



EAST-WEST SEED
FOUNDATION

KNOWLEDGE
TRANSFER

PHILIPPINES - Q3

QUARTERLY REPORT

2023 (July - September)



Rainy/Dry season



Section 1

NEWS & HIGHLIGHTS



KNOWLEDGE TRANSFER

Two projects were started and implemented during the 1st month of this quarter: “Upscaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities,” a partnership project with PhilRice in Zambales and Negros Occidental, and “Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project” in Quezon and Camarines Norte.



DEMONSTRATION PLOTS

There were 124 new demos during this quarter. These demos are from the newly implemented projects in Zambales, Quezon, and Camarines Norte that promote crop diversification, enabling key farmers to plant vegetables along with their main crops, like rice and coconut.



DIGITAL & OTHER

An EWS-KT Philippines brochure was developed and produced this quarter. This material showcased information on EWS-KT’s initiatives and activities, country-specific training offerings and partnerships, and milestones and contact details. The brochure was distributed at KT activities and at East-West Seed events where the KT team was involved.

The EWS-KT Philippines Facebook Group (Young Agripreneurs) was launched on 1 Sep 2023. This platform aims to invite and encourage young people to be involved in vegetable farming and share their experiences. The group is committed to discussing and sharing sustainable practices, and members can also engage in discussions about all aspects of farming.



HIGHLIGHT IMAGES



Project orientation was conducted for selected coconut farmers in Calauag (Quezon province) and Camarines Norte under the SDGCoco crop diversification project.



Weekly monitoring of the action research trials on the adaptability and productivity of onion in mid-elevation areas in open field and rain shelter conditions at the KT Techno Hub, Manolo Fortich, Bukidnon.



Project orientation for key farmers in Barangay Quezon, San Carlos City, Negros Occidental, under the PhilRice crop diversification project.



Financial assistance from ATI Region X was awarded to the KT Techno Hub. These funds were utilized for the improvement of facilities, as the KT Techno Hub is certified as a Learning Site by ATI.



Section 2

DEMONSTRATION PLOTS

Distribution of Crops

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

| Vegetable Crop | No. of Demos | Crop Variety | No. of Demos per Variety | Average Land Size (sq. m.) |
|----------------|--------------|-----------------|--------------------------|----------------------------|
| Eggplant | 35 | Calixto F1 | 35 | 160 |
| Hot Pepper | 33 | Hiwaga F1 | 21 | 235 |
| | | Django Dos F1 | 2 | 150 |
| | | Red Hot F1 | 10 | 210 |
| Tomato | 17 | Diamante Max F1 | 16 | 200 |
| | | Jewel F1 | 1 | 210 |
| Cucumber | 11 | Jackson F1 | 10 | 250 |
| | | Mega C F1 | 1 | 120 |
| Bitter Gourd | 10 | Galaxy Max F1 | 7 | 300 |
| | | Galaxy F1 | 2 | 250 |
| | | Mestiza F1 | 1 | 200 |
| Yard Long Bean | 9 | Bongga | 6 | 225 |
| | | Pantastiko | 3 | 80 |
| Sweet Pepper | 7 | Sultan F1 | 6 | 50 |
| | | Emperor F1 | 1 | 250 |
| Pumpkin | 6 | Suprema F1 | 3 | 500 |
| | | Pia F1 | 3 | 50 |
| Bottle Gourd | 3 | Mayumi F1 | 3 | 650 |
| Okra | 3 | Smooth Green | 3 | 75 |
| Watermelon | 2 | Sugar Deluxe F1 | 2 | 375 |
| Sweet Corn | 1 | Macho F1 | 1 | 750 |
| Total | 137 | | 137 | |

Table 1 Notes

This quarter witnessed the predominant cultivation of eggplant, followed closely by hot pepper. Notably, both of these crops have been identified as resilient choices that thrive even in the dry and rainy seasons.

Demos Associated with Projects

Table 2: Details of major projects during this quarter.

| Project Name | Project Area | Average Land Size (sq. m.) | No. of Demos | | |
|--|--------------------------|----------------------------|--------------|-----------|------------|
| | | | Ongoing | Completed | Terminated |
| ACIAR - GAP Developing Vegetable Value Chains | Mahaplag, Leyte | 280 | 0 | 6 | 0 |
| | Bukidnon | 250 | 1 | 0 | 0 |
| CMU Crop Diversification | Bukidnon | 100 | 3 | 0 | 0 |
| KT Techno Hub | Manolo Fortich, Bukidnon | 270 | 0 | 3 | 0 |
| Scaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities | Castillejos, Zambales | 260 | 83 | 0 | 0 |
| Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project | Camarines Norte | 65 | 40 | 0 | 0 |
| | Quezon | 250 | 1 | 0 | 0 |
| | Total | | 128 | 9 | 0 |



Section 2 IMAGES OF DEMO PLOTS



Field monitoring at Orly Talatayod's farm at Paril, Mahaplag, Leyte, with eggplant and string beans at the harvesting stage.



