



EAST-WEST SEED
FOUNDATION

KNOWLEDGE
TRANSFER

PHILIPPINES - Q4

QUARTERLY REPORT

2023 (October - December)



Rainy Season (South Luzon, Visayas, Mindanao)



Dry Season (North Luzon)



Section 1

NEWS & HIGHLIGHTS



KNOWLEDGE TRANSFER

- The KT Techno Hub learning farm, located in Manolo Fortich, Bukidnon, was accredited as a Good Agricultural Practices (GAP) farm in November 2023.
- During the last month of this quarter, EWS-KT Philippines was approved as a National Extension Service Provider (ESP) by the Agricultural Training Institute's National Partnerships and Accreditation Division.
- EWS-KT Philippines continued to implement three partner projects:
 - Upscaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities, with support from the Philippine Rice Research Institute (PhilRice)
 - Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project, with support from GIZ
 - Developing Vegetable Value Chains to Meet Evolving Market Expectations in the Philippines, with support from ACIAR



DEMONSTRATION PLOTS

- Technical Field Days and Harvest Festivals were conducted at selected demonstration fields in Zambales.
- Graduation ceremonies were conducted for participating farmers, and a field tour and technical Field Day were conducted in Camarines Norte.
- 42 new demonstration plots were established in Negros Occidental.



DIGITAL & OTHER

- Documented a Harvest Festival and technical Field Day event in Zambales, capturing photos and video footage.
- Distributed nondigital materials during on-site events.
- Shared project updates on Facebook and Instagram.
- Featured a write-up of the PhilGAP certification of the KT Techno Hub on Facebook and the EWS-KT website.



HIGHLIGHT IMAGES



On 8 November 2023, the PhiGAP final assessment took place at the KT Techno Hub in Bukidnon. The assessment was overseen by inspectors from the Bureau of Plant Industry (BPI), led by Giovanie Flores and Ria Lynne Daigon along with BPI secretariat member Kirby Duay. Notably, the KT Techno Hub attained a perfect 100% rating during this evaluation.



On 6 December 2023, a field evaluation took place for National Extension Service Provider certification. It was conducted by the National Partnerships and Accreditation Division of the Agricultural Training Institute and was led by Romermart Penamora and Rei Bautista, together with National Council members Luis Bausa and Rizalina Tablarin.



On 23 November 2023, 14 key farmers from Camarines Norte graduated from Farmers Field School, focused on vegetable production anchored on Good Agricultural Practices.



On 28 November 2023, the first batch of key farmers were joyously celebrated at a Harvest Festival and technical Field Day in Zambales. The event was graced by the presence of municipal mayor Jeffrey Khonghun and various officials from Looc barangay.



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	47	Calixto F1	47	200
Hot Pepper	43	Hiwaga F1	23	215
		Lava F1	8	250
		Django Dos F1	1	50
		Red Hot F1	11	210
Tomato	24	Diamante Max F1	16	190
		Jewel F1	8	300
Sweet Pepper	19	Sultan F1	15	280
		Kalahari F1	3	250
		Emperor F1	1	50
Cucumber	16	Jackson F1	16	240
Yard Long Bean	15	Bongga	8	230
		Pantastiko	7	70
Bitter Gourd	12	Galaxy Max F1	9	250
		Galaxy F1	2	250
		Mestiza F1	1	75
Pumpkin	8	Suprema F1	4	440
		Pia F1	4	60
Bottle Gourd	4	Mayumi F1	4	175
Okra	3	Smooth Green	3	75
Watermelon	2	Sugar Deluxe F1	2	375
Total	58		58	

Table 1 Notes

11 crops with 21 different varieties were recorded this quarter.

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	Leyte	200	0	2	0
	Bukidnon	100	1	0	0
CMU Crop Diversification	Bukidnon	100	3	0	0
Scaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities	Zambales	260	92	0	1
	Negros Occidental	270	42	0	0
Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project	Camarines Norte	70	40	0	11
	Quezon	250	1	0	0
	Total		179	2	12

Table 2 Notes

During this quarter, 65 new demos were added under crop diversification projects, mainly in Negros Occidental and Zambales. Ongoing demos that were established during the 3rd and 4th quarters are expected to be completed in the 1st quarter of 2024.



Section 2 IMAGES OF DEMO PLOTS



Key farmer Bryan Gonzales from Sitio Merkulesan, Barangay Quezon, San Carlos City, Negros Occidental, during the first harvest of his tomato demo.



Field monitoring at key farmer Renalyn Diaz's farm in Barangay Upper, Mahaplag, Leyte. Crops include eggplant, cucumber, hot pepper, tomato, and string bean. Renalyn had just finished installing farm facilities as a requirement for applying for PhilGAP certification.



Key farmer Sergio Guardario and his wife, Anelyn Guardario, in Sitio Lupao, Barangay Quezon, San Carlos City.



