



# PHiLMech

Quarterly Publication of the Philippine Center for Postharvest Development and Mechanization

COVER STORY

## Digital Marketing of *Processed* Agricultural Products

2020  
MARKET  
**EXPO**  
PHILMECH



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Processed Agricultural Products

News Feature: First batch of  
machinery grant released

Rice Mech is vital amidst  
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Ms. Christine Ang models the vaorius products featured at the Market Expo 2020.

Photo by DMCCapariño

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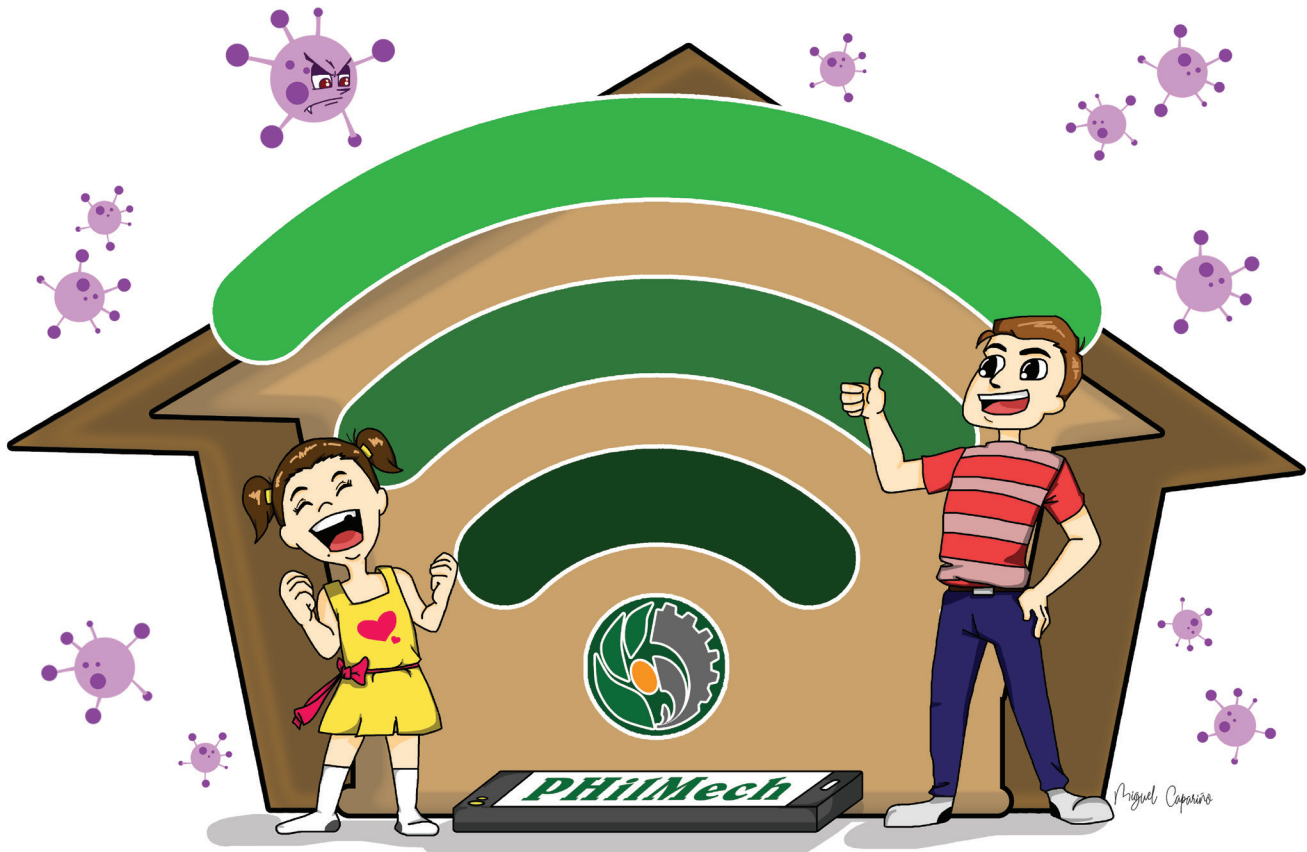
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## PHilMech Goes Online!

The Covid-19 pandemic cannot dampen the spirit of PHilMech as it celebrates its 42nd anniversary. No social gathering? PHilMech goes online through the social media platform. PHilMech celebrates its anniversary virtually.

And so in our 42nd anniversary, we offer the virtual greetings from our executive director of PHilMech, online radio interviews, Rice Mech Kapihan, online techno expo and market expo and other Face book activities like the

dance challenge as celebration activities.

To usher in our first ever distribution of the agricultural machinery, PHilMech meets face-to-face with the farmer beneficiaries but with the necessary health and sanitation protocols.

As we enter into the “new normal” age, changes can also be observed in the packaging of this newsletter – the way we conduct interviews,

our content, our scope and our information delivery system.

But one thing remains the same. Our commitment and our resolve to share with you the knowledge and information about postharvest and mechanization.

We will deliver the news and features through traditional and modern ways. We will reach out and survive this “new normal” scenario.





## 'May the next generation still benefit from this'--Aurora Gov



HON. GERARDO A. NOVERAS

Opening remarks of Hon. Noveras, provincial governor of Baler, Aurora, during the RCEF machine distribution

**"SANA PO ANG MAGING HANGARIN** natin ay dapat pakinabangan pa 'yan (machine grants) ng susunod na henerasyon. Sana po 'yun ang maging motibasyon natin para ito po ay ating ingatan at mahalín," said Hon. Gerardo A. Noveras, provincial governor of Aurora during the turn-over ceremony of agri-machinery under RCEF Mechanization Program. This was held in June 16 at the provincial capitol in Baler, Aurora.

Aurora province has six qualified FCAs under the RCEF program. They received six four-wheel drive tractors and three rice combine harvesters.

Meanwhile, PHilMech Director Baldwin G. Jallorina also encouraged the farmers to use the machines efficiently in order to rebrand the image of rice farming in the eyes of the youth.

"Gamitin natin ito ng husto at sama-sama nating baguhin ang imahe ng pagbubukid sa mga mata ng susunod na henerasyon," Dr. Jallorina said.

"Aarangkada ang magsasaka sa paggamit ng tamang makinarya," the director added.

According to statistics, the average age of farmers in Aurora is 55 years old. Governor Noveras sees the laborious work at the farm as the reason of the youth in refusing to engage in farming. He hopes that mechanization would create good impact especially among the youth in their province—to gain interest in agriculture again.

"Sana po ang epekto nito ay lalong maengganyo ang ating mga kabataan na manahin at ipagpatuloy ang pagpapakain ng kanilang mga

magulang sa ating mga kababayan," emphasized the governor.

