



KNOWLEDGE TRANSFER

PHILIPPINES - Q1

QUARTERLY REPORT

2023 (January - March)



Dry Season





Section 1

NEWS & HIGHLIGHTS



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In the first quarter, KT Philippines had its team building and annual team planning in Bantayan Island, Cebu. Upcoming possible projects, annual data, different outreach activity strategies, and KPI settings were discussed.

Farmers' field training, short-duration training, PhilGAP orientation, and market outreach were some of the outreach activities conducted in this quarter, and a total of 3,942 farmers were trained.



DIGITAL & OTHER

At the end of the first quarter, the KT Philippines Facebook page had a total of 34,849 followers and 105,135 viewers across 19 posts. EWS-KT continuously links farmers, home gardeners, agro-input dealers, field staff, and other interested individuals to VeggieTap (powered by SkillEd), GrowHow, the EWS-KT YouTube account, CropWiki, and other digital platforms so they can easily get information on new technologies in vegetable farming.



DEMONSTRATION PLOTS

In this quarter, there were 155 demos recorded: 116 demos were completed, 32 were terminated due to damage from a typhoon, and 7 were ongoing. Field Days were also conducted, showcasing different farming practices to smallholder vegetable farmers.



HIGHLIGHT IMAGES



KT Philippines during the team building and annual planning event in Bantayan Island, Cebu.



A technical Field Day was conducted in one of the demonstration areas in San Mateo, Isabela. During the activity, selected key farmers were assigned to discuss the identified topics with other participating farmers.



HIGHLIGHT IMAGES



Graduating students from the University of Science and Technology of Southern Philippines (USTP) visited the KT Techno Hub and received training on cultural management, seed-to-seedling management, and harvesting techniques.



The VeggieTap app is introduced at every vegetable production training session, with participants coached on how to access the application and how to share it offline.



Section 2



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DEMONSTRATION PLOTS

Distribution of Crops

Table 1: Demonstration plots managed by key farmers in this quarter.

Sr. No.	Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Avg. Land Size (sq. m.)
1	Eggplant	36	Calixto F1	35	280
			Fortuner F1	1	300
2	Hot Pepper	34	Django F1	16	250
			Django Dos F1	2	220
			Red Hot F1	12	240
			Super Heat F1	4	310
3	Cucumber	26	Jackson F1	25	240
			Mega C F1	1	120
4	Bitter Gourd	15	Galaxy F1	14	455
			Galaxy Max F1	1	325
5	Yard Long Bean	14	Bongga	13	240
			Pantastiko	1	120
6	Tomato	12	Diamante Max F1	11	280
			Jewel F1	1	210
7	Sweet Pepper	11	Sultan F1	11	255
8	Bottle Gourd	5	Mayumi F1	5	400
9	Watermelon	2	Other	2	500
Total		155		155	

Table 1 Notes

The 155 demos in the first quarter represented 9 different crops and 17 varieties. Eggplant (Calixto F1) was the most grown crop, with 35 demos, followed by hot pepper, with 34 demos of 4 different varieties (red and green chili). Watermelon was the least planted crop, with 2 demos.

Demos Associated with Projects

Table 2: Details of major projects during this quarter. Plots <80 square metres are considered home gardens. Plots >80 square metres are considered semi-commercial.

Project Name	Project Area	Average Land Size (sq. m.)	No. of Demos		
			Ongoing	Completed	Terminated
ACIAR - Developing Vegetable Value Chains	Mahaplag, Leyte	255	4	1	1
PhilRice	San Mateo, Isabela	290	0	84	15
	Zaragoza, Nueva Ecija	280	0	31	16
KT - Techno Hub	Manolo Fortich, Bukidnon	1,789	3	0	0
Total			7	116	32

Table 2 Notes

Of the 155 demos, 116 demos were recorded and completed; these demos were from the PhilRice project that ended in December 2022. The 32 terminated demos were due to a typhoon that occurred in the area. The 7 ongoing demos were from the KT learning site in Bukidnon and the ACIAR project in Leyte.