A technical Field Day at the KT Techno Hub, showcasing different technologies at the farm to barangay officials, local farmers, other LSA farm owners, and other visitors.



Marcos Dela Cruz and his wife are delighted by the success of their bitter melon demo in Barangay San Agustin, Castillejos, Zambales, which served as a technical Field Day venue.



Avelina Garlit, a key farmer from the RiceBIS project in Barangay Looc, Castillejos, Zambales, is proud of her bountiful watermelon harvest.



Section 3

FARMER TRAINING

A total of 3,721 farmers (1,816 men and 1,905 women) were trained during this quarter. Short-duration training, practical demonstrations, and technical Field Days are conducted in collaboration with project partners, government agencies, and East-West Seed marketing and sales staff.

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					
EWS-KT	Bukidnon	Cabanglasan	1	35	20	15	0%
	Leyte	Baybay City	1	88	52	36	0%
	Metro Manila	Pasay City	2	1,771	741	1,030	0%
	Negros Occidental	San Carlos City	12	111	69	42	0%
	Nueva Ecija	Zaragoza	1	31	17	14	6%
	Occidental Mindoro	San Jose	2	1,202	667	535	14%
	Pangasinan	Umingan	1	255	138	117	18%
	Zamboanga Sibugay	Titay	1	63	26	37	13%
Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project	Camarines Norte	Labo	1	1	1	0	0%
	Camarines Norte	Sta. Elena	2	27	13	14	30%
	Quezon	Calauag	2	16	9	7	6%
Scaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities	Zambales	Castillejos	7	121	63	58	5%
Total			33	3,721	1,816	1,905	6%

Table 4 Notes

A total of 33 training events and 7 technical Field Days were held in 11 provinces across Luzon, Visayas, and Mindanao. Notably, women accounted for the majority of participants, comprising 51% of attendees.

Field Days

Table 5-1: Field Day location and attendance.

Project Name	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT	Bukidnon	Manolo Fortich	2	142	74	68	4%
	Negros Occidental	San Carlos City	2	226	108	118	0%
Provision of Technical Services on the Capacity Development for Farmers of the SDGCoco Project	Camarines Norte	Sta. Elena	1	13	5	8	31%
Scaling of the Gulayan sa Palayan at Pagnenegosyo Toward Prosperous RiceBIS Communities	Zambales	Castillejos	2	68	37	31	1%
Total			7	449	224	225	2%

Training of Trainers

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

Project	Location	Extension Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
EWS-KT + RiceBIS	Zaragoza, Nueva Ecija	Batitang Agriculture Cooperative	Seedling Production	31	17	14	30%
Total				31	17	14	30%

Other Value Chain Highlights

KT staff continue facilitating and assisting key farmers in linking their harvest to different kinds of markets, ensuring that they will get reasonable prices for their produce.





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	13,353
Country Facebook Group (Members)	34,849	35,624	36,219	36,604
Messenger Group (Members)	-	34	40	74
Country Instagram (Followers)	-	-	20	36

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
34	149,299	259	4,326

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	149,299
EWS-KT YouTube (Views)	12,485	9,680	9,882	11,476
EWS-KT GrowHow (Users)	3,772	3,343	3,059	3,531
VeggieTap by EWS-KT (Downloads + Online Users)	867	648	486	127

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	0

Top 3 Facebook Posts

Facebook posts with the most engagement.



Plastic mulch installation in Castillejos, Zambales

Reach
57,134

Comments
18

Shares
22

Likes
393

Reactions
455



VIEW POST



Hands-on activities in San Lorenzo Ruiz, Camarines Norte

Reach
39,708

Comments
21

Shares
6

Likes
244

Reactions
290



VIEW POST



Ready for transplanting in Sta. Elena, Camarines Norte

Reach
30,070

Comments
4

Shares
8

Likes
306

Reactions
357



VIEW POST

Fresh Vegetable Market Prices

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

Crop	Vegetable Price Fluctuation, October to December 2023 (average price per kilo, in PHP)											
	W37	W38	W39	W40	W41	W42	W43	W44	W45	W46	W47	W48
Bitter Gourd	54	48	50	37	53	49	37	38	45	38	39	52
Eggplant	24	27	28	28	40	57	53	55	38	40	40	37
Cucumber	14	15	13	22	40	32	43	48	44	41	30	40
Hot Pepper Taiwan	185	280	242	106	100	98	90	83	68	60	84	113
Hot Pepper Panigang	44	40	36	33	38	39	37	30	25	28	34	52
Sweet Pepper	315	320	238	116	75	76	46	45	28	29	36	90
Tomato	54	46	59	62	40	38	24	16	15	6	9	23
Yard Long Bean	40	28	15	17	25	23	23	25	33	44	41	53
Squash	32	28	23	26	25	23	21	13	18	14	12	13