# 2016 National Rice R&D Highlights

# DEVELOPMENT COMMUNICATON DIVISION

Department of Agriculture Philippine Rice Research Institute

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# **Development Communication Division**

Division Head: MG Layaoen

#### **Executive Summary**

As an R&D organization, PhilRice generates large amounts of information and knowledge on rice and rice-based farming systems that must be communicated to its various stakeholders so that they could respond successfully to opportunities and challenges. The Development Communication Division contributes largely to this institutional mandate through the strategic and innovative uses of communication for and about development to facilitate learning, foster innovations, and inform decision-making.

The Division operates under this premise. Generally, it aims to manage (*i.e.* capture, organize, package, and improve access to) rice science and technology information and knowledge; to share (*i.e.* transmit, deploy, distribute, as well as promote exchange and use of) these information and knowledge to rice stakeholders, particularly in identified areas of development interventions; and to examine, explore, and promote knowledge sharing and learning processes and pathways among stakeholders.

Since 2011, the Division has been embarking on two major projects: (1) Enhancing Knowledge Sharing and Learning and (2) Promoting Rice Science for Development through Strategic Use of Communication Media. Directly linked to these projects are themes and studies to help PhilRice remain faithful to its vision to bringing the technologies it developed to the farmers' field and help ensure the use or adoption of these technologies. These projects synergistically co-exist and are implemented to ensure that context-specific technologies are made available to the stakeholders at the right place and at the right time.

The recent challenges confronting the rice farming sector in 2016 has prompted the Division to heed the call for intensified promotion of rice and rice-based farming technologies, strengthening social capital, and boosting enterprise development among rice farming communities. Specifically, the clamor to sustain the demand for accessible and available rice for all Filipinos despite the impacts of climate change and the uncertainties of trade liberalization fueled the Division's activities for the year.

The Division has also acknowledged the value of partnerships and linkages in propelling its goals. Thus, it continuously taps information intermediaries from the different sectors of the society to help push for the Institute's key advocacies.

With the finalization and operationalization of the new strategic plan, the Division treads the line to translating scientific outputs into devel-

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opment outcomes that will genuinely be felt down the grassroots. We are moving forward to focusing on community-centric development to provide communication-related needs of farmers and other stakeholders.

# I. Enhancing Knowledge Sharing and Learning (KSL)

Project Leader: KET Barroga and RG Zagado

In recent years, a growing movement has emphasized that improved understanding and use of KSL processes result in more equitable and sustainable development outcomes. This is because KSL helps promote informed and timely decision-making, consequently enabling stakeholders to actively engage in the change process and to respond better to opportunities and challenges. Thus, this project aims to document and analyze knowledge profiles and KSL processes/practices; explore and field-test new mechanisms to enhance KSL; and apply and promote use of field-tested KSL-enhancing mechanisms.

Action research is the general method of inquiry, with the following broad questions to guide the recommendations: (1) what was set out to be done, (2) what worked well and why, and (3) what might be done differently next time and how. Data gathering is carried out using both quantitative and qualitative methods and respondent sampling is mainly purposive.

# A. Documentation and analysis of knowledge profiles and KSL processes/ practices

RG Zagado

The study aims to document and analyze the knowledge profiles of stakeholders in the context of a particular development intervention to further understand them and the effect of development interventions in their lives. It also aims to document and analyze KSL processes/practices, including the preconditions, and lessons shared and learned.

#### a. Documentation and engagement of successful farmers for the establishment of KSL farm centers

RG Zagado, JP Masilang, JS Maloles, PIH Duran, EM Gaquit, CK Rubillos, ST Quiring, AC Suñer, RT Dollentas, KCQ Saraos, A delaCruzJr., LM Tapec

A great challenge facing agriculture today is the declining interest to venture into it. However, many farmers testify that farming is a profitable enterprise. The Department of Agriculture, through its Gawad Saka Program, annually honors farmers who make it big in farming. This study aims to document the stories of selected Gawad Saka awardees in rice-based farming to inspire other farmers, the youth, and other stakeholders. Specifically, it looks

into how successful farmers learn, apply, and share knowledge in farming. From the 55 farmers identified, 10 were targeted to be documented and their stories will be shared in a form of a book. Partnerships with them were also established to use their farms as KSL centers, where people could visit to learn and be inspired about rice-based farming as a lucrative venture.

