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The Philippine Agriculture and Fisheries Extension Strategic Plan 2011-2016

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THE PHILIPPINE AGRICULTURE AND FISHERIES EXTENSION STRATEGIC PLAN 2011-2016

Harnessing the Power of Extension to Accelerate Agriculture and Fisheries Modernization

"Makabuluhang Pagbabago sa Tuwid na Daan"

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ACRONYMS AND ABBREVIATIONS

AEW	Agricultural Extension Worker
AFMA	Agriculture and Fisheries Modernization Act
AF	Agriculture and Fishery
AFC	Agriculture and Fishery Councils
AFE	Agriculture and Fisheries Extension
AFEN	Agriculture and Fisheries Extension Network
ATI	Agricultural Training Institute
BAEx	Bureau of Agricultural Extension
CPAR	Community Participatory Action Research
DA	Department of Agriculture
EDS	Extension Delivery System
ESP	Extension Service Provider
FFS	Farmers' Field School
FITS	Farmers Information Technology System
ICT	Information Communication Technology
IEC	Information, Education and Communication
IP	Indigenous People
IT	Information Technology
KAS	Knowledge, Attitude and Skills
LGU	Local Government Unit
LUC	Local Universities and Colleges
MA	Municipal Agriculturist
MAO	Municipal Agriculture Officer
M&E	Monitoring and Evaluation
MLGU	Municipal Local Government Unit
NGA	National Government Agencies
NEDA	National Economic Development Authority
NIN	National Information Network
NGO	Non-Government Organizations
NESAF	National Extension System for Agriculture and Fisheries
PA	Provincial Agriculturist
PAO	Provincial Agriculture Officer
PG	Professional Groups
PLGU	Provincial Local Government Unit
PO	Peoples Organization
RBO	Rural-based Organization
PVet	Provincial Veterinarian
RDE	Research, Development and Extension
RFO	Regional Field Office
SUCs	State Universities and Colleges
T&V	Training and Visit
TOT	Training of Trainers

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Message from the Secretary

Agricultural research and extension are at the core of the Department of Agriculture's strategy aimed at achieving national food security and creating economic opportunities in the countryside.

Through the lead effort of the Agricultural Training Institute, the Department works tirelessly to deliver modern and appropriate technologies to farmers and fishers, in collaboration with local government units, agriculturists and other partners.
But there's much that needs to be done. Philippine agriculture is faced with the challenge of feeding our growing population against the backdrop of dwindling resources and weather uncertainties due to climate change. Majority of the rural poor and hungry, ironically, are the food producers themselves.

What is needed is better dissemination of tools and knowledge, as many stakeholders are unable to access or effectively use proven technologies and practices.

Thus, the Department commends DA-ATI for crafting and seeing through the publication of this Philippine Agriculture & Fishery Extension (AFE) Strategic Plan. As a roadmap for success, it contains information about the AFE services of the country and the challenges and opportunities it is currently faced with.

Our aim is clear and simple: Ensure that agri workers and stakeholders have sufficient knowledge, sense of responsibility and are earning enough - in line with the Aquino administration's goal to reduce poverty and achieve the United Nations Millennium Development Goals (MDGs) by 2015.

Together, let's pursue President Aquino's vision of globally competitive and sustainable Philippine agriculture.

Mabuhay!

PROCESO J. ALCALA
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The Philippine Agriculture and Fisheries Extension Strategic Plan materialized through the collaborative efforts of various individuals and institutions who have dedicated their talents, time and helpful insights in the formulation of this document.

Great appreciation goes to bureaus, attached agencies and field offices of the Department of Agriculture, Department of Agrarian Reform (DAR), Department of Environment and Natural Resources (DENR), Department of Interior and Local Government (DILG), Philippine Council for Agriculture, Forestry and Natural Resources Research and Development of Department of Science and Technology (DOST-PCARRD), Agricultural Colleges Association of the Philippines (ACAP), Philippine Association of State Universities and Colleges (PASUC), Local Government Units (LGUs), Rural-Based Organizations (RBOs), the private sector and other extension stakeholders.

Special mention to Dr. Eliseo Ponce for his valuable inputs, untiring efforts and guidance throughout the development of this plan.

In preparing the strategic plan, several primary and secondary data were carefully studied and sorted to come up with an accurate report. Such were properly cited to give merit to the original author.

The Strategic Plan will serve as a backgrounder and guide that will help policy makers and enforcers to distinguish through tough choices, so as to achieve the collective goals. This plan embarks where extension services and appropriations ought to be efficiently and effectively utilized to achieve optimal results, making the agriculture and fishery sector profitable.

The DA-ATI assures commitment through time and energy in enhancing these plans and gratefully accepts challenges in the future. We believe that the Philippine Agriculture and Fisheries Extension Strategic Plan accounts for a valuable input on the country's endeavor to maximize the potential economic contribution of the agriculture and fisheries extension sector.

ASTERIO P. SALIOT, CESO III
Director
DA-Agricultural Training Institute

ASSESSMENT

The Philippine Agriculture and Fisheries Sector

The productivity growth rates of the agriculture sector have been slow. The Philippine GVA in agriculture is lagging behind relative to other highly agriculture dependent South East Asian countries such as Vietnam. Although, the apparent decline of all the Southeast Asian Nations in their Agricultural GVA during the years 1995-2000 is to be blamed to the ASIAN Financial crisis of 1997-1998, the Philippines is seemingly relatively slow in recovery but has relatively stronger resilience in the agricultural sector.

Source: Bureau of Agricultural Statistics (BAS)

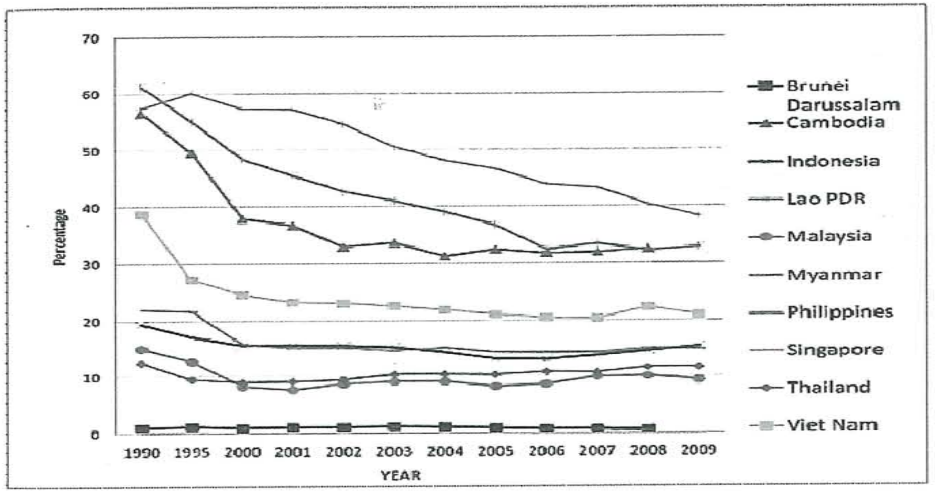


Figure 1. Agriculture Value Added Of Southeast Asian Nations, 1990-2009 (Percentage of the Total Value Added)

As a developing country, the Philippines struggles its way through alleviating poverty. Republic Act 8425, or the Social Reform and Poverty Alleviation Act declares that the State should adopt an area-based sectoral and focused intervention to poverty alleviation. The defined disadvantaged sectors of Philippine society under Section 3 of RA 8425 includes farmer-peasants, Indigenous peoples and cultural communities, women, differently-abled person, victims of calamities and disasters, youth and students, urban poor, among others. Poverty incidence is highest among coconut farmers, corn farmers and fisherfolk at over 45% (Dy, 2009). FIES data for 2009 showed that poverty incidence (population) increased slightly from 26.4 in 2006 to 26.5 in 2009. However, urban-rural disaggregation is not yet available when the official poverty statistics was researched on. *(Source: MTPDP)*

The Agriculture and Fisheries Extension Delivery System

Since its enactment in 1991, the Devolution of Powers Act continues to hound concerns about extension delivery. These concerns include the unclear relative roles of central and local agencies and the involvement of many central agencies in extension resulting in the following: waste and duplication; extension resources being diverted from local priorities; continued commodity emphasis; maintenance of a top down supply-driven approach over one that is bottoms up and demand-driven. Also, the LGUs have limited expertise, manpower and resources to perform their extension function. These deficiencies are mostly observed in the 4th, 5th and 6th class municipalities and provinces which have limited income/ budget for extension delivery.

Extension cuts across all inputs from "farm to table." All necessary inputs cannot be taken singly and independently of each other because they affect the overall performance of the extension system. It is vital that all components of the value chain, from seeds/inputs, production, processing, marketing/distribution to consumption, and the role of other stakeholders should be considered and harmonized. The knowledge gaps and inefficiencies along the value chain such as unorganized or weak farmers organization, low/limited access to technology information, low adoption rate, lack of inclination to agriculture, lack of product/market information among others are not adequately or appropriately responded to by the DA due to commodity-oriented implementation and focus on productivity rather than on welfare goals especially food security.

In sustaining the provisions of extension services to its clients, the fiscal sector of the country is unstable enough. Such instability shoves the shifting of the extension costs to the community. Senator Legarda (2008) stresses that the agricultural extension services of the country have failed to translate the technologies generated from the agricultural research system to actual field practice by the agricultural producers. While it is recognized that several research studies and development of technologies on agriculture has been made, there is still a need to effectively disseminate these to our famers. Said studies and technologies will only be qualified as effective if they have created an impact to and have been faithfully adopted by the common farmers and fisherfolk.

