

“#IAmHampasLupa: A Young Farmer’s Story on Semi-Mechanized Non-Chemical Black Rice Farming, Processing and Marketing in Pototan Iloilo, Philippines”



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OUTLINE

1. TAOFA advocacy
2. #IAmHampasLupa
3. Semi-Mechanized Farming: Landprep, Planting
4. Black Rice- Bingawan Black by TAOFA
5. Non-Chemical: Seaweeds, concoctions, Bokashi, CRH, Guano
6. Production in 4 croppings: Lessons & Challenges
7. Processing: material recovery(milling), miller
8. Marketing: Millennial Style: FB, Value Adding, personal assurance
9. ROI Computation
10. Other matters



TAOFA: Black Rice Farmers of Zarraga

- 2010: 22 active members, 10 black rice farmers
- 2017: 15 active members, 9 Black rice farmers

Reduction in # due to rise of other Farmer Organizations under DA programs

Natural Black Rice Farming have been an advocacy of TAOFA since 2010 in Zarraga Iloilo with members of farmers within the immediate locality of Bgry. Talibong Zarraga Iloilo.

TAOFA: Talibong Organic Farmers Association



Advocacy: #IAmHampasLupa



iamhampaslupa.ph

*-key issues: food, nutrition,
agriculture*

*-food security, food
sovereignty*

*-food=life; consumers as
stakeholders*

*(WE PARTICIPATE IN FARMING,
RE-AFFIRM THE VALUE and ROLE
OF FARMERS)*

*-Hampaslupa = farming= poor
man's trade*

Advocacy: #IAmHampasLupa

Founded: 2015

Supporters and Campaigners: Filipino Youth (role)

-Advocacies

1. 2016 National Elections
2. Food Security Policy
3. Diet for Climate



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-Farming as integrative approach to the advocacies



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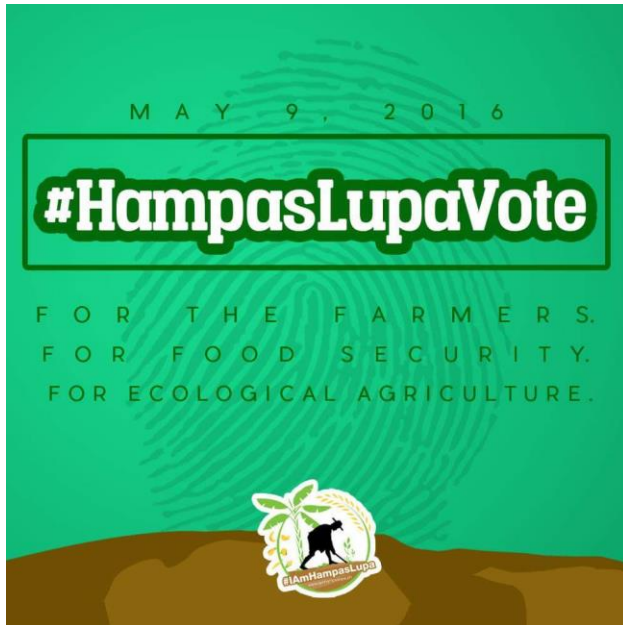


Advocacy: #IAmHampasLupa

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-Advocacies

1. 2016 National Elections



hampas•lupa

*"hit the soil/hit the land"
which in turn means "till
the soil" as farmers do.*





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Advocacy: #IAmHampasLupa

-Advocacies

1. 2016 National Elections
2. Phil. Food Policy





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Advocacies

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Advocacy: #IAMHampasLupa

My Personal Response: Farming as integrative approach to the advocacies



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CHALLENGE YOURSELF

The young biology graduate and senior high school teacher started putting theories on organic farming advocacies into actual practice in 2016 with the guidance of seasoned pillars of TAOFA organic farmers and the learnings from #IAMHampasLupa advocacies.

Family Farming!!!
COUPLES FOR FARM

Family Farming!!!



