

**Organic FIELDS Support Program Phase 1:
Quad Media IEC Component
END PROJECT REPORT
30 May 2009**

Submitted by the



La Liga Policy Institute

I. Project Title

Organic FIELDS Support Program Phase 1: Quad Media IEC Component

II. Proponent and Address

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III. Implementing Agency/Institution

La Liga Policy Institute (La Liga)

IV. Collaborating Agencies/Institutions

For the implementation of this component, the La Liga Policy Institute is working with and coordinating with several agencies of the Department of Agriculture and other non-government organizations. Within the DA, La Liga is coordinating with the Office of Secretary, the Office of Special Concerns, the Bureau of Soils and Water Management and the Agriculture and Fisheries Information Service. La Liga is also collaborating with the Office of the City Government of Alaminos and One Pangasinan Foundation. In addition, activities for the OFSP Phase 1: Q-IEC component are coordinated with network members of Go Organic! Philippines including the Education for Life Foundation, Malasimbu Agricultural Cooperative, Mother Earth Foundation, Philippine Rural Reconstruction Movement, Paragos Pilipinas, as well as other environment and alternative health non-government organizations.

V. Project Duration

Date project started: 20 November 2008

Date of project completion: 15 May 2009

VI. Period Covered by this Report

20 November 2008 to 30 May 2009

VII. Project Funding

F.I.E.L.D.S. Program, Department of Agriculture

VIII. Project Background

The Organic Fields Support Program Phase 1 is a complementary program to the DA's Rice Self-Sufficiency Program or FIELDS. OFSP seeks to train and organize a targeted number of beneficiaries on organic fertilizer production and organic farming. It shall also promote awareness, build and strengthen partnerships between DA, LGUs, NGOs, community based organizations and the academe around a more sustainable agriculture sector. OFSP Phase 1 is a partnership initiative between the DA and non-government organizations within the Go Organic! Philippines.

IX. Objectives

The Quad Media IEC Component aims to:

- A. Educate farmers and agricultural producers on organic farming and fertilizer production;
- B. Inform and solicit cooperation among local governments, citizens groups and even policy makers around the DA's organic farming program; and,
- C. Raise awareness and effect behavioral changes in the general public on organic products.

X. Project Design and Methodology

IEC Materials A comprehensive communication plan shall be developed to harmonize and calibrate the various initiatives and activities under this component. Activities around this component shall include production of various IEC materials utilizing quad-media approaches, which shall be directed to various clientele. LGUs, NGOs, farmers groups, environmentalists, church, members of the academe, and personality endorsers shall be mobilized to play the crucial role as agents of information dissemination and promotion.

Informational and educational materials, particularly videos, briefers, brochures and posters shall be produced for nationwide awareness-raising initiatives to be disseminated to agricultural technologists and farmers groups and the general public.

Communications Campaign Furthermore, a quad-media promotional and educational campaign shall also be launched aimed to make "organic" a household word. This shall highlight the various benefits of "going organic," linking organic farming with issues related to environment, nutrition, farmer's incomes and health, among others.

The following shall include the various activities under each type of medium:

National Weekly TV Talk Show featuring discussions on sustainable agriculture; how-to's on various farming methods and organic fertilizer production technologies; stories from the field featuring farmers, LGUs, NGOs and other advocates; and phone-in or SMS interaction between talk show hosts/guests with the audience;

Weekly Radio Show Radio spots covering project site are being targeted by the project. The program is meant to reinforce the printed education and information materials and extension work. An OFSP jingle shall also be developed which will be aired in various stations. Regular media releases and interviews shall be fed to all other stations.

Print Features and Articles Newspaper media releases and briefings as well as Letters to the Editor (LTTE) shall also be utilized for the purposes of promotion and popularization of the program and organic farming in general.

Go Organic! Website A website shall be developed to further promote and popularize organic farming through the internet. IEC materials, stories from the field, coverage of program activities shall serve as its main contents. The website shall be linked with the Department of Agriculture's main website.

SMS or Text-Messaging An aggressive text messaging campaign will be launched aimed to inform farmers, LGUs, NGOs, POs, and other advocates about the latest activities and program updates. An SMS hotline will be created for queries and requests for IEC materials, which will form part of contact details for the project. The SMS campaign shall likewise be linked up with the interventions in TV, radio, print and internet.

Special and Media Events To further amplify the popularization of the DA's organic program special events with media participation shall be organized throughout the project duration. This includes field visits, the organic fair and media conferences.

