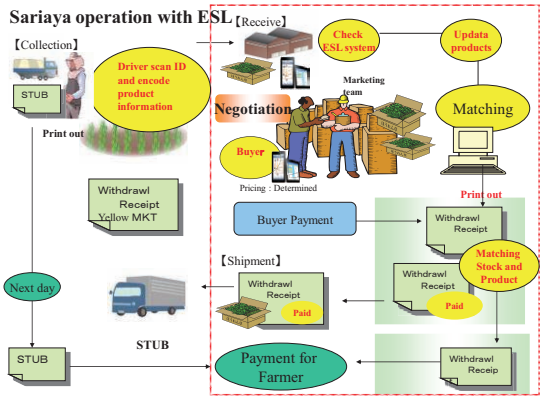
ESL System

①Internet connection
because of the web system
②A product code (Master) on agricultural products
and other trading control master code.
③The cost of initial system introduction and maintenance

Sariaya operation



Sariaya operation with ESL



添付資料3.3

ベンゲット州用

The Study for Introduction of IT for Agricultural Product Distribution

E-supportlink LTD
NIPPON KOEI CO.,LTD
January 11. 2013

Introduction

Agricultural produce is not like manufacturing products. We can not control the stable production due to the effect of weather condition in the field.

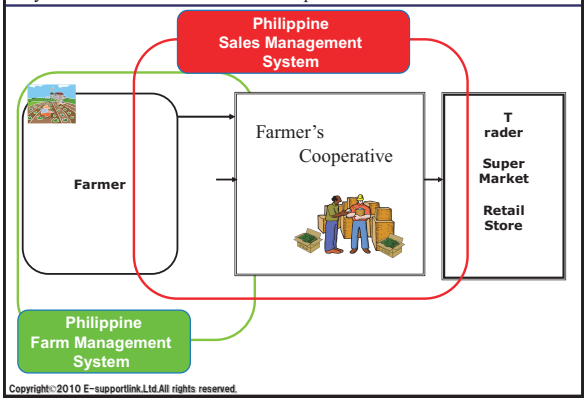
In Japan situation, The introduction of the Information Technology had better result making the efficient distribution system. We were able to established linkage from producer, distributor and retailer. Thus, controlling supply and demand. This function is done by trading center in Japan.

This time we want to test the IT system being introducing in the Philippines.

Today, we would like to introduce our two systems to make improve Philippines Agricultural products distribution.

System introduction to Farmers Cooperative

E-supportlink,Ltd.



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Explanation of Two systems

Philippine Farm Management System (A Farm Story)

This system includes Chemical search and Farmers database functions. In addition, time schedule of planting, harvesting and expected volume supply.Finally, products promotion

Target user
Farmers coop, Trading center, Private sector, Exporter

Philippine Sales management Syetem (ESL System)

This system can manage the Agricultural product trading. Whereby, the producer and consumer can connect directly, making flow of supply and demand transparent.

Target user
Farmes coop, Trading center, Private sector,

A farm story

http://www.noujou.com/

Agricultural Product Distribution
Farm story
（English：英語版）

Ideal Agricultural Product Distribution

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

Make "a brand" ensuring the safety and security

Support comprehensive marketing throughout the year

<Brand with safety and security>

The Utilization of ESL System in Japan

Promote sale of agricultural products of Japan Agricultural Production Corporation/ Production Company
- Appropriate chemical use
- Better appeal of the products to consumers

Use of ESL System (Farm Story)

Wholesale Market
- Procure safe agricultural products
- Procure stable quality products
- Get information of producing area

Retailer Product Dept.
- Sale of organic agricultural products
- Security of organic products
- Differentiation with competing company

Food Service Industry Procurement Dept.
- Secure procurement of agricultural products Risk avoidance
- Disclosure of information
- Differentiation with competing company

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

A Example of utilization of Farm Story in Japan

Apples produced by Iwakisan Apple Union

「Where and Who」「When and How」「Cultivate and Grow？」

Disclosure information of producer's cultivation method to consumer

■Solve the problem of "anxiety of what it is"
Though JGAP Certification, we ensure security and safety

■ "You can always check information of producer and production record at a store or by internet"

Support sale of Iwakisan Apple Union

We let you inform farmers' production activities in support of promotion of sales.

How to use of a farm story

Menu of a farm story

A farm story

Welcome Mr Yamada
Create production record sheet
Register Work
A list of production record
Search production record
Chemical Search
Mastermaintainance
Contract
Link

① Master Registration
- Master registration of Product, chemical and fertilizer

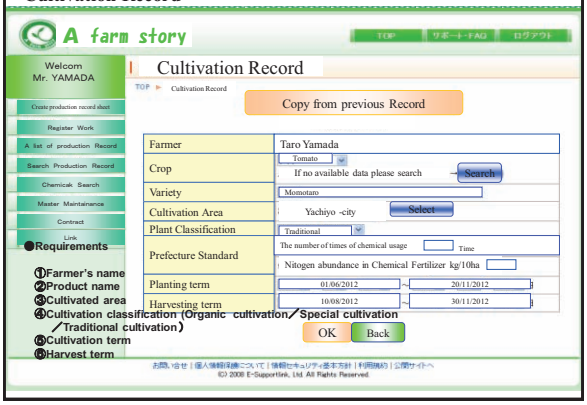
②Create a Production Record Sheet
- Create a basic producer register

③Register Work
- Input record of chemical and usage of fertilizer, and others

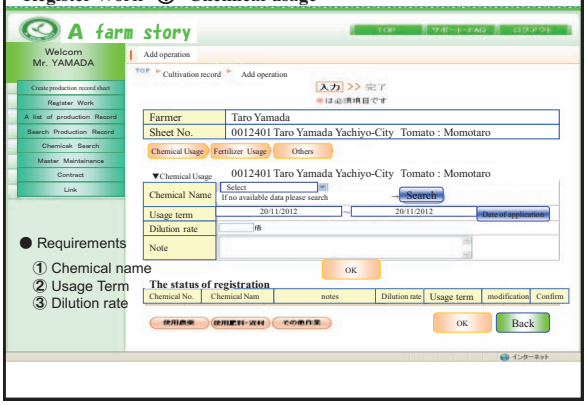
④Create the contents to open
- Introduce farmers and adjust product information

A Farm Story includes these four parts. These are used as a farmer's registration by agricultural production corporation and local government and it promotes branding by differentiation

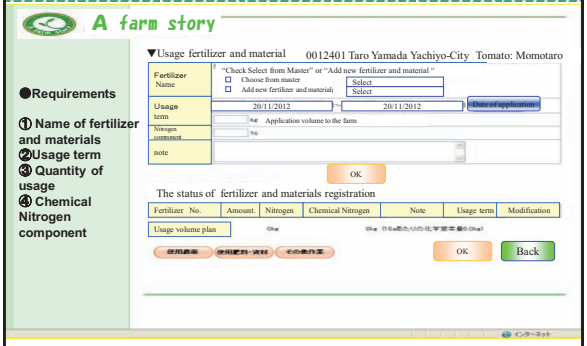
Cultivation Record



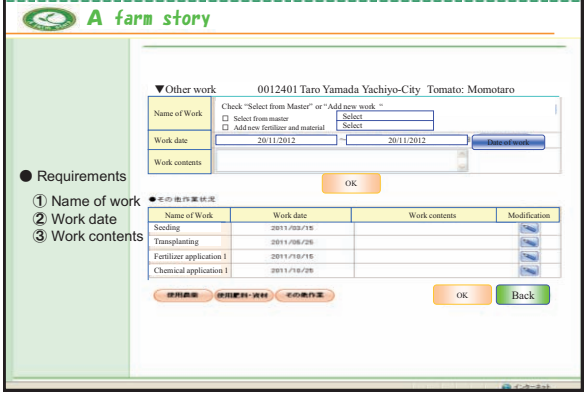
Register Work ① Chemical usage

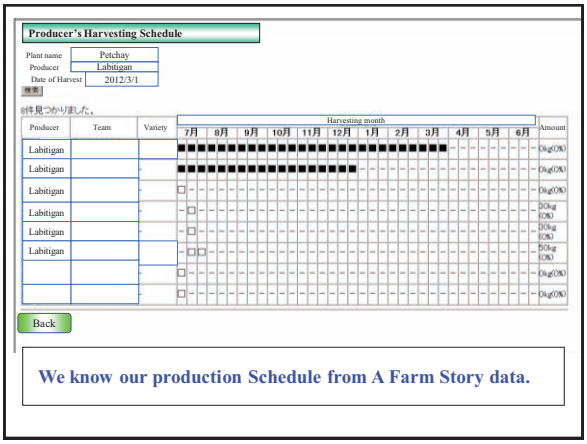


Register Work ② The use of fertilizer and material



Register Work ③ The others





We know our production Schedule from A Farm Story data.