CHALLENGES AND OPPORTUNITIES IN AGRICULTURE AND FISHERIES EXTENSION IN THE CHANGING AGRICULTURE LANDSCAPE AND CONDITIONS

Worldwide developments, issues and concerns put the definition, scope and technical focus of agricultural extension under scrutiny. Extension should have a broader role and not only limited to agricultural technology transfer. It should develop the capabilities and capacities of farmers especially in problem solving, management and decision-making and also link them to markets. The research to farmer process is being compelled to change to a process of facilitating and brokering a wide range of communication, information and advocacy services. Generally, the trend for extension is shifting agriculture-specific services to broader services to diversify and improve rural livelihoods.

As is evident from the following, the country faces enormous challenges in making the extension services effective and meaningful. To wit:

Educating Farmers in Globalization, Liberalization and Biotechnology Issues. Presently, no institution is educating the farmers on the issues related to globalization, and liberalization of markets, and biotechnology which are soon to affect their communities. Extension services should start developing necessary training and capacity building programs in these areas.

Extension and Communication of Climate-related Knowledge and Technologies. The agricultural sector is a driving force in the gas emissions and land use effects thought to cause climate change. In addition to being a significant user of land and consumer of fossil fuel, agriculture contributes directly to greenhouse gas emissions through production practices. Climate is changing and our natural ecosystems, water, agriculture and people are getting affected. It is a serious matter that should be addressed and extension must actively participate in making farmers understand the risks climate change poses and the need to prepare them on risks management such as the adoption of crop programming appropriate crops relative to the changing climate. Extension providers must be continuously provided with opportunities to be updated on trends, issues and recommended actions that directly impact the agriculture and fishery sector.

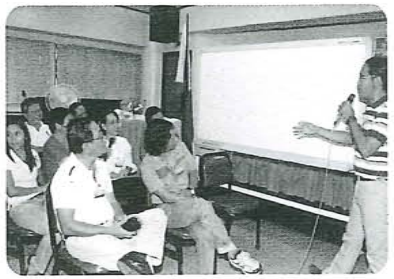
Educating Farmers in Sustainable Development. The application of high doses of fertilizers and pesticides recipe for gaining high yields is under criticism due to its unfriendliness towards conservation of environment and natural resources. This is the reason that the technologies like Integrated Pest Management and Integrated Crop Management have received more favorable attention. Agricultural extension services in Asia are faced with the challenge to educate the farmers in environment sustainability, natural resources management, and organic agriculture.

Promotion of Sustainable Agriculture in Urban Areas. Urban areas were anticipated to experience the benefits and take the opportunities that will be available subject to the development of urban farming. If the process will be brought up to a larger scale, urban agriculture could offer a far-reaching role in contributing to food sufficiency as well as influencing consumption patterns, besides providing business opportunities, that can diversify the livelihoods of urban dwellers, particularly the informal settlers. In spite of the collaboration of different agencies of the government, such as the Department of Agriculture and government academic institutions pursuing farming in the cities, previous administrations failed to recognize its role in attaining food security.

Meaningful Extension Policy. It is high time to change certain extension patterns through the formulation of extension policies within the framework of broader national agricultural and rural development policies. The formulation of extension policy is a collaborative effort, involving all stakeholders, and takes into consideration not only technical issues but also professional development concerns with an aim to provide motivation and morale to extension workers. It also includes the operational linkages and partnerships between extension and other relevant service institutions such as related to research, marketing, environment, commodities, farm inputs, rural credit, agricultural education and training, farmer associations, and information technology.

Unified And Integrated Extension Service. The challenges in implementing multi-disciplinary, integrated extension organization are expected to be effective coordination, resistance to the temptation of each technical department to have its own extension service, in-service training of field extension agents in a number of technical disciplines, and designing of an appropriate mechanism for technical backstopping of field extension agents by subject-matter specialists.

Giving Extension Profession a Proper Status. Agricultural extension is a tough and demanding profession. However, this profession of extension has never received the proper status it deserves, that is in comparison to other agricultural professions. Suitable candidates will never be attracted to this profession until its service conditions are brought in line with other agricultural disciplines, and the present extension organizations are given adequate operational budget, career development opportunities and mobility means, which are essential for proper field work. Without this long overdue reform, agricultural extension in Asia will remain a second class profession, in spite of its demonstrated importance in bringing about rural and agricultural development in highly developed countries (Wentling, 2001).



Improving Pre-Service Education in Extension. Presently, the pre-service education in agricultural extension is no more than lip service. The curricula are outdated, audio-visual aids are missing, suitable educational methodologies are not updated, and above all, the students of extension are given doses of theory, without any exposure to real-life extension work involving rural life, farms and farmers. Appropriate pre-service education will reduce the need and costs of future in-service training. Any serious effort at reforming the national agricultural extension systems must start with reforming of the agricultural education system, which currently produces extension workers of poor quality (Qamar, 2002).

Proper Place for Extension after Decentralization. While decentralization is a step in the right direction, it has proved to be disastrous for agricultural extension in several Asian countries as is evident in Philippines and Indonesia. The issue of the temptation of each autonomous district or municipality to go in its own direction without any regard for national policy and priorities is serious, but what has damaged extension most is the unwarranted influence and interference of local leaders and the line of thinking of local decision-makers and legislators, who cannot appreciate the importance of extension in rural and agricultural development. Agricultural extension is understandably a slow process as it aims at changing human behavior and generally does not show quick and tangible benefits. The orientation of local decision-makers needs to be changed through proper education, sensitization and orientation to the importance and eventual benefits of extension.

Assessment of the Impact of Extension. There has always been concern for the difficulties faced in objective evaluation and impact assessment of agricultural extension programs. The isolation of the impact of extension in an agricultural development program is no easier task than catching a fish with bare hands. The need for impact assessment has recently gained more attention. The reasons may be, among others, reallocation of priority status to agriculture sector, the recognition of usefulness of extension in future development programs, and the quantitative justification needed by donors and governments for further investment in agricultural extension.

Situation-Specific Extension Methodologies. For decades, Philippines have been using top-down extension methodologies, Training and Visit (T & V) system of extension being the main one. Another popular methodology has been the Farmer Field School (FFS), which was initially used for integrated pest management projects in Philippines. The recent extension reform movement has identified some useful principles, which cut across all situations and may be used to develop specific extension methodologies. What is needed is a normative framework, based on those common principles, which may be used for developing extension methods suiting individual situations.

Inter-Institution Linkages for Integrated Approach. Agricultural extension, or for that matter any other agricultural discipline, cannot single-handedly bring about rural and agricultural development. The required inter-institution linkages are not just those between research and extension, but also between agricultural extension and farm input suppliers, rural credit agencies, marketing channels, transportation companies, storage facilities, agricultural academic institutions, weather forecast offices, rural development agencies, agricultural commodity research institutes, etc. The objective of establishing the linkages is to enable the extension agents to have ready access to the information needed to help farmers in making decisions. The inter-institution linkages will also help in developing an integrated, inter-disciplinary and comprehensive extension program for the benefit of farmers. Such linkages are still weak or neglected and strengthening presents a challenge to the professional community.

Looking Beyond Technology Transfer Focus. The changes in the world demand that the country's extension services should engage in developing the human capacities of farmers, which go beyond technology. Farmers must be educated in subjects like problem solving, decision making, management, accounting, group dynamics, leadership, gender sensitiveness, rural youth development, comprehension of market forces, good governance, initiative and self help, nutrition, program planning, monitoring and evaluation, applicable information technology, networking with other village organizations and farmer associations, etc. Obviously, this broader mandate will require appropriate in-service training of the extension staff and necessary adjustments in the curricula of formal education in agricultural extension (Qamar, 2002).

Putting Information and Communications Technology in Service of Extension. The revolution in information and communications technology benefits extension. The benefits could take many forms. Interactive electronic linkages are established between extension and relevant institutions. Extension databases and knowlegebases are created, which could make information very accessible to the clients and could link producers to the market. A variety of extension and training materials may be prepared with the help of computer using creative techniques and this can be uploaded using the internet and downloaded easily by the clients. *Telecenters* can be established in the areas, which are not normally covered by extension agents. However, the use of ICT will only serve as an alternative mode of extension delivery complementing the other modes of extension delivery.

Promoting Pluralistic and Participatory Extension. The Philippines already have some sort of pluralistic extension pattern. However, there is no well organized system, which will allow active collaboration of stakeholders in both planning and implementation of extension programs. Such a system is needed more than ever as more and more countries are introducing decentralized governments. A clearly defined role of government and suitable coordination and quality control mechanism will be needed for any pluralistic extension pattern to safeguard the interests of farmers.

Forging Partnerships with Other Extension Service Providers. Extension Service Providers (ESPs) shall be tapped to hasten and improve the delivery of extension services to the client system. These organizations include rural-based organizations, cooperatives, non-government organizations, people's organizations, and multinational companies. They are provided with opportunities and wider participation to undertake training and other complementary extension activities for target clientele along the value chain.

Extension's Role in Disasters. Extension's role in combating major attacks of insect pests and diseases is well known, but so far there has been none for major disasters. Given the fact that a large number of farming people are affected by these disasters, and the surviving ones are anxious to return to their villages and start growing food, the extension services can launch special campaigns for rehabilitation of agriculture. Bringing the affected farming population back to their feet is a challenge, which has not yet been met by any extension service in the world.

