



A MILLION FOR A HECTARE OF ORGANIC RICE

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THE PHILIPPINES





THE ROLE OF FARM RESEARCH AND INNOVATIONS



TRANSFORMATION OF MIND-SET

Understanding the “nature of farming” and of “being a farmer”



THE CHANGE



from “plant and sell” routine

embrace farming as a
family enterprise



THE NEW PERSPECTIVE



from “production-oriented”

VALUE-ADDING
Being Product-Oriented



"farm to shelves"

**enabling small farmers
to command a price**



RICE BLEND

4kgs produces 3kgs roasted rice at 70.00 PHP
(1.28 USD) per kg

SRP 200 GRAMS

100.00 PHP (1.83 USD)
or 500.00 PH (18.35 USD) per kg

4 T harvest = 3 T processed

. = Php 500 x 3000 kg

. = **Php 1,500,000** or 27,522.94 USD



**BREAKING THE
TRADITIONAL
FARMING NORM**
through farm base
research and
innovations

SALAMAT GID!
Thank You