Introduce Farmer

●Picture 3
●Introduction 5 5 0words
●show the name of shipping product on the lower left

Function of exhibit ①For Retail store (Image)

1. Check Producers name

2. Encode of Farmers name to A Farm story site

3. Buyer know the Production Record

Function of exhibit ②For retail store promotion

① Producers Photo
② Farmers Self introduction and description of products
③ Consumer can check Production records by mobile phone

Function of exhibit ②For retail store promotion (Home Page)

Function of exhibit ②For consumer promotion (Mobile)

QR Code

Consumers with no internet access, use mobile gadget to check information of product. To date, Philippines has few users of this technology. In future there will be more users.

Basic requirements of introduction of a Farmer Story

A farm story

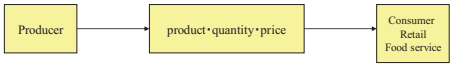
①Internet connection
because of the web system
②A product code (Master) on agricultural products
③Cooperation with database of chemical and fertilizer
④The cost of initial system introduction and maintenance

A Farm Story and information of distribution

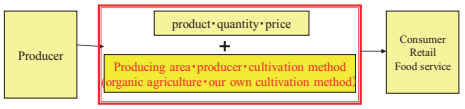
A farm story

ESL suggests a system for farmer to improve agricultural production by organic products, producer and production union
Through IT, "a new production information" is directly informed to food service industry and supermarket, leading to branding to improve distribution in the Philippines

The Former Information of Distribution



The New Information of Distribution by ESL



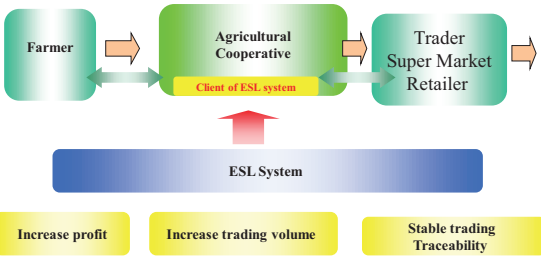
A farm story

Thank you

Next is ESL system ・・・

Introduction of ESL system for Trading Center in the Philippines

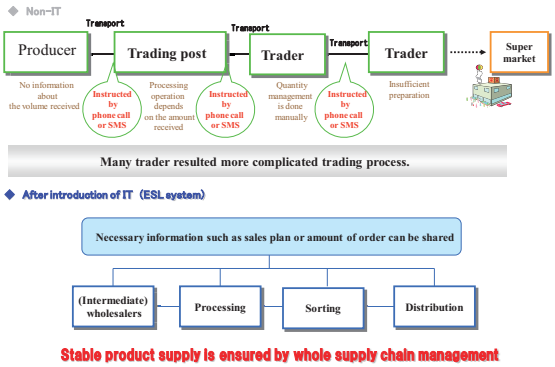
Using ESL system promote efficient and transparent flow of trading distribution of the products. We will know the trading activities, processing, storing, and control of supply of products.



Effect of ESL System

Agricultural Cooperative /Farmer	Farmer can be inform what Product highly demand, amount of the products, area to be cultivated should be enough.	Increase profit
Trading post Operator	Proper monitoring and control. Start establish fundamental trading record	Increase trading volume
Trader	Trader inform in advance purchase information by the system. Expect price and amount of the product for the future.	Stable trading Traceability

ESL system Function 1 : Unified transparent distribution flow



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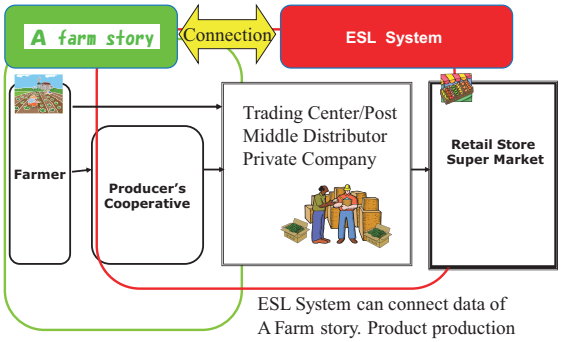

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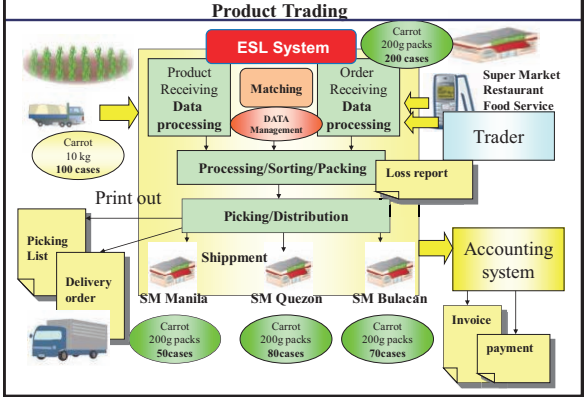

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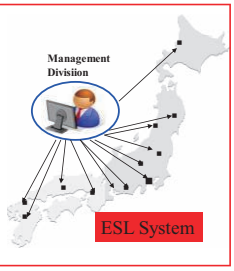

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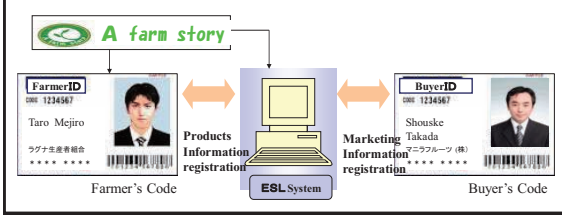
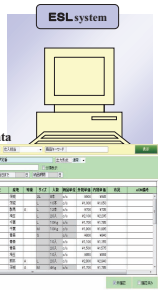


How to use ESL system　2. Receiving and encode of product

Product Receiving

Automatic Transfer

Data



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* Product/volume/Size/and another information should be encode to scanner. (Mobile)
* Product mark printed out by scanner. Paste the mark each product.

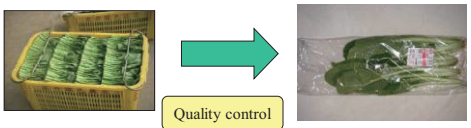
This data is automatically registered to the ESL system,

Data Sheet for receiving (Sample)

Crop Name	Note	Origin	grade	Size	Unit	Price	Price	Market Price : Note
Radish		茨城		2L	8本 c/s	¥900	¥945	
Radish		茨城		L	10本 c/s	¥1,000	¥1,050	
Hot Radish		群馬	A	L	12本 c/s	¥700	¥735	
Carrot		埼玉		L	20入 c/s	¥2,100	¥2,205	
Carrot		千葉		L	10Kg c/s	¥1,700	¥1,785	
Carrot		千葉		M	10Kg c/s	¥1,900	¥1,995	
Onion	10入	青森		S	c/s	¥800	¥840	
Onion	M	青森			10入 c/s	¥1,100	¥1,155	
Potato	3S	青森			20入 c/s	¥1,500	¥1,575	
Potato		埼玉			10入 c/s	¥950	¥998	
Potato		熊本	A	L	20入 c/s	¥2,800	¥2,940	
Potato		茨城	A	M	4Kg c/s	¥1,700	¥1,785	

How to use ESL system 3　Processing and sorting of products （Distributor）

ESL system has recovery rate of the products. We will know which farm area has better recovery quality and this information data is very useful for decision making like quality improvement. In addition, insect and disease damage could be confirm and prevented.



Material　　Products

Good quality of products means high recovery benefit and profit.

