

14 October 1999

ADMINISTRATIVE ORDER)
 No. 1.2 :
 Series of 1999)

SUBJECT: GUIDELINES IN PLANNING, IMPLEMENTING,
 MONITORING AND EVALUATING EXTENSION
 PROGRAMS FOR AGRICULTURE AND FISHERIES
 MODERNIZATION

In the interest of the service and in pursuit of the provisions of the Agriculture and Fisheries Modernization Act of 1997 (AFMA) and Executive Order No. 127 constituting the Council for Extension, Research and Development in Agriculture and Fisheries (CERDAF), the following guidelines shall be immediately adopted in planning, implementing, monitoring and evaluating agriculture and fisheries extension (AFE) programs:

1. Basic Policy and Rationale

- 1.1 The Implementing Rules and Regulations (IRR) of the AFMA designates the Agricultural Training Institute (DA-ATI) as the overall manager for agriculture and fisheries training and extension in the country. More specifically, the AFMA stipulates that the ATI advise the DA in managing financial and logistical support for extension and provide leadership in formulating the national agriculture and fisheries extension agenda and budget (Rules 81.11.2 and 81.11.3).
- 1.2 Consistent with Administrative Order (AO) Nos. 1 and 9, series of 1999 issued by the DA Secretary, this shall be done in close collaboration with the Bureau of Agricultural Research (BAR) and the National and Regional Research Development and Extension (RDE) networks.
- 1.3 To operationalize the foregoing, the DA-ATI is tasked to formulate and issue guidelines in planning and implementing AFE programs with local government units (LGUs), state colleges and universities (SCUs) and the private sector (Rules 88.1 and 90.9).

- 1.4 Moreover, the DA-ATI is also tasked to prepare an integrated plan for all publicly-funded training programs in agriculture and fisheries (Rule 81.11.5). Similarly, the DA-ATI is assigned to provide continuing development communication and mobilization support for the nationwide extension system (Rule 95.1).

2. Governing Principles

- 2.1 All AFE programs shall be consistent with and supportive of the goals of the AFMA as follows:
 - food security;
 - poverty alleviation and social equity;
 - income enhancement and profitability;
 - global competitiveness; and
 - sustainability
- 2.2 AFE programs shall be participatory in nature and multidisciplinary in orientation. Being participatory, they shall involve all stakeholders throughout the whole AFE program management cycle (i.e. agenda setting, planning, implementation, and monitoring and evaluation). Being multidisciplinary, AFE programs shall cut across the agricultural sciences, fishery sciences and social sciences.
- 2.3 Consistent with the provisions of the AFMA, the general thrust of AFE shall be to train and support LGUs which are directly responsible in delivering frontline AFE services to farmers, fisherfolk, women and the youth. Thus, the extension functions of the DA shall be undertaken by RFUs, ATI and BFAR training centers in collaboration with LGUs, other DA agencies, SCUs, DAR, DENR, TESDA, other NGAs and the private sector.
- 2.4 Notwithstanding the above, farmer-to-farmer extension shall be institutionalized by the DA-ATI in collaboration with LGUs and the private sector to complement and supplement regular AFE programs of the government.
- 2.5 The private sector shall involve itself in planning, implementing, monitoring and evaluating AFE programs together with DA-ATI, DA-RFUs, DA-BFAR, DA-BAR, LGUs, SCUs, and NGAs. This shall be carried out through formal arrangements (e.g., memorandum of

agreement, contract, etc.) with DA-ATI, DA-RFUs, DA-BFAR and various RDE networks.

3. Scope and Components of Agriculture and Fisheries Extension

- 3.1 AFE refers to the provision of training, information and other support services by government and/or private organizations to the agriculture and fisheries sectors to improve the technical, business and social capabilities of farmers, fisherfolk, women and the youth.
- 3.2 AFE services shall cover training services, farm/business advisory services, demonstration services and information/communication services.
- 3.3 Training services shall cover and integrate pre-production, production, post-production and marketing concerns including social technologies (related social techniques/approaches like community organizing, extension-communication, conflict management, etc.) relevant to all commodities in agriculture and fisheries.
- 3.4 Farm and business advisory services shall deal not only with sharing technological information but linking market, investment and other strategic resources and support services with various stakeholders in agriculture and fisheries. It shall also cover the provision of financial and management advice especially to farmers and fisherfolk organizations.
- 3.5 Demonstration services shall showcase improved mature technologies generated by R&D institutions and especially those developed by scientists in partnership with farmers and fisherfolk. Demonstration services shall be an integral component of all agriculture and fisheries training programs. The locus of demonstration services shall be jointly determined by the government and private sector.
- 3.6 Information and communication services shall go beyond mere dissemination to facilitate information exchange (through electronic, non-electronic and indigenous media) among stakeholders and catalyze community mobilization for agriculture and fisheries modernization. Thus, information and communication services shall embrace all activities involving

information sharing and exchange including all the aforementioned services.