#### Activities:

- Identification and documentation (e.i., book and testimonial video) of farmer-champions.
- Establishment and launching of KSL farmers in partnership with • farmer-champions.
- Conduct of survey to gather feedback. ٠

#### **Results:**

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- Success stories of twelve Gawad Saka rice-based farmerawardees were documented and packaged in a book using a photo essay format with attached DVD containing actual farmers' video interviews. Aside from being a Gawad Saka or national awardee, the following criteria were used in selecting a farmer-champion: practices integrated rice-based farming system and the farm being cultivated represents a unique geographical location.
- Nine farmers' farms KSL farms were established launched in partnership with the successful farmers. KSL activities conducted during the launch were: 1) Farm tour with Q&A; 2) Farmer's testimony; and 3) Forum with the rice experts. During these KSL activities, knowledge relating to farm diversification, intensification, and integration surfaced and were emphasized by the farmer-hosts as good practices. Issues such as climate change and increasing input price were also discussed. The farmer-hosts responded to these emerging farming issues by sharing how they addressed them, that is, by acquiring their farm knowledge from various sources (e.g., magazine, radio, extension workers, etc.).
- There were 311 visitors during the launchings: 178 farmers, 77 students, and 56 extension workers. Survey results showed that most of the visitors (77.2%) have improved their perception towards farming after the KSL farm visit. They realized that farming can be a promising enterprise and that the use of farms for KSL is an effective strategy. Moreover, they (82.2%) said they would apply and share what they learned to their fellow farmers and their own family.

#### b. Rice stories' share of the public sphere

MGM Nidoy, JA Manalo IV

One important mechanism used by PhilRice to share its activities and accomplishments to the public is through press releases, which also pave way for queries and feedback. A media surveillance company was hired to monitor the reach of the Institute's press releases, which included 149 print publications (national and community newspapers), 70 websites, and 25 radio and TV stations from August to December 2015. Monitoring was guided by 30 keywords provided by PhilRice to the company and these were derived from PhilRice's major campaigns, advocacies, and flagship programs. The data collected were analyzed to inform directions to take in corporate communication initiatives.

#### Activities:

- Data were processed.
- Results were shared during the oral presentation session at the Crop Science Conference in General Santos City.

#### **Results:**

- Business Mirror, The Manila Bulletin, and The Philippine Star are our media champions.
- PR Value generated (computed based on a per square centimeter cost of the space covered by the story if the space were to be converted to space allocated for advertisement) was PhP 9.5M, bigger than DevCom's budget in 2015.
- PhilRice (18%) was the most cited organization in the Philippines on rice followed by IRRI (13%) and NFA (8%).
- Climate change issues (40%) and significant rice issues (33%) such as smuggling topped the most picked-up story themes.
- Research results were presented during the Crop Science Conference in General Santos City.

# **B. Exploration and field-testing of KSL-enhancing mechanisms** *JA Manalo IV*

Exploring and testing ways to enhance KSL mechanisms, either new or existing ones that have not been fully explored, allow for greater understanding of the KSL process, which may have different levels of usefulness in different contexts. Specifically, this study explores and designs possible mechanisms to enhance KSL, field test it, and evaluate the outcomes and lessons learned.

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Farm Name	Farmer-partner	Location
PalaYamaNayon ng Maayong	Seriaco Tutor	RTRomualdez, Agusan del
Magbalantay Farm		Norte
PalaYamaNayon nina Mang Gerry	Gerardo Esteban	Laur, Nueva Ecija
PalaYamaNayon nina Tiyo Edgar	Edgar Pesebre	Polangui City, Albay
PalaYamaNayon nina Mang Dino	Bernardino Villalobos	San Juan, Batangas
PalaYamaNayon ng Ato Belen Farm	Ato Belen	San Pablo, Laguna
PalaYamaNayon nina Mang Romeo	Romeo Ganiron	City of Batac, Ilocos Norte
PalaYamaNayon nina Mang Nick	Nicasio Engallado	Valencia City, Bukidnon
PalaYamaNayon ng Peñalosa Farm	Ramon Peñalosa	Victorias City, Negros
		Occidental
PalaYamanNayon ni Mang Lito	Lito Poon	Echague, Isabela



Figure 1. KSL farms launched.