How to use ESL system 4　Trading of product

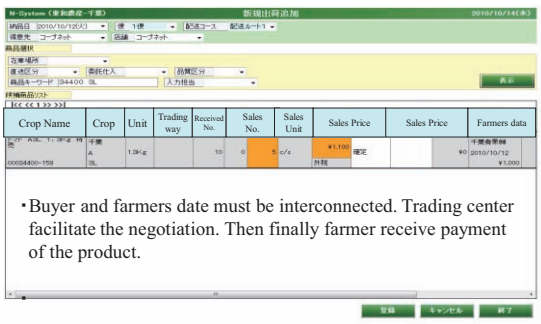
③ Trading Process

①Staff scan the code of buyer
②Staff scan also product mark, then encode volume and price.
③Print out of invoice automatically.
④Buyer show this invoice to cashier.
⑤Cashier scan the buyer code, then confirm product and price
⑥Buyer payment.
⑦Receipt is printed out.
⑧Buyer show receipt to staff, buyer can receive product.

In Philippines trading, buyer and farmer are not organized. Because negotiate individually. In effect, process is complicated. ESL system make process more easier.

Data sheet for trading result

Negotiation result



Crop Name	Crop	Unit	Trading way	Received No.	Sales No.	Sales Unit	Sales Price	Sales Price	Farmers data

・Buyer and farmers date must be interconnected. Trading center facilitate the negotiation. Then finally farmer receive payment of the product.

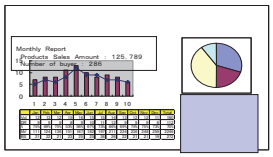
Data base of trading

Database analysis management

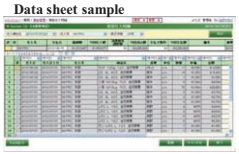
ESL system provide several trading data. These data very useful for future production, marketing and other operations.

- **Sales data for each buyer (Cooperative)**
- **Sales data for daily trading**
- **Trading list of each Farmer or buyer**

etc

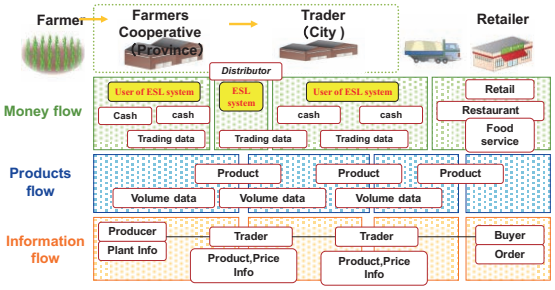


Data sheet sample



ESL system introduction

Several trading system must be required as a standard.



Data base must be accessible from Government generated data.
Therefore government and private sector must cooperate.
This will provide an improved quick technology revolution.

Basic requirement Master Registration

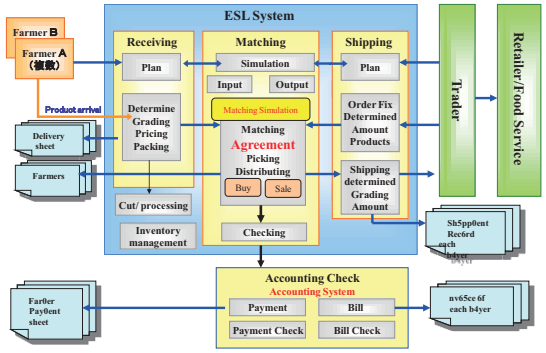
This data is basic requirement for preparation of ESL system.
This master registration data should be generated department of Agriculture in the Philippines.

Product code sample

大分類	中分類	小分類	細分類
11 Process Food	1501 Root crop	150101 Radish	1501070010 Gobo
13 Candy/Snack	1503 Leaf crop	150103 Tarnip	1501070020 China Gobo
14 Drink/Liqur	1505 Salada crop	150105 Carrot	1501070030 Root Gobo
15 Vegetable	1507 New vegetable	150107 Gobo	1501070040 Soil Gobo
16 Fruite	1509 Fruite Vegetable	150109 Bamboo	1501070050 New Gobo
17 Fish	1511 Legume	150111 Lotus	1501070060 Gobo Special
18 Meat	1513 Potato	150113 KUWAI	1501070070 Takinogawa Gobo
19 Other foods	1515 Mashroom	150115 Other root crop	1501070080 New Gobo
21 Grocerry	1517 Edible Wild plant		1501075020 Green Gobo
23 Cosmetics	1519 Spice		1501075021 Green new Gobo
25 DIY goods	1521 Garnish		
26 Pet goods	1523 Other Vegetable		
	1525 Cut Vegetable		
	1527 Steam Vegetabke		
	1529 Set Vegetable		
	1531 Edible Flower		

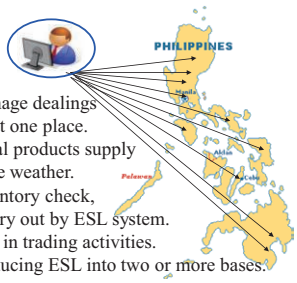
The master code is not only products. Master code must include several code since This is basic requirement for ESL system. Trading code, Area code, Accounting Code, Buyer code and so on.

ESL system for Farmer cooperative and distributor



Extension of ESL System

We can manage supply and demand in the Philippines nation wide.

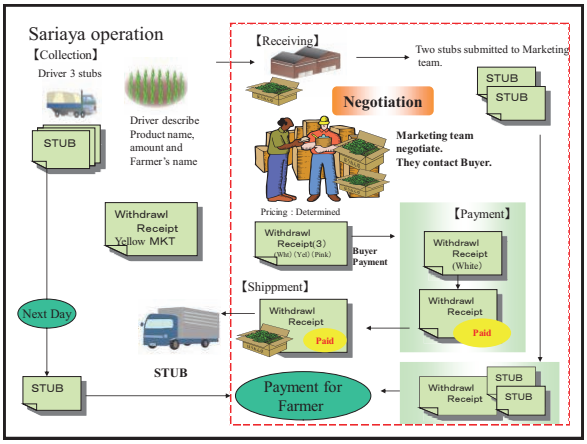


The ESL system can manage dealings of two or more markets at one place.
Production of Agricultural products supply is changed depend on the weather.
A demand check, an inventory check, and a price check can carry out by ESL system.
This function is effective in trading activities.
This is possible by introducing ESL into two or more bases.

Basic requirements of introduction of a ESL system

ESL System

①Internet connection
because of the web system
②A product code (Master) on agricultural products and other trading control master code.
③The cost of initial system introduction and maintenance


Sariaya operation
【Collection】
Driver 3 stubs
STUB
Driver describe
Product name,
amount and
Farmer's name
Withdrawl
Receipt
Yellow MKT
Next Day
STUB
STUB
【Receiving】
Two stubs submitted to Marketing
team.
STUB
STUB
Negotiation
Marketing team
negotiate.
They contact Buyer.
Pricing : Determined
Withdrawl
Receipt(3)
(Wht) (Yel) (Pink)
Buyer
Payment
【Payment】
Withdrawl
Receipt
(White)
Withdrawl
Receipt
Paid
【Shippment】
Withdrawl
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STUB
Payment for
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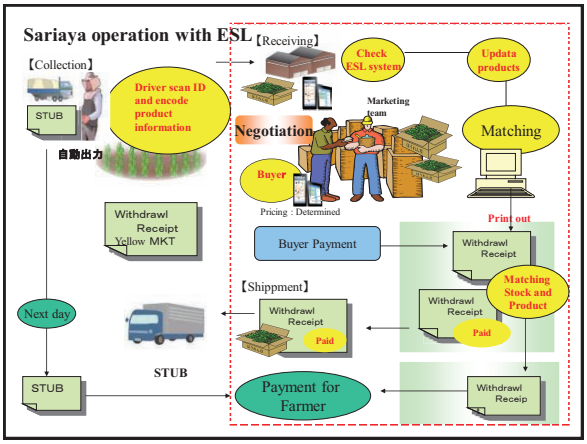

Sariaya operation with ESL
【Collection】
STUB
自動出力
Driver scan ID
and encode
product
information
Withdrawl
Receipt
Yellow MKT
Next day
STUB
STUB
【Receiving】
Check
ESL system
Updata
products
Marketing
team
Negotiation
Matching
Buyer
Pricing : Determined
Print out
Buyer Payment
Withdrawl
Receipt
Matching
Stock and
Product
Withdrawl
Receipt
Paid
【Shippment】
Withdrawl
Receipt
Paid
STUB
Payment for
Farmer
Withdrawl
Receip

添付資料3.4

ラ・トリニダットマーケット用

The Study for Introduction of IT for Agricultural Product Distribution

E-supportlink LTD
NIPPON KOEI CO.,LTD
January 12. 2013

Introduction

Agricultural produce is not like manufacturing products. We can not control the stable production due to the effect of weather condition in the field.

