



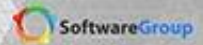


# Microfinance and Inclusive Growth

## MCPI Annual Conference

July 23 – 24, 2015 | Century Park Hotel, Manila

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A photograph of three people in a lush green field, likely a coconut plantation. On the left, a man in a brown long-sleeved shirt and a wide-brimmed straw hat holds a bunch of coconuts. In the center, a woman in a light pink long-sleeved shirt and a straw hat holds a coconut in her right hand and a bunch in her left. On the right, a man in a plaid shirt and a straw hat holds a bunch of coconuts. The background shows a green netting structure and palm trees under a clear sky.

# Farmer Entrepreneurship Program

The San Jose City Experience

Wilfredo A. Alfonso  
City Agriculture Office,  
San Jose City

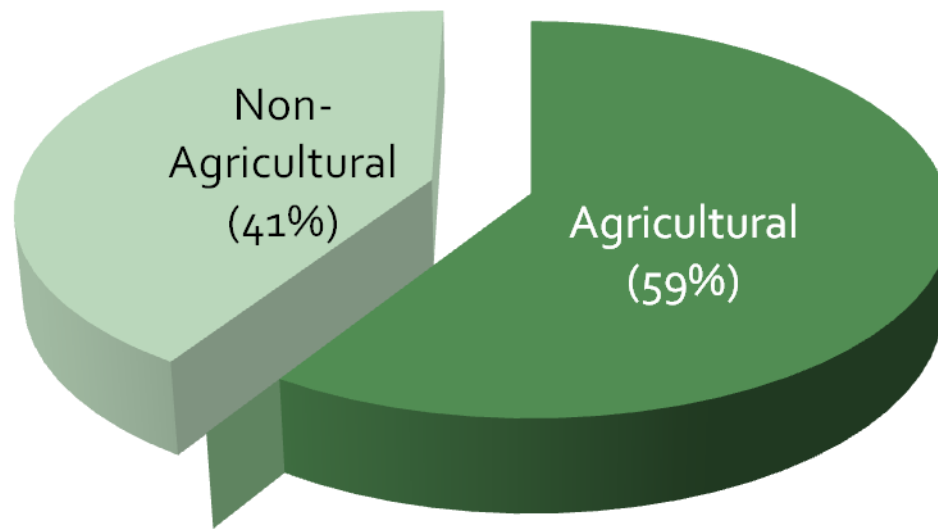
# Presentation Outline

- Basic Information about San Jose City (Slide 3-6)
- Production History of Onions (Slide 7)
- Common Issues in Onion Farming (Slide 8-9)
- The Farmer Entrepreneurship Program (Slide 10-13)
- Strategies (slides 14-19)
- Positive Results and Impact (slides 20-24)



# Background

**San Jose City Land Area: 21,484.42 Hectares**



**Onion Production (2015Data):  
1,323.55 has.  
by 3,373 farmers**

# Type of Onions in San Jose City



Red Shallot (RS)



Red Creole (RC)