XI. Project Achievements and Deliverables¹

1.0 Message Development and Communication Planning

To provide an overall framework for the communications campaign to be implemented within this component, the project team initiated a Message Development and Communication Planning Workshop. The activity was conducted over three sessions and involving not only La Liga but participants from Go Organic! Philippines partners as well. These included representatives from Alaminos City Government, Education for Life Foundation, Malasimbu Agricultural Cooperative, One Pangasinan Foundation, Paragos Pilipinas, the Philippine Rural Reconstruction Movement and the University of the Philippine Los Baños Foundation. There were also workshop groups composed of farmers and trainers which provided additional views from the ground.

The workshop series resulted to a working document which defined the priority audiences of the campaign: farmers; advocates and consumers; and, policymakers including local governments. Specific messages across the various target audiences of the campaign were also developed. Also, the various mediums identified in the project design were matched with the priority audiences. In particular, the following messages across audiences and across mediums were developed:

Audience	Core Message	Medium
Farmers	Ang organikong pagsasaka ay Simple, Matipid at Pagkakakitaan.	IEC materials: brochure, poster-calendar, briefers Radio TV InfoTxt
Advocates, Consumers, Retailers	You are what you eat. Go Organic!	Brochure Video Website TV InfoTxt International Fair
Policymakers including local government units	Kalusugan ay pangalagaan, Kalikasan ay protektahan, Organikong Pagsasaka ay Suportahan!	Print Video Website Radio TV International Fair

¹ A compilation of all project outputs including photo documentation is submitted as an attachment to this report.

2.0 Production and Distribution of IEC Materials

2.1 Project Brochure and Briefing Materials The printed copy of the **project brochure** was made available in December 2008. These were immediately distributed to all 7 project sites. The project brochure was also distributed to legislators, national line agencies, media, various personalities, non-government and other advocacy organizations, advocates and practitioners of organic agriculture.

Since the brochure was also viewed as a promotional item and not just an informational material, La Liga was able to negotiate for the project brochures to be displayed and distributed in key places of business and events such as restaurants, organic retail stores; fairs, exhibit and health clinics. These include places such as Cravings, Adarna Restaurant, Outdoor Playgroup Clinic, Care and Counsel Clinic, Eco-Products International Fair, SMART Philippines Eco-Awareness Day, QC Government Entrepreneur’s Summit, et. al. Please see attachments to the report for a complete listing of its distribution reach.

In addition to the brochure, upon request of the BSWM, a two-page briefer on the OFSP has also been developed in English, Filipino and Bicolano. The two page briefers were also distributed in the relevant project sites. One-page site profiles for each of the project areas were also produced by the team. A standard powerpoint presentation material on the project and the project sites was also developed. Basic reference materials related to organic agriculture were developed. These materials served as inputs to the other IEC materials as well as to the project website.

Summary

<p><i>Deliverables</i></p> <ul style="list-style-type: none"> ▪ Development and Printing of 1 Project Brochure ▪ 1,000 copies of the Brochure distributed in each project site ▪ 6,000 copies of the Brochure for the 6 provinces 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ 1 project brochure; printed 8,250 copies ▪ Project briefer in English, Filipino and Bicolano; 500 copies of each version ▪ Powerpoint Presentation of the project briefer ▪ Overview on Go Organic! Philippines; 500 copies ▪ Profiles of the 7 project site
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ OFSP Phase 1 Brochure ▪ Distribution List Project Brochure ▪ Project Briefer: English, Filipino and Bicolano ▪ Project Site Profile: Alaminos City, Guimba, Bataan, Naujan, Bao’o and Tabaco ▪ Project Powerpoint Presentation ▪ Go Organic! Philippine Overview ▪ Frequently Asked Questions on Organic Agriculture ▪ Organic Agri-Tips ▪ Organic Fertilizer Production How To’s 	

2.1 OFSP Poster Initially, the project targeted to produce and distribute a bio-dynamic farming calendar for 2009 that is adjusted to the Philippine context. In addition to a calendar, the design will also incorporate organic farming tips and recipes. This target, however, had to be adjusted owing to the delay in the release of the primary material source of the calendar. Such that in lieu of a calendar, two (2) posters relating organic fertilizer production, bokasi and vermiculture, was released.

The lack of availability of the bio-dynamic farming calendar during the first quarter of 2009 is the main reason for the delay of the release of the posters. Nevertheless, distribution of the bokashi and vermiculture posters is now on-going with priority being given to the farmer beneficiaries of the project.

In addition to the posters, under this sub-component, the team also produced the following items: an eight (8) panel photo essay; a Q-IEC flyer; tarpaulins and backdrops. The Photo Essay served as an overview of the project, its objectives and the multistakeholder partners. These were showcased in the various fairs and exhibits participated in by the project. A tarpaulin version, which shows a collage of the photo essay, was also produced for other events. Flyers, containing the various activities of the Q-IEC component of OFSP Phase 1, were also distributed in the various events. Within this sub-component, tarpaulin designs were produced to ensure the quality of all streamers, banners and backdrop materials utilized by the project.