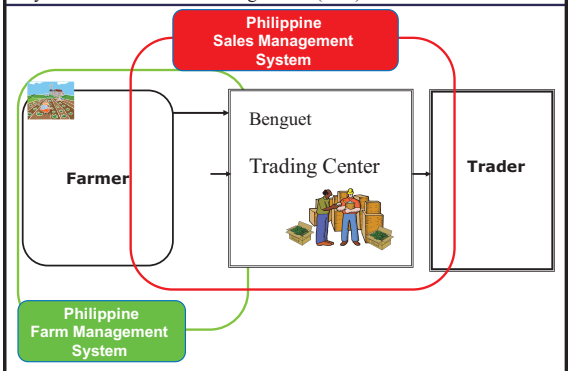
In Japan situation, The introduction of the Information Technology had better result making the efficient distribution system. We were able to established linkage from producer, distributor and retailer. Thus, controlling supply and demand. This function is done by trading center in Japan.

This time we want to test the IT system being introducing in the Philippines.

Today, we would like to introduce our two systems to make improve Philippines Agricultural products distribution.

System introduction to Trading Center (Post)

E-supportlink,Ltd.



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Explanation of Two systems

Philippine Farm Management System (A Farm Story)

This system includes Chemical search and Farmers database functions. In addition, time schedule of planting, harvesting and expected volume supply.Finally, products promotion

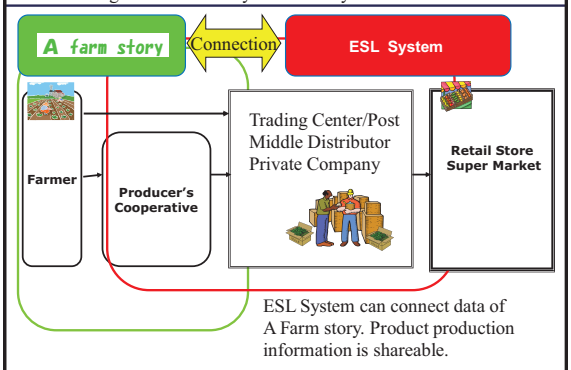
Target user
Farmers coop, Trading center, Private sector, Exporter

Philippine Sales management Syetem (ESL System)

This system can manage the Agricultural product trading. Whereby, the producer and consumer can connect directly, making flow of supply and demand transparent.

Target user
Farmes coop, Trading center, Private sector,

Data sharing with a farm story and ESL Syetem



ESL System can connect data of A Farm story. Product production information is shareable.

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A farm story

http://www.noujou.com/

Agricultural Product Distribution
Farm story
（English : 英語版）

Ideal Agricultural Product Distribution

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

Make "a brand" ensuring the safety and security

Support comprehensive marketing throughout the year

<Brand with safety and security>

The Utilization of ESL System in Japan

Promote sale of agricultural products of Japan Agricultural Production Corporation/ Production Company
- Appropriate chemical use
- Better appeal of the products to consumers

Use of ESL System (Farm Story)

Wholesale Market
- Procure safe agricultural products
- Procure stable quality products
- Get information of producing area

Retailer Product Dept.
- Sale of organic agricultural products
- Security of organic products
- Differentiation with competing company

Food Service Industry Procurement Dept.
- Secure procurement of agricultural products Risk avoidance
- Disclosure of information
- Differentiation with competing company

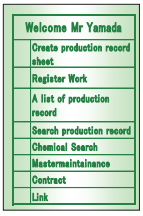
The system enables to provide information about the safe production and its status as well as to promote competitive sales.

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

How to use of a farm story

Menu of a farm story

A farm story



① Master Registration
- Master registration of Product, chemical and fertilizer

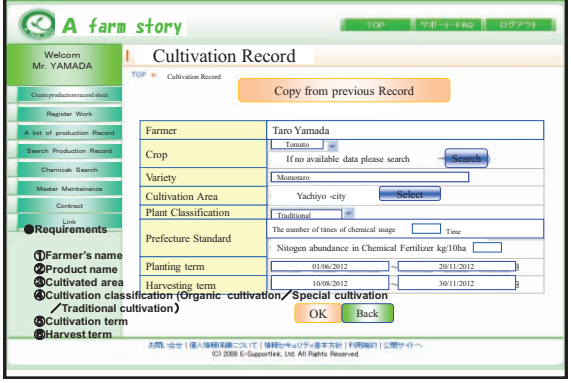
②Create a Production Record Sheet
- Create a basic producer register

③Register Work
- Input record of chemical and usage of fertilizer, and others

④Create the contents to open
- Introduce farmers and adjust product information

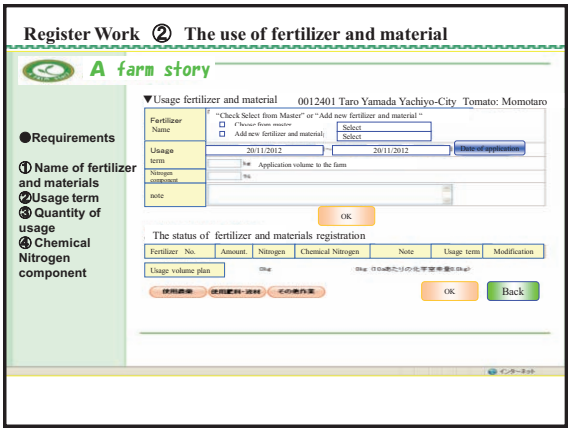
A Farm Story includes these four parts. These are used as a farmer's registration by agricultural production corporation and local government and it promotes branding by differentiation

Cultivation Record

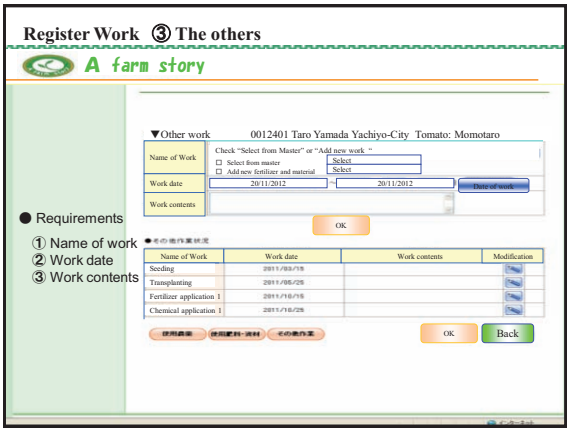


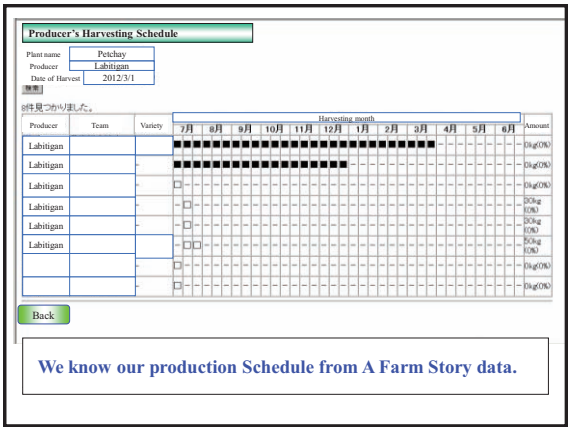
Register Work ① Chemical usage

Register Work ② The use of fertilizer and material



Register Work ③ The others





We know our production Schedule from A Farm Story data.

Useful of Producer's Harvesting Schedule

- A member of your cooperative shares information and can promote correction of a farming plan.
- The buyer can promote a planned sale by sharing information.
- Supply and demand adjustment can be promoted in both a Producers' Association and a buyer association.

We reduce unbalance of products.
Our overproduction can decrease and we can reduce sale of a low unit price.