# a. Development and piloting of Pinoy Rice Jr.

JA ManaloIV, CA Frediles, KP Balmeo

Pinoy Rice, as a rice information hub with over 1,600 resources, has all the potential to be the perfect information tool for the Infomediaries and other young rice stakeholders. Acting as PhilRice's gateway online, Pinoy Rice operates on a premise that sharing of relevant rice information is one key process to give the farmers and, in this case, the youth the advantage that they need in the field to learn the science of rice production. The challenge now is how to repackage the website that would apeal to the youth, hence expedite sharing and retrieval of rice information.

# Activities:

- Webpage design
- Content development and uploading

# **Results:**

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- Youth-friendly contents uploaded on portal were: 1) Rice Games (such as Jigsaw Puzzle, Slide Puzzle, Memory Game, Rice Challenge Matrix Sorting Quiz, Single Choice Quiz, and Sorting Quiz); and 2) rice visuals.
- Some features were added on the portal, such as the Upload Post Page, where the user can upload a post but subject to validation by the portal admin. The portal can also now display the latest published story on the right column of the page. It has also the ability to display the whole content of the uploaded post.
- The challenge remains on the unreliable internet connection, which hindered the developer from doing more for this project.

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**Development Communication Division** 

# b. Revisiting the relevance of listening groups in KSL on Rice Production Technologies

SM Pasiona, MGM Nidoy, JA Manalo IV

Farmers Field School is an extension modality widely used in the Philippines. However, its success is often constrained by the availability of experts to tackle important topics. Radio forum, on the other hand, is a tested broadcast-based distance learning system, where a broadcast material is aired for and discussed by a specific listening group, supplemented with some print materials. Its popularity waned through the years when the massive availability of transistor radios has promoted individual listening.

This study aims to revive the listening groups, with modifications. The audio file is not broadcasted but played to a group of farmers attending an FFS or a similar gathering. This study, if proven effective, will give answers to the issues raised in conducting FFS or similar group learning initiatives. Hence, this provides an additional option in massively promoting rice production technologies.

#### Activities:

- Data collection in Tarlac, Ilocos Norte, Agusan del Sur, Negros Occidental, and Bohol.
- During the data collection, pre- and post-tests were administered to the participants. The participants were asked to listen to an audio file from the Pinoy Rice after the pre-test. Focus group discussion followed the post-test. Except in Tarlac, some modifications with the methods were implemented in the research sites. For instance, games were added after the listening exercise. The aim was to test if education-entertainment mechanisms could enhance retention of key concepts.

#### **Results:**

- There were 111 farmers who participated in the study, dominated by males (65).
- Listening groups is more effective among younger and women farmers.
- The preferred audio length is 10-20 minutes while preferred topics are about pre-harvest activities.
- The insertion of games in the process enhanced knowledge retention of the participants as evidenced by their high knowledge gain (40% in Agusan del Sur, 32% in Ilocos Norte, 39% in Negros Occidental, and 30% in Bohol).
- Audio clips were produced in local dialect; a conducive listening environment was necessary for the success of this initiative.
- The method was generally accepted (4.0/5.0 average rating of perceived usefulness), but some modifications or complemen-

Figure 2. Pinoy Rice Jr. webpage.

tation must be incorporated in the future, such as the provision of visual guides or handouts regarding the topic.

• Results were presented in the following two conferences: Crop Science Conference in General Santos, June 2016 and National Conference of the Association of Development Communication Educators and Practitioners (ADCEP), Baguio City, December 2016.