THE NATIONAL EXTENSION SYSTEM FOR AGRICULTURE AND FISHERIES (NESAF)

Chapters 1 and 2 of the AFMA-Implementing Rules and Regulations under Title 3 (Research Development and Extension), stipulate the process and form of extension. The major actors of AFE include the NESAF which is composed of the national government subsystem directly complementing the local government subsystem and the private sector subsystem.

The National government subsystem is composed of all national government agencies (NGAs) directly involved in AFE like the Department of Agriculture (DA), Department of Agrarian Reform (DAR), Department of Education (DepEd), Department of Environment and Natural Resources (DENR), Department of Interior and Local Governments (DILG), Technical Skills Development Authority (TESDA), Department of Science and Technology (DOST), Cooperative Development Authority (CDA), Commission on Higher Education (CHED), and State Universities and Colleges (SUCs) and others. This subsystem plays a catalytic role of improving the quality & effectiveness of extension services. Their primary roles are capability building, technical assistance, monitoring and evaluation, policy formulation, agenda setting, program/project development, fund sourcing/management and networking.

Section 90 of AFMA provides that the extension programs of SUCs shall primarily focus on the improvement of the capability of the LGU extension service by providing degree and non-degree training programs; technical assistance; extension cum research activities; monitoring and evaluation of LGU extension projects; and information support services through the tri-media and electronics.

The local government subsystem shall include provincial/city/municipal governments and concerned instrumentalities of the Department of Interior and Local Governments. They are responsible in delivering frontline AFE services, monitoring and evaluation, local AFE agenda setting, AFE program planning, partial funding and fund sourcing.

The private sector subsystem shall be in two general categories: business organizations and civil society organizations. Their primary roles in AFE are implementing training and other complementary extension services especially in community organizing, use of participatory approaches, popularization of training materials, regenerative agricultural technologies, agribusiness and management skills.

Business organizations include income generating entities like agribusiness corporations, partnerships, single proprietorship, cooperatives, seed growers associations, livestock growers association, input suppliers, processors and consultancy groups, among others. On the other hand, the civil society group includes service-oriented non-profit entities like non-government organizations(NGOs), civic/religious organizations, peoples organizations (POs) like Farmers Associations, Cooperatives, Irrigators Association, Agrarian Reforms Beneficiaries Associations, Rural Improvement Clubs, 4-H clubs and groups like the Agriculture and Fishery Councils (AFCs) and Fisheries Aquatic Resources Management Councils (FARMCs).

Vision

To advance the state of knowledge and practice of agriculture and fisheries among the Filipino people specially the rural poor towards an empowered and socio-economically progressive and sustainable agricultural and rural communities

Core Values

In order to attain the desired goals of this plan, the involve parties/organizations should hold and exhibit the following values:

- **Customer Focus**
  We have a clear and perceptive understanding of the present and future needs of our customers and stakeholders. We recognize the need to efficiently and effectively deliver the expected services to our clienteles.

- **Professionalism**
  We willingly adhere and practice the highest standards of work ethics as public servants.

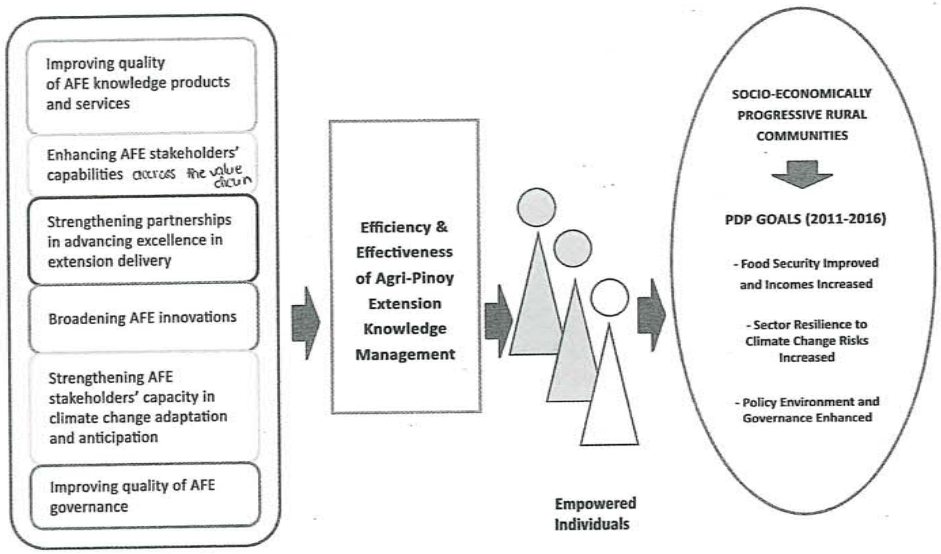
- **Teamwork**
  We positively work together to think, speak and act as one to achieve individual and collective goals of our organization and the community.

- **Continuous Learning and Innovation**
  We continuously search for and develop new products, processes and organizational set up to achieve greater efficiency and effectiveness of AFE knowledge management. We openly adopt beyond traditional practices to carry out much more efficient techniques and latest technologies in developing the extension delivery system.

- **Resource Stewardship**
  We commit to be responsible in managing and protecting public resources and finances with utmost care and propriety.

- **Commitment and Dedication**
  We unite to the goals of the system with utmost devotion to attain our vision of an empowered and socio-economically progressive rural community.

THE AGRICULTURE AND FISHERIES EXTENSION DEVELOPMENT FRAMEWORK



The Agrikulturang Pilipino or Agri-Pinoy serves as the strategic framework for all programs and services of the Department of Agriculture. There are four principles and features of the framework that guides the initiatives and interventions of the DA. These are food security and self-sufficiency, sustainable resource management, support services from farm to table and broad-based local partnerships.

There are six goals to improve the efficiency and effectiveness of knowledge management in extension that advances the principles of the Agri-Pinoy. These are (1) Quality of AFE knowledge products and services improved; (2) AFE stakeholders' capabilities enhanced; (3) Partnerships in advancing excellence in extension delivery strengthened; (4) AFE innovations broadened; (5) AFE stakeholders' capacity in climate change adaptation and anticipation strengthened; and (6) Quality of AFE governance improved.

The major outcomes of an efficient and effective AFE knowledge management are behavioural changes on the part of individuals so that they are able to make the most appropriate decisions to make their AF enterprises profitable and their communities sustainable and progressive. Empowerment means upgrading the collective ability of the various stakeholders in the value chain so that they are able to apply the most up-to-date knowledge and technologies to reduce the cost of sustainable production and increase product quality so that AF products reach the consumers at the highest quality and the cheapest price. This is the essence of sustainable competiveness. Only empowered individuals can create socio-economically progressive rural communities that will enable the country to attain the strategic goals for a competitive and sustainable agriculture and fisheries sector, which are (1) Food Security Improved and Incomes Increased; (2) Sector Resilience to Climate Change Risks Increased; and (3) Policy Environment and Governance Enhanced.

Consistent with these PDP goals are the five strategic goals of AFMA, which are (1) Food Security; (2) Poverty Alleviation; (3) Global Competitiveness; (4) Sustainable Development; and (5) People Empowerment. Also, Republic Act 10068 or the Organic Agriculture Act of 2010 supports sustainable resource management and contributes to climate change adaptation and disaster risks reduction.

Thus, the National Extension System for Agriculture and Fisheries must ensure that this is their primary focus.

THE AGRICULTURE AND FISHERIES EXTENSION (AFE) SYSTEM GOALS

Within six years, the agriculture and fisheries extension system must exhibit the following outcomes: 1. Improved quality of knowledge products and services; 2. Enhanced AFE stakeholders' capabilities; 3. Strengthened partnerships in advancing excellence in extension delivery; 4. Broadened AFE innovations; 5. Strengthened AFE stakeholders' capacity in climate change adaptation and anticipation; and 6. Improved quality of AFE governance. Under each goal are desired deliverables and the corresponding means of attaining them. These will provide guidance in the delivery of extension services to insure the accelerated attainment of the AFE goals.

PDP GOAL 1:
Food Security Improved and Incomes Increased

AFE GOAL 1:
Quality of AFE Knowledge Products and Services Improved

There will be advancement in acquiring agriculture and fisheries information through top of the line knowledge management. This is to ensure all segments along the value chain will gain access to data needed in enhancing decision making. An efficient gateway to data gives greater inclination for the acquisition of essential information which in turn, given the appropriate integration, leads to gaining useful knowledge.

As the agriculture and fisheries sector copes with the fast exchange of information in the modern world, it is of necessity to adopt new channels of disseminating useful information and relevant updated technologies. Additionally, such advancement in the sector includes an easy entry to related data resulting to accelerated achievement of knowledge with minimal effort, thus optimization of utilized resources.

Strategy. Optimize the use of ICT in bridging clients and the AF production and market systems

Major Concerns/Programs

a. e-Extension Program (e-Learning, Distance Education, e-Farming, e-Trading)
   - Courseware development in coordination with SUCs/LGUs/ Private Sector
   - Translation of knowledge products in multimedia format
   - Implementation of School-on-the-Air Program with SUCs/LGU
   - Sharing of content for knowledgebase
   - Communities of Practice involving practitioners/ farmers/ Subject Matter Specialists
   - Communities of Interest involving farmers
   - Content development for market matching/information

a. Network of Knowledge Centers
   - Establishment/Management of FITS Centers by SUCs/LGUs
   - Establishment of e-Extension offices
   - ICT inventory of extension partners/stakeholders

b. Capability Building on e-Extension Site Orientation for EWs, Farmers, Youth and Entrepreneurs

c. Information Campaign and Dissemination

d. Knowledge Products Development/ Dissemination
   - Translation/Popularization of knowledge products

Output

- All ICT-related AFE programs/ projects are maximized & harmonized

Baseline

- ESPs in the NESAF have ICT-related facilities service/initiative but operate independently and likely duplicate others.
- e-extension services are not fully utilized.
- Limited to and only few commodities are developed for e-learning courses.
- Not all farmers, fishers, EWs and LGUs are ICT connected
- Minimal utilization of e-Learning centers.
- Insufficient and out-dated materials/reference

Target

- All ICT-related AFE programs/ services are harmonized and maximized
- NGAs, SUCs and LGUs with FITS Centers are connected with the e-Extension Program and will serve as e-Extension Centers.
- e-Learning courses on all commodities, value-adding activities and social technology courses will be offered under the e-Extension Program.
- NGAs, SUCs and LGUs have established e-Extension Centers.