"Ang pagtanggap po ng ayuda mula sa pamahalaan ay may kaakibat na sakripisyo. Kailangang pagmalasakitan at pagyamanin ang ayuda na tinanggap mula sa pamahalaan. Sana po, pagyamanin natin, mahalín po natin ang mga tinatanggap na biyaya mula sa ating pamahalaan." Noveras added.

Mr. Dionisio Q. Pablo, one of the recipients and chairperson of Detailen Maria Aurora Irrigators Association, was thankful for the grant they have received as it can both help improve their production and encourage their children to join them in farming.

"Nagpapasalamat po kami sa PHilMech sa pag-aaward sa amin ng mga makinarya para sa aming mga bukirin. Ito ay isang malaking tulong sa amin para sa mabilisang preparasyon sa aming bukirin. Ito ay kailangang kailangan ngayon ng mga magsasaka upang mapabilis ang pagsasaka at mapaganda narin ang kita," Pablo said.

"Ito ay kailangan sa ngayon dahil sa panahong ito, ang mga kabataan ay mahirap nang hikayatin sa pagsasaka. Ngunit ngayon na may makinarya na, naniniwala akong maaakit na namin ang aming mga anak o kabataan na makisali na rin sa pagsasaka," he explained.

Vice Governor Christian M. Noveras, Provincial Agriculturist Arnold B. Novicio, Ms. Zenaida S. Castañeda (APCO-Aurora) and other local officials graced the program. ■ **JMBS**Subaba





**EXPERTS FROM THE** Philippine Center for Postharvest Development and Mechanization (PHilMech) assured the public that the Rice Competitiveness Enhancement Fund (RCEF) Mechanization Component is pushing through despite the COVID-19 pandemic. They announced the news over the RiceMech Kapihan via Facebook Live at PHilMech's Facebook page on May 26, 2020, as part of the agency's 42nd Anniversary celebration.

The Technology Management and Training Division Chief Helen Calica said that training courses have already been conducted in 2019 and early 2020. A shift to online training courses will become the "new normal" so long as quarantine restrictions are still in place.

Calica's team are looking to tap the youth in coops to assist its members once training courses are online. Hands-on training will still be conducted once quarantine restrictions are lifted.

Delivery of machines to 624 Farmers' Cooperatives and Associations (FCAs) under the program will start by June 2020 according to Facility Management and Field Operations Division Chief, Joel Dator. Bidding for the remaining 1068 FCAs will start in June 2020, with deliveries to follow shortly after.

Dator's team will continue to validate FCAs in order to provide them with additional machines if they need it. FCAs who did not qualify in 2019 can apply for 2020 as long as requirements are met.

A total of 34,000 information, education and communication (IEC) materials have been produced and distributed to farmers and



*PHilMech's Ricemech Kapihan via facebook live stream*

## RCEF mech program pushes through despite pandemic

stakeholders nationwide over the past year, according to Applied Communication Division Chief, Engr. Aldrin Badua.

With info campaigns broadcasted through television and radio, Badua plans to create segments for a school-on-the-air, as well as TV programs to provide further information to farmers and stakeholders, especially those in far-flung areas.

A text hotline is also in the works to allow farmers and the public to send questions regarding the mechanization program or anything related to postharvest machines and its procedures.

Headed by Engr. Genaro Tolentino, the enterprise development, a subcomponent of the program in charge of institutional enterprise and sustainability, have trained 51 FCAs to

create business and operational plans. An operations management manual is also in the works which will educate FCAs on how to utilize the machines, as well as how to earn from it post-program.

Tolentino says that consultations among FCAs will be conducted which will address their needs in terms of facilities and equipment for enterprise. FCAs will also be assessed on how well they use their machines in order to achieve the goal of the mechanization program of lowering the production cost.

Despite the pandemic, PHilMech will continue its efforts in making sure that the mechanization program will continue in the most efficient and safest way possible.

■ GATBarroga





# Digital events mark PHilMech's 42nd anniversary

**IN COMMEMORATION OF 42 YEARS** of research & development breakthroughs and efforts in transforming the future of Philippine agriculture, the Philippine Center for Postharvest Development and Mechanization (PHilMech) conducted a series of activities from May 25 to May 30.

With the larger goal of protecting its people, PHilMech celebrated its anniversary in a social distancing-approved way by going digital.

PHilMech leveraged live streams on its official Facebook page ([www.facebook.com/philmech](http://www.facebook.com/philmech)) in hosting

online activities.

The celebration kicked off on May 25 with the welcome remarks from PHilMech Director IV Dr. Baldwin G. Jallorina.

On Tuesday, May 26, PHilMech highlighted and discussed RCEF mechanization accomplishments.

PHilMech also conducted virtual expos to help cooperators, partners, and adopters showcase their products, and to empower

buyers with an online platform during stay at home orders.

On Wednesday, May 27, a techno expo, which is part of PHilMech's Webinar Series, took place. This was followed by a market expo, on Thursday, May 28, where PHilMech showcased and sold products from its technology adopters.

■ JMBLaternas



Official poster for the 42nd Anniversary of PHilMech with one week duration full of activities





(top) Live streaming of Market Expo 2020 via facebook page with Ivy Espiritu of the Enterprise Development Division (EDD) as host

## PHilMech holds virtual market expo 2020

**TO HELP COOPERATORS,** partners, and adopters showcase their products, PHilMech conducted a virtual market expo on its official Facebook page last May 28.

Spearheaded by the Applied Communication Division (ACD) and hosted by Ivy Villanueva Espiritu from the Enterprise Development Division (EDD), the online market expo exhibited products of PHilMech's successful technology adopters.

EDD Division Chief Genaro M. Tolentino gave a brief background on the process of enterprise development. "Let us witness some of PHilMech's partners and cooperators who are now doing businesses using our science-based drying and processing technologies," Tolentino said.

He also mentioned the importance of promoting agricultural products through an online market expo.

"We are conducting this to promote their businesses and products, so that other entrepreneurs will support and patronize them, especially the consumers of our own products," he said.

"Because we are under quarantine, online product promotion and marketing is a must," he added.

The market expo was part of PHilMech's week-long 42nd anniversary celebration: quarantine edition.

PHilMech is amplifying its efforts in adapting to pandemic by exploring the virtual platform. *(See related story on page 16)*

■ JMBLaternas





# Rice technologies featured in first online webinar

**AS PART OF THE PHILMECH** anniversary celebration, the 1st webinar series aired last May 27 entitled Technology Expo 2020 featuring RCEF Mechanization Technologies.

The webinar series was led by Engr. Aldrin Badua, Chief of the Applied Communication Division (ACD), together with Engr. Niño Bengosta and Mr. Mario Pascua from the Technology Management and Training Division (TMTD). They discussed the proper use of machines as well as appropriate farm techniques including land

preparation, plant establishment, harvesting, grain drying and rice milling.