Section 2 DEMONSTRATION PLOTS



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Demo Profits and Productivity

Table 3: Average demo costs and profits. All results are calculated per 250 square metres.

Crop (Variety)	No. of Demos	No. of Plants	Costs (Peso)	Returns (Peso)	Profits (Peso)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Eggplant (Calixto F1)	21	439	6,971	24,360	17,389	1.57	3 - 4	444
Hot Pepper (Red Hot F1, Super Heat F1, Django F1)	19	599	6,753	35,249	28,496	0.53	0.25 - 0.5	667
Cucumber (Jackson F1)	16	671	6,911	18,526	11,615	1.19	2 - 3	667
Bitter Gourd (Galaxy F1)	11	229	6,124	20,285	14,160	1.44	3 - 5	200 - 222
Yard Long Bean (Bongga)	10	533	5,631	9,981	4,350	0.54	1 - 1.12	667
Tomato (Diamante Max F1)	8	595	6,786	15,414	8,628	0.76	2.25 - 3	667
Sweet Pepper (Sultan F1)	5	594	6,179	18,471	12,292	0.36	1 - 2	667
Bottle Gourd (Mayumi F1)	4	89	11,133	48,302	37,168	11	13 - 17	111
Watermelon (Other)	2	173	4,003	10,519	6,516	3.35	4 - 5	182

Table 3 Notes

Bottle gourd had the highest profit this quarter, of PHP 37,168 for the standardized area of 250 square metres. This was followed by hot pepper with PHP 28,496 and eggplant with PHP 17,389. High ROI for this quarter was observed compared to the previous quarter. This was due to typhoons that caused damage to vegetable areas in the Philippines last year, which caused higher prices for vegetables.



Section 2 IMAGES OF DEMO PLOTS



Students from the University of Science and Technology of Southern Philippines (USTP) visited and attended the vegetable production training at the KT Techno Hub in Manolo Fortich, Bukidnon.



Consistently pursuing success, Mirasol Abalora showcases her crops from her GAP-certified farm located in Mahaplag, Leyte.



Jeorel Jordz "JJ" Saguibo, a 27-year-old youth farmer-engineer in San Mateo, Isabela, is one of the successful key farmers in the Gulayan sa Palayan at Pagnenegosyo sa RiceBIS Communities project, in partnership with DA-PhilRice.



Kharen A. Pascual, a key farmer from San Mateo, Isabela, is a determined and hardworking mother who, despite facing challenges, remains committed to achieving her goal of providing for her family's financial needs.



Jaymark Aquino, a young key farmer from Zaragoza, Nueva Ecija, with his 1,500-square-metre expansion area planted with hot pepper.



Mario Ignacio, a 62-year-old rice grower from Zaragoza, Nueva Ecija, tried his success by joining as a key farmer and earned net income of PHP 71,876 from 1,500 square metres of eggplant.



Section 3

FARMER TRAINING



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During this quarter, there were 57 trainings conducted across Luzon, Visayas, and Mindanao provinces. Overall, there were 3,942 farmers trained through technical Field Days, farmers' field training, short-duration training, and market outreach activities.

Training Sessions

Table 4: Number of farmers trained by region in this quarter.

Project	Demonstration Location		No. of Trainings	Total Farmers	Male	Female	Youth %
	Province	District					
PhilRice	Isabela	San Mateo, Aurora,	13	932	372	560	24%
ACIAR - Developing Vegetable Value Chains	Leyte	Mahaplag, Baybay City	15	1155	542	613	91%
EWS-KT	Bataan	Dinalupihan	1	101	46	55	-
	Bukidnon	Talakag, Quezon, Manolo Fortich, Maramag	5	219	102	117	55%
	Davao De Oro	Mabini	1	30	13	17	100%
	La Union	Tubao	2	522	264	258	47%
	Misamis Oriental	Cagayan de Oro, Alubijid	2	208	110	98	16%
	North Cotabato	Kabakan	1	108	61	47	26%
	Nueva Ecija	Zaragoza, Nampicuan	16	612	335	277	32%
	Southern Leyte	Malitbog	1	55	44	11	16%
TOTAL			29	1,855	975	880	49%

Table 4 Notes

Of the total farmers trained, 52.1% were women.