AFE GOAL 2:
AFE Stakeholders' Capabilities Enhanced

There is a need for a strong human resource in the agriculture and fishery sector equipped with the appropriate knowledge, attitude and skills. Capacitating the AFE human resource will enable them to meet the modern challenges in agriculture and rural development.

By educating and training the client system, and teaching them the proper values to guide them in making sound decisions, they develop in them the political power to determine their future. Thus, empowering them and their communities to succeed in every challenge that they meet on their quest for countryside development. Similarly, the various stakeholders along the value chain who serve the farmers will require the same orientation. Hence, they will need continuous education, training, encouragement, and support in ensuring the farmers receptivity to new and modern production technologies that will sustainably increase productivity.

Biotechnology, food safety, sanitary and phytosanitary measures and appropriate agri-fishery product handling should become an integral part of all capability building to increase the A/F sector capabilities in the world market.

Strategy 1. Inculcate desirable work values and ethics of a professional extension service provider

Major Concerns/Programs

a. Awards and merit system in AFE programs

b. Values Re-Orientation for the client system

Strategy 2. Provide opportunities for the client system (including indigenous peoples, physically challenged, rebel returnees, and those in conflict areas) and ESPs to obtain formal and non-formal education

Major Concerns/Programs

a. Development of ladderized programs for specific client system

b. Training of Trainers, Farmers Field Schools, Specialized trainings

Strategy 3. Reform agriculture and fishery education

Major Concern/Program

a. Review of AFE curriculum in schools

Strategy 4. Link/Network with all appropriate institutions to mainstream modern technologies suitable to the needs of client system

Major Concerns/Programs

a. Info-caravan, congress, technoKliniks

b. 4-H Club Development program

a. Strengthening of AFEN, Consortia, Symposium

Strategy 5. Tap progressive farmers as extentionists and use their farms as learning sites

Major Concerns/Programs

a. Technology demonstrations

b. Farmers Field Schools

Output

- Motivation and professionalization of AEWs/ESPs heightened
- Capability for ESPs and client system improved

Baseline:

- EWs are demoralized as a result of the devolution.
- Lesser visits to the farmers' fields and other AFE activities.
- Non-agricultural and non-fisheries graduates are hired as extension workers in the local government.
- Few opportunities to pursue formal and non-formal education
- More youth veering away from agriculture and fisheries
- Weak linkages between research and extension
- Many research results remain unutilized (Applied and Social Technology)

Target

- Positive changes in attitudes and behavior.
- More proactive and responsive undertakings for farmers, fishers and other clients.
- Streamlining of non-agriculture and non- fisheries AEWs.
- Strengthened scholarship programs
- Systematized/Ladderized training programs
- Fidelity of research-extension linkages is dynamic

AFE GOAL 3:
Partnerships in Advancing Excellence in Extension Delivery Strengthened

Fostering alliances and strengthening linkages with other institutions/networks who are potential partners can result to deeper development impact. Partnerships mobilize the combined resources of participating partners to sustain rural development. The benefits of these interventions can be drawn from the advantages of working with a common purpose, pooled resources, institutional collaboration on common grounds and compatible points of contact.

Strategy 1. Increased joint ventures and convergence initiatives between public-public, public-private sectors in upgrading the operation of the AFE system

Major Concerns/Programs

a. Accreditation of private ESPs

b. Forging of Memorandum of Agreement between and among public-private institutions to enhance complimentary of resources

Strategy 2. Enhance inter-institutional linkages along the value chain specially on research & extension

Major Concerns/Programs

a. Convergence initiatives in 5th and 6th class municipalities to complement resources

b. Tap expertise of Magsasakang Syentista graduates, Gawad Saka awardees/nominees, FLE graduates

c. Active participation in the activities of consortium and policymaking bodies such as RAFC, MAFC among others

d. Dynamic involvement of rural women, IPs, and youth in extension and training activities

Output

- Partnerships in AFE between RD & E, NGAs & LGUs, Govt. & Private Sector strengthened

Baseline:

- Very low investment in AFE
- National government subsidy in extension outruns LGU primacy in extension
- Disjointed and highly fragmented flow of extension services.
- Weak research-extension linkages.
- Weak feed backing mechanism between clients and R&D.
- Duplication of extension initiatives for same clientele groups and wasteful use of scarce extension resources
- Private sector inadequately tapped to partner with government in the provision of extension services

Target

- Increased investment in developing and nurturing linkages in research and extension
- Increased LGU share/investment in AFE

Reduced incidence of overlapping

- extension programs, services and set-up.
- Increased opportunities in feeding back information on farmers' constraints and potentials for further research

AFE GOAL 4:
AFE Innovations Broadened

As defined, "innovation is generally understood as the successful introduction of a better thing or method. It is the embodiment, combination, or synthesis of knowledge in original, relevant, valued new products, processes, or services." Innovation thus relates to improvement, with uniqueness being an outcome of this improvement. Examples of innovative developments in the field of extension are the clustering approach, convergence initiatives, ladderized training programs, farmer-led extension among others.

The impact of globalization, technological and knowledge revolutions, and climate change issues can be responded to through content-enriched and introduction of creative or useful ways of delivering technologies. However, these must be put into action to make a genuine difference or impact on the agriculture and fishery sector.

Strategy 1. Adopt situation-specific technologies and popularize novel approaches in the dissemination of technologies and in other AFE programs/projects/activities

Major Concerns/Programs

a. Development of ladderized training programs

b. School for Practical Agriculture

c. Science and technology training and project experienced-based cross visit

d. Awards system in training and extension program for high farmer adopters

Output

- Innovative, participatory modalities in extension delivery commercialized

Baseline:

- Fragmented and inefficient delivery of services of ESPs
- Traditional extension modalities and very academic or theoretical curricula in agriculture, etc.

Target

- Harmonized, effective and efficient dissemination and adoption of new technologies and other related AFE programs/projects/activities

PDP GOAL 2:
Sector Resilience to Climate Change Risks Increased

AFE GOAL 5:
Strengthened AFE Stakeholders Capacity in Climate Change Adaptation and Anticipation

The economy and the environment often have a cause and effect relationship. Acute environmental crisis is very much a direct consequence of the pervasive character of rural poverty – where small peasant farmers whose livelihood depends on the land.

The reality and consequences of climate change is now globally accepted. Agriculture not only contributes to climate change and is affected by it; it also forms part of the solution.

Conserving our stressed-eco environment, while performing our most needed agricultural and other activities in the country should be an utmost concern. The adverse impact of climate change on food supply is an alarming issue, but one that we have the knowledge to improve.

Strategy 1. Mainstream climate change in all AFE activities

Major Concerns/Programs

a. Documentation of best practices on climate change adaptation by other countries
a. Information caravan on climate change
b. Certification of smallholders on organic farming

Strategy 2. Intensify AFE to provide options to farmers/fisherfolks to adopt climate-sensitive farming & fishing technologies

Major Concerns/Programs

a. Adaption of food safety practices through AFE activities
b. Information on the cropping system
c. Urban gardening/farming

Output

- AFE system fully engaged
- Environment-friendly & sustainable production systems promoted

Baseline:

- Lack of economic and natural resource management opportunities

Target

- Access to adequate mechanisms for managing disaster risks in the A/F sector
- Access to information that capitalizes knowledge and experience.
- Sufficient margin or alternative income to defray production costs or higher profit
- Sustainable agriculture and fisheries development

PDP GOAL 3:
Policy Environment and Governance Enhanced

AFE GOAL 6:
Quality of AFE Governance Improved

Governance in extension means the effective management of resources and relations in a transparent, accountable, equitable and responsive manner to the client's needs. This will see to it that extension policies and standards, strategic plans as well as monitoring and evaluation mechanisms are in place for effective implementation of extension among all clients.