In addition, three farm machinery namely (1) Precision Rice Seeder, (2) Mechanical Rice Transplanter, and (3) Seedling preparation, were discussed to further educate the beneficiaries on how to properly operate the machines for distribution under RCEF.

The main goal of the webinar series was to inform the farmers about the RCEF mechanization program and

how to avail and efficiently utilize these farm machinery.

Engr. Aldrin Badua said "We want to raise rice farmers' productivity and improve competitiveness through strengthened access and use of appropriate rice farm machinery and equipment through this webinar."

The discussion was shared live via DA-PHilMech's official facebook page. Queries were then entertained after the webinar to enable farmers clarify on issues and other concerns.

■ DMCCapariño

## RCEF-Mechanization Program


**Intervention 5 :  
RICE MILLING**

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- ✓ High efficiency milling with optimum milling recovery of 65%
- ✓ Village or Local Milling will encourage to stabilize the supply of milled rice in the locality
- ✓ To encourage value adding of rice through rice milling trade

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**Save up to 3% milling losses due to low milling recoveries by inefficient milling machines**



Compact Village Rice Mill




Multi-pass Rice Mill



**PHILMECH  
TECHNO EXPO 2020**  
Webinar Series

email: [od@philmech.gov.ph](mailto:od@philmech.gov.ph)  
website: [www.philmech.gov.ph](http://www.philmech.gov.ph)



**TECHNO EXPO**

Engr. Aldrin Badua discussing Rice Milling during the Technology Expo 2020





# PHilMech sets P2B RCEF farm machinery distribution

**THE PHILIPPINE CENTER** for Postharvest Development and Mechanization (PHilMech) is ready to distribute the first batch of farm machines under the Rice Competitiveness Enhancement Fund (RCEF) as it successfully conducted the bidding for such.

PHilMech Executive Director Dr. Baldwin G. Jallorina Jr. said the first batch of farm machines to be distributed under the RCEF is worth approximately P2 billion. This is part of the first P5 billion allocated under the fund for mechanization of rice farms.

Under Republic Act 11203, or the Rice Tariffication Law, P10 billion will be allocated every year for the next six years from 2019 for RCEF. This will be allocated as follows: P5 billion for farm mechanization; P3 billion for high-yielding seeds; P1 billion for credit support; and P1 billion for training programs.

“The P2-billion worth of farm equipment bid out and awarded forms the first batch to be awarded to qualified farmer cooperatives and associations (FCAs) under the mechanization component of RCEF. The next batch of farm equipment to be bid out will amount to P3 billion. PHilMech conducted an exhaustive evaluation of qualified FCAs before the bidding was conducted starting late last year,” he added.

Forming the first batch of equipment successfully bid out were four-wheel tractors, rice combine harvesters, rice reapers, precision seeders, walk-behind transplanter,



*Specified machines for distribution under RCEF mechanization program*

riding-type transplanter, hand tractors, floating tillers, mini rice threshers, mobile rice mills and rice mills.

Except for the four-wheel tractors, rice planter/seeders and rice combine harvesters, the rest of the equipment bid out were locally-fabricated.

However, PHilMech made sure that the four-wheel tractors and rice combine harvesters would be sourced from respectable and established global brands. “This is also to make sure that the funds allocated for the mechanization component of RCEF will be well-invested in quality equipment,” Jallorina said.

A total of 495 four-wheel tractors, 356 rice combine harvesters and 576 hand tractors are set for distribution to qualified FCAs. Also set for distribution are: 103 rice reapers; 52 precision seeders; 106 walk behind transplanter; 118 riding type

transplanter; 347 floating tillers; and 46 rice mills

The next batch of equipment may include mechanical dryers and other types of farm equipment needed in the rice value chain.

PHilMech estimates that farm mechanization can lower the cost of cultivating palay (unmilled rice) by P1 to P2 per kilo. At present, the cost of producing a kilo of palay in the Philippines is P12.72 per kilo while it is P6.62 in Vietnam and P8.86 in Thailand.

Besides evaluating the FCAs, PHilMech is also conducting training for trainers who would impart knowledge on the importance of farm mechanization and maintenance procedures for agricultural equipment to the farmers and cooperatives/associations qualified to be beneficiaries under RCEF mechanization components.

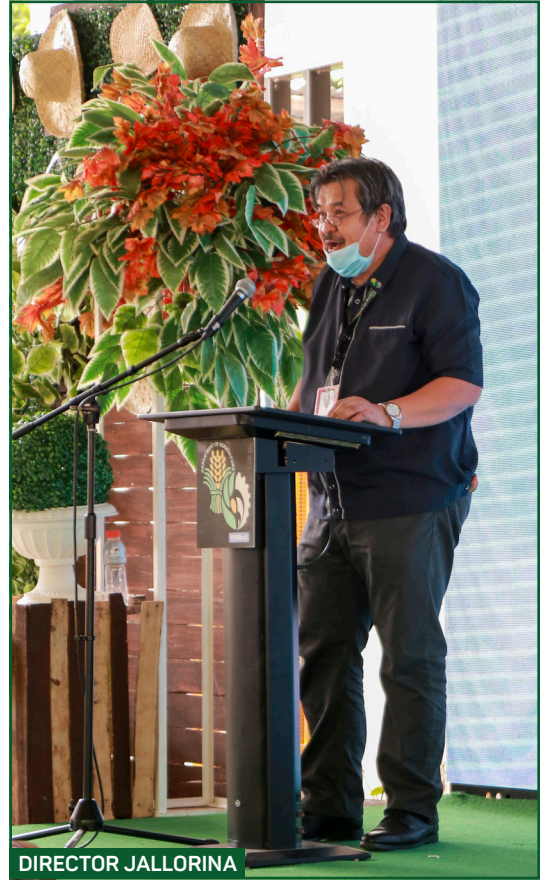
■ JCArayat





FCA CHAIRPERSONS

(left) FCA participants from different municipalities of Nueva Ecija  
(right) Opening remarks of Director Jallorina during the RCEF machine distribution



DIRECTOR JALLORINA

## Rice Mech is vital amidst Covid-19 pandemic

**THE PHILIPPINE CENTER** for Postharvest Development and Mechanization (PHilMech) reiterated the importance of mechanization as unprecedented agricultural sector challenges loom further amid the persistence of coronavirus disease 2019 (COVID-19).

“In this pandemic period, we believe that rice mechanization is very relevant and timely especially to our farmers,” PHilMech Director IV Baldwin G. Jallorina said during his streamed remarks last May 25.

