Modernizing Agricultural Extension through e-Extension Program

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ATI-RTC 10
ATI

• Attached Agency of the Department of Agriculture
• Training and Extension Arm of the Department of Agriculture
• 15 Regional Training Centers
• 1 International Training Center on Pig Husbandry in Lipa, Batangas
• Currently headed by Dr. Luz A. Taposok
"It is my moral obligation to provide available and affordable food for my people."

- Rodrigo Duterte
Major Objectives

Make Food Available and Affordable

Increase the Resilience to Climate Change Risks

Increase Income of Farmers and Fisherfolks
Our Slogan

“Excellent Extension Services Beyond Boundaries”
Our Motto

Nobody should go hungry in his own native land
**THEMATIC PROGRAM**

- Enhancing Access to AFE Knowledge Products and Services
- Strengthening Competitiveness and Capacities of the AF Sector
- Expanding Partnerships in Advancing Excellence in AFE
- Scaling – Up AFE Innovations
- Strengthening AFE Stakeholders Capacity in Climate Change Resilience
- Improving Enabling Environment and Quality of Governance

**OUTCOME**

- Efficient and Effective Knowledge Management
- Improved KSA
- Productive and Empowered individuals, groups and communities

**IMPACT**

- FOOD SECURITY
- POVERTY ALLEVIATION & SOCIAL EQUITY
- SUSTAINABLE DEVELOPMENT

COMPETITIVE AND SUSTAINABLE A&F SECTOR ACHIEVED
ATI as Instrument of Transformation
(Reaching Out, Building Dreams, Changing Lives)

FROM
FARMER
MONOCROP SYSTEM
CONVENTIONAL FARMING
PURE FARM PRODUCTION

CHANGE OF HEART

TO
AGRIPRENEUR
INTEGRATED FARMING SYSTEM
ORGANIC FARMING
FARM TOURISM
I. Strengthening Competitiveness and Capacities of the AF Sector

- Technology Trainings towards GAP, Halal Organic and NC Certifications
- Social Technology Trainings
- Ladderized Trainings
- Season-long Trainings (TOT, FFS)
I. Strengthening Competitiveness and Capacities of the AF Sector

- Value-adding and Marketing
- GAD, Senior Citizens, ECCD, PWDs and other Marginalized Groups
- Establishment/ Maintenance of Learning Sites
- Scholarship Program
- Youth Development Program
II. Expanding Partnerships in Advancing Excellence in AFE

- Learning Sites
- Extension Service Providers (ESPs)
- Strengthening RBOs
- School for Practical Agriculture (SPAs)
- Farm Tourism
Extension Service Providers

**NATIONAL LEVEL**
- Tri JM Corp. – Casisang, Malaybalay City, Bukidnon

**REGIONAL LEVEL**
- Semilya sa Kinabuhi Foundation, Inc. – Tankalan, Manolo Fortich, Bukidnon
- Gata Daku Multi-Purpose Cooperative – Clarin, Misamis Occidental
- Greenminds, Inc. – Golden Village, Carmen, Cagayan de Oro City
Documented Learning Sites for Practical Agriculture
San Roque Dairy Farm
Naawan, Misamis Oriental
JULIMON NATURE FARM
Putting-bato, Tawa-tawan, Initao, Misamis Oriental
LORONO FARM
Cogon, El Salvador City
Buhian Diversified Farm
Apas, Initao, Misamis Oriental
Cervantes Square Foot Garden
Pagatpat, Cagayan de Oro City

At first it was such a big vision because I really started out on my own. I realized that if other people can come up with their own projects, I think that I also could in order to help other people out,” Cervantes said.

At least 300,000 square meter farm lot for 7,000,000. He started selling various vegetable crops under the guidance of the book that Cervantes says as his guide—“Square Foot Gardening” by Mel Bartholomew.

Oct. 2, 2016 Issue-Sunstar CDO

A self-taught farmer makes a revolution in the agriculture and farming practice using a method of planting crops in a space as small as a square foot. 

Cervantes installed the square-foot urban gardening method which has caught the attention of several agriculture organizations and farming enterprises. The method itself has a reputed potential of bringing bountiful farming in the urban setting.

“The principle around this method is that you organize your crops by segregating them using one square foot divisions in 12 x 12 feet wooden boxes. With that little space, you could already grow different kinds of crops,” said Cervantes.

“This is very practical especially in households in condominium where there is little space for growing crops,” Cervantes added.

Note: Cervantes is making a proposal to the local government to make the square-foot organic farming initiative to be included in the rehabilitation program of drug personalities and dependents in the next term.

The Cervantes Farm in Barangay Pagatpat, this city, started in 2014.

“It started as a hobby” said Cervantes. Over the years, he witnessed the problem of malnutrition in most urban cities’ urban areas as well as the high price of vegetables in the market. Cervantes said that urbanites and homeowners are constrained by lack of space to use as a farm.

“I had this same vision because firstly, I started out on my own. I realized that if other people can come up with their own projects, I think that I also could in order to help other people out,” Cervantes said.