Strategy 1. Capacitate the LGUs and ESPs in developing their own AFE Strategic Plan in tune within the framework of national AFE strategic plan

Major Concerns/Programs

a. Training of Trainers on Strategic Planning, Project Proposal Preparation
a. Development of manual on AFE strategic planning
b. Needs Analysis
c. Establishment of database (AEWs, farmers, macro growth economic indicators)

Strategy 2. Synchronize a results-based AFE monitoring and evaluation system

Major Concerns/Programs

a. Harmonization/Institutionalization of AFE indicator system
b. Development of M&E tools including guidelines
c. Development/Institutionalization of AFE M&E system
d. Capacity building on M&E
e. Database establishment (AFE statistics)

Strategy 3. Establish National and Regional database management for AFE

Major Concerns/Programs

a. Survey/Identification of demographic and other extension resources information

b. Development of database program

Strategy 4. Provide suitable coordination & quality control on AFE services to ensure ESPs being able to meet national standards of performance

Major Concerns/Programs

a. Standards setting on extension programs consistent with national extension policy directions

b. Performance evaluation of ESPs

c. In-house performance review of ESPs

Strategy 5. Strengthen decentralization and institutionalize function-based programming & budgeting

Major Concerns/Programs

a. Advocacy/Lobbying of public expenditure management reforms

b. Adoption of results-based budgeting or the Organizational Performance Indicator Framework (OPIF)

- Capacity building on Financial Management including programming and budgeting
- Development of programming & budgeting protocols

Strategy 6. Optimize utilization of limited resources

Major Concerns/Programs

a. Resource allocation to strategic priorities

b. Strengthening partnerships

c. Building-up resource complementation

d. Multi-tasking of existing manpower

e. Outsourcing of services

Strategy 7. Provide grants or counterpart funding for AFE projects along identified priority areas

Major Concerns/Programs

a. Manual on provision of grants for AFE programs/projects

b. Capacity building on resource generation, project management

Strategy 8. Build up resource mobilization and complementation

Major Concerns/Programs

a. Inventory and Needs Analysis of Facilities and Equipment

b. Capacity Building on resource management, property management

c. Partnerships/Cost-sharing

d. Upgrading of facilities

Output

- LGU AFE strategic plan & process anchored on national priorities & institutionalized
- AFE M&E system institutionalized
- AFE policies, standards and guidelines developed & complied with
- AFE budgetary reforms in AFE instituted
- Resources for state of the art facilities accessed & mobilized

Baseline:

- Long term national/regional/local programs in AFE are not linked with the national framework
- ESPs only have annual WFPs and no specific extension programs
- Projects contained in the previous agriculture medium term plans were not usually funded and seldom implemented as planned
- M&E in extension is sporadic and uncoordinated
- Hardly any impact evaluation done for extension activities
- Incomplete/Unupdated database for AFE delivery system
- Various standards for knowledge products and services are used/ utilized by the NESAF members
- Very low inflow of external resources for extension delivery system
- Prevalence of commodity-based rather than function-based programming and budgeting

Target

- All PLGUs, MLGUs and ESPs at all levels have their own AFE Strategic Plan in consonance with the approved AFE strategic plan complemented with a synchronized M&E scheme and extension agenda and programs
- AEWs and ESPs are effectively implementing AFE P/P/As in consonance with the approved AFE strategic plan
- Accurate AFE database system
- Development of an integrated national extension polices based on extension research results and on the appropriateness and effectiveness of existing policies on IEC
- Formulation of and conformity to acceptable principles, practices, or guidelines in AFE
- Increased degree of resources generated from internal and external sources
- Shift from commodity-oriented and private good focused initiatives to function-based programming and budgeting

THE AGRICULTURE AND FISHERIES EXTENSION SYSTEM BUDGET

The World Bank (WB) and the Asian Development Bank (ADB) have found out that among the policy instruments of agricultural development, research and extension (R&E) have the highest return on investment (ROI). Therefore, they should take the highest priority in the allocation of funds in the government budget for agriculture and fishery development. Thus, the AFMA has mandated that effective 2006, R&E should at least get 1% each of the gross value added (GVA) in agriculture and fisheries. In terms of the 2010 GVA, extension should have a budget of at least 10 Billion Pesos. To fulfil the mandate of the law, the budget for extension for CY 2011 should be PhP 11.1B excluding personnel services. For the succeeding years, the total investment requirement which would enable the NESAF to deliver its targets and outputs should not be less than PhP 12.2B for 2012, PhP 13.4B for 2013, PhP 14.7B for 2014, PhP 16.2B for 2015, and PhP 17.8B for 2016. These computations were based on 1% of the nominal values of GVA in agriculture, excluding forestry for each year.

This will allow the DA to start rebuilding critical AF extension infrastructure of the country, both local and national. As various studies have shown, the country's' extension infrastructure continued to deteriorate since the devolution specially in the 4th to 6th class Local Government Units (LGUs).

In a highly competitive world, our agriculture producers must have up to date access to relevant information on technology, credit, market, demands, and supplies, among others to make the best business decision. Since extension services have seriously deteriorated because of the lack of investment on the part of the government, it is important to restore these services at the level they are most effective to the clients.

MONITORING AND EVALUATION

Monitoring and evaluation of extension programs and project play a crucial role in decision and policy making. Extension providers, whether public or private, need systems to assess extension outcomes and to feed this information back to policy entities. There is a need to provide a centralized system of monitoring and evaluation to facilitate control of quality of extension services provided in various geographical locations and
to reduce potential political interference.

NESAF will be responsive to appropriate stakeholders when identifying questions, assessing policy relevance, and providing technical support; strategic and selective in its choice of impact evaluation questions and funded studies; transparent in its decision making; and independent in its technical reviews of impact evaluation and syntheses of evidence.

Monitoring and evaluation activities will be conducted in collaboration and cooperation with other parties, complementing governments, organizations and groups initiatives. As a result, local capacity for conducting and using impact evaluations will be strengthened and impact evaluation methodologies will be improved.

An efficient results-based monitoring & evaluation system of AFE programs/projects will be established and institutionalized at all levels. This will determine how relevant and effective are the AFE programs being implemented to answer to needs of agriculture and fisheries modernization. On top of this, this will provide the framework for improving and facilitating the implementation as well as planning and resource allocation or prioritization of AFE programs/projects/activities.

Monitoring and evaluation will take place at two distinct but closely connected levels: One level focuses on the outputs, which are the specific products and services that emerge from processing inputs through program, project and other activities. The other level focuses on the outcomes, which are the changes in development conditions that the NESAF aims to achieve through extension programs and projects. Outcomes incorporate the production of outputs and the contribution of partners.

Feedback is a process within the framework of M&E by which information and knowledge are disseminated and used to assess overall progress towards results or confirm the achievement of results. It may consist of findings, conclusions, recommendations and lessons from experiences. It can be used to improve performance and as basis for decision making and the promotion of learning in an organization.

The NESAF will focus its monitoring and evaluation on the "economics of extension". It will assess the expenditure or cost on extension and effectiveness of the investment. Specifically, it will determine where the money was spent and what the return of investment is.

Measuring the cost of extension will focus on the level of implementation, agency efficiency, strategies, sub-sector and types of clients (women, farmers, consumers, fishers, youth and others). It will also measure the investment in terms of age, gender, geographical locations and educational instruments.

Another important factor to focus in M and E are the benefits accrued to the beneficiaries or recipients of the extension programs. It will focus on the outcomes, which are the changes in development conditions that the NESAF aims to achieve through extension programs and projects. Outcomes incorporate the production of outputs and the contribution of partners.

ANNEX

Annex 1:

MILESTONES IN THE PHILIPPINE AGRICULTURE EXTENSION

Agricultural Extension in the world has a long history. In the Philippines, it dates back to the first farm school ever recorded in the country, in La Granja, Negros during the Spanish time (Contado, 2002). It was called "Granja modelo." But the contemporary concept of public extension dates back to the early 1950's with the establishment of the Bureau of Agricultural Extension (BAEx.) Shortly after the turn of the 20th century, the current concept of extension was preceded by the creation of a bureau of agriculture, which had one of its functions the dissemination of agricultural information.

For the Philippines, the end of the WW II was the beginning of a conscious effort to modernize and develop agriculture to feed its growing population, to be a source of raw materials for industrialization and to increase export earnings. Inspired by the successful experience of the USA in the development and modernization of its agriculture, the Philippines adopted the interventionist approach to agricultural modernization and development using agricultural education, research and extension as its major policy instruments. This led to the creation and establishment of agricultural schools and colleges, agricultural research stations, and the establishment of the Bureau of Agricultural Extension of the Department of the Agriculture (DA).

Since there were great demands for agricultural research and extension in the different subsectors of agriculture, the creation of the sub-sector bureaus (Bureau of Plant Industry, Bureau of Animal Industry, Bureau of Soils) and the establishment of commodity authorities (i.e. National Tobacco Administration, Philippine Coconut Authority, etc.) included the functions of research and extension for their respective commodity responsibility. Influenced by the experience of Land Grant Agricultural Colleges in the United States, the functions of research and extension were further added to the teaching function of an agricultural college which started in the then UP College of Agriculture in the late 1960's (Contado, 2002).

The development and growth of agricultural extension service has always been associated with government reorganization. Table below summarizes the milestones on how the Philippine Agricultural Extension system has evolved through the years since its creation.

Year	Law	Description/Updates
1902	Philippine Legislature Act #271	Establishment of the Insular Bureau of Agriculture under the Department of Interior • Agricultural extension was under its administrative division
1910		Creation of the Demonstration and Extension Division (DED) under the Insular Bureau of Agriculture
January 1, 1917	Act #2666	Reorganization of the executive department of the government of the Philippine Island • Establishment of the Department of Agriculture and Natural Resources (DANR) • DED remained as a division of the Bureau of Agriculture, one of the five bureaus of the DANR • DED was later renamed Agricultural Extension Division (AED)
December 5, 1932	Reorganization Act #4007	DANR renamed as Department of Agriculture and Commerce (DAC) • The Bureau of Agriculture was split into the Bureau of Plant Industry (BPI) and the Bureau of Animal Industry (BAI) • AED was retained under the BPI
1933	DAC General Administrative Order #1	BAI and other bureaus were also given extension mandates
1936	Commonwealth Act #85	Expansion of the field coverage of agricultural extension and provided for the participation of the local government in the financing of extension program.
April 24, 1952	Republic Act (RA) #680	Establishment of the Bureau of Agricultural Extension (BAEx) within the DANR • The Agricultural Extension Division of the Bureau of Plant Industry and the Livestock Extension Division of the Bureau of Animal Industry were abolished in the said Bureaus and their corresponding personnel, appropriations, equipment and facilities, were transferred to the Bureau of Agricultural Extension.