Aside from reducing the production cost of rice farming, Jallorina

believes that modernizing agriculture will reduce our dependence on a precarious labor force.

“Since social distancing must always be observed and social gatherings or meetings are cancelled in this period, then use of excessive laborers in the field is discouraged. Utilizing rice machines is then applicable since only two to three people are needed to get the work done,” Jallorina noted.

“Promotion of FCAs of the use of rice machines from the farmers adjacent to their area can be done via SMS only so as to maintain social distance,” he added.

As PHilMech celebrates its 42nd anniversary, Jallorina envisioned to raise rice farmers’ productivity and improve competitiveness through mechanization.

“We will accelerate and fast-track the distribution of rice machinery to all the qualified FCAs nationwide. With this, we can help our farmers increase their production, save losses and overcome this crisis as one,” he assured.

Since 1978, PHilMech has been intensifying farmers’ competitiveness and upscaling the rice production in the country.





FCAs received their certificates from RCEF machine distribution together with provincial Governor, Hon. Oyie M. Umali

"For 42 years, our research, development and extension efforts were geared towards transforming the future of agriculture. We improve and innovate operations, processing and systems in the agriculture and fishery sector with relevant and helpful interventions. Our goal is to transform the lives of our stakeholders especially our farmers and fisherfolk," Jallorina said.

Dr. Jallorina also highlighted PHilMech's accomplishments on the Rice Competitiveness Enhancement Fund (RCEF) – Mechanization Program.

"PHilMech has identified, evaluated and conducted field validation of 1,140 FCA beneficiaries. We have shortlisted

and facilitated the signing of MOA of 624 FCA beneficiaries. Profiling and benchmarking of beneficiaries were also conducted among 359 out of 624 FCAs," Jallorina said.

"Moreover, we have also conducted eight batches of bidding activities from pre-procurement up to post-qualification/evaluation," he added.

PHilMech has also been conducting various training and information dissemination to make farmers more competitive.

"Under the Rice Extension Support Program for RCEF, we have produced and distributed 34,000 copies of Information, Education and Communication materials. Our

dissemination activities have utilized radio, tv, newspapers and the internet," Jallorina said.

"We also have conducted two batches of specialist training with 63 participants and 27 batches for FCA operators. A total of 542 FCAs and 1,142 operators were trained last year. Fifty FCAs were also trained on the management of farm service centers," he added.

In line with this, PHilMech is ready to distribute the first batch of farm machines worth P2 billion to qualified farmer-beneficiaries and organizations.

■ JMBLaternas



**Rice Competitiveness Enhancement Fund**  
*mechanization component*

**Distribution Areas**

- Nueva Ecija • Bulacan • Pampanga • Tarlac • Aurora • Bataan • Camarines Sur • Zambales •

**Distributed Technologies**

- Four-wheel tractor (116)
- Hand tractor (249)
- Floating Tiller (9)
- Precision Seeder (9)
- Walk-behind transplanter (13)
- Riding-type transplanter (17)
- Reaper (9)
- Combine Harvester (58)

**Number of FCA beneficiaries**

140 from different provinces

**Estimated number of farmers**

15,570 farmers



**MACHINE TAKEOVER**

*FCAs taking home their new farm machinery from the RCEF mechanization program*

## RCEF mech quarterly update

**AS OF JUNE 2020**, a total of 140 Farmers' Cooperatives and Associations (FCAs) were granted farm machinery. Meanwhile, an estimated number of 15,570 farmers benefited from the mechanization program. These beneficiaries came from different provinces of Nueva Ecija, Bulacan, Pampanga, Tarlac, Aurora, Bataan, Camarines Sur and Zambales.

The distributed machines, both local and imported included Four-wheel Tractor, Hand Tractor, Floating Tiller,

Precision Seeder, Walk-behind Transplanter, Riding-type Transplanter, Reaper, and Combine Harvester with a total count of 480 machines.

Since the first distribution of farm machinery held at the Philippine Center of Postharvest Development and Mechanization (PHilMech), the program aims to reach thousands of FCAs in 56 different provinces to increase the farmer's productivity and efficiency.

■ DMCCapariño





Farm machinery distribution in Castillejos, Zambales



PHILMECH Director Baldwin Jallorina



Farm machinery distribution held at Provincial Capitol of Bulacan



Awarding of certificates to FCAs



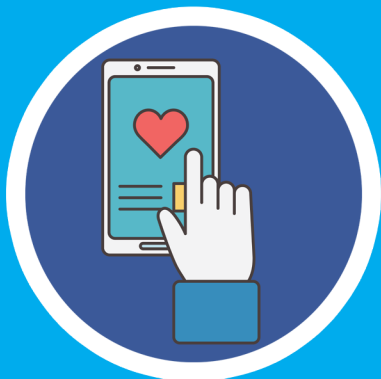
Combine Harvesters



Riding-type Transplanters



# ✓ **CONNECT** WITH PHILMECH



1

Hit the like, follow and subscribe button to keep you updated on our events and activities!

Interact with us by asking questions on the comment section or by sending us a message.

2



3

Be part of our activities by participating. You may win some freebies! You may also be featured on our page!



4

We prioritize your safety so with the "new normal", let's stay connected at home!

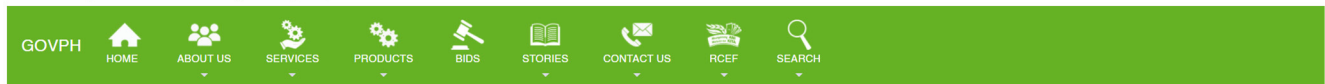


The Philippine Center for Postharvest Development and Mechanization continuously provides information through social media platforms. Aside from the official website and contact information provided, you may also connect with PHilMech via facebook, instagram, twitter, and even youtube. So don't forget to like, follow and subscribe to stay updated!



# PHilMech WEBSITE

[www.philmech.gov.ph](http://www.philmech.gov.ph)



Republic of the Philippines  
PHILIPPINE CENTER FOR POSTHARVEST DEVELOPMENT AND  
MECHANIZATION  
ISO 9001: 2015 | ISO 14001: 2015 | OHSAS 18001: 2007



## PHilMech SOCIAL MEDIA

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DA-PHilMech TV



@philmech



LET'S GO  
**ONLINE!**





# Digital Marketing of Processed Agricultural Products

by Mila B. Gonzalez

Food products for sale? Try digital marketing.

It has a global reach and it incurs lesser cost compared to traditional marketing like newspapers, television, radio and outdoor advertising.

Digital marketing uses the internet or digital technologies such as computers and mobile phones to promote products. Yes, even agricultural food products, both raw and processed. It has a huge potential of reaching target clients.

There are various digital marketing channels available. Search engines like Google, websites, e-mails, social media, blogs, e-books, webinars and SMS messaging are some of the choices in the digital market.