**Figure 3.** A listening group session with games.

**C. Application and promotion of field-tested KSL processes/practices.** *KET Barroga, JQ Amacanin* 

Cognizant of the need to have more KSL-enhancing mechanisms, it is imperative that these are also applied and promoted for a greater number of beneficiaries. This activity seeks to push for the application and promotion of field-tested KSL-enhancing mechanisms to complete the KSL cycle. Conduct of KSL hours was institutionalized, monitored, and documented, along with the Division's KSL opportunities. KSL experiences and research results of the Division were also packaged in the form of KSL Tips for wider sharing especially among intermediaries. Pilot-tested KSLs are also scaled out and further monitored and evaluated.

#### Activities:

- KSL hours were coordinated and documented, including KSL opportunities of the DevCom staff for later analysis.
- A simple database in Excel was developed to systematize documentation of KSL opportunities and to facilitate analysis next semester.
- Completed KSL studies were monitored for results to be packaged as KSL Tips.

#### **Results:**

Seven KSL hours with at least 10 participants were carried out

with the following topics: Strengthening the Roles of Extension Intermediaries; PhilRice Text Center: Updates and Challenges; Rice Stories' Share of the Public Sphere; Improving the Pinoy Rice Website and Its Promotion; Revisiting the Relevance of Listening Groups in Knowledge Sharing and Learning on Rice Production Technologies; Evaluation Protocols for Knowledge Products, and Dialogue with the new PhilRice Executive Director vis-à-vis PhilRice R&D Directions. Lessons and action points from the KSL Hours have been documented, and presentations compiled.

- Moreover, a total of 225 sharing opportunities conducted through seminars, training, fora, symposia, workshops, dialogues, radio & TV interviews, and conferences have been accomplished. Audiences reached by these sharing opportunities were: farmers, extension workers, academicians, researchers, students, policy-makers (e.g., mayors), and other intermediaries (e.g., input providers). Database of these KSL opportunities has been developed.
- Four KSL tips on the following topics have been prepared: media monitoring, assessing an online knowledge portal, farmers' information-seeking behavior, and a storybook tool for riceponsibility. These materials will be shared via the Pinoy RKB (www.pinoyrice.com) for greater access by the intended users, such as extension and communication workers.

# D. Infomediaries as complementary knowledge channels on climatesmart agriculture/Infomediary 2.0: Engagement of and support to the schools implementing the infomediary curriculum

JA Manalo IV, KP Balmeo, FM Saludez, JD Villaflor, RT Hallares

Following its field-testing and first national implementation in 2013, the Infomediary Campaign is now being implemented in 200 high schools nationwide. Hence, it becomes imperative for PhilRice to set up a support mechanism for participating schools, which are now integrating rice for the first time in their curriculum. This initiative aims to: (1) ensure that the infomediary modules are properly integrated; (2) devise ecosystem-specific strategies on mobilizing the youth as infomediaries; (3) level up teaching on rice production in secondary schools; and (4) provide an alternative extension system in the community. Owing to partnership with the CGIAR Research Program on Climate Change, Agriculture, and Food Security, the Campaign has, since 2014 shifted focus to climate-smart agriculture and rice production from the general rice production theme. This initiative makes use of action research and a range of qualitative and quantitative methods.

# Activities:

- Conduct of three batches of training programs on "Climatesmart agriculture and rice production" with 113 participants (5 were college instructors; the rest were high school teachers) from all over the country.
- Monitoring of 33 Infomediary sites nationwide with 10 key schools prioritized; tracer study incorporated.
- Maintenance of our photo and video database [collections: 3480 (photos) and 358 (videos)].
- Use of the PhilRice Text Center for the Infomediary.
- Paper writing about the Infomediary Campaign.
- Coordination with DepEd for the project recommendations .
- Maintenance of the Infomediary website.
- Promotion of the campaign and calls for expressions of interest to do thesis/study on the Infomediary Campaign.

# **Results:**

Integration of the infomediary modules

- Teachers were actively engaged in social media (e.g., FB).
- A paper was published on the website of the CGIAR program on Climate Change, Agriculture, and Food Security.
- Two journal articles were written and published: 1) Climatesmart agriculture: Do young people care? Asian Journal of Agriculture and Development; 2) Integrating climate-smart rice agriculture into secondary-level curriculum: lessons from three high schools in the Philippines. SpringerPlus (Impact Factor: 0.982).
- A book was published (Youth and agriculture: The Infomediary Campaign in the Philippines).
- Recommendations were presented during the Industry Summit sponsored by the Department of Education in support of the Senior High School Program on 9 November 2016. Close to 250 school principals participated.