4. Major Actors of Agriculture and Fisheries Extension

- 4.1 The major actors of AFE shall include the whole National Extension System for Agriculture and Fisheries (NESAF) which is composed of the national government subsystem directly complementing the local government subsystem and the private sector subsystem.
- 4.2 The national subsystem shall be composed of all national government agencies (NGAs) directly involved in AFE like the DA, Department of Environment and Natural Resources (DENR), Department of Agrarian Reform (DAR), State Colleges and Universities (SCUs), Technical Skills Development Authority (TESDA), Department of Education, Culture and Sports (DECS) and others. The DA includes the ATI, Regional Field Units (RFUs), Bureau of Fisheries and Aquatic Resources (BFAR), BAR, other staff bureaus and attached agencies/corporations.
- 4.3 The primary roles of the national subsystem in AFE are: local capability building, technical assistance, monitoring and evaluation, policy formulation, agenda setting, program/project development, partial funding, fund sourcing and networking.
- 4.4 The AFE programs of SCUs shall primarily focus on improving the capability of the NESAF especially LGUs by providing degree and non-degree training programs, technical assistance, extension cum research activities, monitoring and evaluation and information-communication services.
- 4.5 AFE programs especially training services shall involve the participation of TESDA. To avoid unnecessary duplication, the planning, implementation and monitoring of AFE training programs shall be jointly done with TESDA schools and centers along with other stakeholders.
- 4.6 The local subsystem shall include provincial, city and municipal governments and concerned instrumentalities of the Department of Interior and Local Government (DILG).

- 4.7 The local subsystem shall be primarily responsible in delivering frontline AFE services, monitoring and evaluation, local AFE agenda setting, AFE program planning, partial funding and fund sourcing.
- 4.8 The private sector subsystem shall be in two general categories: business organizations and civil society organizations. Business organizations include income generating entities like agribusiness corporations, partnerships, single proprietorships, cooperatives, seedgrowers associations, livestock growers associations, etc.
- 4.9 The civil society group includes service-oriented and non-profit entities like non-government organizations (NGOs), civic-religious organizations, people's organizations (POs) like Farmers Associations (FAs), Irrigators Associations (IAs), Agrarian Reform Beneficiaries Associations (ARBAs), Rural Improvement Clubs (RICs) and 4-H Clubs and quasi-private groups like the Agriculture and Fishery Councils (AFCs) and Fisheries and Aquatic Resources Management Councils (FARMCs).
- 4.10 The primary roles of the private sector in AFE are: agenda setting, planning and implementing complementary programs, capability building, technical assistance, co-financing and monitoring and evaluation.

5. Specific Guidelines

5.1 Planning of AFE programs

- 5.1.1 All DA-ATI centers in collaboration with DA-RFUs, DA Regional Integrated Agriculture Research Centers (DA-RIARCs) DA-BFAR, concerned LGUs and Research Development and Extension (RDE) networks shall lead in formulating AFE programs at the provincial, regional and zonal (island) levels.
- 5.1.2 Aside from DA-ATI, DA-RFUs, DA-BFAR and LGUs, planning of AFE programs for a specific area shall involve all major stakeholders and actors of the NESAF, particularly community-based organizations of farmers, fisherfolk, women and the youth including the business sector, state colleges and universities (SCUs) and relevant national

government agencies (NGAs) especially DAR, DENR, TESDA and CHED as well as those under the DA.

