

# Philippines

## Spotlight: Augmenting Farmer Income Through Crop Diversification

The Philippines' farming industry has been moving in a precarious direction. In recent years, smallholder farmers of longer-term crops such as coconut, coffee, rice, and corn have experienced income losses due to erratic weather conditions, an increase in insect pests and diseases, higher prices for fertilizer and other inputs, and limited market opportunities.

In partnership with government institutions, the private sector, NGOs, and farmer organizations, the EWS-KT Philippines team has been promoting crop diversification—integrating shorter-term vegetable production

alongside longer-term crops—as a strategy for ensuring productivity and profitability. In 2022, we developed the capacity of 1,120 farmers of long-term staple crops to produce vegetables. We also tapped the institutional markets, such as hospitals and supermarket concessionaires, to link our key farmers and align their production with market requirements.

Through crop diversification, these smallholder farmers are able to earn extra income to reinvest in their business, helping to stabilize the farming industry while providing more fresh vegetables for local consumers.



Jaymark Aquino presents his field

### 2022 Results

# 9,313

## FARMERS TRAINED



# 184

 DEMO PLOTS ESTABLISHED

AVERAGE NET PROFIT  
US\$ 374.13 per crop cycle, 500 sq. m. plot

HIGHEST NET PROFIT  
CUCUMBER  
US\$ 497.29 AVERAGE NET PROFIT, per crop cycle, 500 sq. m. plot

# 229

 TRAINING EVENTS

### Adopting Vegetable Farming for Multiple Income Streams

27-year-old Jaymark Aquino grew up in a family of farmers, but his entrepreneurial approach to agriculture is opening up new business avenues.

As a college student, Jaymark worked on the family rice farm with his father. In his third year, he completed a feasibility study on duck egg production—and was inspired to try it himself. However, after a few months of success, his duck farm was hit by bird flu, and he lost his investment. Diversifying his farming ventures took on new importance.

After graduation, he found a government job and revived his duck farming business, producing regular and salted eggs. He also manages the mushroom production business for his local farmers' association in Nueva Ecija province.

This year, Jaymark expanded in a new direction, adding vegetable cultivation to his agricultural repertoire. He completed a series of informational and hands-on training with EWS-KT, learning everything from land preparation to market identification. For his 500-square-meter demo farm, he planted eggplant and hot pepper,

and he is now tripling the area under cultivation, growing tomato and two varieties of hot pepper.

“As a young agripreneur, all I can say to a young farmer like me is always trust the process; find and follow your passion.”

— Jaymark Aquino

His vegetables are providing support for his other enterprises. With income from vegetable production, Jaymark purchased a small delivery vehicle that he is using to get his vegetables—and his duck eggs—to market.

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