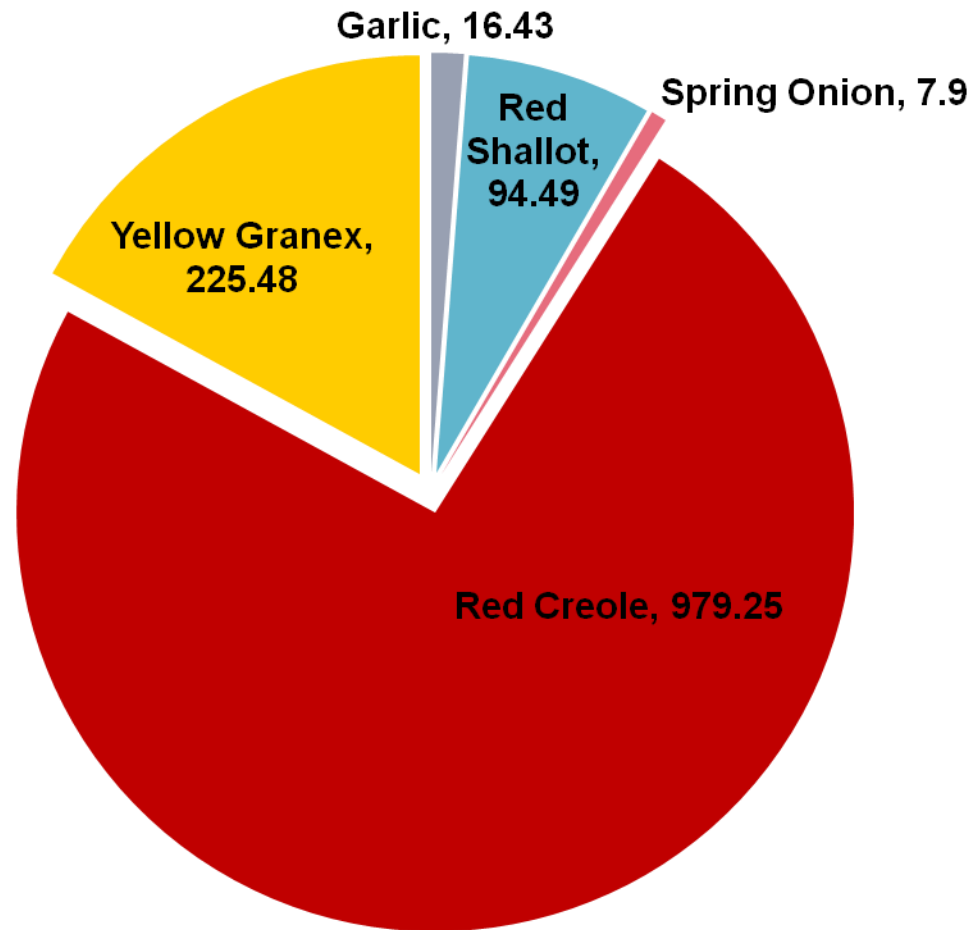


Spring onion



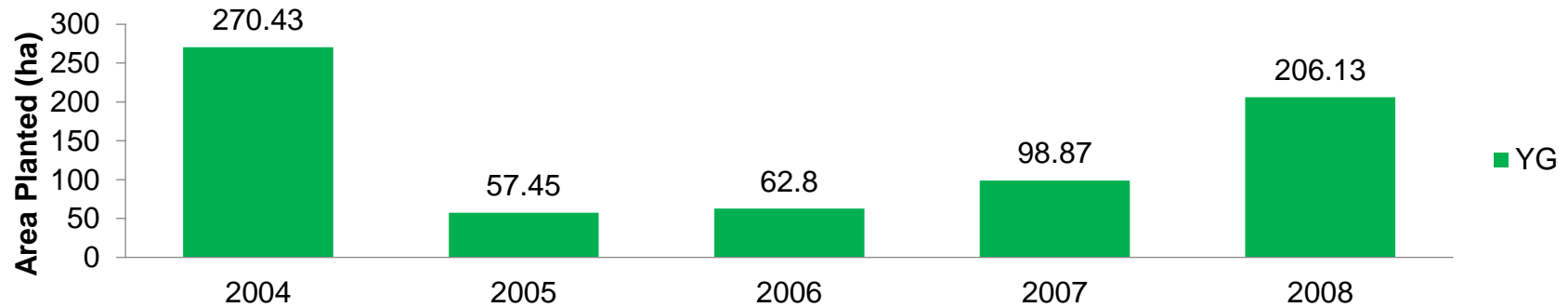
Yellow Granex (YG)