Field Days

Table 5-1: Field Day location and attendance.

Project	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	Province	District					
PhilRice	Isabela	San Mateo	3	218	79	139	35%
Total			3	218	79	139	35%

Third-Party Trainings

Table 5-2: Trainings provided by a third party trained by EWS-KT field staff. Third-party trainers can range from key farmers to agro-input dealers to government officials.

Location	Third-Party Trainer	Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
Kabakan, North Cotabato	University	Home Gardeners	Container gardening, seed to seedling management	108	60	48	26%
Mabini, Davao De Oro	University	Agriculture Students	Field layout, seed sowing, transplanting, trellising	30	13	17	100%
Total				138	73	65	42%



Section 5

DIGITAL MEDIA



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Digital Platform Members or Followers

Table 6: Number of members/followers at the end of each quarter.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Page (Followers)	34,849			

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
19	105,135	535	4,887

Digital Outreach

Table 8-1: Number of digital platform users, viewers, or views.

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Page (Viewers)	105,135			
EWS-KT YouTube (Views)	12,485			
EWS-KT GrowHow (Users)	3,772			
VeggieTap by EWS-KT (Downloads + Online Users)	867			
Total	122,259			

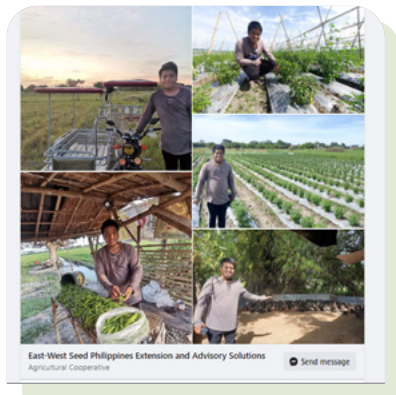
Non-Digital Indirect Outreach

Table 8-2: Outreach through printed guides, radio, and other non-digital means.

Type of Outreach	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Guides distribution (Sheets)	3,282			

Top 3 Facebook Posts

Facebook posts with the most engagement.



A success story of Jaymark Aquino, a young key farmer from Zaragoza, Nueva Ecija

Reach

56,018

Comments

135

Shares

47

Likes

383

Reactions

1,101



[VIEW POST](#)



A success story of youth farmer-engineer Jeorel Jordz "JJ" Saguibo

Reach

30,733

Comments

138

Shares

33

Likes

215

Reactions

964



[VIEW POST](#)



Heart of a passionate young farmer, Bryan Anoling

Reach

12,307

Comments

176

Shares

24

Likes

112

Reactions

499



[VIEW POST](#)



Section 6

Fresh Vegetable Market Prices

Table 9: Vegetable price fluctuations during this quarter.

Crop	Market Fluctuation from January to March 2023 (Average Price per Kilo)											
	W1- JAN	W2-JAN	W3-JAN	W4-JAN	W5-FEB	W6-FEB	W7-FEB	W8-FEB	W9-MAR	W10-MAR	W11-MAR	W12-MAR
Bitter Gourd	60	67	79	83	85	60	50	44	44	60	44	40
Eggplant	45	65	65	68	53	38	18	21	26	41	36	16
Cucumber	35	65	66	56	70	43	37	28	28	29	14	6
Hot Pepper Taiwan	135	87	66	40	60	63	60	78	73	100	80	31
Hot Pepper Panigang	30	48	38	28	47	41	39	41	21	15	14	13
Sweet Pepper	110	52	43	40	62	54	70	88	133	123	69	29
Tomato	27	21	14	9	11	11	10	13	16	12	10	5
Yard Long Bean	45	42	50	54	57	53	36	41	40	45	30	18
Squash	16	20	24	28	34	24	23	14	14	13	11	12