Alternative extension system in the community

- More than 4,000 active Infomediary texters were recorded in the PhilRice Text Center.
- The following school-initiated activities were conducted: reechoing sessions in Libon-Agro Industrial High School; rice garden establishments in 29 schools; tailor-fitted activities for the National Rice Awareness Month in the Ilocos Norte Agricultural College; and some other activities such as Field day and Techno Forum in Malonoy National High School in Capiz, Agro-Ecosystem Analysis activity in Maguling National High School, Sarangani and Bagumbayan Agro-Industrial High School, Davao Oriental.

Other accomplishments

- Three blogs were written and uploaded in the Infomediary website (www.infomediary4d.com); 4 videos produced.
- Two expressions of interest were received to conduct theses (BS and MS) on the Infomediary Campaign.
- Two international awards were received for a video and photo on Infomediary.
- Some increases in the number of students preferring agri-related tracks were observed.

**Table 2.** Increases in agri-related tracks in Infomediary Campaign-participating schools (on-going).

School	Before the Campaign	After the Campaign
Ilocos Norte Agricultural College	71	96
San Jose National Agricultural and Industrial High School	17	37
Luna National Vocational High School	36	41
Maguling National High School	37	108
Bagumbayan Agro-Industrial High School	24	36
Malalag National High School	58	85
Leyte Agro-Industrial High School	38	42
Guihulngan National Agricultural School	20	24

# II. Promoting Rice Science for Development through Strategic Use of Communication Media

Project Leader: ABLanuza

PhilRice's new corporate strategic plan brings with it new possibilities and challenges in promoting rice science and technology as well as new pathways for development interventions. The Development Communication Division plays a major and significant part in these efforts. It has often been said, of what use are the results/products of rice science if these are not communicated effectively, particularly to the intended users. With the operationalization of the new corporate plan, the Division finds it important to employ strategic communication.

Strategic communication is an evidence-based, consultative communication process that fosters the principle of specificity (i.e. user- and location-specific). It also favors best mix of communication approaches/media to facilitate change or learning. The large amount of information and technologies generated by the rice R&D network each year and its various intended users with specific information needs the application of strategic communication vital in promoting these knowledge assets using various communication media.

The project aims to improve rice stakeholders' appreciation, access, understanding and use of information and knowledge on rice science and technology.

#### Development and production of knowledge products

MG Layaoen, MGM Nidoy, CA Frediles, CG Dacumos, JGS Sarol, AB Lanuza, HHMB Manalo, SM Pasiona, AP Canilang, AMF Bautista, JC Berto, CG Dacumos

The employment of strategic communication in the Division's activities is envisioned to develop knowledge products that specifically address relevant and timely needs of stakeholders. In such case, users of information are of primary importance, ensuring that materials, methods, and media synergize well to come up with most appropriate products that respond to their needs. The development and production of knowledge products is therefore crucial to the actualization of the development communication work in the Institute. The challenge lies in effectively communicating rice R&D's seemingly complex messages to rice industry stakeholders.

For 2016, climate change in rice production primarily drove the conceptualization of knowledge products. Last year's tails of El Niño and the onset of La Niña prompted the development of materials on rice production technologies to help farmers adapt to the changing environment. With the Institute's quest for a rice secure Philippines, the study outputs also support-

ed the promotion of strategies to help the Filipino farmers become competitive in the global market. This initiative would help manifest the Institute's effort to transform research results into a coherent development agenda, while responding to dynamic changes in the rice sub-sector.

#### Activities:

- Knowledge products in the form of printed, audiovisual, and online materials were produced for various audiences.
- Subject matter specialists both from the research and development sectors were consulted in the production of the materials.
- Protocols for knowledge products development were followed to ensure the effective and efficient carrying out of tasks and delivery of outputs.
- Although not included in the target, one knowledge product (Q&A: Climate Change at Pagpapalay) to assess the usefulness of the material and apply appropriate recommendations for the Q&A's improvement.
- The products were distributed to farmers, information intermediaries, policy makers, and other stakeholders in the science community during events such as Lakbay Palay, AgriDoc, Infomediary, and other training programs, visits to PhilRice, and engagements of the branch stations. The complete list of products and circulation is detailed in Table 3.