With that vision, Cervantes bought a 300,000 square meter farm lot for 7,000,000. He started selling various vegetable crops under the guidance of the book that Cervantes says as his guide—“Square Foot Gardening” by Mel Bartholomew.

“When I saw the book, I realized its potential to help out greatly in my project so I bought it and followed the guidance,” said Cervantes.
III. Scaling up of AFE Innovations

- Enhancement of innovative AFE interventions
- Institutionalization of current innovative extension modalities
ATIing Gulayan featuring Squarefoot Gardening
Assistance to Learning Sites for Good Agricultural Practices (GAP) Certification

11 Learning Sites of ATI – RTC X applied are GAP Certified
From Arms to Farms (NPA Returnees)
One Barangay, One Learning Site
Mamanga Gamay, Plaridel, Misamis Occidental
From Arms to Farms (MILF Returnees)
Kauswagan and Munai in Lanao del Norte
From Arms to Farms (MNLF)
Kolambagan in Lanao del Norte
Season-long Training on Urban Vegetable Gardening at El Salvador City Jail
IV. Strengthening AFE Stakeholders Capacity in Climate Change Resilience

• Call for Proposals (Magsasaka Siyentista)
• Compendium for GAP
• Establishment of Climate Resilient Agriculture Communities
• Climate Change - Related training and Extension Activities
• “Tree Growing” - For every thousand assistance, 1 Tree
V. Improving Enabling Environment and Quality of Governance

- Consultations
- Improvement of Facilities
- Human resource development
- ISO certification
VI. Enhancing Access to AFE Knowledge Products and Services

- E-Extension
  - Info Systems
  - e-Learning
  - FCC
  - SOA
  - RCM

- Knowledge Resource Centers
  - FITS Centers
  - Capability Development

- IEC Development and Dissemination
  - rice, corn, HVCDP, OA

- Documentation of GAPS and success stories
The DA-ATI’s e-Extension Program

• An aggressive shift in its extension work, envisioning
  • A revolutionized agriculture and fishery e-extension services for self-reliant and globally-competitive communities, that can be delivered any time, any place and at any pace.
e-Extension

The electronic delivery of extension service that maximizes the use of information and communication technology to attain a modernized agriculture and fisheries sector.

It focuses on creating an electronic and interactive bridge where farmers, fishers and other stakeholders meet and transact to enhance productivity, profitability and global competitiveness.
www.e-extension.gov.ph

**e-Farming**
- your online farm and business adviser
- technical advisory services on agriculture and fisheries
- techs.
- technical assistance to rural-based organizations
- agri-entrepreneurial

**e-Trading**
- your online agri-fisheries trading place
- investments and market trends
- agri-producers and suppliers

**e-Learning**
- your online learning place for agri-fisheries technologies and marketing
- online certificate courses
- digital techno kit
- agri-videos
- mini-tutorials
- online ordering of IEC

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Department of Agriculture’s
FARMER’S CONTACT CENTER

Ang inyong kaagapay sa usaping agrikultura...
Farmers’ Contact Center

- A support center for the DA clients to deliver farm and business advisory services thru ICT
- Main features: services through voice (call) and short messaging system (text) modes thru a pre-defined toll-free number specified across the country, including chat and email
FARMERS’ CONTACT CENTER

1-800-10-982 AGRI 2 4 7 4
(Provincial toll-free)

(63-920) 946 AGRI 2 4 7 4
For ALL subscribers

info@e-extension.gov.ph


Lead Implementing Agency: DA-Agricultural Training Institute
FilFARM: Filipino Farmers Are Ready to Market

Department of Agriculture’s

Market at your finger tips
FilFARM
(Filipino Farmers Are Ready to Market)

Where buyers and sellers meet online.

Log on to filfarm.e-extension.gov.ph
Production-focused Extension
Marketing
Traceability
Department of Agriculture’s E-Learning

Any place, any pace...
Visiting the e-Extension Site

e-Extension

The electronic delivery of extension service is a network of institutions that provide a more efficient alternative to a traditional extension system for agriculture, fisheries and natural resources sectors. It maximizes the use of information and communication technology to attain a modernized agriculture and fisheries sector. It focuses on creating an electronic and interactive bridge where farmers, fishers and other stakeholders meet and transact to enhance productivity, profitability and global competitiveness.

Solutions

- To institutionalize the e-Extension system of the agriculture, fisheries and natural resources sectors
- To integrate and harmonize e-Extension initiatives of various institutions
- To empower the stakeholders in agriculture, fisheries and natural resources on the value of e-Extension services
- To mainstream e-Extension in 4-major sectors: Agriculture, Fisheries, Natural Resources, and Environment

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AGRI AND FISHERIES NEWS

- Eels emerging as pests in Nueva Ecija rice fields
- 3 desiccated coconut plants soon to rise in Davao Region

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Quick Links

These are some links that may help you in your agriculture and fishery enterprise. Each link opens in a pop-up window.
What is e-learning course?