Increase profit

Introduce Farmer

●Picture 3
●Introduction 550words
●show the name of shipping product on the lower left

Function of exhibit ①For Retail store (Image)

1. Check Producers name

2. Encode of Farmers name to A Farm story site

3. Buyer know the Production Record

Function of exhibit　②For retail store promotion

直接物流取引きを強調する

① Producers Photo
② Farmers Self introduction and description of products
③ Consumer can check Production records by mobile phone

Function of exhibit　②For retail store promotion（Home Page）

Function of exhibit　②For consumer promotion（Mobile）

QR Code

Consumers with no internet access, use mobile gadget to check information of product. To date, Philippines has few users of this technology. In future there will be more users.

Basic requirements of introduction of a Farmer Story

A farm story

①Internet connection
because of the web system
②A product code (Master) on agricultural products
③Cooperation with database of chemical and fertilizer
④The cost of initial system introduction and maintenance

A Farm Story and information of distribution

A farm story

ESL suggests a system for farmer to improve agricultural production by organic products, producer and production union
Through IT, "a new production information" is directly informed to food service industry and supermarket, leading to branding to improve distribution in the Philippines

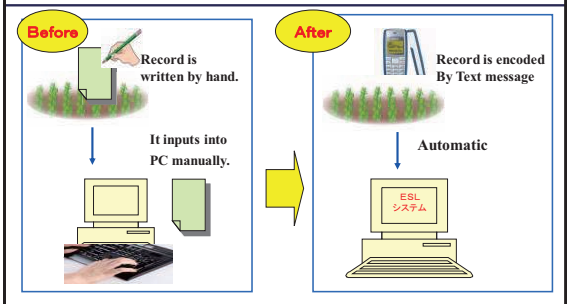
The Former Information of Distribution

Producer → product・quantity・price → Consumer Retail Food service

The New Information of Distribution by ESL

Producer → product・quantity・price + Producing area・producer・cultivation method organic agriculture・our own cultivation method → Consumer Retail Food service

New Idea　The input method　How is it made to spread?



Farm Story Data input uses a Text message. A system is transformed automatically. It is registered automatically.

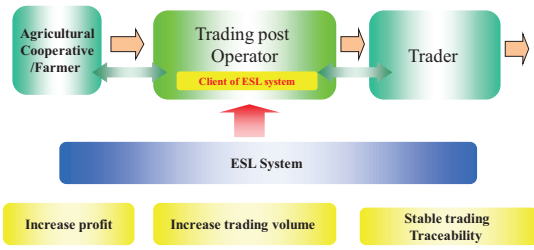
A farm story

Thank you

Next is ESL system ・・・

Introduction of ESL system for Trading Center in the Philippines

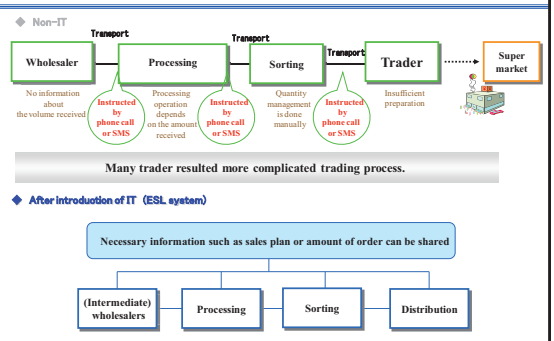
Using ESL system promote efficient and transparent flow of trading distribution of the products. We will know the trading activities, processing, storing, and control of supply of products.



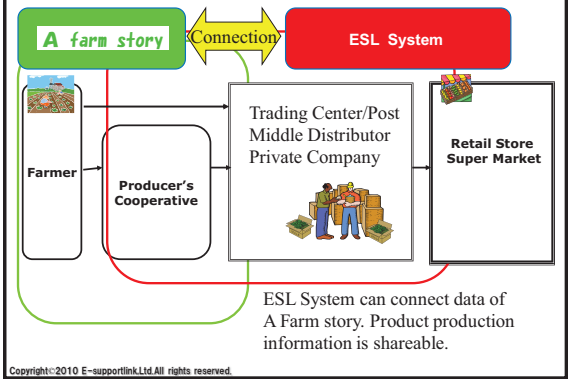
Effect of ESL System

Agricultural Cooperative /Farmer	Farmer can be inform what Product highly demand, amount of the products, area to be cultivated should be enough.	Increase profit
Trading post Operator	Proper monitoring and control. Start establish fundamental trading record	Increase trading volume
Trader	Trader inform in advance purchase information by the system. Expect price and amount of the product for the future.	Stable trading Traceability

ESL system Function 1 : Unified transparent distribution flow



ESL system Function 2 Data sharing with A farm story



ESL System can connect data of A Farm story. Product production information is shareable.

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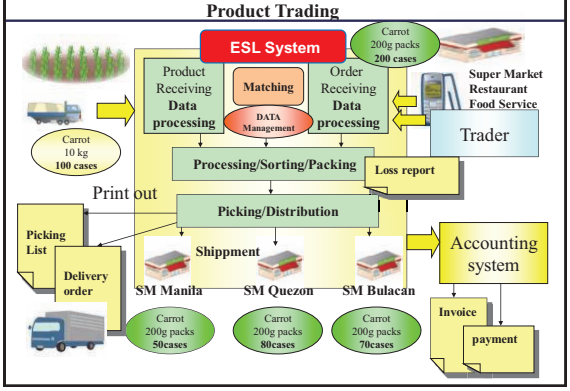
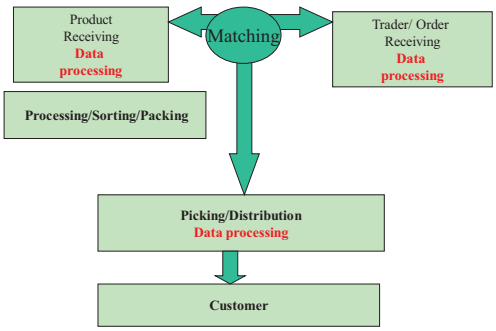
ESL system Function 3 Operation Support for Agricultural Product Trading



Procedure of Agricultural products Trading



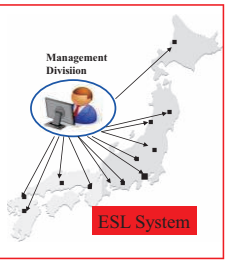
Function 4 Information Control Network

E-supportlink,Ltd.

ESL system has been introduced to15 Trading Center in Japan to control inventory and trading management. We can manage supply and demand in Japan nation wide.

ESL management point in Japan
(Fresh system Center)

- Kawasaki
- Aoumi
- Kobe
- Nagoya
- Sapporo
- Fukuoka
- Kawaguch
- Takasaki
- Fuji
- Kooriyama
- Ebino
- Matsudo
- Shizuoka
- Oodate
- Nagano
- Hiroshima



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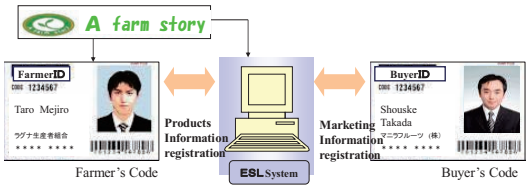
How to use ESL System 1 Registration basic information

【Farmer's Registration】

・Farmers basic information data is important. As required before farmers registration This data connected "A Farm Story"

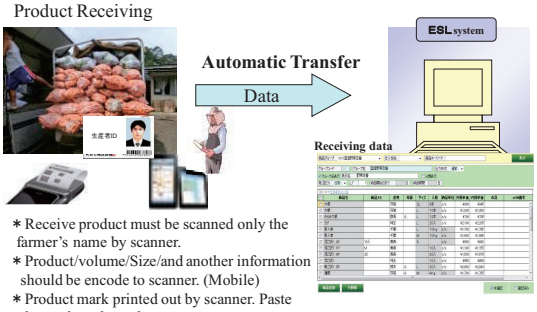
【Buyer's Registration 】

・Buyer's basic information also important. Buyer's required to demand information, products, amount, occupation, frequency purchase, etc.
We know our demand of product detail from this database.



How to use ESL system 2. Receiving and encode of product

Product Receiving



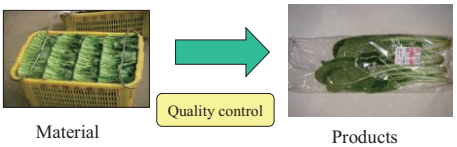
* Receive product must be scanned only the farmer's name by scanner.
* Product/volume/Size/and another information should be encode to scanner. (Mobile)
* Product mark printed out by scanner. Paste the mark each product.