#### **Results:**

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- A total of 76 titles were produced/updated in the form of print, audiovisual, and online materials. At least 300,000 copies were distributed to intended recipients. Materials are also available in the corporate website and Pinoy Rice Knowledge Bank.
- Eight issues of the PhilRice magazine were produced at 3,000 copies each. The first English magazine highlighted the various stakeholders that help farmers cope with climate change; the second issue chronicled the transformation of rice in a cultural perspective; the third showed a healthy lifestyle with rice; and the fourth featured stories on the rice-based farming house-hold survey. For the Filipino magazine, products and business opportunities from rice were presented in the first issue; the second featured the Department of Agriculture Gawad Saka awardees; the third was on La Nina; and the fourth presented stories on rice trade liberalization.
- The Infographics Series was also introduced as an innovation on knowledge product development. This initiative aims to address the demand for materials that can cope with the trends in new media. Infographics are easy to understand which

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will only require a short attention span of the reader. Topics included situationers on rice production in the country and profile of the Filipino farmer.

- To address immediate and case-specific information needs of farmers, 10 back-to-back leaflets from the Pinoy Rice Knowledge Bank collection were produced while 14 were updated and reprinted. Topics ranged from seed selection to postharvest management. A selection was made to comprise the La Nina series.
- Since the El Niño phenomenon persisted until June while the onset of La Niña threatened rice production in the second semester, knowledge products about the topics were updated and produced/reprinted. These include Q&As on Climate Change and Rice Production; El Niño, La Niña, at Pagpapalay; Rice Komiks on Dry Seeding Technology and Controlled Irrigation; and accordion-type leaflet on Swak na Barayti.
- The study also supported the promotion of the PhilRice Text Center and the Pinoy Rice Knowledge Bank by producing posters and leaflets.
- Impact, technology, and corporate videos were produced. Five infographics were also converted into videos, uploaded in PhilRice social media sites.
- The Project IPaD and CCAFS funded the reprinting of some knowledge products that resulted in mass production and distribution of the materials to target audiences. The IRBAS Program also requested to produce a technology bulletin on mushroom production.
- The evaluation study done to improve the featured knowledge product developed an evaluation protocol which may be used to replicate the methodology for other knowledge products and, eventually, communication-related services.