• a structured, thematically self-learning material
• composed of powerful multimedia content such as graphics, animation and other rich media materials;
• there is interactivity;
• implement module locking
What is e-learning course?

- composed of slides, just like Powerpoint;
- learner can easily go through the entire course only by clicking the “Next” button;
- send learners to different directions or parts of the course;
- learner chooses his place of learning and sets his own pace;
“certificate course” and has 2-7 modules; each module has a set of lessons; each lesson is about 15-20 minutes

After each module is a Test

Each course has an on-call expert available for real time telephone consultation or an interaction via message board or email
Breakthroughs in e-learning

• Cross browser
• Multi-device
• Module-locked
• Self-generating certificate
# Courses Offered

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<th>Commodity</th>
<th>Online</th>
<th>Offline</th>
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| Total Courses Offered  | 53     | 12      |

Courseware Developers:
- ATI
- DOST-PCARRD
- XU
- BAR
- PhilMech
- DTI-PTTC
Crops

1. Treasure in Threads: Pinya Fiber Processing
2. Straw Mushroom Growing: A Viable Enterprise
3. Auspicious, Vandaceous: Growing Vanda and Vandaceous Orchids
4. Go Mango, Hit the Jackpot!
5. Production of High Value Crops in Greenhouse
6. Growing Durian the Better Way
Crops

7. Cultural Management Practices of **Abaca**
8. **Abaca Nursery** Establishment
9. **Abaca Pest** Management
10. **Citrus** Growing: A Promising Enterprise
11. Growing **Bamboo** for Profit and a Healthy Environment
12. **Jackfruit** Production
13. Yummy Yam: **Ubi** Production
14. Savoring the Green Brew: **Arabica Coffee** Production
15. Managing Common **Diseases in Banana**
16. Integrated **Pest Management for Banana**
17. Growing Banana in the Tropics: Cultural Management for **Banana Production**
18. Urban Gardening
19. From Seed to Seed: Online Course on **Corn Production**
20. Increasing **Corn** Farm productivity through the Use of **Mechanization** Technologies
21. Saving the Lost Harvest: Introductory Course to **Rice Post Production Technologies**
22. Mechanized **Rice Transplanting** Technology
Livestock & Poultry
1. Establishing **Feed Resources** for Your Goats
2. Starting a **Slaughter Goat Enterprise**
3. Technological Alternatives to **Traditional Feeding Management**
4. Technological Alternatives to **Traditional Goat Breeding**
5. Mastering the ABCs of **Pig** Production
6. Walang Aray sa AI: **Artificial Insemination in Pigs**
7. **Quail** Production

Others:
1. Basic **Beekeeping**
Courses Offered

Social Technology
1. Basic **Agricultural Marketing** Extension
2. Getting the Big Bucks: Guide to Grant Proposal Writing
3. Changing People’s Lives through **Effective Extension Delivery**
4. Working Together Works: An Online Course on **Community Organizing**
5. Lika Usap tayo: Effective Human Communication and Human relations
6. Online Course on **Training Management**
Courses Offered

Fisheries
1. **Seaweed** Farming
2. Online Course on **Pangasius** Culture

Sustainable Agriculture
1. **Organic Fertilizer** for Sustainable Agriculture
2. **Vermicomposting**: Turning Trash to Cash
3. **Rice-duck** Farming
1. **Cashew Processing Technology (1.9mb).**
   
   This clip is from a 36-minute DVD that includes instruction on some cashew recipes that you can sell. The full version also gives some tips on how to market your own cashew product.

2. **Fishpond grow-out tilapia (3.7mb).**
   
   This is from a 10 minute DVD on establishing and managing a tilapia fishpond. Some of the topics include: site selection, pond construction, pond preparation. The full version is also available in 3gp and mp4 for PDA.

3. **Establishing a mango orchard (3.7mb).**
   
   This is from a 5 minute video on establishing a mango orchard; topics like land preparation are discussed in this video clip. The full version is also available in 3gp and mp4 for PDA.
Digital Info Kits

1. Organic Fertilizer Production
2. Durian Production Kit
3. Lowland Vegetable Production Kit
4. The Philippine Cattle Industry
5. Broiler Production
6. Bangus Techno Kit
7. Hog Finishing production Info Kit
8. Meat Processing Production Info kit
Digital Info Kits

9. Citrus Production Kit
10. Coffee Production Kit
11. Corn Techno Kit
12. Mango 1: Mango processing Info Guide
14. Total Quality and Productivity for Rice
15. Banana Production Guide
Success Stories

1. Web-based
   - Telemagazine
   - Website
   - You tube
Launched the first Success Story Book / Coffee Table Book titled “Bahandi 1 & 2” : A Collection of Inspiring Stories in Farming
Promotion in Social Media

• Facebook- ATI Northern Mindanao RTC X
• Instagram- atinorthernmindanao
• Twitter- @atinorthmin

• Website: www.ati.da.gov.ph/rtc10
Visit our website at www.ati.da.gov.ph/ati-10
Email us at: ati.esmo@gmail.com