This data is automatically registered to the ESL system,

Data Sheet for receiving (Sample)

How to use ESL system 3 Processing and sorting of products (Distributor)

ESL system has recovery rate of the products. We will know which farm area has better recovery quality and this information data is very useful for decision making like quality improvement. In addition, insect and disease damage could be confirm and prevented.



Material Products

Good quality of products means high recovery benefit and profit.

How to use ESL system 4 Trading of product

③ Trading Process

①Staff scan the code of buyer
②Staff scan also product mark, then encode volume and price.
③Print out of invoice automatically.
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⑦Receipt is printed out.
⑧Buyer show receipt to staff, buyer can receive product.

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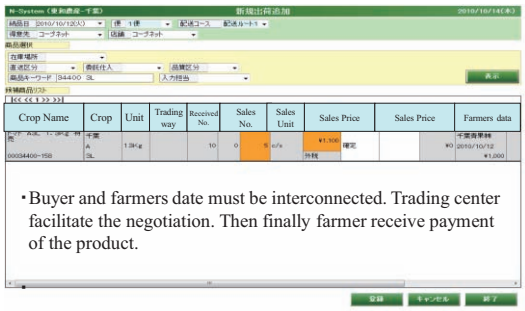
Data sheet for trading result

Negotiation result



Crop Name	Crop	Unit	Trading way	Received No.	Sales No.	Sales Unit	Sales Price	Sales Price	Farmers data

・Buyer and farmers date must be interconnected. Trading center facilitate the negotiation. Then finally farmer receive payment of the product.

Data base of trading

Database analysis management

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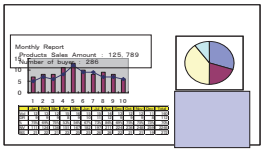
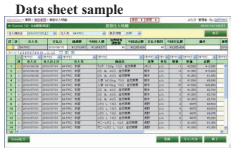
etc



Data sheet sample



Basic requirement Master Registration

This data is basic requirement for preparation of ESL system.
This master registration data should be generated department of Agriculture in the Philippines.

Product code sample

大分類
11 Process Food
13 Candy/Snack
14 Drink/Liqur
15 Vegetable
16 Fruite
17 Fish
18 Meat
19 Other foods
21 Grocerry
23 Cosmetics
25 DIY goods
26 Pet goods

中分類	
1501	Root crop
1503	Leaf crop
1505	Salada crop
1507	New vegetable
1509	Fruite Vegetable
1511	Legume
1513	Potato
1515	Mashroom
1517	Edible Wild plant
1519	Spice
1521	Garnish
1523	Other Vegetable
1525	Cut Vegetable
1527	Steam Vegetable
1529	Set Vegetable
1531	Edible Flower

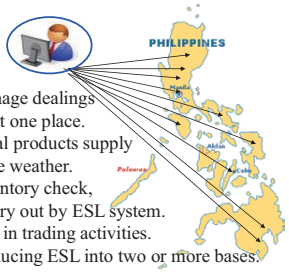
小分類	
150101	Radish
150103	Tarnip
150105	Carrot
150107	Gobo
150109	Bamboo
150111	Lotus
150113	KUWAI
150115	Other root crop

細分類	
1501070010	Gobo
1501070020	China Gobo
1501070030	Root Gobo
1501070040	Soil Gobo
1501070050	New Gobo
1501070060	Gobo Special
1501070070	Takinogawa Gobo
1501070080	New Gobo
1501075020	Green Gobo
1501075021	Green new Gobo

The master code is not only products. Master code must include several code since This is basic requirement for ESL system. Trading code, Area code, Accounting Code, Buyer code and so on.

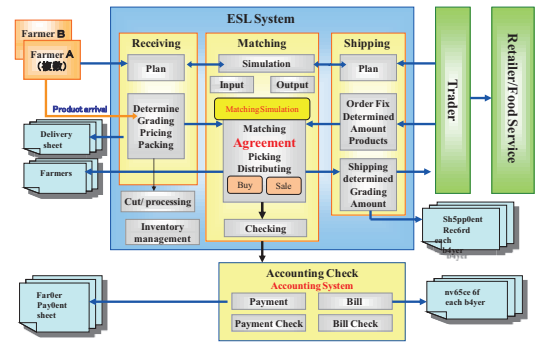
Extension of ESL System

We can manage supply and demand in the Philippines nation wide.



The ESL system can manage dealings of two or more markets at one place.
Production of Agricultural products supply is changed depend on the weather.
A demand check, an inventory check, and a price check can carry out by ESL system.
This function is effective in trading activities.
This is possible by introducing ESL into two or more bases.

ESL system for Trading center,Farmer cooperative and distributor

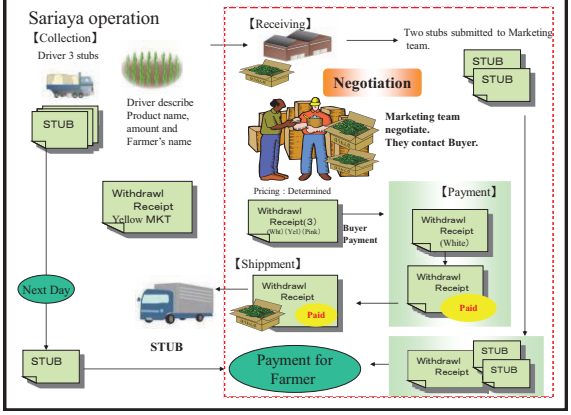


Basic requirements of introduction of a ESL system

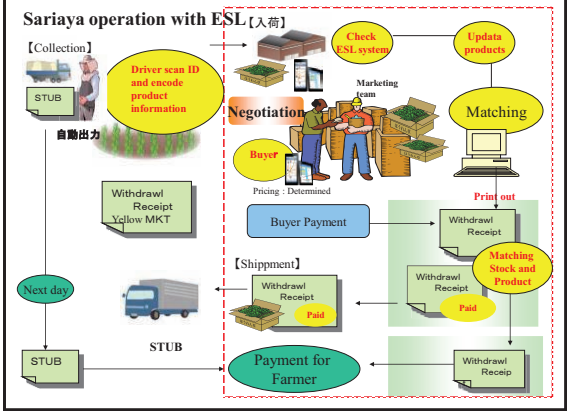
ESL System

①Internet connection
because of the web system
②A product code (Master) on agricultural products
and other trading control master code.
③The cost of initial system introduction and maintenance

Sariaya operation



Sariaya operation with ESL【入荷】



添付資料4

ESL プレゼンテーション
出席者リスト・アンケート

PRESENTATION OF THE JAPANESE MISSION re: IT OPERATIONAL SYSTEMS FOR AGRICULTURAL PRODUCT DISTRIBUTION

January 9, 2013, 10-12am, FOS Conference Room

	NAME	POSITION/ DESIGNATION	AGENCY/ OFFICE	CONTACT NO.	E-MAIL ADDRESS	SIGNATURE
1	Hiroshi Kodama	JICA Expert	JICA-DA	0928-342-9434	hiroshiwari@gmail.com	[signature]
2	Natsuno Matsuura		JICA Team	0929-196-7639	ab073@n-koei.co.jp	松浦夏野
3	Koji Shiozawa		E-supportlink	090-2538-7174	shiozawak@e-supportlink.co.jp	塩澤幸治
4	HIROYUKI FUKATSU		E-supportlink	090-8680-3686	fukatsuh@e-supportlink.co.jp	深津弘行
5	Hidetsugu Kawanami	Team Leader ~~Nippon Koei~~	Nippon Koei	080-4171-0512	a3142@n-koei.co.jp	河浪秀次
6	KOSHUN ITSUMI		E-supportlink	0949-1732-636	itsumik@e-supportlink.co.jp	逸見幸俊
7	Tomoko Tadokoro		Nippon-koei	03-5276-2762	a7474@n-koei.co.jp	田中朋子
8	Takashi MISE	~~NIPPON KO~~ General Manager	NIPPON KOEI MANILA	0920-900-6147	mise-tk@n-koei.jp	[signature]
9	CECILIA A. QUIMBO	OIC, PID	FPA	920 8573	caquimbo@yahoo.com	[signature]
10	Danilyn M. Gunda	Assistant	JICA-DA	928-8752 local 2305/2306	danilyngunda@yahoo.com	[signature]
11	LUZ BRENDA BALIBREA	DMO III - PDS	DA - PDS	9201407	bernkulit@yahoo.com	[signature]
12	RODRIGO N. LABUGUEN	ITO III - ICTD, BAS	DA - BAS	0927 396 5465 371 20 48	rnlabuguen@bas.gov.ph	[signature]
13	Audhon, Jude	IT-AAVI	DA-BAFPS	09063848551	auditorjude@bafps.da.gov.ph	[signature]
14	IBRAHIM A. RACMAT	SRS II	BAFPS	4639272461777	hakal@bafps.da.gov.ph	[signature]
15	HONORIO C. FLAMEÑO	ITO	ITCAF	924-3333	hflameno@da.gov.ph	[signature]