Year	Law	Description/Updates
August 8, 1963	RA #3844 (Agricultural Land Reform Code)	To Ordain the Agricultural Land Reform Code and to Institute Land Reforms in the Philippines, including the Abolition of Tenancy and the Channeling of Capital Into Industry • Consolidation of all/promotional, educational and informational activities pertaining to agriculture for the purpose of accelerating progressive improvement in the productivity of farms, the advancement of farmers and the strengthening of existing agricultural extension services. • BAEx. was renamed Agricultural Productivity Commission (APC) and was placed directly under the executive supervision and control of the President.
Sept. 12, 1967	RA #5185 (Decentralization Act)	Granting Further Autonomous Powers to Local Governments • Empowerment of the provincial and city governments to undertake field agricultural extension work whenever deemed to be necessary by the Provincial and Municipal Boards or City Councils to assist or supplement existing national programs or services in their respective areas of jurisdiction.
May 17, 1974	PD #461	Reorganization of DANR into 2 departments Department of Agriculture and Department of Natural Resources
September 5, 1974 PD	#547	Amending PD # 461 to create department-wide regional offices in the department of agriculture, to integrate agricultural extension services and for other purposes • The bureaus under the supervisions and control of the DA are the (1) bureau of soils, (2) bureau of plant industry, (3) bureau of animal industry, (4) bureau of agricultural extension, and (5) bureau of agricultural economics. They are staff bureaus and primarily responsible for giving advice to the office of the secretary; the development of plans and programs; the formulation of policies and standards; providing technical supervision to the regional offices; and such other functions as may be provided by law.

Year	Law	Description/Updates
June 11, 1978	PD #1579	Amending PD #461 to create Ministry-Wide Offices in the Ministry of Agriculture (MA) • The bureaus under the supervision and control of the Ministry are the (1) Bureau of Soils, (2) Bureau of Plant Industry, (3) Bureau of Animal Industry, (4) Bureau of Agricultural Extension, and (5) Bureau of Agricultural Economics. They shall be staff bureaus and primarily responsible for providing advice and assistance to the *Office of the Minister*, the development of plans and programs; the formulation of operating policies and standards; providing technical supervision to the regional offices; and such other functions as may be *assigned by the Minister of Agriculture.* • Field extension operations of BAEx was cut-off in regional offices and provinces
June 30, 1984	EO #967	Renaming of Ministry of Agriculture into **Ministry of Agriculture and Food (MAF)** • The BFAR was transferred from the Ministry of Natural Resources, converted into a staff Bureau and placed under the supervision and control of the Ministry, together with its functions and applicable appropriations, records, equipment, property, facilities and such personnel as may be necessary. The regional offices and other field units of the BFAR were integrated into the ministry-wide regional offices of the Ministry.
January 30, 1987	Executive Order (EO) #116 (Reorganization Act of the Ministry of Agriculture and Food)	Merging of the Philippine Agricultural Training Council, Philippine Training Center for Rural Development, and Bureau of Agricultural Extension into the Agricultural Training Institute (ATI), which shall train Ministry field technicians in extension work with emphasis on technology transfer techniques; train generalists in regional field offices; and conduct multi-level training programs to promote and accelerate rural development.

Year	Law	Description/Updates
October 10, 1991	RA #7160 (Local Government Code)	Decentralization of extension services to the Local Government Units (LGUs) • National agencies and offices with project implementation functions shall coordinate with one another and with the local government units concerned in the discharge of these functions. They shall ensure the participation of local government units both in the planning and implementation of said national projects. • LGUs shall discharge the functions and responsibilities of national agencies and offices devolved to them pursuant to the Code.
December 22, 1997	RA #8435 (Agriculture and Fisheries Modernization Act)	• Described the composition of the NESAF • Designated ATI as the overall manager for agriculture and fisheries training and extension in the country. • Called for the enhancement, support and unification in strategy, approach and vision as well as the overall management of, and responsibility for the research and extension system in agriculture and fisheries. • Agriculture and fisheries extension services shall cover training services, farm or business advisory services, demonstration services, and information and communication support services through tri-media to the farming and fishing community.
February 25, 1998	RA #8550 (The Philippine Fisheries Code of 1998)	Providing for the development, management and conservation of the fisheries and aquatic resources • The DA and the LGUs shall provide support to municipal fisherfolk through appropriate technology and research, credit, production and marketing assistance and other services such as, but not limited to training for additional/supplementary livelihood. • A capability-building program for targeted parties shall be developed by the DA to promote greater bankability and credit worthiness of municipal and small-scale commercial fisher. Such program shall include organizing activities, technology transfer, and skills training related to commercial fishing as well as credit management.

Year	Law	Description/Updates
October 14, 1999	AO #42	Guidelines in Planning, Implementing, Monitoring, and Evaluating Extension Programs for A/F Modernization • Provides the scope, component and the major actors of AFE as well as the specific guidelines in planning, monitoring, evaluation, budgeting and funding scheme for AFE programs.
October 16, 1999	EO #162	Reorienting the Functions and Operations of theDA • The structure and organizations of the Department, its offices, bureaus, attached agencies and corporations shall be re-oriented along functional lines and consistent with the principles, goals and objectives of the AFMA.
January 10, 2001	EO #338 #162•	Restructuring of the DA in compliance with EO The DA shall be the principal Government agency responsible for the promotion of agricultural and fisheries development and growth. • The Department Services and Bureaus shall be grouped along functional lines, as follows:Extension, LGU Support, and Infrastructure;Research and Development; Fisheries and Regulation; Policy, Planning, and Project Development; and Finance and Administration.
2002	Department Administrative Order #9	Designation of ATI as the National Secretariat and overall coordinator in the management and supervision of the revitalization and sustaining activities of Rural-Based Organizations (RBOs) like 4-H Clubs, Rural Improvement Clubs (RUCs) and farmer-organizations.
2002	Department Special Order #115	Harmonization of all DA extension services for a unifiedextension system for the agriculture and fisheries sector • Categorizes major services of the DA into Major Final Outputs (MFOs) • Assigned a Focal Agency for each of the MFOs; ATI assigned as MFO on Extension Support, Education and Training Services (ESETS)
April 18, 2002	Department Special Order #205	Designation of members of the AFMA Component/MFOon Extension Support, Education and Training ServicesWork Group

Year	Law	Description/Updates
October 4, 2004 November 10, 2004	EO #366 Department Special Order #558	Rationalization of the Functions and Agencies of the Executive Branch Reconstitution of the membership in the AFMA Component-MFO-ESETS • Extended to the regions thru the ATI Regional Training Centers (RTCs) in coordination with DA-Regional Field Units (RFUs), State Universities and Colleges (SUCs), LGUs and all appropriate government agencies as well as private ESPs • Establishes horizontal and vertical linkages with other institutions directly or indirectly providing extension services
March 31, 2005	AO #13	The National Extension Agenda and Programs (NEAP) • Provides the directions, focus and unity of delivering quality extension service to address the diverse needs of the agriculture and fisheries sectors
March 31, 2005	AO #14	Shift in the Role of ATI as an Indirect Provider of Extension Services • ATI shall focus its role as indirect provider of extension and training services to LGU extension workers including those from DA attached agencies and other public/private entities, to complement the LGUs' responsibility of delivering direct agriculture and fisheries extension services to farmers, fisherfolk, etc. • The LGUs shall assume the main responsibility of providing direct extension services to farmers, fisherfolk and other stakeholders. The private ESPs shall be tapped to provide complementary extension services, especially in community organizing, use of participatory approaches, popularization of training materials, regenerative agricultural technologies, agribusiness and management skills.
March 21, 2007	AO #11	Accreditation of Private Extension Service Providers(ESPs) • ATI to issue appropriate guidelines/IRR for the accreditation of ESPs and the provision of extension grants

Year	Law	Description/Updates
June 8, 2007	Department Order #3	Designation of ATI to lead in the provision of e-extension services in collaboration with the various agencies, bureaus, and organizational units of the DA. • To integrate and harmonize ICT-based extension delivery system for agriculture and fisheries
2008	EO #710	Nationwide Adoption of the Corn-Based Farmer-Scientist RDE Training Program for Sustainable Agriculture Development to Liberate Poor Farmers from the Bondage of Poverty and Hunger Through a Unified, Synchronized, Adequate EDS of Necessary Support Services, Appropriating Funds Therefore andFor Other Purposes • Basically aims to improve the quality of life of farmers above the poverty level through options that will be made available, intended to engage farmers in understanding and learning scientific methods of managing all available resources in maximizing food production.
May 29, 2008	AO #22	Implementing Rules and Regulations on theAccreditation of Private ESPs for the Provision of Extension Services • To harness the resources and expertise of the private sector, the ATI shall accredit private ESPs. They shall be commissioned and provided funding by the DA through the ATI to undertake complementary extension services for farmers, fisherfolk and other stakeholders under mutually terms and conditions.
July 1, 2008	AO #24	Implementing Rules and Regulations on the Provisionof Extension Grants to Accredited Private ESPs • Funding support in the form of extension grants shall be allocated to encourage the participation of accredited private ESPs for a more comprehensive training and other complementary extension services with the end view of achieving a modern agriculture.