Summary

<p><i>Deliverables</i></p> <ul style="list-style-type: none"> ▪ Development and Printing of 1 Project Poster ▪ 1,000 copies of the poster distributed in each project site ▪ 6,000 copies of the Poster for the 6 provinces 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ How To's Poster on Bokasi; 3,500 copies printed ▪ How To's Poster on Vermiculture; 3,500 copies printed ▪ 450 Bokasi and 450 Vermiculture posters were distributed per project site ▪ 1 Photo Essay with 8 panels with tarpaulin collage version ▪ Q-IEC Flyer; 5,000 copies printed ▪ Tarpaulin designs and production
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ Bokasi Poster ▪ Vermiculture Poster ▪ Distribution List Bokasi and Vermiculture Poster ▪ Photo Essay Panel and Tarp version (available in CD) ▪ Q-IEC Flyer, TV and Radio Flyer ▪ Tarp designs (available in CD) 	

3.0 Set up and Maintenance of the InfoTxt and Website

3.1 Info Text Service Last December 2008, the Info Text Service of the project was made operational. To date directory database is now nearing 1,000. The database includes the project’s farmer beneficiaries, LGU partners and their select staff, individuals from relevant national government agencies, media editors, columnists and reporters, personalities and reform advocates from the agriculture, environment and health sectors, members of the academe, and individuals who volunteered to enlist in the infotext service.

A curriculum for text messages for the duration of the project was finalized and served as a template for the infotxt service. Various information and updates of the on-going program are disseminated through the project’s InfoTxt service. Messages disseminated range from project updates, highlights of Q-IEC activities, advisories on radio, TV and special events.

On the other hand, the info text service also served as a major feedback mechanism from partners and the general public to the OFSP Phase 1. Key messages received by the info text relates to (a) interest in organic farming; (2) availability of orientation, reference materials including training session on organic farming; and, (3) messages of support, gratitude and interest in participation in the various activities of the project.

Summary

<p><i>Deliverable</i></p> <ul style="list-style-type: none"> ▪ 1 Computerized phone-in hotline on organic 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ InfoText Service set up Dec. 16, 2008 ▪ Official Text Number: 0917-5212210 ▪ 1,000 InfoTxt Subscribers
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ Summary of Subscribers’ Database ▪ Text Curriculum ▪ InfoTxt Filler Messages by Date ▪ Compilation of Comments and Feedbacks 	

3.2 Website As early as January of 2009 the project website was started undergoing construction. The website, however, was only publicly available towards the end of March. Apart from start up process such as concept design and content generation, some operational issues also affected the public launch of the website. Nevertheless, to compensate for the delay in the website launch, La Liga set up the “Walastik Organik” facebook account. Within the facebook account, individuals are recruited as members, photo galleries from the 7 project sites are being disseminated as well updates on project developments.

The project website, while only made public last March, now registers over 4,000 unique hits. It provides on-line readers information on activities undertaken within OFSP Phase 1 and its various project partners. At the same time, all information, education and communication materials published by the project can be accessed in

the website. Downloadable items include radio episodes, TV episodes, news and features, How To's posters, reference materials including the recently launched reference material on organic farming published by Go Organic! Philippines with the UPLB Foundation.

Outside the website, La Liga also set up the project blog, which contains all OFSP Phase 1 news releases and printed features; and, the email account which receives feedbacks and inquiries regarding the project and regarding Go Organic! Philippines.

It is interesting to note that response to the project's presence in the web has been quite significant. Many send support messages and their interest in organic agriculture expressing their intention to be part of the activities of the program. We have received feedback from Filipinos staying overseas; local government units and practitioners from Mindanao and the Visayas.

Furthermore, the website shall be maintained by La Liga beyond the project term making available all information contained therein accessible and available.

Summary

<p><i>Deliverable</i></p> <ul style="list-style-type: none"> ▪ 1 Website on Organic Set-up 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ www.goorganicphilippines.org; hosting and domain registration – December 16, 2008; Open to public – March 31, 2009 ▪ Go Organic! Philippines Facebook; set up January 15, 2009 ▪ Go Organic! Philippines BlogSite; set up April 1, 2009 ▪ Email address: info@goorganicphilippines.org; set up December 18, 2008
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ Website materials (available in CD) ▪ Matrix of Comments and Feedback 	

4.0 “Organic Fields” Video Documentary

The project's video documentary, “*Organic Fields*”, directed by Rom Dongueto, was completed in the middle part of January. Director Rom Dongueto is an award-winning indie film director known for his advocacy pieces. He is also a known and awarded alternative/progressive song writer.