Marketing through the digital platform is an innovative way of selling food products amidst the Covid 19 pandemic. Yes, the Covid 19 pandemic may have limited travel destinations, prevented social gatherings, enforced physical distancing, introduced sanitary and health protocols, but it cannot dictate on how small-scale entrepreneurs adapt to the changes.

Are Filipino farmer- entrepreneurs ready for digital marketing? They are taking the plunge, albeit gradually.

## Partner-entrepreneurs of PHilMech and their processed products

A few of the PHilMech partner-entrepreneurs marketed their products online through Facebook Live during the virtual anniversary of PHilMech. And yes, they showed it can be done.



**Casile-Guinting Upland Marketing Cooperative.** This cooperative is based in Cabuyao, Laguna. It has been a PHilMech partner since 2015 when the PHilMech Multi-Commodity Solar Tunnel Dryer (MCSTD) has been installed in their cooperative. Using the PHilMech-recommended coffee processing system and technologies, the cooperative offers high quality coffee like its Kape de Cabuyao. Products for sale in their retail store include coffee in tea bag, ground blend coffee, and pure ground Robusta. This women-dominated cooperative is a regular participant of Coffee Expo prior to the Covid 19 times. It also has its own Facebook account.

**Fabrigas Enterprises.** Also adopting the PHilMech recommended system for coffee is the Fabrigas Enterprises based in Dipaculao, Aurora. Managed by Princess Fabrigas, the enterprise produces the Diarabasin Coffee known as Aurora's Blend. Sold in their retail store in Dipaculao, this coffee is marketed in the different hotels in Baler, Aurora like the Bahia 1 and 2 and the Costa Pacifica.

The Robusta Ground Coffee of

Fabrigas Enterprises is sold at 400g, 300g and 100g. These coffee products are also seen in their Facebook page.

**Bakhita Herbs and Tea.** The Bakhita Herbs and Tea is being supervised by the Canossian Daughters of Charity. This is based in Malasin, San Jose City, Nueva Ecija. PHilMech became its partner through the PHilMech technology they are using - the MCSTD. Through this drying technology, the business enterprise is able to produce quality turmeric tea and ginger tea which are being marketed not only in Nueva Ecija but also in Manila, Laguna and Baguio. Bakhita Herbs and Tea has their own Facebook page.

**KKK Enterprise.** This family based enterprise in Paco, Manila is led by Mer Layson. It produces soybean products like soymilk, soy coffee, and soy ice candy bearing the business name KKK which stands for the couples' children, Kyle, Kyla and Kevin. The KKK Enterprise has been PHilMech's partner and adopter of the PHilMech recommended processing system of soybeans. The enterprise uses both traditional and digital





marketing like the social media in the promotion of its soybean processed products.

**Don-C Food Products.** This family-based enterprise is located in San Jose City, Nueva Ecija. It is managed by a former Overseas Filipino Worker (OFW), Lanie Cayog. She is an adopter of the PHilMech recommended system for soybeans. The Don C Food products include soybean roast, kape blend and rice coffee. It also has a Beanyfits Facebook page to promote their products.

**Alion Kapit Bisig Self-Employment Assistance Kaunlaran Association.**

This female-dominated association is based in Mariveles, Bataan. In partnership with PHilMech, the association follows the PHilMech recommended cashew nut processing system. This technology system improves the quality and value of cashew kernels. Technology components of the system include the PHilMech developed whole cashew kernel sheller and the charcoal-fired oven.

The association produces and markets Graciellos cashew products like roasted whole cashew nuts, roasted split cashew nuts, cashew nut butter and so forth. These are sold in Bataan, Zambales, Nueva Ecija and the Metro Manila. A frequent participant of trade fairs, the association has also its own Facebook page.

**Kababaihang Masigla ng Nueva Ecija.**

Based in Ilog Baliwag, Quezon, Nueva Ecija, this association consists of rural women processing fruits, vegetables and fish. Their products include dried tomatoes, tamarind sweets, guava jelly, dried herbs, tilanggit (salted dried fish), turmeric and ginger tea, rice wine and so forth. These products are sold in various market outlets in Nueva Ecija and Metro Manila.

The KMNE has been a long time partner of PHilMech because of the PHilMech technology the association is using -- the MCSTD. It is also a social laboratory assisting PHilMech in briefing and showcasing PHilMech technologies and processes. Its Facebook page has for its tagline— Back to Basics, Back to Natural

**Tips in harnessing the digital market**

Among the digital marketing channels, the PHilMech partner-entrepreneurs use more the social media, particularly Facebook, to market their produce.

Below are some tips to fully maximize the social media as a digital marketing channel.

1. Create your own identity. What is different about the product you are selling? Emphasize it in your Facebook page.
2. Identify your goal. This must be very clear from the very start. What is your goal in FB? Create awareness about the product? Convince audience to buy the product or service? Increase sales? After identifying the goal, design strategies

to accomplish the goal.

3. Update content regularly. Surely, there is one thing new about the product you are selling.

4. Participate in virtual events. Make your presence felt. To be featured in such events along with other entrepreneurs is a great opportunity to showcase products. Grab this opportunity.

5. Interact. This is one thing good about FB. It is interactive. Queries? Answer them fast. This is one way of building loyal clients. Make them feel they are important by answering their questions.

6. Assess, evaluate. So you are in Facebook for a year now. Assess your performance. How many views and likes have you garnered? Are these translated to sales? Evaluate and shift gears if needed to bring in sales.

Times have changed. In this digital age, entrepreneurs need to adapt to changes to meet the needs of the time and the target clients. Aware of this, PHilMech is finding ways to help its partner-entrepreneurs cope with the times through the digital platform.





AWARDING OF CERTIFICATES



MACHINE DISTRIBUTION

(left) Certificate awarding to FCA Chairs with Director Jallorina, Crispolo Bautista, Hon. Gov. Oyjie Umali, and Hon. Mayor Alvarez  
(right) Machine distribution set-up at PHilMech

## First batch of machinery grants released

### THE RICE COMPETITIVENESS

Enhancement Fund (RCEF) mechanization program implemented by the Philippine Center for Postharvest Development and Mechanization (PHilMech) has released 31 four-wheel tractors, 13 rice combine harvesters and two riding-type mechanical rice transplanters to 36 Farmers' Cooperatives and Associations (FCA) in Nueva Ecija. The turn-over ceremony was held in June 4 at the PHilMech main office in Munoz Science City, Nueva Ecija.

This is the first batch of distribution of machinery grants to qualified FCAs under the two billion 2019 budget. It is projected that 5,968 farmers from Nueva Ecija, who are FCA-recipient

members, will benefit from the distributed machines.