Year	Law	Description/Updates
July 11, 2008	AO #28	Designation of ATI as Apex Agency for a Unified and Efficient AFE System of the DA • Strengthens the mandated functions of ATI under the AFMA. • ATI shall take the lead role in the implementation of extension programs of the DA, including the management of extension funds to ensure that extension services achieve optimum results.
2009	EO #801	Encouraging LGUs to Adopt the Techno-Gabay in their agricultural extension programs and the concerned agencies to provide the required assistance for the purpose. • The Techno-Gabay Program provides extension modalities that will facilitate the access of farmers/ entrepreneur to the latest developments in science and technology options in agriculture, for them to be able to increase their productivity. • PCCARD is the coordinator and the Steering Committee (SC) of the E.O. at the national level within the first two years of the implementation then will be transferred to the Department of Agriculture-ATI (DA-ATI).
February 20, 2009	Department Special Order #114	Reconstitution of the membership of the Agriculture and Fisheries Extension Network (AFEN) Strengthening the DA's extension program reiterating harmonizing all extension interventions to prevent overlapping and conflicting efforts as well as to complement each other's resources.
2009	Joint Administrative Order (JAO) #1	Implementing Rules and Regulations of EO #710 • The DA shall take the lead in the implementation of the program in partnership with DAR, DENR, DOST, DILG, CHED, SUCs, LGUs, and NGOs. • The DA-ATI shall take charge of the training for the municipal agriculturists and extension workers of the LGUs including the farmers. • Through the DA-ATI, the FSTP shall be institutionalized as one of its extensions approaches and ensure its successful implementation down to its intended beneficiaries.

Year	Law	Description/Updates
October 21, 2010	Department Memo	Implementation of Extension Activities in Support to the Rice Self-Sufficiency Road Map 2010-2016 • Conduct of extension activities like the Farmers' Fields Schools, Training of Trainors, Reinforcement trainings, school-on-the-air, technical briefings, among others will be ATI's responsibility and the corresponding funds for the rice extension component will be lodged with ATI and RFUs, as the case may be.
2010	Department Memo	Harmonization of Extension, Research and developmentActivities, Small-Scale Irrigation Projects, andMechanization Component Under the Rice Program
2010	Joint Memorandum Circular (JMC) #1	Policy and Implementation for the Enhanced NationalConvergence Initiatives of the DA, DAR and DENR
2011	AO #4	Synchronization of DA-related site-specific projects with national convergence initiatives

Annex 2.

THE NESAF EXTENSION SERVICE PROVIDERS

A. NATIONAL

A.1 Department of Agriculture (DA)

1. DA–Central Office (DA–CO)

2. Bureaus

- Agricultural Training Institute (ATI
- Bureau of Agricultural Research (BAR)
- Bureau of Agricultural Statistics (BAS)
- Bureau of Agriculture and Fisheries Products Standards (BAFPS)
- Bureau of Animal Industry (BAI)
- Bureau of Fisheries and Aquatic Resources (BFAR)
- Bureau of Plant Industry (BPI)
- Bureau of Soils and Water Management (BSWM)
- Philippine Center for Postharvest Development and Mechanization (PhilMech)

3. Attached Agencies

- Philippine Carabao Center (PCC)
- Agricultural Credit Policy Council (ACPC)
- Cotton Development Authority (CODA)
- Fertilizer and Pesticide Authority (FPA)
- Fiber Industry Development Authority (FIDA)

4. Attached Corporations

- Philippine Coconut Authority (PCA)
- National Dairy Authority (NDA)
- National Irrigation Administration (NIA)
- National Tobacco Administration (NTA)
- Philippine Rice Research Institute (PhilRice)
- Sugar Regulatory Administration
- National Food Authority

5. DA–Regional Field Offices (DA–RFOs)

A.2 Other National Government Agencies (NGAs)

- Commission on Higher Education (CHED)
- Cooperative Development Authority (CDA)
- Department of Agrarian Reform (DAR)

- Department of Education (DepEd)
- Department of Environment and Natural Resources (DENR)
- Department of Interior and Local Government (DILG)
- Department of Science and Technology (DOST)
- Department of Trade and Industry (DTI)
- Technical Education and Skills Development Authority (TESDA)

A.3 State Universities and Colleges (SUCs)

B. Provincial and Municipal LOCAL GOVERNMENT UNITS (P/M LGUs)

C. PRIVATE SECTOR

C.1 Rural–Based Organizations (RBOs)
C.2 Peoples Organizations/Associations
C.3 Civil Society Organizations (CSOs),
C.4 Non–Government Organizations (NGOs)
C.5 Professional Groups/Organizations

Annex 3.

LIST OF PARTICIPANTS, RESOURCE PERSONS, OVERALL MANAGEMENT TEAM, TRAINING MANAGEMENT TEAM AND SECRETARIAT/DOCUMENTATION TEAM DURING THE CONSULTATION-WORKSHOPS ON THE PHILIPPINE AGRICULTURE AND FISHERIES EXTENSION STRATEGIC PLAN 2011-2016

PARTICIPANTS

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SPECIAL TECHNICAL ADVISORY GROUP	—	Mr. Edicio Dela Torre
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NATIONAL FOOD AUTHORITY	—	Mr. Leonardo J. Silvestre, Jr.
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	—	Mr. Randy I. Abella
PHILIPPINE CARABAO CENTER	—	Dr. Liza G. Battad
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Agricultural Marketing Information System
Commodity Library File (Benguet)

Agricultural Marketing Information System

Commodity Library File

Benguet

Commodity Code	English Name
301115	*ALUMAHAN MD.
109002	*AMPALAYA FRUIT, MEDIUM
301024	*BANGUS MEDIUM
301041	*BISUGO (THREADFIN BREAM) MD.
108014	*CABBAGE, BAGUIO/SCORPIO/RB/KK ETC VARIETIES
110049	*CALAMANSI, MEDIUM
105003	*CAMOTE ROOTS MEDIUM
108015	*CAMOTE TOPS
104010	*CARROTS, MEDIUM
202036	*CATTLE, BRISKET
202026	*CATTLE, LEAN MEAT
202035	*CATTLE, MEATBONE
109009	*CHAYOTE
205007	*CHICKEN, FULLY DRESSED (BROILER)
205001	*CHICKEN, LIVE, BROILER
111030	*COCONUT, MATURED HOME USE, MEDIUM
103101	*CORN, WHITE, GRAIN DRY
103103	*CORN, WHITE, MILLED
103206	*CORN, YELLOW, HYV GRAIN, DRY
103208	*CORN, YELLOW, HYV MILLED
302005	*CRAB, ALIMASAG, MD.
301039	*DALAGANG-BUKID, LAPAD MEDIUM
301093	*DILIS (ANCHOVIES) MD.
206013	*EGG, DUCKS TABLE TYPE FRESH
109018	*EGGPLANT, LONG PURPLE/BRG, MEDIUM
205020	*EGGS CHICKEN, TABLE FOREIGN MD.
105041	*GABI-CEBU MEDIUM
301066	*GALUNGONG (ROUND SCAD) MD.
106006	*GARLIC NATIVE MEDIUM
105049	*GINGER, HAWAIIAN, MEDIUM
108002	*HABITCHUELAS (BAGUIO BEANS)
108016	*KANGKONG
110023	*LAKATAN, RIPE, MEDIUM
110029	*LATUNDAN, RIPE, MEDIUM
110055	*MANDARIN, SZINGKOM
110089	*MANGO, CARABAO, RIPE, MEDIUM/SEMI.
110101	*MANGO, PIKO, RIPE, MEDIUM
107008	*MONGO, GREEN, KINTAB
106013	*ONION, BERMUDA RED MEDIUM
106019	*ONION, WHITE MEDIUM
110112	*PAPAYA, HAWAIIAN, RIPE
107016	*PEANUT, DRY, WITH SHELL
107015	*PEANUT, DRY, WITHOUT SHELL
108021	*PECHAY, NATIVE
110137	*PINEAPPLE, HAWAIIAN
203022	*PORK MEAT WITH BONES
203018	*PORK, LEAN MEAT / PORK HAM
203024	*PORK, LIEMPO (BELLY)
203028	*PORK, PATA (FORE)
102001	*RICE, SPECIAL (RICE, FANCY, WELL MILLED (REG. MILLED, MILAG., ETC.)
102008	*RICE, NFA
102015	*REGULAR MILLED RICE(RICE ORDINARY, REGULAR MILLED)
102005	*RICE, ORDINARY, WELL MILLED
102003	*WELL MILLED RICE (RICE, SPECIAL, WELL MILLED (REG. MILLED, IR/C SERIES)