The video features actress Chin Chin Gutierrez' narration and interview with various stakeholders, including farmer Jaime Tadeo, a known activist and peasant leader, an organic farming practitioner and spokesperson of Go Organic! Philippines. Farmer beneficiaries from Alaminos and Bataan were also featured. The video also features Department of Agriculture (DA) Secretary Arthur Yap and Go Organic! Philippines personalities.

The video served as a critical promotional tool since it provided various audiences with an overview not only of the OFSP Phase 1 but of organic agriculture as well. The Filipino version of the video was distributed to farmer-beneficiaries and farmers' organizations by February. A version with English subtitles is now being distributed to other partners and networks which includes the Department of Agriculture, legislators from Congress and the Senate, members of the media, owners of business establishments who market organic products, non-government organizations and international agencies.

An adjustment to the initial target of coming out with six (6) documentaries, one per project site, was made largely due budget and time constraints. During the communication planning exercises it was discussed that handling for the video production be based on themes rather than geographical spread in order to come out with a more cost effective output. Moreover, the video production took a minimum of one and half month to produce, a timeframe untenable should we have pursued producing six separate documentaries. In consideration of this adjustment, the TV program of the OFSP Phase 1, covered and featured project activities and partners in the various project sites.

The "***Organic FIELDS***" video was first publicly viewed through the project's TV program. The video was the material for the TV program's maiden broadcast shown last March 7, 2009. The documentary, however, had its more formal launch in the Eco-Products International Fair (EPIF) co-sponsored by the Go Organic! Philippines last March 22, 2009 held at the SMX Convention Center. During the Go Organic Day in the EPIF, the video documentary was launched right before a concert by artist Joey Ayala. In attendance were representatives from the Department Agriculture, leaders from the various network organizations of Go Organic! Philippines, OFSP Phase 1 farmer partners from Alaminos, Bataan, Nueva Ecija and Naujan, guests from the international and local participants of the fair. In total the event was attended by at least 1,000 key personalities and individuals.

Several public viewings were also organized in the various project sites of the OFSP Phase 1. Each local partner set a portion of their training session in order to watch the video. In addition several public viewings were also held, among which includes several restaurants – Quantum, Trimona and Taumbayan; the SMART (Corporation) Employees Eco-Awareness Day (around 500 employees attended); and, the QC (LGU) Entrepreneurs' Summit (around 500 attendees).

Summary

<p><i>Deliverables</i></p> <ul style="list-style-type: none"> ▪ 1 documentary video per province ▪ 6 documentary videos for 6 provinces ▪ 6,000 copies of the videos produced 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ 1 video documentary: Organic FIELDS ▪ 6,000 copies produced ▪ Formally launched in the EPIF last March 22, 2009 with at least 1,000 in attendance ▪ 12 Public Viewing
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ Organic FIELDS video documentary (without subtitle) ▪ Organic FIELDS video documentary (with subtitle) ▪ Video Script ▪ Distribution List ▪ Matrix of Public Viewing 	

5.0 Go Organic Radio Show

The Go Organic! Radio Program over DZRB Radyo ng Bayan was launched last February. The program, which has 16 episodes, is aired every Sunday from 8:30 a.m. to 9:00 am. The last episode will be aired by the end of May 2009. The live magazine and talk show with taped segments features “Walastik Organik”, the hip and practical farmer-cartoon character, who provides useful tips on organic farming to other farmer-practioners, as well as answers live questions from listeners via the Go Organic! Philippines infotext hotline. The program also features “Kwentuhang Organik” where farmer-practitioners, LGUs and businesses on organic agriculture will be invited as guest to share their success stories during a 10-minute question-and-answer segment.

The program also features a 14-episode drama segment entitled “Si Lani at Pangako ng Lupa”, a segment co-produced with the Foundation for Information Technology Education and Development, Inc. (FIT-ED) under their Education for All Thru Radio program. It is a compelling drama of a widow’s struggle in life after her husband, a farmer, died of lung disease he acquired from years of exposure to toxic vapors of chemical fertilizers and pesticides he used in his farm everyday.

The radio program, since it is aired on Radyo ng Bayan, was able to reach audiences outside the project sites. The program is also available on the internet via the Radyo ng Bayan website for online streaming and via the Go Organic! Philippines website for streaming on demand. In consideration of the fact that some project sites are unable to access the Radyo ng Bayan station, efforts were directed towards the re-airing of the programs on locally-available stations. To date, finalization of terms of reference are being undertaken for the re-airing of the program in Alaminos, Guimba, Naujan, Bicol, Bacolod and the nationwide INC radio channel.