Hot pepper demo using vetiver grass as organic mulch, located at the KT Techno Hub, Manolo Fortich, Bukidnon. The demo is managed by youth farmer Ian Mark Saluum.



Coconut farmers in Brgy. Manlimosito, San Lorenzo Ruiz, Camarines Norte, showcasing the use of organic mulch in their demo area.



Transplanting of tomato intercropped with coconut trees in Brgy. Bulala, Sta. Elena, Camarines Norte.



Gilly Manglicmot from Brgy. Nagbunga, Castillejos, ready to transplant his healthy seedlings.



Nothing can deter our resilient women farmers, Marie Mauricio and Carmerla Villanueva of Barangay Nagbayan, Castillejos, as they forge ahead in establishing their own vegetable production area.



Section 3

FARMER TRAINING

During this quarter, a total of 1,910 individuals, comprising farmers, home gardeners, and other interested participants, received training through concise sessions, practical demonstrations, technical Field Days at the KT Techno Hub, and participation in brief discussions. Training of key farmers from the provinces of Zambales, Negros Occidental, and Camarines Norte was also started this quarter.

Training Sessions

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

| Project | Demonstration Location | | No. of Trainings | Total Farmers | Male | Female | Youth % |
|--|------------------------|----------------|------------------|---------------|--------------|------------|----------|
| | District | Village Tract | | | | | |
| Scaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities | Zambales | Castillejos | 13 | 49 | 36 | 13 | 8% |
| Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project | Camarines Norte | Capalonga | 1 | 21 | 10 | 11 | - |
| | | San Lorenzo | 1 | 18 | 10 | 8 | 28% |
| | | San Vicente | 4 | 97 | 38 | 59 | 5% |
| | | Sta. Elena | 5 | 18 | 8 | 10 | - |
| | | Vinzons | 1 | 29 | 12 | 17 | - |
| | | Labo | 1 | 42 | 15 | 27 | 14% |
| | Quezon | Calauag | 4 | 18 | 9 | 9 | 22% |
| | | Sariaya | 1 | 33 | 13 | 20 | 9% |
| KT Techno Hub | Bukidnon | Manolo Fortich | 5 | 103 | 58 | 45 | 48% |
| | | Don Carlos | 1 | 38 | 17 | 21 | 24% |
| EWS-KT | Oriental Mindoro | Bulalacao | 1 | 59 | 34 | 25 | 8% |
| | Pangasinan | Binalonan | 1 | 124 | 69 | 55 | 12% |
| | | Malasique | 1 | 78 | 49 | 29 | 19% |
| | | San Carlos | 1 | 24 | 21 | 3 | 50% |
| | | Bautista | 1 | 310 | 228 | 82 | 14% |
| | Batangas | Padre Garcia | 1 | 25 | 8 | 17 | - |
| | Tarlac | Gerona | 1 | 68 | 37 | 31 | 24% |
| | | Moncada | 3 | 353 | 217 | 136 | - |
| | | Sta. Ignacia | 1 | 35 | 15 | 20 | 31% |
| | Southern Leyte | San Juan | 1 | 30 | 3 | 27 | 33% |
| | Misamis Oriental | Gingogog | 1 | 51 | 19 | 32 | 25% |
| | | Claveria | 1 | 36 | 29 | 7 | 28% |
| | Occidental Mindoro | Magsaysay | 1 | 32 | 15 | 17 | 59% |
| | | Sablayan | 1 | 49 | 29 | 20 | 14% |
| | | Sta. Cruz | 1 | 50 | 37 | 13 | 18% |
| | Leyte | Hilongos | 1 | 30 | 14 | 16 | 10% |
| MacArthur | | 1 | 25 | 13 | 12 | 8% | |
| Ormoc City | | 1 | 62 | 22 | 40 | 21% | |
| Bulacan | Baliwag | 1 | 3 | 0 | 3 | 100% | |
| TOTAL | | | 58 | 1,910 | 1,085 | 825 | - |

Field Days

Table 5-1: Field Day location and attendance.