- 5.1.3 Consistent with AO No. 1 Series of 1999, AFE program plans shall be an integral component of the unified RDE agenda and programs consolidated by core planning teams which reflect priorities of agro-ecological zones in the municipalities, provinces and regions.
- 5.1.4 All AFE programs must support the strategic agriculture and fisheries development zone (SAFDZ) integrated development plans, agriculture and fisheries modernization plans (AFMPs) and food security plans formulated at the municipal and provincial level. As such, the AFE program plan shall be eventually integrated as a component of the AFMPs and food security plans.
- 5.1.5 An integrated AFE plan shall be developed per province and region. As such, there shall only be one unified AFE program for the whole country regardless of fund source and implementing institution. The primary reason for this policy is to strengthen inter-agency complementation, enhance the impact of AFE programs and optimize resource sharing among various players.
- 5.1.6 AFE program plans shall be consolidated at the province by the Office of the Provincial Agriculturist (OPA) and designated DA-ATI provincial centers; at the region by DA-ATI and DA-BFAR regional training centers and at the zonal (island) level by DA-ATI national centers. The national AFE shall in turn be consolidated by the DA-ATI central office. All planning at all levels shall be done every five years.
- 5.1.7 The national AFE program plan shall be submitted by the DA-ATI central office to the DA Secretary who shall endorse it to the Council for Extension, Research and Development for Agriculture and Fisheries (CERDAF) for approval. The approved national AFE program plan shall be the basis of allocating budgets and sharing resources in the NESAF.

5.2 Implementation of AFE Programs

- 5.2.1 Upon approval by the CERDAF, AFE programs shall be collaboratively implemented by the members of the RDE network and NESAF with the national government (e.g., DA-ATI, DA-RFUs, DA attached agencies, SCUs and other NGAs) directly complementing LGUs and the private sector.
- 5.2.2 Provincial governments shall integrate the implementation of AFE programs within the province, technically supported by DA-ATI provincial centers. Integration at the regional level shall be done by DA-RFUs and DA-ATI and DA-BFAR regional training centers. Integration at the national level shall be done by the DA -ATI central office.
- 5.2.3 As the integrator of AFE programs and services at the local level, provincial governments shall orchestrate all AFE activities whether those of the DA, SCUs, the private sector and NGAs. Such orchestration shall primarily consider the consistency and supportiveness of AFE operations to the implementation of provincial food security and agriculture and fisheries modernization programs taking into consideration the interest of all stakeholders. Consequently, all members of the NESAF shall synchronize their AFE activities with provincial and municipal governments for maximum coordination.
- 5.2.4 To facilitate AFE program implementation by LGUs, all agricultural and fisheries extension workers in the provinces, cities and municipalities shall devote their official time in agriculture and fishery extension work. All other assignments outside of AFE prior to this Order should be reconsidered.
- 5.2.5 The DA-ATI and DA-BFAR training centers in collaboration with the NESAF shall organize a pool of trainers in their **respective areas. This pool shall include the best trainers in the area** including outstanding researchers, rural development workers, lead farmers and fisherfolk, rural entrepreneurs, women leaders, indigenous peoples and the youth. Whenever feasible, an exchange of trainers shall be done among DA-ATI centers, LGUs and SCUs.
- 5.2.6 Experiential learning techniques, distance learning, electronic-based and indigenous innovative learning approaches shall be mainstreamed and institutionalized to expand and strengthen farmer, fisherfolk, women and youth education.
- 5.2.7 The Farmers Field School (FFS) successfully implemented by the National Integrated Pest Management (IPM) Program shall be expanded and institutionalized by DA-ATI with the IPM-National Program Office, DA-RFUs, LGUs and DAR as the major training methodology for rice, corn, vegetables, coconut and other commodities to be identified later with the private sector.
- 5.2.8 The season-long FFS curriculum shall be expanded to include all phases of the community organizing process, varietal selection, seed technology, balanced fertilizer strategy, integrated pest management, other appropriate cultural practices, post-production operations and social technology (i.e., leadership, marketing, community organizing, values formation, etc.).
- 5.2.9 Community-based coastal, inland and marine resource management approaches shall also be institutionalized by DA-BFAR and DA-ATI with the private sector and major stakeholders .
- 5.2.10 A post-training phase shall be established to reinforce and replicate learnings gained by farmers in the FFS. This shall be patterned after the farmer-scientist model piloted by the University of the Philippines Los Baños (UPLB). This model promotes the interface of scientists and farmers in learning and technology development including farmer-to-farmer extension.
- 5.2.11 The private sector shall be tapped and accredited by the DA to deliver and implement AFE services through multi-year grants and co-financing arrangements along but not limited to the following areas:
- Food production, processing and marketing
 - Training services
 - Community organizing and development

- Financial management
- Participatory and andragogic extension approaches
- Information, education and communication campaigns
- Development and production of extension-communication materials
- Non-formal distance education
- Sustainable agricultural development and resource management
- Environmental management
- Community mobilization
- Community advocacy
- Agribusiness services
- Participatory community management

5.2.12 The DA-ATI, DA-RFUs and DA-BFAR shall develop a database on the private sector as a basis for accrediting qualified entities to provide extension services. The criteria for accreditation shall be as follows:

- *Ownership* - must be owned/controlled by *bona fide* Filipino citizens.
- *Scope of operations* - must be able to cover at least one whole barangay;
- *Track record* - must have an accumulated experience of not less than three years in AFE work especially using participatory/community-based approaches and/or documented positive impact on stakeholders;
- *Human resource* - must have the manpower with verifiable technical competence, an office and minimum equipment/logistics to deliver AFE services;
- *Credibility* - must have a positive image and a high degree of acceptability among stakeholders in the areas served or to be served including membership in or affiliation with at least two reputable local and/or international federations;

- *Integrity*- must not have any record of any anomaly in its previous business transactions

5.2.13 Only accredited private entities shall be awarded multi-year AFE grants by DA-ATI and DA-BFAR through a memorandum of agreement or contract.

5.3 Monitoring and Evaluation (M&E) of AFE Programs

5.3.1 A project benefit monitoring and evaluation system (PBMES) shall be formulated and adapted for all AFE programs. In general, the PBMES shall cover the physical and financial performance of the AFE system. More specifically, among others, the PBMES shall cover management, technology utilization, institutionalization and impact (social, economic political and cultural) of AFE programs at all levels. Moreover, the PBMES shall also establish and sustain an efficient reporting system for AFE programs to enhance management responsiveness at all levels.

5.3.2 The DA-ATI with technical support from the DA-BAR and DA Planning Service shall lead in the formulation of the PBMES to be validated with various stakeholders and approved by the CERDAF before implementation.

5.3.3 At the provincial and municipal level, M&E of AFE programs shall be led by the provincial government through the Office of the Provincial Agriculturist (OPA) with technical assistance from the concerned DA-ATI provincial center. At the regional level, M&E shall be led by DA-RFUs and DA-ATI and DA-BFAR regional training centers. M&E at the zonal and national levels shall be coordinated respectively by the DA-ATI national centers and central office.

5.3.4 M&E teams from the municipal, provincial and regional levels shall be organized from among members of the NESAF. These teams shall collaborate with the OPA, DA-ATI, DA-RFUs, DA-RIARCs, DA-RFTCs and DA-BFAR in local M&E activities. Results of M&E activities shall be immediately fed back to local and national RDE networks and the NESAF for proper action.

5.3.5 Regular reviews of AFE programs shall be jointly conducted by DA-ATI and DA-BAR in collaboration with RDE networks. These shall be synchronized with the regular R&D reviews to serve as an effective and efficient component of the M&E system for the whole RDE spectrum.

5.3.6 A computerized management information system of all AFE programs and the AFE extension force shall be gradually implemented by the DA-ATI central office with assistance from the DA Information Technology Center for Agriculture and Fisheries (DA-ITCAF). This AFE MIS shall be linked with the National Information Network (NIN).

* 5.4. *Budgeting and Funding Scheme for AFE Programs*

5.4.1 Starting from fiscal year 2000, an integrated budget for AFE programs shall be adopted. Similar to agriculture and fisheries R&D, AFE funds shall be categorized into two: the core AFE funds and direct AFE costs. Core funds shall be directly managed by the concerned agency and released to it by the Department of Budget and Management (DBM). On the other hand, direct AFE costs which include the AFMA capability building budget and salary augmentation of devolved extension workers to LGUs shall be managed by the DA-ATI and released to it directly by the DBM. The salary augmentation fund shall be disbursed following a set of guidelines to be developed by the DA in consultation with various sectors.

* 5.4.2 Beginning fiscal year 2000, direct costs of all extension activities of DA flagship commodity programs (e.g., rice, corn, livestock and high value crops) shall be released by DBM directly to the DA-ATI.

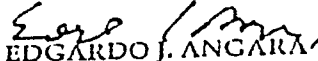
5.4.3 Core AFE funds of DA bureaus and attached agencies/corporations and all direct AFE costs shall be endorsed by the DA-ATI for approval by the CERDAF prior to their release by DBM.

5.4.4 Based on approved programs by the CERDAF, the DA-ATI may fund direct AFE costs through grants treated as multi-year funds from the AFMA capability building budget.

5.4.5 Co-financing arrangements for AFE programs may be entered into by the DA with the private sector subject to the guidelines to be issued by the DA Secretary.

This Administrative Order is issued to complement and supplement AO No. 1, series of 1999, dated 4 January 1999 and AO No. 9, Series of 1999, dated 15 March 1999. All other orders and issuances inconsistent with this Order are hereby revoked.

This Order shall take effect immediately.


EDGARDO J. ANCARA
Secretary