Response to the radio program has been overwhelming. Farmer partners who are able regularly listen to the radio admit to taking down notes from expert guests, the

radio drama and the agri-tips regularly featured in the show. At the same time, La Liga in cooperation with FIT-ED launched a trivia contest and gave away radio as prizes. This also helped in soliciting the interest of radio listeners. Post project term, La Liga is undertaking a feedback survey to Go Organic Radio show. Results of this survey will be tentatively available by June 2009.

Summary

<p><i>Deliverables</i></p> <ul style="list-style-type: none"> ▪ 1 season production of Radio show on Organic Farming 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ 1 season production of Radio show on Organic Farming ▪ 16 episodes; 1st airing – Feb. 15, 2009 ▪ Radyo ng Bayan; Sundays; 8:30-9:00 am ▪ Hosted by Reggie Vizmanos ▪ Radio Plug of Sec. Arthur C. Yap
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ CD copy of Tape on Air – Episodes 1 to 9 ▪ CD copy of Tape on Air – Episodes 10 to 15 ▪ CD copy of Sec. Arthur C. Yap Radio Plug ▪ Radio Episode Guide ▪ Sequence Guide of Episode Drama ▪ Walastik Organick Script ▪ Summary of Reach from DzRB ▪ Radio Flyers 	

6.0 Go Organic TV Program

With television host Angel Jacob, Go Organic!, the television program, began airing on NBN Channel 4 from 10:00 to 10:30 a.m. last March 7. The news and magazine television program, with its 13 episodes, provided news and information about the benefits of going organic, featuring who's who in the organic campaign, and organic farming practitioners. The episodes also have a regular segment on how to produce organic fertilizers. The Go Organic TV show is also being aired by NBN4 partner stations in North America and Japan.

Through the regular TV program, project updates, activities and partners were featured. The show has a regular *Do-It-Yourself* Segment which showed on air various means and how-to's in term organic fertilizer production. To emphasize to farmer partners the need to shift to organic agriculture, the show was also able to highlight the growing market demand for agricultural produce. The various benefits of organic agriculture, in terms of improving farmers' income, health benefits and impact on the environment were also discussed. Towards the last four (4) episodes of the show, two plugs by Sec. Arthur C. Yap which discusses the context and design of the Departments organic agriculture program was regularly aired in the program.

The response of the public to both the radio and TV program of has been very encouraging. Several individuals as far as Mindanao were able to send in their comments and feedback to the program via the project’s info-text service.

Again to further maximize the project’s TV program, the show is not only available live on channel 4. It is also available via online streaming in NBN 4 and via on demand streaming in the Go Organic! Philippines website. For the TV program, negotiations are underway for its re-airing in the cable stations in Alaminos, Central Luzon, Bacolod and thru INC TV.

Summary

<p><i>Deliverables</i></p> <ul style="list-style-type: none"> ▪ 1 season production of TV show on Organic Farming 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ 1 season production of TV show on Organic Farming ▪ Directed by Mr. Joel Saracho ▪ Hosted by Ms. Angel Jacob ▪ Aired in NBN 4; Saturdays; 10 to 10:30am ▪ 13 episodes; first aired March 7, 2009. ▪ Two (2) TV plugs of Sec. Arthur C. Yap
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ CD Copy of Tape on Air – 11 Episodes ▪ CD Copy of Sec. Arthur C. Yap Plug ▪ TV Episode Guide for 13 episodes ▪ Summary of Reach NBN4 ▪ Compilation of Comments and Feedback 	

7.0 Print Media and Feature Articles

Aside from the production of promotional and briefing materials such as brochures, project briefers, project profiles, posters, and streamers, the Quad IEC campaign on organic agriculture has been able to land prominently in the print, radio, television and the internet media. Targeting various sectors and stakeholders from farmers, consumers, academe, and traders to local government units (LGUs) and legislators, the campaign took the lead in popularizing organic farming with the following core messages: “Simple, Tipid at Pagkakakitaan”, “You are what you eat!” and “Kalusugan ay Pangalagaan, Kalikasan ay Protektahan, Organikong Pagsasaka ay Suportahan.”

Through various press releases, media briefings, press conference and special events, news about the campaign was consistently featured in major dailies making the presence of the project and of the campaign strongly felt. An average of four stories a week landed in the various media outlets, featuring the Go Organic! Philippines’ campaign which includes Organic FIELDS project activities; the Department of Agriculture’s partnership with LGUs, non-government and farmers’

organizations on promoting organic agriculture and the advocacy to shift from conventional to the more sustainable organic farming has been achieved so far.