# Area Planted by Onion Type (2015)

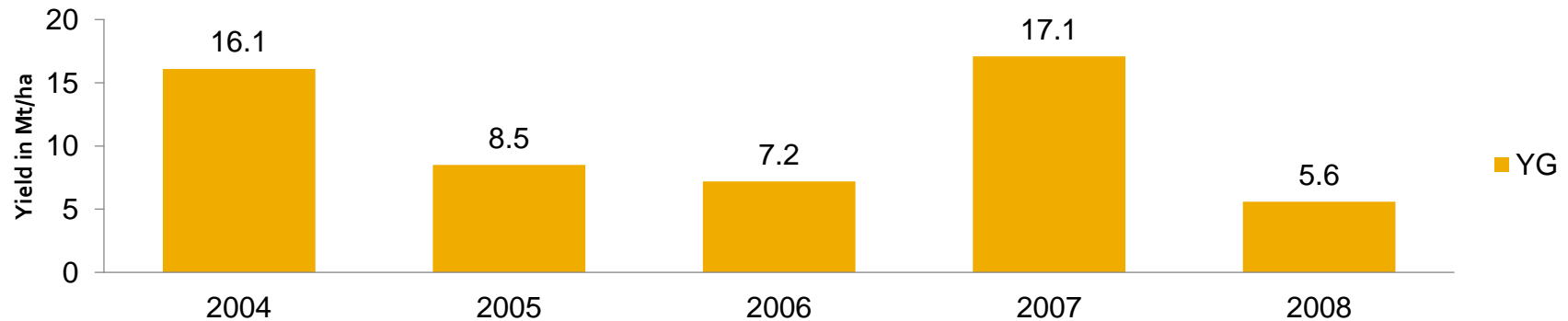


# Trend of Onion Planting by Area & Average Production (2004-2008)

Area Planted for White Onion  
(2004-2008)- San Jose City



Average Yield of White Onion  
(2004-2008) - San JOse City



# Onion Production Issues



# Farmers Attitude



# Project: “Bridging the Farmers to the Jollibee Supply Chain”



## OBJECTIVES:

- *more stable market*
- *just competitive price*
- *increased income and productivity*
- *environmentally sound technologies*
- *strong farmers' organization*

## PROJECT AREAS:

- *Brgy. Kaliwanagan and San Agustin*

# Farmer Entrepreneurship Program



**Farmer**  
Entrepreneurship  
PROGRAM

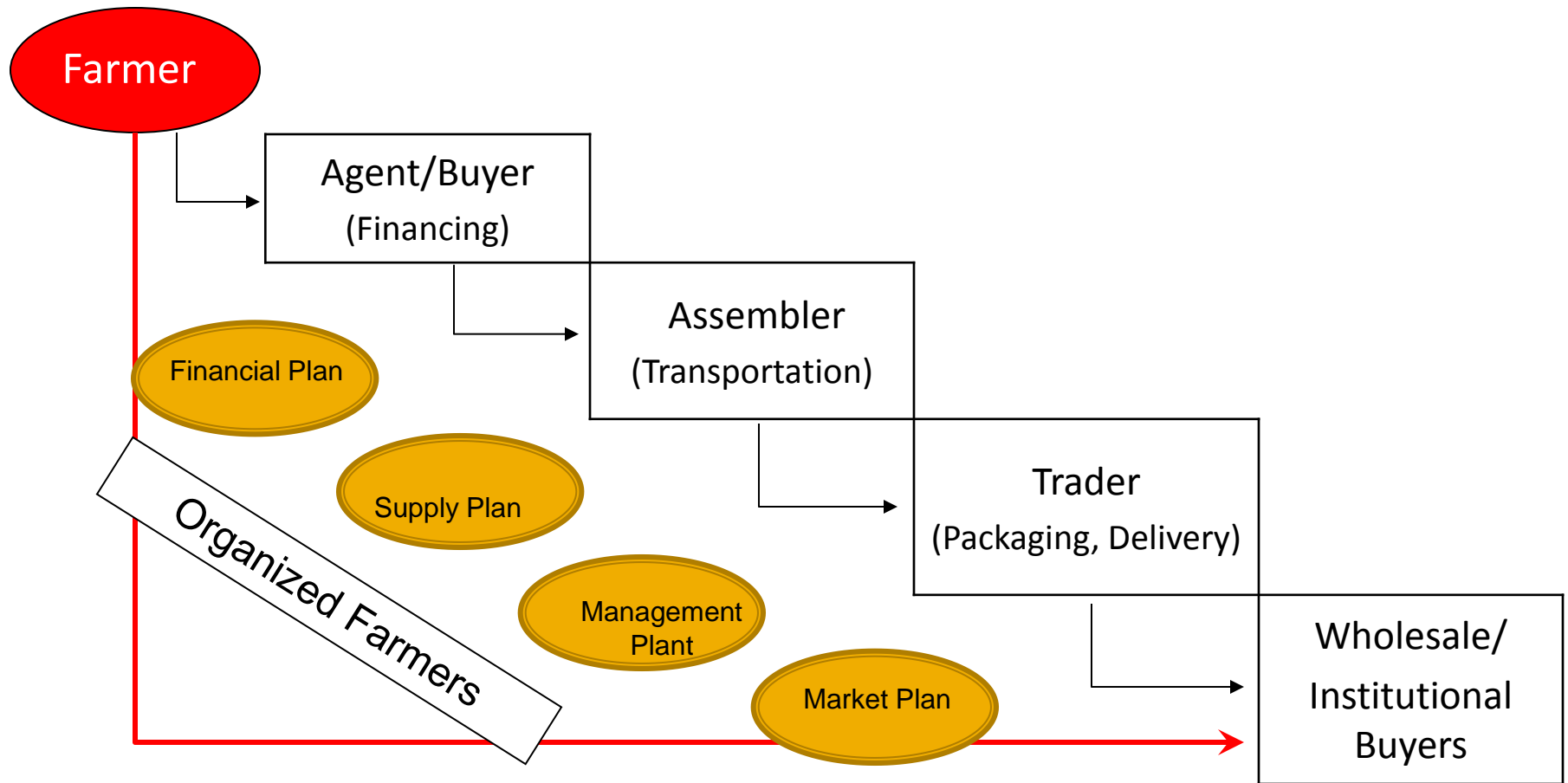
**GOAL:** Help increase income of smallholder farmers by linking them to institutional markets