BUFFERZONES

NORTH-WEST side 2017-2018: Diversified crops: on 1m x1m bund: Banana, Moringga, Coconut, *Colocassia*



SOUTH=WEST side 2017-2018:
1m wide x 1m deep settling canal



SOUTH – EAST: *Trichantera*



NORTH side : 1 m bund; 2 m filter canal



Rice Production phase

- the common problem encountered is the availability of farm help from within the local villagers due to shift in work preferences of the community.

-construction work, motorbike transportation, mall sales personnel, online business

Semi-Mechanized Farming: Land Preparation



Farm mechanization included the use of **manual hand tractor** or **four-wheel drive tractor**, use of Carabao or Manual Hand Tractor depending on availability

Semi-Mechanized Farming: Planting



DIRECT SEEDING



MECHANIZED RICE TRANSPLANTER

Black Rice- Bingawan Black by TAOFA



Non-Chemical: Seaweeds, concoctions, Bokashi, CRH, Guano

LIQUID SEAWEED (w/ *Azotobacter*)



Mixed: GUANO, VERMICAST, CRH



CARBONIZED RICE HULL



CRH: ANTI-SNAIL



BOKASHI

Production in 4 croppings: Lessons & Challenges



FEB. 27, 2017



Use of **manual and motor driven thresher and blower**, hot-air driven raised bed dryer and DOST granted Black rice miller or specially made mobile miller (for unpolished colored rice output) during processing.

Processing:

In the processing phase, availability of Organic Black Rice Miller with quality unpolished rice is one major challenge.



DOST granted Black rice miller (ZARRAGA) or specially made mobile miller (for unpolished colored rice output) during processing.



Marketing: Millennial Style: FB, Value Adding, personal assurance



DEC.31, 2016



Marketing: Millennial Style: FB, Value Adding, personal assurance



For the marketing phase, the role of social media, specifically facebook and messenger played a vital role in product disposal and local consumer mindframing.



Marketing: Millennial Style: FB, Value Adding, personal assurance



DEC.30, 2016

ROI COMPUTATIONS

SINADTO Farm Area: 2 Hectares	2016		2017	
	1st crop	2nd Crop	1st crop	2nd Crop
Production EXPENSES	P80,000	P24,000	P29,000	P45,000
Gross (3 sacks harvested)	100	56	72	57
net: dried seeds	60 sacks @ 50kg/sack	46sacks @ 50kg/sack	49 sacks @ 50kg	48 sacks @ 50 kg
Capital Value of Seeds/SACK	P1,333/sack @ 50kg	P521/sack @50kg	P592/sack @ 50 kg	P937.5 / sack @ 50kg
Capital Value of Seeds/KG	P27/kg capital	P10/kg capital	P12/kg capital	P19/kg capital
Milling Recovery & Expense	0.57 MR P5,000 ME	0.59 MR P5,000 ME	0.725 MR @ P5000 ME	0.70 MR @ P5000
milled (kg)	1710 kg or 34 sacks	1357 kg or 27 sacks	1776 kg or 35.5 sacks	1680 kg or 33.6 sacks
	P85,000/1710kg = P50/kg	P29,000/1357kg =	P34,000/1776kg =	P50,000/ P1680kg =
Capital Value of Milled	P50/kg	P21/kg	P19/kg	P30/kg
Selling Price	P100/kg	P100/kg	P100/kg	P110
	1710kg x P100/kg	1357kg x P100/kg	1776 kg x P100/kg	1680 kg x P110/kg
Sales	171000	135700	P177,600	P184,800
Profit	P171,000 - P85,000	P135,700 - P29,000	177,600-34,000	P184,000-P50,000
	86000	106,700	143,600	134,800
US\$	1622.641509	2013.207547	2709.433962	2543.396226

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- The capital to produce 1 kg non-chemical black rice seeds ranges from P19/kg to P50/kg.

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- In non-chemical semi-mechanized black rice farming, the produce per ha is at 25-30 sacks @ 50kg/sack with capital investment that ranges from P15,000-P45,000/ha.

Additional income & Seed Dissemination



DEC. 29, 2016

CHALLENGES 2016-2018



FLOODING EFFECTS



OPPORTUNITIES



SUPPORT GROUPS