Summary

<p><i>Deliverables</i></p> <ul style="list-style-type: none"> ▪ At least 10 press statements and features published in major national media outfits ▪ 4 press briefings/press conferences conducted and published in major national media outfits ▪ 2 media visits in project sites with attendance from at least 10 members of the national press and 20 from the local press 	<p><i>Outputs</i></p> <ul style="list-style-type: none"> ▪ 42 press releases and articles ▪ 100 published in major national dailies (both print and online edition) ▪ 30 published in internet media ▪ 10 column features ▪ Two (2) media conferences: Go Organic! Philippines Launch and the OFSP Phase 1 MOA Signing ▪ Four (4) media briefings ▪ Philippine Daily Inquirer visit to Bataan ▪ Sunshine TV and Radio visit to Alaminos ▪ BusinessMirror visit to Alaminos, Guimba, Bataan, Naujan and Bao'o
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ Matrix of Press Releases and Articles by date ▪ Compilation of press releases and articles (available and CD) ▪ Table Summary of News Coverage ▪ Print News Monitoring by date ▪ Internet News Monitoring by date ▪ Compilation of Releases and Articles covered by media ▪ Event Summary of Go Organic! Launch ▪ Event Summary of the OFSP MOA Signing ▪ Matrix of Press Briefing by date 	

8.0 Special and Media Events

La Liga through the OFSP Phase 1 also organized various special events. These events while mainly aimed at providing a venue for the media to cover the various activities of the project in action, they also served as a venue to secure the active participation of key stakeholders of the project. At the same time, the various special events undertaken by the project allowed us to reach out and promote awareness, not only regarding the OFSP but of organic agriculture in general, to a significantly broader audience.

To start up the campaign and to introduce the beginning of the project's implementation distribution of the **Go Organic! Black Rice** was undertaken in the early part of January. The distribution of black rice was made more relevant since we issued a call to "going organic" to be part of people's New Year's resolution. To ensure the success and positive impact of the black rice distribution, key personalities were targeted for the distribution. These include: leadership of agriculture, rural development, environment and alternative health advocacy and non-government organizations; editors and key staff of major print and internet

media; Senators; congressional representatives who are among the agriculture committee in the House; ambassadors and country representatives of bilateral and international agencies. Initial interest on the project was generated from this activity. Apart from being curios on the availability of indigenous organic black rice, the various recipients were also introduced to the project since brochures and relevant briefing materials were also distributed.

By February the ***LGU Caucus for Sustainable Agriculture*** was organized. This activity allowed us to touch base with various local governments and secure their commitment to promote and undertaken organic agriculture programs in their respective localities. The Caucus is currently composed of 10 LGUs from Luzon. The event and the ensuing network of LGUs were convened by Alaminos City Mayor Hernani Branganza, also convenor of Go Organic! Philippines. The LGUs, represented by mayors and their representatives, signed a declaration support to the OFSP and to organic agriculture. In addition to support generated from LGU partners within the project sites, participation and support from LGU executives from Rizal, Ifugao and Malolos were also secured. To date several LGUs have also expressed interest in joining the caucus should there be continued efforts undertaken related to this matter.

Through the OFSP Phase 1, Go Organic! Philippines became a co-sponsor of the ***Eco-Products International Fair*** (EPIF) held last March 2009. The four day international event, sponsored by the Development Academy of the Philippines and the Asian Productivity Organization, was attended by delegates from 250 “green” companies and organizations representing 20 countries. Held for the first time in the Philippines, the EPIF was graced by no less than Pres. Gloria Macapagal Arroyo and various Department Secretaries.

The Go Organic! booth featured the eight (8) panel photo essay on the OFSP. Differently colored organic rice – black, brown, white, red, pink and purple were also exhibited. Also exhibited were various organic fertilizers. Flyers, brochures and other information materials regarding the OFSP were distributed to the different personalities and booth visitors.

During the opening of EPIF, a booth opening and exhibit launch was held in the Go Organic! booth. This was attended by Go Organic! personalities and representatives from the Bureau of Soil and Water Management. This was covered by at least 5 radio stations, 10 print photographers, 2 TV stations and 5 print reporters.

The Go Organic! Day was held during the last day of the EPIF where Sec. Arthur C. Yap was invited as the guest of honor. Several activities were lined up aimed at highlighting DA’s program and support for agriculture. The schedule of the Secretary, however, did not allow his presence in the event. He was, nevertheless, represented by DA Undersecretary Bernadette Romulo-Puyat in the event. Activities for the day included the Organic Luncheon, the Organic Fields Video Launch featuring artists-environmentalist Chin Chin Gutierrez and the Go Organic! concert featuring singer song-writer and awarded artist Joey Ayala.

The Go Organic! booth and activities was well received by advocacy organizations, embassies, international chambers of commerce, foreign organizations, representatives from Philippine line agencies as well as the general public. Owing to this reception the participation of the project enabled us to be covered in various dailies, TV and radio stations over a period of one month.