Dr. Baldwin G. Jallorina, PHilMech Director IV, addressed the 141 FCA members who joined the ceremony explaining the objectives of the mechanization program.

*"Sa loob ng anim na taon na ito'y ipatutupad, nais ng programa na isulong at ipakilala sa mga magsasakang Filipino ang paggamit ng mabisa at matipid na makinaryang pansaka. Nais din nitong bigyan ng pagkakataon ang lahat ng magsasaka na makagamit ng angkop na makinarya sa produksyon ng palay hanggang sa makatapos-ani,"* Jallorina said.

Director Jallorina encouraged the recipients to be responsible stewards of the machines and to use it efficiently and regularly to rebrand agriculture and farming for the next generation.

*"Bagaman grant po ito, nawa ay alagaan natin ang mga makinaryang ating tatanggapin. Gamitin natin ito nang husto at sama-sama nating baguhin ang imahe ng pagbubukid sa mga mata ng susunod na henerasyon,"* he said.

PHilMech has yet to deliver 50,000 to 70,000 more units of agri-machinery to 9,000 FCAs under 56 provinces, and 1200 municipalities nationwide under the three-billion budget for 2019.





FCAs receive requested machinery



Message of Secretary Dar via zoom to FCAs

Dr. William D. Dar, Department of Agriculture secretary, was virtually present through an online video conference when he addressed the FCAs during the ceremony. He lauded PHilMech for its efforts to deliver the machinery to FCAs under the RCEF program.

"Let me congratulate the officials of PHilMech led by Baldwin Jallorina. Let's do much more in really appreciating what are the very requirements of these FCAs that what would work for them be our guideposts. Of course, there will always be state-of-the-art machinery that we need to give them," said the DA Secretary.

Dr. Dar also explained how all the efforts of the agencies of DA like PHilMech are gearing towards the program of the department called the "Plant. Plant. Plant." Program. Both Dr. Jallorina and Dr. Dar

expressed their gratitude to Senator Cynthia A. Villar, the principal author of the Rice Tariffication Law which provided the Rice Competitiveness Enhancement Fund. They lauded her efforts in the agriculture sector for the benefit of the Filipino farmers.

Local government officials of Nueva Ecija, Governor Aurelio M. Umali, District II Congresswoman Micaela S. Salvador and Science City of Muñoz Mayor Nestor L. Alvarez, also graced the event. Engr. Crispulo G. Bautista Jr., the OIC regional executive director of the DA-Regional Field Office III, was also present during the ceremony.

FCA farmers have expressed their views and gratitude about receiving the machinery grant from the RCEF Mechanization Program.

*"Ito po ay malaking biyaya para sa aming mga magsasaka. Ito po ang tulay para umangat kaming mga*

*magsasaka lalo na po ngayong inabot natin ang krisis na ito,"* said Marissa Ferrer of Carriedo Malabog Irrigators Association Inc. in Licab, Nueva Ecija.

*"Sa programa ng RCEF, ito'y malaking bagay sa aming mga magsasaka dahil ito ay makapagpapataas ng aming kita,"* said Abraham Dumuk, Jr. of Kaagapay ng Bayang Sagana Agriculture Cooperative in Catalanacan, Nueva Ecija.

Right after accomplishing the documentary requirements on the transfer of ownership of the machines, the FCA operators have driven home their million-worth machines.

PHilMech has strictly implemented preventive measures under the new normal for mass gathering during the ceremony. Temperature screening, handwashing, social distancing and properly distanced sitting arrangements were strictly observed.

■ JMBSubaba



# PHilMech GFPS conducts online HGDG training

**THE PHILIPPINE CENTER** for Postharvest Development and Mechanization (PHilMech) GAD Focal Point System (GFPS) conducted the “Online Training Workshop on the Use and Application of Harmonized Gender and Development (GAD) Guidelines to Program Development” last June 15-19.

The training workshop focused on the basic concepts of GAD, gender analysis, and application of the HGDG tools on PHilMech’s programs and projects. It aimed to increase the knowledge and skills of the participants on assessing gender responsiveness of projects and program and integrating gender perspectives in project cycle development.

“I would like to emphasize that gender analysis is a very important process in gender mainstreaming. This is the important skill na kailangan alam natin so that we are able to integrate gender perspective sa ginagawa natin,” said Ms. Jemelle Z. Milanes, an independent consultant from the Philippine Commission on Women (PCW).

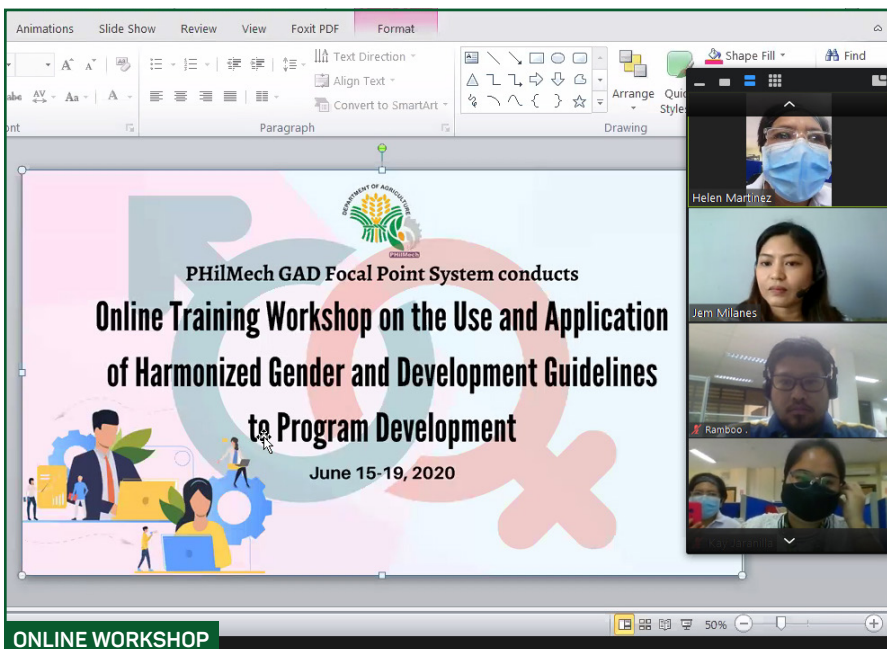
“In gender analysis, there are various tools na pwedeng gamitin to analyze the gender sensitivity of a program or project. Using HGDG tool to ensure that PPAs are gender mainstreamed. This is an important aspect knowing this tool will help the agency determine how much a program or project’s budget can be attributed to GAD,” Ms. Milanes added.

Moreover, the participants found the training workshop informative and they cited the importance of application of HGDG tools in the agency’s PPAs. They also appreciated the resource speaker for reviewing their outputs and sending them feedback individually.