**Table 3.** List of knowledge products and corresponding production details for2016.

	Knowledge Product	Copies	Copies
		Produced	Distributed
1	Rice Komiks (Kontroladong Pagpapatubig)	5,000	5,000
2	Rice Komiks (Dry Seeding Technology)	5,000	5,000
3	Rice Technology Bulletin: Mushroom Production	1,000	277
4	Corporate folder: Climate Change and Rice Production	1,000	1,000
5	Milestones 2014-2015	100 + 300	89
6	PhilRice Text Center Sticker	3,000	2,850
7	PinoyRice offline version (USB stick)	500	300
8	2016 rice R&D conference souvenir program	650	600
9	Institutional guidelines (ISO)		With the press
10	2015 R&D Highlights		Website
	Leaflets/Brochures		
1	Pamamahala ng army worm at plant hopper	10,000	8,200
2	Small farm reservoir	10,000	9,726
3	Floating garden	10,000	9,726
4	Labor cost	10,000	9,726
5	Pagkukumpuni ng dike	10,000	9,726
6	Nutrient management	10,000	9,726
7	Sorjan cropping system	10,000	9,726
8	Pagtatanim sa tag-ulan	10,000	9,726
9	Direct seeding/Transplanting	10.000	9.726
10	Tips sa binabahang palav/maari bang mag-ani kahit umuulan?	11.000	8.664
11	Pagpili sa tamang lokasyon para sa kamang punlaan/mga hakbang sa	11.000	7.844
	paggawa ng kamang punlaan	,	.,
12	Tamang paraan ng paggigijk/ tamang panahon at paraan ng pag-aani	11.000	10.059
13	Pag-aani gamit ang rice combine harvester	11.000	9.609
14	Mga kapaki-pakinabang na insekto sa palayan (Part 1)	11.000	15.164*
15	Mga kapaki-pakinabang na insekto sa palayan (Part 2)	11.000	13.944*
16	Pamamahala ng daga	11.000	12.331*
17	Pamamahala ng stemborer o aksip	11.000	11.996*
18	Pagiimbak ng mga binhi	11.000	9.927
19	Pag-aani gamit ang reaper	11.000	14.594*
20	Pagpapatuvo ng palay sa araw/mekanikal ng pagpapatuvo ng palay	11.000	9.259
21	Pamamahala ng bacterial blight	11.000	8.666
22	Pamamahala ng mata-mata	11.000	10.109
23	PTC/PRKB Leaflets	21.000	15.798
24	Swak na Baravti	1.000	906
	Maaazines	,	
1	1 <sup>st</sup> Quarter Issue (English): Enabling hands in changing climate	3,000	2,680
2	2 <sup>nd</sup> Quarter Issue (English): Embracing our heritage, chronicling our	3.000	2.143
	evolving culture with rice	-,	, -
3	3 <sup>rd</sup> Quarter Issue (English): Healthy living with rice	3,000	1,743
4	4 <sup>th</sup> Quarter Issue (English): Who is the Filipino Rice Farmer?	,	Out in
			December
5	1 <sup>st</sup> Quarter Issue (Filipino): Mula sa bukid	3,000	2,854
6	2 <sup>nd</sup> Quarter Issue (Filipino): Bukas sa Pagbabago	3,000	2,568
7	3 <sup>rd</sup> Quarter Issue (Filipino): Sa La Nina, lamang ang may alam	3,000	2,435
8	4 <sup>th</sup> Quarter Issue (Filipino): Magsasakang Pinoy, handa ka na ba?		Out in
			December
9	(Reprints) 2015 2 <sup>nd</sup> and 3 <sup>rd</sup> quarter issues	1,000	1,000
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#### Design and execution of information/social marketing campaigns

AB Lanuza, HHMB Manalo, AP Canilang, JGS Sarol, JC Berto, FM Saludes, AM Pagdanganan, JD Villaflor, RT Hallares, KET Barroga, JQ Amacanin

For a target audience to accept or become interested on an idea, technology/product, service, or person, information campaigns and exhibits are used. Information campaigns may be as simple as putting up a series of posters or as extensive as involving the use of several popular media (local or national) and even human elements (*i.e.* celebrities). They can last from a few months to a few years, often targeting specific audiences.

At PhilRice, campaigns such as on hybrid rice technology and rodent management have been conducted in the past at varying scales. The hybrid rice technology campaign, for instance, was done nationwide while that of rodent management was a municipal-wide campaign. Such campaigns have led to greater awareness about these technologies and also garnered awards for PhilRice.

Exhibits, on the other hand, are much smaller in scale, and thus more manageable. In a year, PhilRice would receive several invitations to participate in exhibits to promote its technologies and services. These exhibit events are attended well by people curious and interested to learn. Within the Institute, there are also exhibits needed to cater to the staff and the Institute's visitors.

With the Institute's push to strengthen awareness about how rice science is being used for development, information campaigns and exhibits are two strategic communication media that can be tapped.

The objective of the study is to design and execute information campaigns and exhibits that promotes and support specific and various applications of rice R&D and to conduct activities in support of the Golden Rice project.