**Agro-enterprise  
Clustering**

**Linkage to  
Markets**

**Access to  
Financing**

# MARKET FLOW



# Agro-Enterprise Clustering Approach

- grouping of farmers into small clusters for consolidated institutional marketing



# Strategies

- ✓ Organizing the farmers



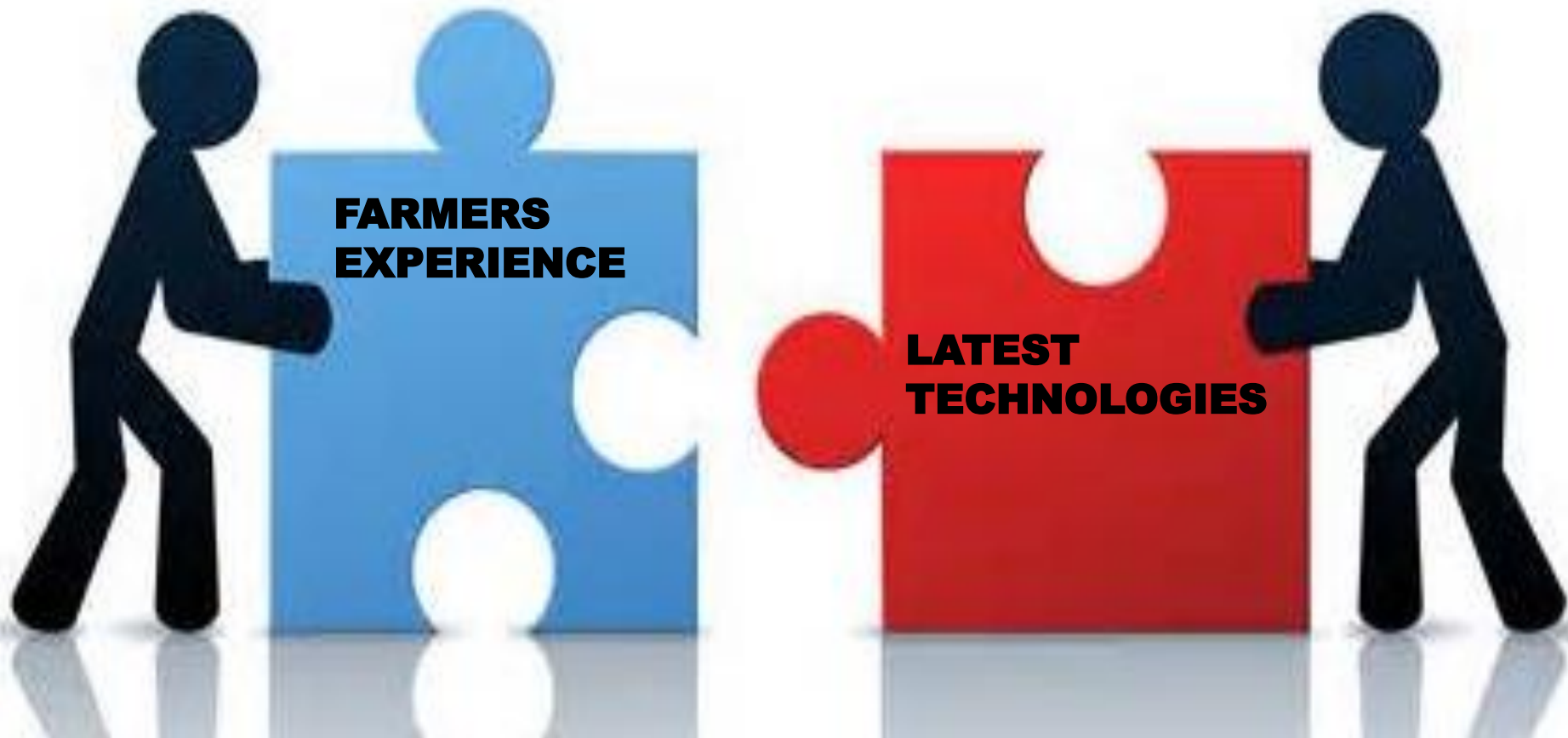
# Strategies

- ✓ Agro-technology dissemination



# Strategies

- ✓ Matching technologies & farmer experiences



# Strategies

- ✓ Intensive technical and management trainings



Explaining the management of the major pest and diseases in the field during their FFS