Almost simultaneous to the EPIF the **Alaminos Town Fiesta and Agri-Fair** was held. The project also participated in the various activities in Alaminos. Apart from setting up an organic rice display booth and photo exhibit for one week, La Liga also conducted regular public viewing of the project video documentary along with the distribution of flyers, brochures and briefing materials. A concert during the opening of the Agri-Fair proper, again with Joey Ayala, was sponsored by the project.

Outside the Agri-Fair in Alaminos, the project also participated in two fairs: the **SMART (corporation) Eco-Awareness Day** and the **QC Government Entrepreneurs Day**. In each event, an organic rice display booth and exhibit was set up. Flyers, brochures and briefing materials were distributed. Public viewing of the project video documentary was held. In this case, the project was invited to participate reflecting the growing interest of the general public for organic rice and other organic produce. In fact, to date there remains four invitations for the project to participate and exhibit/sell organic rice in various events and trade fairs.

As one of the major events organized by the project, the **Bataan Farmers' Field Day** was organized as a special event. Outside being a graduation event for farmer partners from Samal and Bataan, a whole day affair was designed as a culmination of the season long training undertaken within the phase 1 of the OFSP. The morning session was utilized as harvest ceremony from the learning farm in Dinalupihan. A media briefing was also held on the very site of the learning farm. Immediately after, a motorcade (of almost 50 vehicles) towards the municipal hall was held. Upon arrival in the municipal hall, organic lunch was served to all guests and participants as they viewed two (2) TV episodes on Bataan. By early afternoon, the graduation proper was held which included the distribution of organic seeds and organic fertilizers as graduation gifts to farmer partners. During the ceremonies, Go Organic! convenors also related the various field days happening in the other project sites.

Local partners from Bataan including the local chief executives of Samal and Bataan, agriculture officers of both municipalities, farmer partners including Mayor Nani Braganza and members of his agriculture office, representatives from the Bureau of Soil and Water Management, and convenors of Go Organic! Philippines were all in attendance. Members of the press from national media outfits and local media outfits were mobilized to cover the event.

As a culmination of the OFSP Phase 1 Q-IEC component, **Organic 101** was held last May 1, 2009. The event was a response to the many queries sent through infotxt and email related to starting or shifting to organic farming; availability of organic rice and produce. At the same time, there also people interested to deepen their knowledge on how organic food can help improve health. A mini-fair was organized in the PRRM building where "all organic" was displayed, discussed and even sold. La Liga exhibited the differently colored organic rice along with the OFSP photo essay.

Video and TV materials were viewed and printed materials of the project were distributed. Other members of the Go Organic! network sold organic rice, vegetables, coffee and drinks. An all organic café was temporarily set up and all organic meals were served in the building canteen. Also held were several lectures, discussion and demonstrations on the following topics: on how to start an organic farm; zero basura and waste to fertilizer methods; benefits of organic food and alternative health practices. In the evening, the book “Likas Kayang Pagsasaka” written by Dr. Oca Zamora along with several faculty members of the UPLB was launched.

The project team initially expected around 100 participants to the event. Total attendees to the event reached 350 persons. Almost a third of the participants are “walk-ins” receiving information about the event through email and the project’s radio and TV program. Again, this event was fully covered by media from radio, TV, print and magazines.

Summary

<p><i>Deliverable</i></p> <ul style="list-style-type: none"> ▪ 1 Organic Fair organized in Metro Manila featured in major national media outfits ▪ 2 media visits in project sites with attendance from at least 10 members of the national press and 20 from the local press 	<p><i>Outputs</i></p> <p>Eight (8) Special Events</p> <ul style="list-style-type: none"> ▪ Black Rice Distribution ▪ LGU Caucus for Sustainable Agriculture ▪ Eco-Products International Fair ▪ Alaminos Agri-Fair ▪ Bataan Farmers’ Field Day ▪ Agri-Trade and Exhibits ▪ Organic 101
<p><i>List of Attachments:</i></p> <ul style="list-style-type: none"> ▪ Summary of Media Coverage of Special Events ▪ Photo Documentation of Special Events (available in CD) ▪ Event Summary Black Rice Distribution, Distribution List of Black Rice, Black Rice Labels ▪ Event Summary LGU Caucus for Sustainable Agriculture, Declaration of Commitment, Attendance Sheet for LGU Caucus ▪ Event Summary for EPIF, Poster EPIF, Flyers, Schedule of Events, EPIF Registration ▪ Event Summary of Alaminos Agri-Fair ▪ Event Summary of Bataan Farmers’ Field Day ▪ Event Summary Smart Corporation Eco-Awareness Day ▪ Event Summary QC Entrepreneur’s Summit ▪ Event Summary of Organic 101, Schedule of Events, Registration 	

XII. Summary of Outcomes and Concluding Remarks

News and stories on organic agriculture and related programs existed even as we began undertaking the Quad-Information, Education and Communications (Q-IEC) Component of the Organic Fields Support Program Phase 1. These news along with the success achieved by the campaign supports the fact that articles on organic agriculture present themselves as good media copy and is an indication of how the organic lifestyle is an emerging way of life. This positive reception on “anything organic” allowed ease of entry to the campaign launched by the project.