| Project | Demonstration Location | | No. of Field Days | Total Farmers | Male | Female | Youth % |
|---------------|------------------------|----------------|-------------------|---------------|-----------|-----------|------------|
| | District | Village Tract | | | | | |
| KT Techno Hub | Bukidnon | Manolo Fortich | 5 | 103 | 58 | 45 | 48% |
| Total | | | 5 | 103 | 58 | 45 | 48% |

Training of Trainers

Table 5-3: Distribution of stakeholders who are trained as trainers by EWS-KT.

| Location | Total People Trained | Male | Female |
|--------------|----------------------|----------|-----------|
| Batangas | 25 | 8 | 17 |
| Total | 25 | 8 | 17 |

Other Value Chain Highlights

During this quarter, key initiatives in our value chain included forging a strategic partnership with the East-West Seed commercial team to drive the successful introduction of new varieties in Bukidnon. Additionally, we engaged in meaningful discussions with institutional buyers in Negros Occidental, conducted swift and insightful market assessments, and executed a comprehensive survey of agricultural input suppliers in Camarines Norte.





Section 4

DIGITAL MEDIA

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 |
|---------------------------------------|-----------|-----------|-----------|-----------|
| EWS-KT Main Facebook Page (Followers) | - | 10,274 | 12,986 | |
| Country Facebook Group (Members) | 34,849 | 35,624 | 36,219 | |
| Messenger Group (Members) | - | 34 | 40 | |
| Country Instagram (Followers) | - | - | 20 | |

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

| Posts Created | Total Views | Comments | Reactions |
|---------------|-------------|----------|-----------|
| 46 | 187,121 | 16 | 3,505 |

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 Group (Viewers) | 105,135 | 104,916 | 115,256 | |
| EWS-KT YouTube (Views) | 12,485 | 9,680 | 9,882 | |
| EWS-KT GrowHow (Users) | 3,772 | 3,343 | 3,059 | |
| VeggieTap by EWS-KT (Downloads + Online Users) | 867 | 648 | 486 | |

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 Distributed (Guides) | 3,282 | 1,895 | 1,442 | |

Top 3 Facebook Posts

Facebook posts with the most engagement.



Trichogramma as biological control of various crop pests

Reach
23,059
Comments
22
Shares
255
Likes
217

Reactions
420



VIEW POST



Soil sampling

Reach
23,065
Comments
12
Shares
160
Likes
209

Reactions
329



VIEW POST



How to grow hydroponic lettuce

Reach
8,075
Comments
18
Shares
78
Likes
131

Reactions
201



VIEW POST

Fresh Vegetable Market Prices

Table 9: Retail vegetable prices during the quarter. This data was collected weekly.

| Crop | Vegetable Price Fluctuation, July to September 2023 (average price per kilogram, in PHP) | | | | | | | | | | | |
|---------------------|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | W25 | W26 | W27 | W28 | W29 | W30 | W31 | W32 | W33 | W34 | W35 | W36 |
| Bitter Gourd | 30 | 38 | 41 | 50 | 84 | 85 | 71 | 55 | 60 | 62 | 78 | 79 |
| Eggplant | 43 | 42 | 34 | 38 | 49 | 49 | 55 | 21 | 27 | 32 | 53 | 66 |
| Cucumber | 10 | 10 | 15 | 30 | 33 | 44 | 50 | 36 | 35 | 43 | 40 | 27 |
| Hot Pepper Taiwan | 25 | 30 | 31 | 53 | 116 | 121 | 266 | 239 | 350 | 358 | 407 | 258 |
| Hot Pepper Panigang | 15 | 55 | 58 | 63 | 81 | 153 | 198 | 126 | 72 | 53 | 64 | 84 |
| Sweet Pepper | 125 | 178 | 209 | 210 | 267 | 248 | 244 | 266 | 370 | 340 | 309 | 324 |
| Tomato | 31 | 30 | 46 | 58 | 68 | 66 | 56 | 90 | 120 | 101 | 73 | 56 |
| Yard Long Bean | 29 | 20 | 23 | 28 | 43 | 38 | 35 | 47 | 65 | 50 | 55 | 50 |
| Squash | 8 | 16 | 14 | 12 | 19 | 21 | 18 | 19 | 25 | 17 | 17 | 31 |

Table 9 Notes

Pepper crops emerged as the front-runners in commanding high prices this quarter. Sweet peppers took the lead, with an impressive average price of 257 pesos per kilogram. Additionally, both types of hot peppers commanded elevated prices, with the sought-after red hot pepper, often employed in condiments, averaging 188 pesos per kilogram and the green hot pepper boasting a respectable average price of 85 pesos per kilogram.