# Strategies

- ✓ Partnership with micro finance institutions
- ✓ Collaboration with GA's and NGO's



Turn over ceremonies  
of cold storage facility  
and reefer van from  
PhilMech

# Strategies

## Team work of Different Offices/Sector

- LGU
  - ✓ City Agriculture Office
  - ✓ City Cooperative Development Office
  - ✓ City Environment and Natural Resources
- Central Luzon State University (CLSU)
- Alalay sa Kaunlaran, Inc (ASKI)
- Farmer Leaders/Organization

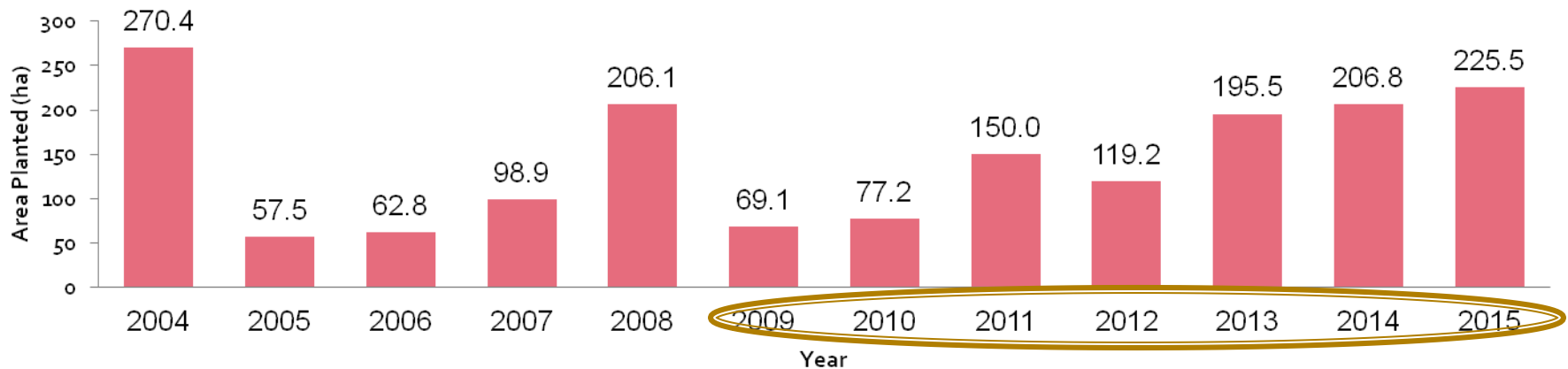
# Positive Results and Impact:

- ✓ **Economic:** Increase in Net income of Farmers
- ✓ **Socio Political :** Collective production-led activities, Developed culture of discipline , etc
- ✓ **Environmental:** Reduced chemical applications

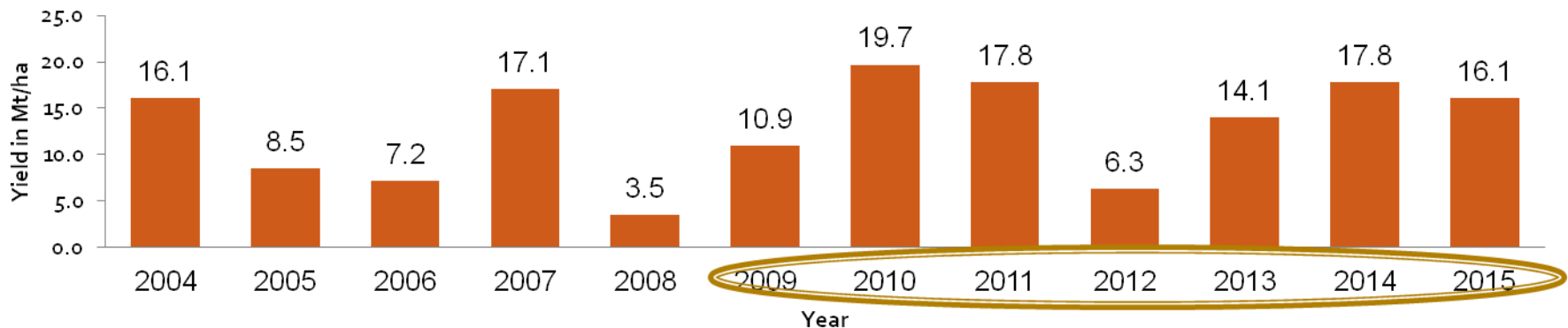


# FEP IMPACT: San Jose City

Area Planted for White Onion  
(2004-2015)- San Jose City

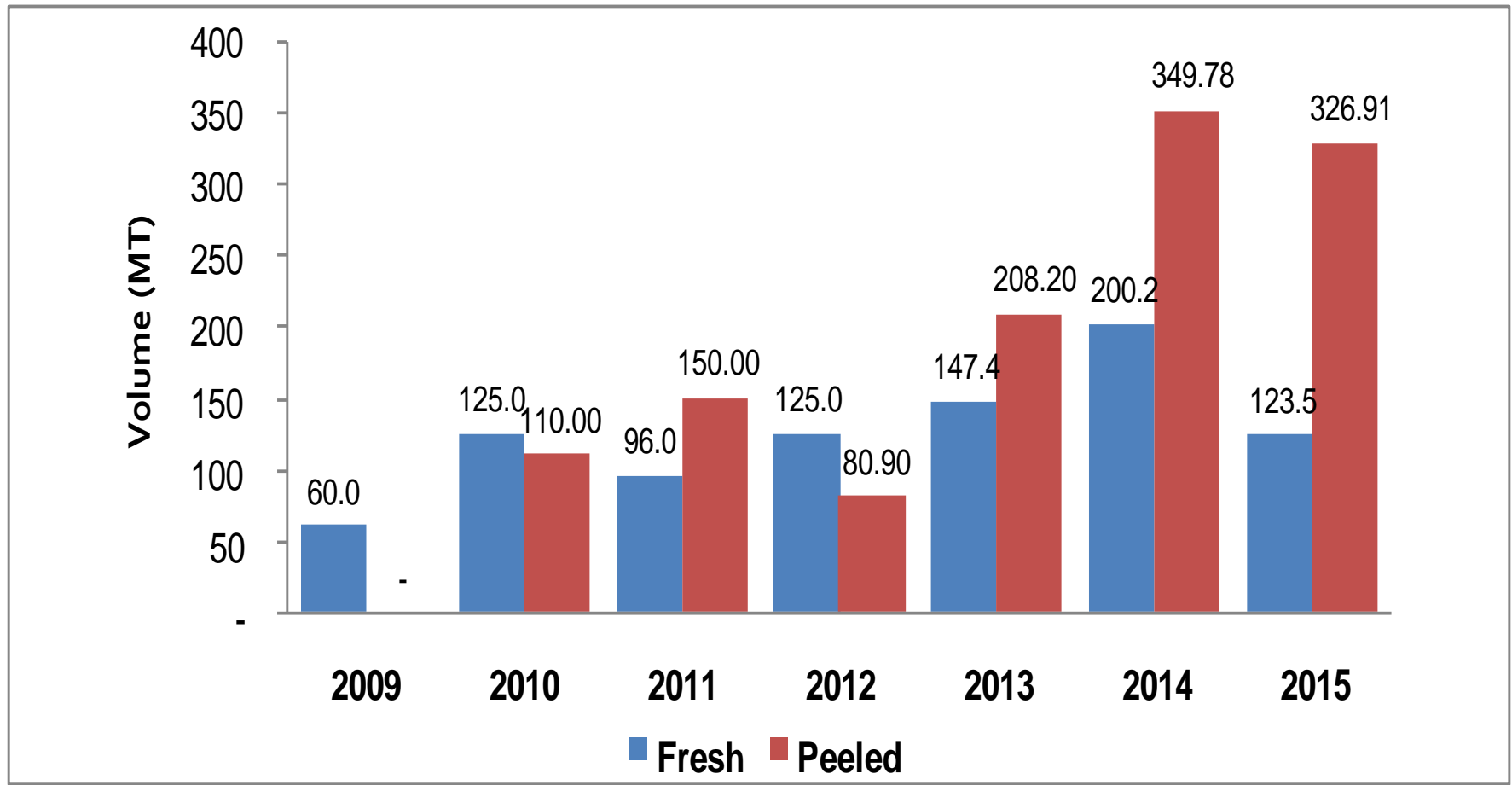


Average Yield of Onions  
(2004-2015) - San JOse City



# Volume & Type of Deliveries

(White & Red Onion, KALASAG& OVEPCO, 2009-15)



\* 2015 – Partial data as of July

# Innovations: Value-adding

- Onion peeling commands higher price and employment generation



# Generation of Additional Support

- Infrastructures Support



Onion Hanger Storage granted by the Department of Agriculture under HVCC Program (RFO3).

# Project Impact to the Community

Before the Project	Today
Uncompetitive price (Monopolize traders) No capability to store their goods	Bench Mark Price Sufficient volume to store their onion (Cold Storage)
High Interest Rate of Loan Hesitancy of some Lending Institutions	Reduced interest rates Various lending institutions offer attractive loans