PRESENTATION OF THE JAPANESE MISSION re: IT OPERATIONAL SYSTEMS FOR AGRICULTURAL PRODUCT DISTRIBUTION

January 9, 2013, 10-12am, FOS Conference Room

	NAME	POSITION/ DESIGNATION	AGENCY/ OFFICE	CONTACT NO.	E-MAIL ADDRESS	SIGNATURE
16	Pamela Mappala	Media Production Specialist	ATI	9298541 to 49	pammappala@gmail.com	
17	AC P. Camaya	Sr. Agriculturist	ATI	09106677953	apcamaya@yahoo.com	
18	Rene Remanes	Sr. Agriculturist	DA-AMAS			
19	TEYA MENDOZA	Prog't Asst III	FOS	920 1407	teresa_mendoza0924@yahoo.	
20						
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Comments on the ESL Presentation

Organization (Location): Department of Agriculture
Date: 9 January 2013

A Farm Story
The farm story is a very good and beneficial system for farmers and consumers as well. Just knowing how the products are produced, customers will know whether the products are safe for consumption or not. The system will give consumers the right to choose products from different producers through information technology. But the system will work perhaps with the selected organized farmers only or with progressive farmers—start with pilot testing. In the case of the Philippines, there might be some challenges in getting information from the farmers particularly on the detailed farming techniques (as mentioned eg. Farm record keeping is a problem). There is a need to mobilize and encourage them to participate. We can tap agencies of DA to work on this, with the assistance from Japan for efficient and effective gathering of information. There is need for Filipino farmers to be equipped on how to monitor usage of fertilizer and pesticide. Verification of data inputed on the accuracy specifically in the field of fertilizers and chemicals used. Support the small farmers in registration (like internet connection) Pg. 6; Please consider not only the number of farms but also the area. On sale promotion I did not the commodities that are certified either organic products a good agricultural practices in presentation.
ESL System
The system is beneficial for the farmers and consumers also. Cold chains can improve the product life but whose shouldering the cost of it installation for farmers. The system will organize the product distribution system in the Philippines. We can consider maximize our services/under our e.Extension Program in promoting the system/educating farmers on the use of IT systems wou will be introducing. We are offering free online courses on various agricultural technologies and also the Farmer's Contract

Center can be of help on this (www. e-extension.gov.ph)

An ideal system to market Philippine products.

Harmonization of the records from different bureaus.
System Training

Please consider the integration of farmers' accreditation on part of the system.
Provision of capacity building for fertilizer utilization considering the farmers are not recording fertilizer usage activities.

Others

Provision of the basic training on the use of the system.

IT infrastructure is still a problem in most parts of the Philippines. The project may consider to assist the Philippines for IT infrastructure, in coordination with service providers (telecom/private sector) for internet connectivity and enhancing telecom facilities in selected areas.

May I suggest that farmer s be helped in the installation and their registration to be involved in the project?

Product Promotion

For possible to have a training in Japan for our technical staff to support the project. Examples:

- Monitoring system for certified GAP farms
- Farmers Recording system
- Pesticide/fertilizer/chemical residue registration system, but not limited for this example.

ATTENDANCE

ESL Presentation at Centrong Pamilihan

10 January 2013

Mr. Ms.	Name	Organization	Position	Contact (email. phone)
① Mr.	Sherwin Mark de Oro	SPPAQFI	Internal Auditor	09235628557 sherwinmarkdeoro@yahoo.com
Ms.	April Fabre	SPPAQFI	Cashier (Marketing Staff)	09194398325 fabreapril@y.com
Mr	Alger Oreste	SPPAQFI	Acting Staff	09179604068/alger.Oreste@gmail
MR.	ROLANDO H. MALARASIA	SPPAQFI	Laiaison office	09295581124
Ms.	PRINCESS JOY MIRANDO	SPPAQFI	ACCOUNTING STAFF	09072840566 / incez10@y.com
	RAMIL BARTE	SPPAQFI	OPICER	09196[illegible]4
MR.	REY ABELLERA	SPPAQFI	CONSULTAN PRODUCTION	09[illegible]28569
	Sofronio Pagkaliwagan	SPPAsstn.	Vice-president	09204921133
Mr.	Carlo Cena	SPPAQFI	Administrator	09175600991

① 経理責任者
② 経理担当者
③ 生産者代表.

Comments on the ESL Presentation

Organization (Location): Centrong Pamilihan, Sariaya
Date: 10 January 2013

Farm Story
Farm story will be very helpful for the farmers to manage the amount of fertilizers and chemicals for their crop plated. It is very useful to monitor whether the farmers are not producing harmful produce. But, there is an encoding new process, farmers might not encode/record the actual amount of fertilizer and chemicals to deceive their customers. And also not all farmers of the Philippines have the knowledge to use computers. I think it's very helpful system to everyone farmers, traders but if there's internet connection here available always. I think it'll be helpful to our farmer as what the farm story tells. There will be a consolidated report for each parties such as the farmers and the traders. Here in the Philippines is not big different about farming. Thank you very much. I'll share new technology and system. Question: Since this system is an internet based system, how can we operate if our internet connection is down? A farm story is one of good to help so many people can inspired to this. The farm story can help farmers a lot. It benefits the traders and the country as well. It is the future of farm monitoring.
ESL System
ESL system will surely help sentrong pamilihan to minimize our manual work and give us more accurate record. The ESL if its implemented will drastically change for the better of how things work in our company, especially the automated of scanning tagging. As what the system tells, it is also need some revisions especially if it will be used in the near

future. For now I'm still studying your system. ESL system is good to help farmers to guide how to plant! Great How can you detect aside from errors in encoding. The ESL and Farm story if used together by farmers and other concern individual will make the agricultural and selling convenient.
Others
Thank you very much for coming! Thank you very much! For your wonderful presentation and for the gifts. Good presentation Thank you very much to your group. Salamat po saiyo. ESL system will be a big help to different companies in the future. No Comment! But is Great! Japanese people are kind and hospitable. Also intelligent. Arigato!

ATTENDANCE

ESL Presentation at Benguet Province

11 January 2013

	Name	Designation	Office/Municipality
1	Perfecto B. Cayat	MA	OMAQ, Kibungan
2	Gerhard E. Paulino	Staff	JAEC-Kibungan
3	Filmore D. Juan	Staff	JAEC-Trinidad
4	Miguel Bengtile	PAEC	Trinidad
5	Miguel Togaoan	BFMC	Benguet
6	Ruben E. Paoad	TUBLAY	TUBLAY
7	Efrain B. Kudan	President	LT
8	Jay A. Sano	Staff	LGU-LT
9	Richard Cascangon	LGU-LTB	LGU-LTB
10	Norman G. Manangguye	BSU-ATB	LT
11	Marvin Pascual	Agri	LT OMAG
12	Felicitos D. Tiban	MA	La Trinidad, Benguet
13	Marilyn Cosalan	DA-CAR	TUBLAY
14	Maria Luisa B. Baban	AT	OPAG Benguet
15	Regina l. Acod		Madaymen
16	Wilfredo Camsol		Atok
17	Elvin P. Sumayao	AT	Tublay
18	Anthony C. Anniban	BARC/ALTOPA	La Trinidad
19	Riverson Calis	BARC/ALTOPA	La Trinidad
20	Johnict Anniban	BARC/ALTOPA	La Trinidad
21	Gloria B. Marelo	DA-AMAD-Staff	DA-CAR
22	Amil G. Marza	OMAG	DA
23	Efren Lorenzo	DA-AMAD-Staff	DA-CAR
24	Josephine S. Mayao	BOD-BFMC	
25	Andy Colte	BOD	BFMC La Trinidad
26	Catherine Salming	BOD	BFMC Sablan
27	Enero Calapen	BOD	BFMC Buguias
28	Asano E. Aban	MAO	LGU-Buguias
29	Brenson Dagwat	JAEC Staff	Buguias
30	Marcianna M. Balusdan	JAEC	HOELON
31	Juanito Labi	BOD	BFMC
32	Jawardsen Abiasen	Member	Kibugan
33	Agot A. Damaloy	Staff	BFMC
34	Esto O. Asayoc	BOD	BFMC
35	Jeffrey D. Sotero		LGU TUBLAY
36	Norma B. Saltico	Members	LTB
37	Roger L. Angel	Market Inc	LGU LTB
38	Juluis E. Ititan	Member	LTB
39	Marilyn M. Mangeg	AAVI-OMAG	LGU LTB
40	Tyron P. Acod		Madaymen RIC