Since majority of the participants were on a work-from-home scheme, the training was held using appropriate online platforms such as Google and Zoom. This was also to comply with the social distancing measures in consonance with the new normal.

Eighteen participants composed of project leaders and staff from Applied Communications Division (ACD), Bio-Process Engineering Division (BPED), Enterprise Development Division (EDD), Planning, Management, Information and Technology Division (PMITD), Socio-Economic and Policy Research Division (SEPRD), and Technology Management and Training Division (TMTD) attended the said training.

This training was the first batch conducted using online platforms to adjust to the current situation. More training will be conducted and spearheaded by the PHilMech GFPS or in collaboration with other Divisions/Units until all personnel are trained on the use of HGDG on project development.



GAD online training workshop via zoom application

CLValmonte





Uploaded by: **Liesel Pinkihan**  
Bayombong, Nueva Vizcaya



Uploaded by: **Escuadro Bulfa**  
Calatrava, Negros Occidental



Uploaded by: **Ryan Dominic David**  
Mabalacat City, Pampanga

**Join the challenge!**  
**Take a selfie with machines,**  
**Post on FB and use the hashtag:**

**#makiselfiechallenge**



# ANNOUNCEMENT

## *Asian Journal* OF POSTHARVEST AND MECHANIZATION

# CALL FOR PAPERS!

Do you have any recent Postharvest and Mechanization-related findings in Biology, Chemistry, Engineering, Social Sciences and Economics?



Email your paper at  
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For more information, visit our website at  
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### KEY DATES:

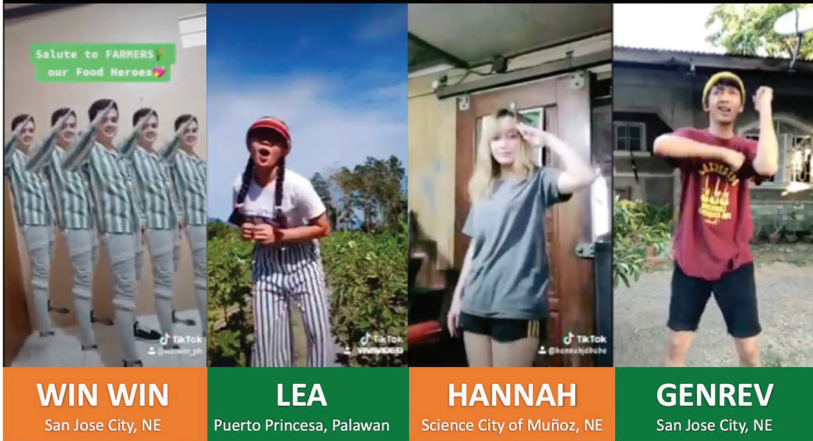
January / July  
February / August  
March / September  
April / October  
May - June / Nov. - Dec.

**Call for Papers**  
**Paper Submission Deadline**  
**Peer Review**  
**Paper Revision**  
**Packaging of AJPM**



# FOOD HEROES DANCE CHALLENGE SPOTLIGHT

## #FoodHeroesDanceChallenge Batch 1



**WIN WIN**  
San Jose City, NE

**LEA**  
Puerto Princesa, Palawan

**HANNAH**  
Science City of Muñoz, NE

**GENREV**  
San Jose City, NE

## #FoodHeroesDanceChallenge Batch 2

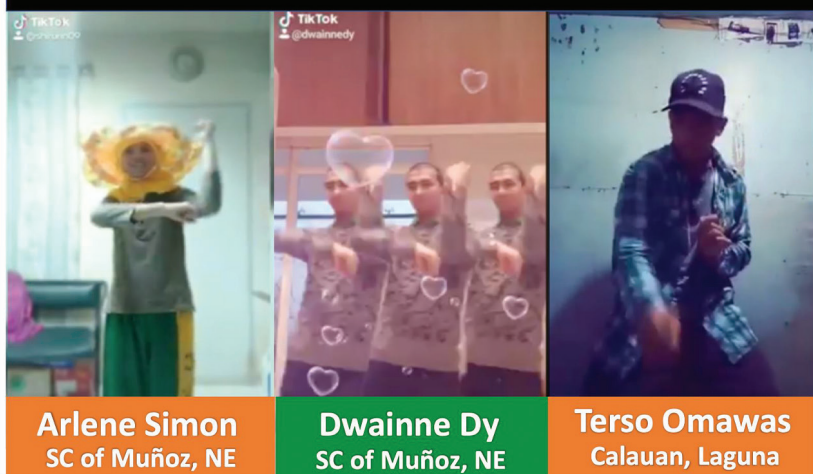


**Karine Castelo**  
Guimba, NE

**Joyce Lavapie**  
SC of Muñoz, NE

**Mitzi Fernandez**  
SC of Muñoz, NE

## #FoodHeroesDanceChallenge Batch 3



**Arlene Simon**  
SC of Muñoz, NE

**Dwainne Dy**  
SC of Muñoz, NE

**Terso Omawas**  
Calauan, Laguna

## #FoodHeroesDanceChallenge Group Entries



**Jojimar Tudla and Keep Hope Alive PH**  
Mansalay Oriental, Mindoro

**PHilMech FMFOD**

Participants from #FoodHeroChallenge of PHilMech as tribute to the Filipino farmers! Check the link below to join on our challenge!

<https://tinyurl.com/yyusd646>



# # SALUTE TO FARMERS





# CAN, Radyo Agila feature RCEF mechanization

**AS THE PANDEMIC CONTINUES,** the Philippine Center for Postharvest Development and Mechanization (PHilMech) continues to bring information to its target clients through the online platform.

Engineer Aldrin E. Badua, chief of Applied Communication Division, discussed the RCEF Mechanization Program at the Covid-19 Action Network Philippines (CAN) hosted by Jessica Cantos live streamed via Zoom application.

Program concepts and overview, implementing guidelines, and mechanization updates were discussed.

Engr. Badua entertained all the given questions after the forum and provided useful information that answers all the queries from the listeners.

CAN is a network that coordinates actions of civil society organizations, the business sector, and other non-government actors to stop the spread of the COVID-19 and protect the lives and livelihoods of Filipinos.

On the other hand, DZEC 1062 *Radyo Agila* in the program *Eat Connect Na* hosted by Mommy Belle Surara and Shallmar Issa, interviewed Director Baldwin Jallorina about PHilMech’s updates in RCEF mechanization program.