Calendar Pesticide Spraying	Reduced usage of pesticides
Farmers don't have any other market option	Jollibee Foods Corporation, CDO Foodsphere, Chowking, Splash Foods Corporation, Local Traders

# Project Impact to the Community

- Provides extra income in the community (Indirect Beneficiaries)

Activities	Male	Female
<b>KALASAG</b>		
* Production Farm Activities (per Module)	<b>39</b>	<b>31</b>
*Peeling of Onions (per 10MT volume)	<b>5</b>	<b>55</b>
*Marketing Activities & Transport (per deliver)	<b>24</b>	<b>-</b>
<b>OVEPCO</b>		
* Production Farm Activities (per module)	<b>14</b>	<b>23</b>
*Marketing Activities & Transport (per deliver)	<b>21</b>	<b>16</b>
<b>TOTAL</b>	<b>103</b>	<b>125</b>

\* For every 10MT volume per deliver

“To supply to a big company like Jollibee is an impossible dream for farmers like us. FEP has showed that we could dream big and reach our dreams.”

- Arnold Dizon, Chairman  
Kalasag Farmers Producers  
Cooperative



*"If LGUs will continuously support the farmers and link them to more markets, the agricultural sector of the Philippines will surely develop."*

*- City Government of San Jose*



Thank You!