When the project started, some six (6) months ago, the prevalent news related to agriculture revolved around the pending shortfall in the supply and the spiraling price of rice; and, the new round of issues related to the fertilizer subsidy program of the Department of Agriculture. Such that in the immediate, the news on the launch of the OFSP Phase 1 – promotion of organic farming and Department’s partnership with established rural development non-government organizations provided an opening for fresh and good news. No less than Philippine Daily Inquirer columnist Ceres-Doyo expressed this sentiment in her column dated November 12, 2008.

There were doubts in the beginning as to the wisdom of undertaking a parallel Quad-IEC campaign for a project that is just about to start. Concerns were raised as to the sufficiency of materials to be used as basis for articles and stories. The traditional notions of a media campaign have always been to report about the project upon the signing of its MOA then allow it to gestate. Publications and reports are developed later on based on project results and outcomes. At the same time, concerns were raised regarding the very short project duration. Again traditional media campaigns took years to develop and the practical question was just how much promotions can be done in six (6) months.

The Quad IEC component of the OFSP Phase 1 succeeded in being able to effectively mine the stories on organic agriculture from the perspective of the project proponents, beneficiaries, practitioners and advocates. Part of the formula is effective story telling that followed the communication plan formulated at the start of the campaign. Through the communications plans, we were able to segment the necessary messages across different audiences and across different communication mediums.

The project was also able to mobilize a wide variety of talking heads that provided fresh perspectives and insights on the stories allowing us to put across our message more effectively. Apart from the Go Organic! Philippines convenors, DA partners and farmers, we are able to mobilize celebrities and personalities that provided a touch of broad appeal and sophistication to the campaign. This helped the campaign acquire acceptance and popularity across genders and classes.

From crafting the appropriate messages matched with the apt personalities, the project was fortunate enough to have tapped the services of professional media practitioners with deep roots in non-government organization work/advocacy. La Liga’s network of professional media practitioners who were engaged in the project

to lend their expertise did not only believe in the soundness of the advocacy but were equally interested in delivering a good outcome.

By design the Q-IEC component aimed to effectively combine new and old media to address the context by which the campaign began, the limitation of resources and time while at the same time harnessing La Liga's and Go Organic! Philippines networks and existing social capital. By producing the necessary print, news, articles and audio visual materials and amplifying its reach and availability through text and the internet, the campaign was able to reach out to its target audience at the shortest possible time. Moreover, the campaign presence can be felt well beyond the timeframe of the project. More importantly, the old and new media platform embedded in the campaign an effective feedback mechanism which allowed us to track the responses of our target audience.

Through the project La Liga was able to set up an information infrastructure that allows virtually anyone, anywhere to access and share information on organic agriculture. Materials continue to be available on demand through the project website. Combining new and old media allowed us interactivity to the readers, listeners, watchers and surfers. Through our platform project partners and the broader public are mobilized to watch and listen to our shows; attend the events we organized; participate in the on line dialogue we set up; read the news and information we disseminate; provide publication space for our news and photos; appreciate the partnership we forged with state (Department of Agriculture) and non state actors; apply the do it yourself tips we developed; buy and provide a market to the organic products of our farmer partners; and, understand the basics of organic agriculture.

Secretary Arthur C. Yap, when he reached out to non-traditional program partners, when he reached out to non-government organizations that were not necessarily allied to the current administration opened up a fruitful partnership based on a common commitment to improve the lives of Filipino farmers and to address the gnawing problems of our country's agriculture sector through a national program on organic agriculture.

We have delivered successfully our initial message that organic agriculture is a viable direction for Philippine farms. To fully convince key agri-stakeholders most specially our farmers, we need to further develop deeper understanding of the full impact of shifting to organic agriculture: its potential impact on the increasing rice supply since unpolished rice have a higher milling recovery rate; the impact on rice demand since consumption of unpolished organic rice tend to be lower compared to regular well milled rice; its full potential on the general public's health and on the environment.

While there is a long way to go before maximum benefits to this endeavor can be fully realized, we can all safely agree to the successful first step we have undertaken.