On-going implementation of RCEF Mechanization Component – It’s objective is to add knowledge and skills to Filipino farmers on proper usage of machines, high yield production as well as to become more competitive with the other nations in terms of agricultural farming practices. This 6-year program has a yearly budget of 10 billion. Of this, 5 billion is allocated to PHilMech

*Radyo Agila* delivers the newest, fresh, clear and accurate information through its radio station reporters, correspondents and stingers all over the world. It currently holds the “Best Radio Station of the Year” title for 2020. ■ **DMCCapariño**



DIRECTOR JALLORINA



ENGR. BADUA

(left) PHilMech Director Baldwin Jallorina interviewed at Radyo Agila, “Eat Connect Na” radio program (right) Engr. Aldrin Badua, Chief of PHilMech Applied Communication Division live streamed in CAN online forum





# PHilMech recognizes loyalty awardees

**DURING THE CELEBRATION** of the 42nd Anniversary of the Philippine Center for Postharvest Development and Mechanization (PHilMech), loyalty has been recognized and given proper commendation. PHilMech is grateful for the invaluable service and dedication of each employee.

Thirty-five employees from different divisions were recognized as loyalty awardees and all received their plaques of recognition in the second semester of 2020.

The awards were categorized according to the number of years of

service from 5th, 10th, 15th, 25th, 30th, and 35th years of nonstop service to the people.

Among the awardees who celebrated their 35 years of service to the public include the Chief of Agricultural Mechanization Division (AMD), Dr. Romualdo C. Martinez; Chief of Laboratory Services Division (LSD), Lyn A. Esteves, and the Director II of PHilMech, Arnel Ramir M. Apaga. Other awardees with 35 years of service were Dionisio G. Alvindia, Don David T. Julian, Ma. Cristina B. Gragasín, Reynaldo P. Gregorgio and Victoriana M. Barlis. ■ **DMCCapariño**



Some of the loyalty awardees

## 2020 Loyalty Awardees

### 35 years in service

· Arnel Ramir M. Apaga · Dionisio G. Alvindia · Don David T. Julian · Lyn A. Esteves · Ma. Cristina B. Gragasín · Reynaldo P. Gregorgio · Romualdo C. Martinez · Victoriana M. Barlis

### 30 years in service

· Angelito G. De Guzman · Helen F. Martínez

### 25 years in service

· Bezt Gee S. Magararu · Cecilio B. Tan · Donald V. Mateo · Eleine S. Corpuz · Hilda G. Tomas · Lorena N. Miranda · Pio D. Cardinosa · Remellie H. Hermoso · Robelyn E. Daquila

### 15 years in service

· Frances Luisa M. Gallema · Gemma O. Mallo · Jane A. Foronda · Vicky G. Mesa

### 10 years in service

· Aileen R. Ligisan · Aldrin V. Hipolito · Bartolome S. Tesorero Jr. · Daisy O. Tesorero · Danilo M. Gamalag · Gretzen M. Miguel · Lovelle D. Ramos · Maria Criselda G. Halabaso · Shiela Marie A. Villota

### 5 years in service

· Glenda P. De Guzman · Jonathan Alex B. Lagmay · Von Eliel B. Camaso





# ESETS spearheads online anniversary of PHilMech



ONLINE SET-UP

(left) Set-up of ACD in compliance to the "new normal" protocols against the pandemic  
(right) Techno expo 2020 forum via facebook

**DESPITE THE ON-GOING** pandemic covid-19, the Philippine Center for Postharvest Development and Mechanization (PHilMech), Extension Support, Education and Training Services (ESETS) cluster spearheaded the celebration of PHilMech anniversary through the online platforms.

Engr. Aldrin Badua, Chief of Applied Communication Division (ACD), led the activities together with the Technology Management Training Division (TMTD) Chief, Helen Calica

and Enterprise Development Division (EDD) Chief, Genaro Tolentino. Through the use of online platform such as facebook, Instagram, twitter, youtube and the online website of PHilMech ([www.philmech.gov.ph](http://www.philmech.gov.ph)), PHilMech continuously provides necessary information on postharvest and mechanization to farmers, partners and stakeholders.

The online set-up was pushed through to prioritize the safety of people and was considered the considerable option in achieving

both effective communication and compliance to safety hazards from the authorities.

PHilMech focused more on the RCEF mechanization program as part of the big projects of the Department of Agriculture in helping the farmers become more competitive and productive.

Online communication has become the most useful platform for PHilMech and other agencies, groups and organizations during the pandemic. ■ **DMCCapariño**



# PHILMECH MARKET EXPO 2020

## FABRIGAS ENTERPRISES

THE PIONEER  
AURORA'S BLEND



Robusta Ground Coffee	Whole Sale	Retail Sale
400 g	P180	P200
300 g	P160	P170
100 g	P60	P70

P400/kg for ordinary packaging- Ground Coffee  
P350/kg for ordinary packaging- Whole Coffee

Contact Person: Princess Fabrigas | 0912-209-0925

## KKK ENTERPRISES

SOYA MILK



P25/BOTTLE

SOYA COFFEE



P150/200g

Contact Person: Mer Layson | 0917-867-5197

## DON-C FOOD PRODUCTS

SOYBEAN ROAST



P150/200g

KAPE BLEND



P150/200g

RICE COFFEE



P180/200g

Contact Person: Rodil Cayog | 0975-373-1246

## BAKHITA HERBS AND TEA

TURMERIC TEA (BOTTLE)



P170/150g

TURMERIC TEA (POUCH)



P160/150g

SALABAT (BOTTLE)



P180/150g

SALABAT (POUCH)



P170/150g

Contact Person: Lyn Mundohungduan | 0955-370-9070

## CAFE DE CABUYAO

TEA BAG COFFEE



P50 (for pack of 5)

GROUND BLENDED COFFEE



P150/250g

GROUND PURE ROBUSTA



P150/250g

Contact Person: Michelle de Sagun | 0955-722-7820

## ALION KAPIT BISIG SEA-K (GRACIELO'S CASHEW PRODUCTS)

ROASTED CASHEW NUTS (SPLIT)



P115/125g

ROASTED CASHEW NUTS (WHOLE)



P125/125g

ROASTED CASHEW NUTS (SPLIT)



P230/250g

ROASTED CASHEW NUTS (WHOLE)



P250/250g

ROASTED CASHEW NUTS (SPLIT)



P340/350g

ROASTED CASHEW NUTS (WHOLE)



P355/350g

ROASTED CASHEW NUTS (SPLIT)



P120/125g

ROASTED CASHEW NUTS (SPLIT)



P345/350g

CASHEW BUTTER



P185/350g

CASHEW BUTTER



P260/500g

CASHEW COOKIES



P165/380g

Contact Person: Elizabeth Paglinawan | 0905-341-1190

## KABABAIHANG MASIGLA NG NUEVA ECJA

TOMATO SWEET



P100

CANDIED TOMATO



P100

TOMATO JAM



P80

TAMARIND SWEET



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