Agricultural Marketing Information System

Commodity Library File

Benguet

Commodity Code	English Name
110035	*SABA, RIPE, MEDIUM
301047	*SAPSAP (SLIPMOUTH) MD.
302020	*SHRIMPS, SUAJE MEDIUM
302017	*SHRIMPS, SUGPO MEDIUM
109040	*SQUASH FRUIT, MEDIUM
108007	*STRING BEANS LONG & ETC VARIETIES
301006	*TILAPIA MEDIUM
109047	*TOMATO, RIPE MEDIUM
301099	*TULINGAN MEDIUM
109022	*UPO (COMMON GOURD), MEDIUM
104017	*WHITE POTATO, MEDIUM
302024	ALAMANG, BAGOONG
302023	ALAMANG, FRESH/ACETES MEDIUM
109007	AMPALAYA LEAVES
113008	ANTHURIUM
110002	APPLE
108025	ASPARAGUS
113019	ASTER
110007	AVOCADO MEDIUM
301025	BANGUS LARGE
108026	BROCCOLI
113017	CALALILY
108034	CAMOTE TOPS SM. BUNDLE
105006	CASSAVA, WHITE, FRESH, MEDIUM
202039	CATTLE, RUMP
108032	CAULIFLOWER 1ST CLASS
108028	CELERY
109010	CHAYOTE TOPS
205016	CHICKEN ENTRAILS
113009	CHRYSANTHEMUM
111059	COFFEE ARABICA, GREEN BEANS
302008	CRAB, ALIMANGO, MEDIUM
302006	CRAB, ALIMASAG, LARGE
109015	CUCUMBER BAGUIO MEDIUM
113010	DAISY
301016	DALAG (MURREL) LARGE
301015	DALAG (MURREL) MEDIUM
205019	EGGS CHICKEN, TABLE FOREIGN SM.
205018	EGGS CHICKEN, TABLE TYPE NATIVE
113018	EVERLASTING
105044	GABI-NATIVE MEDIUM
105038	GABI-TAGALOG MEDIUM
113011	GLADIOLI
109031	GREEN SWEET BELL PEPPER MEDIUM
203017	HOG CARCASS
108033	KATURAY
302030	KUHOL
301091	LAPAD (DEEP BODIED SARDINES)
302074	LATO (CAULERPA)
108017	LETTUCE
301046	LORO (WRASSES, PARROT FISH)
109026	MALUNGGAY LEAVES
110092	MANGO, CARABAO, GREEN, MEDIUM/SEMI
110107	MANGO, INDIAN GREEN
109027	OKRA
106022	ONION, LEEKS
106017	ONION, YELLOW LARGE
113012	ORCHIDS
302049	ORNAMENTAL SHELLS
105054	OTHER ROOTS
108022	PECHAY, WONGBOK

Agricultural Marketing Information System

Commodity Library File

Benguet

Commodity Code	English Name
110136	PINEAPPLE, FORMOSA
110059	POMELO, (SUHA) MEDIUM
203031	PORK, LIVER
203032	PORK, LUNGS
203036	PORK, TOCINO
104013	RADISH MEDIUM
109034	RED SWEET BELL PEPPER MEDIUM
113014	ROSES
110036	SABA, RIPE, LARGE
401002	SALT, IODIZED
401001	SALT, ROCK
302015	SHRIMPS PUTI LARGE
302014	SHRIMPS, PUTI MEDIUM
108004	SIGUEDILLAS (WINGED BEANS)
302031	SNAIL (SUSO)
108024	SPINACH
113016	STATIS
110138	STRAWBERRY
108011	SWEET PEAS, BAGUIO
108010	SWEET PEAS, NATIVE
302039	TAHONG (MUSSEL)
302037	TALABA (OYSTER)
302003	TALANGKA
301005	TILAPIA SMALL
109053	TOMATO, APOLLO/CUATRO CANTOS ETC. RIPE MEDIUM
109052	TOMATO, APOLLO/CUATRO CANTOS ETC. RIPE SMALL
109044	TOMATO, GREEN MEDIUM
301098	TULINGAN SMALL
105053	UBI LARGE
105052	UBI MEDIUM
105051	UBI SMALL

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Agricultural Marketing Information System
Commodity Library File (Quezon)

Agricultural Marketing Information System	
Commodity Library File (QUEZON)	
ComCode	**Commodity Name**
102001	*RICE, SPECIAL (RICE, FANCY, WELL MILLED (REG. MILLED, MILAG., ETC.)
102003	*WELL MILLED RICE (RICE, SPECIAL, WELL MILLED (REG. MILLED, IR/C SERIES)
102008	*RICE, NFA
102015	*REGULAR MILLED RICE(RICE ORDINARY, REGULAR MILLED)
103108	CORN, WHITE, HYV COB, DRY
103109	CORN, WHITE, HYV COB, WET
103227	CORN, YELLOW GRITS(MILLED)
104010	*CARROTS, MEDIUM
104013	RADISH MEDIUM
104017	*WHITE POTATO, MEDIUM
104020	YAMBEAN (SINGKAMAS) MEDIUM
105003	*CAMOTE ROOTS MEDIUM
105006	CASSAVA, WHITE, FRESH, MEDIUM
105011	CASSAVA, YELLOW, FRESH MEDIUM
105016	CASSAVA, SWEET, WHITE FRESH, MEDIUM
105019	CASSAVA, SWEET, WHITE, FLOUR
105021	CASSAVA, SWEET, YELLOW, FRESH, MEDIUM
105026	CASSAVA, BITTER, WHITE FRESH, MEDIUM
105031	CASSAVA, BITTER, YELLOW, FRESH, MEDIUM
105041	*GABI-CEBU MEDIUM
105049	*GINGER, HAWAIIAN, MEDIUM
106006	*GARLIC NATIVE MEDIUM
106013	*ONION, BERMUDA RED MEDIUM
106019	*ONION, WHITE MEDIUM
106026	GARLIC, TAIWAN MEDIUM
107008	*MONGO, GREEN, KINTAB
107011	MONGO, YELLOW
107014	MONGO SPROUT (TOGUE)
107015	*PEANUT, DRY, WITHOUT SHELL
108002	*HABITCHUELAS (BAGUIO BEANS)
108007	*STRING BEANS LONG & ETC VARIETIES
108009	SWEET PEAS (CHICHARO)
108010	SWEET PEAS, NATIVE
108011	SWEET PEAS, BAGUIO
108014	*CABBAGE, BAGUIO/SCORPIO/RB/KK ETC VARIETIES
108015	*KANGKONG
108020	*PECHAY, NATIVE
108021	PECHAY, WONGBOK
108027	CELERY
108030	CAULIFLOWER MEDIUM
108034	CAMOTE TOPS SM. BUNDLE
109002	*AMPALAYA FRUIT, MEDIUM
109009	*CHAYOTE
109012	CUCUMBER NATIVE MEDIUM
109018	*EGGPLANT, LONG PURPLE/BRG, MEDIUM
109022	*UPO (COMMON GOURD), MEDIUM
109027	OKRA
109028	PATOLA BAGUIO
109031	GREEN SWEET BELL PEPPER MEDIUM
109034	RED SWEET BELL PEPPER MEDIUM

Agricultural Marketing Information System	
Commodity Library File	
ComCode	**Commodity Name**
109040	*SQUASH FRUIT, MEDIUM
109047	*TOMATO, RIPE MEDIUM
109056	GREEN FINGER PEPPER(PANIGANG)
110004	ATIS, MEDIUM
110007	AVOCADO MEDIUM
110010	BANANA HEART (BLOSSOM)
110023	*LAKATAN, RIPE, MEDIUM
110029	*LATUNDAN, RIPE, MEDIUM
110035	*SABA, RIPE, MEDIUM
110040	CHICO RIPE MEDIUM
110049	*CALAMANSI, MEDIUM
110055	*MANDARIN, SZINGKOM
110079	GUAYABANO MEDIUM
110081	JACKFRUIT, GREEN, VEGETABLE
110082	JACKFRUIT, RIPE, WHOLE
110084	LANZONES
110089	*MANGO, CARABAO, RIPE, MEDIUM/SEMI.
110092	MANGO, CARABAO, GREEN, MEDIUM/SEMI
110101	*MANGO, PIKO, RIPE, MEDIUM
110104	MANGO, PIKO, GREEN, MEDIUM
110107	MANGO, INDIAN GREEN
110111	PAPAYA, GREEN
110112	*PAPAYA, HAWAIIAN, RIPE
110118	RAMBUTAN
110120	SANTOL
110122	STARAPPLE (CAIMIOTO)
110125	TAMARIND, FRUIT, UNRIPE
110129	MUSKMELON
110131	WATERMELON, MEDIUM
110137	*PINEAPPLE, HAWAIIAN
111028	COCONUT, GREEN
111030	*COCONUT, MATURED HOME USE, MEDIUM
111090	BAMBOO SHOOTS
202026	*CATTLE, LEAN MEAT
202035	*CATTLE, MEATBONE
203018	*PORK, LEAN MEAT / PORK HAM
203022	*PORK MEAT WITH BONES
203027	PORK, PATA (HIND)
203028	*PORK, PATA (FORE)
203031	PORK, LIVER
205007	*CHICKEN, FULLY DRESSED (BROILER)
205016	CHICKEN ENTRAILS
205017	CHICKEN LIVER
205020	*EGGS CHICKEN, TABLE FOREIGN MD.
301006	*TILAPIA MEDIUM
301021	DULONG MEDIUM
301024	*BANGUS MEDIUM
301034	LAPU-LAPU MEDIUM
301037	DALAGANG-BUKID, BILOG MEDIUM
301039	*DALAGANG-BUKID, LAPAD MEDIUM

Agricultural Marketing Information System	
Commodity Library File	
ComCode	**Commodity Name**
301041	*BISUGO (THREADFIN BREAM) MD.
301042	SIGANID (SAMARAL) MEDIUM
301047	*SAPSAP (SLIPMOUTH) MD.
301049	SARALUYETE (GOATFISH)
301066	*GALUNGONG (ROUND SCAD) MD.
301070	TALAKITOK, (CAVALLA)
301077	TORCILLO (BARRACUDA)
301090	TAMBAN (INDIAN SARDINES)
301093	*DILIS (ANCHOVIES) MD.
301099	*TULINGAN MEDIUM
301103	TAMBAKOL MEDIUM
301105	GULYASAN (SKIPJACK)
301115	*ALUMAHAN MD.
302005	*CRAB, ALIMASAG, MD.
302008	CRAB, ALIMANGO, MEDIUM
302017	*SHRIMPS, SUGPO MEDIUM
302020	*SHRIMPS, SUAJE MEDIUM
302039	TAHONG (MUSSEL)
302054	SQUID MEDIUM