



Rice Program CALABARZON



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The Rice Program, as one of the national banner programs of the Department of Agriculture, aims to improve the farmers' income and rice sufficiency level of at least 97% by 2028 under the Masagana Rice Industry Development Program (MRIDP) Pathway 2023-2028.

The MASAGANA Rice Program is anchored on its four key strategies:

1. MAtatag: Resiliency and Stability in Climate Change Adaptation;
2. SAma-Sama: Unity and Convergence in Farm Clustering and Consolidation;
3. GAnado: Motivated and Enthusiastic Farmer-Entrepreneurs in the Rice Value Chain;
4. NApapanahon: Timeliness and Relevant Focus on Digital Transformation



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MATATAG

Resiliency and Stability in **Climate Change Adaptation**

Objective: Increase production by optimizing yield, reduce risk, and increase resilience.

- ✓ Adjust planting calendar
- ✓ Shift main production to dry season
- ✓ Implement balanced fertilization, RCMAS recommendation and use of smart agriculture technologies
- ✓ Strengthen pest surveillance activities and early warning
- ✓ Access to crop insurance



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SAMA-SAMA

Unity and Convergence in Farm Clustering and Consolidation

Objective: Developing economies of scale and diversification.

- ✓ Organization and strengthening of rice farm clusters into agri-preneur
- ✓ Prioritize rice farm cluster in providing interventions
- ✓ Ensure convergence with other agencies
- ✓ Product consolidation
- ✓ Technology transfer activities
- ✓ Promote crop diversification (crop-livestock-fish integration)



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GANADO

Motivated and Enthusiastic Farmer-Entrepreneurs in the Rice Value Chain

Objective: Modernizing production, agribusiness, and agro-industrialization

- ✓ Big Brother - Small Brother approach
- ✓ Replicate contract growing models
- ✓ Organizational and Business Management Capacity Enhancement
- ✓ Start-up program for rice clusters
- ✓ Clusters generating income from value adding
- ✓ Access to market development services
- ✓ Value Chain Financing



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NAPAPANAHO

Timely and Relevant Focus on **Digital Transformation**

Objective: Promoting digital and information technology in Agriculture

- ✓ Real time data collection
- ✓ Knowledge and information exchange
- ✓ Digitalize farm services
- ✓ Advisories, climate and weather updates, and remote sensing
- ✓ Promotion and advocacy thru social media



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The four strategies will only work
if these 3Cs are present:



Convergence

Cooperate

Coordinate



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PROGRAM, ACTIVITY, AND PROJECTS



BAGONG PILIPINAS



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Production Support Services (PSS)

Distribution of production support services:



Hybrid Rice Seeds
Discount Voucher
5,000/ha



Fertilizer Discount
Voucher
3,400/ha



Bio-Fertilizer
Discount Voucher
1,500/ha



Soil Ameliorants
Discount Voucher
1,000/ha



Drone Service
Voucher
2,000/ha



Rice Seeds &
Pesticides
Bufferstocks



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Extension Support, Education and Training Services (ESETS)



Rice Production Technologies



Establishment of Farm Clusters



Rice Crop Manager Recommendations



IEC Materials Dissemination



Support to PAFES Implementation



Agricultural Extension Workers (AEWs) & Farmers Incentives



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Agricultural Equipment and Facilities Support Services (AMEFSS)



Distribution of Farm Production Machinery & Equipment:

- Floating Tiller
- Hand Tractor
- Four Wheel Drive Tractor
- Seed/Fertilizer Applicator
- Combine Harvester
- Rice Thresher
- Rice Reaper



Distribution of Post-Harvest Machinery & Equipment, & Establishment of Facilities:

- Recirculating Dryer
- Warehouse
- Rice Mill



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Agricultural Equipment and Facilities Support Services (AMEFSS)



Construction/Installation of Small-Scale Irrigation Project (SSIP):

- Diversion Dam
- Irrigation Canal
- Small Water Impounding Project (SWIP)
- Solar Powered Irrigation System - (SPIS)



Rehabilitation of Small-Scale Irrigation Project (SSIP):

- Diversion Dam
- Small Water Impounding Project (SWIP)



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Eligible Beneficiaries:

- RSBSA registered farmers tilling 1,000 sqm. and above
- Rice Cluster (F2C2)
- Farmers Cooperative and Associations (FCAs)
- Small Water Impounding System Associations (SWISA)
- Irrigators Associations (IAs)



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Guidelines on Availing Discount Vouchers:

- ❑ Hybrid Seeds, Inorganic Fertilizer, Bio-Fertilizer, and Soil Ameliorants Discount Voucher:
 - RSBSA Generated
 - Endorsed by City Agriculturist/Municipal Agriculturist
 - Clustered area: maximum of 10 hectares
 - Non-clustered area: maximum of 5 hectares



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Guidelines in the Provision of Agricultural Production, Postharvest, and Processing Machinery, Equipment and Facilities

(Memorandum Order No. 50, series of 2020)

1. Letter of intent;
2. Board Resolution;
3. Endorsement from Municipal Agriculture Office (MAO)/City Agriculture Office (CAO), and or Provincial Agriculture Office (PAO);



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4. Photos of the existing shed for storage of machinery/equipment or proof of availability of land for the shed and service area;
5. Proof of conditional deed of donation or sale for the land/lot in favor of the government for private property intended as site for the requested facility;
6. Map of the service area, showing the existing and potential production area



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7. Utilization proposal that indicates the production area and volume, the general specification (including type and capacity) of the requested machinery, equipment and facilities the period of the operation, access scheme of members and non-members, a business plan describing its marketing and sustainability strategies, among others.



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Thank you!



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