Comments on the ESL Presentation

Organization (Location): Benguet Province
Date: 11 January 2013

A Farm Story
Farm story is very brilliant idea and can be adapted to the Philippine setting, most especially to our province Benguet. The system, although a little complicated for the present set-up, is applicable & it offers solution to our current problem. Excellent system which could be adapted so as to be competitive. This is a very good / very advance for us in Benguet. Our existing cooperatives here are more on the Basic commodities; however, we plan to start small as the vegetable products. Please have a system for smaller & affordable coops. Very important to provide information to customers regarding farmer and his practice. Philippine Agriculture system has not been established yet standards on fertilizers & chemicals usage term, dilution rate and others. It's nice and ok…. Hope we can adopt. The presentation is well discussed. Need practice for presenting in English. The presentation (Power Point Presentation) was excellent. The audio & visual is clear. I believe that the purposes and objectives of the farm story is to help the farmers. Understanding the sequences of it is easy. I think the farmers can easily understand the process if it is introduced to them. It is an eye opening to farmers to keep complete farm story or records for their operation: the best information during production as bases of market, or production promotion. My comment is good, we like to have ESL in our cooperative, BFMC. Farmers should have a established cooperative, and farmers should be educated regarding

cooperatives, so that ESL will be applicable.

It is very useful for the consumers and it could help farmer to market their produce.

A good farm story becomes good if farmers are honest.

Sir, Ma'am can your company help us soon to find supermarket, to be marketed by our product like cabbage for example. Thank you very much.

The system is good in Japan which much comprehensive trainings of all farmers, producers to have it implement in the Philippines.

A Farm story is very important to be able to identify immediately where the vegetables or products are coming.
Well labeled products or commodities are much more important for a costumer to know the thing they are buying.

Farm story is good to introduce to Benguet Farmers to update the past inputs / history of the one farmers for improvements of the products.

A farm story is good for more profit.

ESL System

The system is very good and simple enough to use, provided every data needed should be always available which in the case of the Philippines is still evolving.

The system will help us in the management of production area & marketing area; we just have to modify other part of the system which may not be applicable as of the moment.

Excellent system to cut-short; middle-men.

The system is perfect, however, the problem is the facilities and the farmers in the Philippines is not yet ready, especially the farmers of Benguet. So maybe we will start and simplify for the farmers/clients to start with.

The ESL System is new to most farmers. But with this system, we are sure that the Marketing of Farmers produce will be enhanced.

Beneficial to farmer/cooperatives & consumers.
If a system be developed for Philippine local-based situation.

We need more time for ESL system training.

The presentation is good at least you have given an birds eyeview your present set-up for us to study.

The system is best for farmers if only if it is possible that we can cut the middle man from the distribution of the product. We hope for the best about the system.

yah !!! it shorten the gap between the farmers and consumers; that mean the farmers gets more profit.

Truly innovative!
Are their buyers / consumers who are willing to use the system?

My comment is good.

We should first have a training regarding ESL then every municipality should be accessible with internet.

It is nice, brilliant idea of having this ESL.

Inspiring system

The presented ESL could be adopted harmoniously in our country provided strong organizations could be established and were participating of changes in the altitudes of our farmers & the government as well.

Very organized marketing system from the farm until the consumers.
A farmer can gain more profit.

The ESL for Japan Market is High Technology compared to Philippine market so we need more information dissemination to the farmers.

Very satisfactory

Others
This system would be a good help to the farmers and traders and will savely improve the economy once put in place. If we will present a different flow of production to marketing, can we sit/meet separately for the customized program? Is the fee/sharing negotiable? Please have this system be presented to DA Central office especially at the AMAS, ATHUTC, BAFPS and other attached agencies such as BPI, FPA, PhilMech. This is a technology / system that should be presented to Secretary Alcala so that this will also be presented to other attached D.A. agencies. Please present this to the DA-High officials – DA Secretary, Director Saliot and Director Gazmin for them to appreciate and probably secure the system through a special project for our projects. Especially we are advocating GAP, organic agriculture for competitiveness by 2016. ESL system id a very good system, but baseline data in Philippines (Benguet) not yet fixed. Philippin farmers' information were not yet in placed. Can you assist us first on pre-activities of ESL such as gathering comprehensive data of farmers needed for the inputs on the ESL. We appreciate much and very much if all details are in English translation also the LCD presentation. Thank you very much and God Bless… The ESL is good for the BFMC to facilitate our product and also the buyer. Is the system for sale? Farmers should be educated and sometime time consuming. No other comments but thank you very much of the good ideas. Thank you very much for introducing this ESL system, more power and God Bless…

ATTENDANCE

ESL Presentation at La Trinidad Market

12 January 2013

	Name	Organization	Position	Contact
1	Lorna Peloloc	Disposer Assn.	Manager	09473533228/Loixtina@gmail.com
2	Jocelyn Dilim	Packers Assn.	President	09491231610/JocelynDacules@ymail.com
3	Nora B. Ganase	Brother Assn.	President	09189198921/Nora b. Ganase@ymail.com
4	Benito M. Hipolito	BJIA	President	9999957982
5	Morris L. Balingcado	Bagsakan Assn.	V. P.	9293706651
6	David Kidpo	Bagsakan Assn.	Member	9496799944
7	Randy Campiwer	Bagsakan Assn.		9487814008
8	Elsie Gis-it	Disposer Assn.	President	9194085536
9	Christon M. Pedaso	BFMC	Audit Com	9158365137
10	Yolanda M. Sib-at	Disposer Assn.	V. Pres.	9123219827
11	Daniel Tanacio	Suyot Bay	President	9283969320
12	Miriam Mendoza	Bagsakan	V. Pres.	9295110175

Comments on the ESL Presentation

Organization (Location): La Trinidad Market, Benguet
Date: 12 January 2013

Farm Story
I really wish that the farm story may be used here in trading post because as of now it will not introduce to farmers yet. We have different kinds of farmers: educated, none educated, big farmers and small farmers. Some farmers plan depends upon their capital. Since it targets specific and detailed database of a farmer and his agricultural lot, how will it be applicable for contract lessees of a farm lot? About farm story is very interesting that we've got more idea in farming. System must be just start in the farm which is the farmers. Then to market place phase which is trading post. To make it possible earlier the government must give more assistance. I appreciate your farm story it really gives important information to all of us.
ESL System
Good, it will introduce that here is trading post. ESL is good system but in our present situation it's hard to implement the system. May be if this government help in implementing and put have some rules and regulations about it may be it would be by little by little. How secure will be the data collected or protected against other users? About ELS system is very important to us. Hope we will implement here in trading post. For me "ok" for easy info important matter regarding our business. Your ESL system is very good but I think it is not application here in the Philippines. Because of so many problems namely gadgets, knowledge of farmers most farmers here are not educated.

Others
Hoping that it will happen soon here so that we will produce quality vegetable products. Thank you. Thank you very much for your efforts in coming sharing good system for our vegetable industry. I suggest for more studies, interview farmers, traders, and buyers personally. Thanks. Government support is essential to establish the system. Comment is good because we learn each idea among us. Please coordinate with the government officials for this matter also so they can support the farmers and us traders.