#### Activities:

#### Institutional

- Participated in major exhibits, promoting the institute, its technologies, services, programs, and campaigns
- Developed and produced new banner designs promoting the institute and PhilRice's technologies, services, programs, and campaigns.
- Packaged materials and promoted the Pinoy Rice Knowledge Bank and PhilRice Text Center to its stakeholders and clients
- Evaluated the usefulness of the Pinoy Rice Knowledge Bank to assess its use and improve promotion interventions

Table 3. List of knowled	dge products and	corresponding	production	details for
2016. (con't)				

1Pinoy Rice Knowledge Bank3,0001,6442PhilRice Text CenterQ&A SeriesQ&A Series1Climate Change at Pagpapalayan7,0007,930*2El Niño, La Niña, at Pagpapalay6,0004,4063Barayti at Binhi3,0002,6064Biotechnology1,0001,000Infographic Series1/2Rice Production in the Philippines/Who is the Filipino farmer?5,0004,1353/4Can PH rice compete globally?/Who produces cheap rice?5,0004,2355Farmer's sources of informationWebsiteWebsite6PhilRice Text CenterWebsiteWebsite7Climate changeWebsiteWebsite8Rice consumption and wastageWebsiteWebsite9Water sourcesVideosWebsite1Impact: FSSP Associated TechFor ruploading3Impact: PhilRice-Kopia partnership on seed distributionFor fin_l editing4Usapang Magsasaka: Ecological EngineeringYouTube5Usapang Magsasaka: Ecological EngineeringYouTube, Facebook7Infographics: Firer sources of informationFor fin_l editing11Technology: Ano ang La Nina?YouTube, Facebook7Infographics: Rice farming and water consumptionFor fin_l editing3Impart: PhilRice consumption and wastageYouTube, Facebook9Infographics: Rice farming and water consumptionFor fin_l editing </th <th></th> <th>Posters</th> <th></th> <th></th>		Posters				
2       PhilRice Text Center       08A Series         0       08A Series         1       Climate Change at Pagpapalayan       7,000       7,930*         2       El Niño, La Niña, at Pagpapalay       6,000       4,406         3       Barayti at Binhi       3,000       2,606         4       Biotechnology       1,000       1,000         7       Rice Production in the Philippines/Who is the Filipino farmer?       5,000       4,135         3/4       Can PH rice compete globally?/Who produces cheap rice?       5,000       4,235         5       Farmer's sources of information       Website       Website         6       PhilRice Text Center       Website       Website         7       Climate change       Website       Website         8       Rice consumption and wastage       Website       Website         9       Water sources       Videos       Website         1       Impact: FSSP Associated Tech       For uploading         3       Impact: FSSP Associated Tech       For uploading         4       Usapang Magsasaka: Ecological Engineering       YouTube         6       Infographics: Rice consumption and wastage       YouTube         7       Infographics: Rice	1	Pinoy Rice Knowledge Bank	3,000	1,644		
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4     Biotechnology     1,000     1,000       Infographic Series       1/2     Rice Production in the Philippines/Who is the Filipino farmer?     5,000     4,135       3/4     Can PH rice compete globally?/Who produces cheap rice?     5,000     4,235       5     Farmer's sources of information     Website       6     PhilRice Text Center     Website       7     Climate change     Website       8     Rice consumption and wastage     Website       9     Water sources     Website       9     Water sources     Website       1     Impact: Getting high on hybrid     Website, PinoyRice       2     Impact: FSSP Associated Tech     For up-oding       3     Impact: FSSP Associated Tech     For up-oding       4     Usapang Magsasaka: Kontroladong Pagpapatubig     YouTube       5     Usapang Magsasaka: Kontroladong Pagpapatubig     YouTube, Facebook       7     Infographics: Rice consumption and wastage     YouTube, Facebook       8     Infographics: Rice consumption and wastage     YouTube, Facebook       9     Infographics: Climate change and rice farming     YouTube, Facebook       10     Infographics: Climate change and rice farming     YouTube, Facebook       11     Technology: Magsasaka; Pinoy, angat sa ibal     For	З	Barayti at Binhi	3,000	2,606		
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with 2015 stocks

#### 18 Rice R&D Highlights 2017

#### Golden Rice

- Engaged the support of priority stakeholders.
- Monitored and analyzed stakeholder-related perceptions.
- Ensured framing of consistent core messages.
- Strengthened team capacity for communication and outreach.

# **Results:**

#### Institutional

- The division has participated in 11 expo and exhibit events and distributed a total of 38,142 information materials to guests, stakeholders, and clients, 3,013 of which were on Pinoy Rice and PTC.
- At least 20 technology and service, three corporate, and four campaign-specific (BeRiceponsible, Infomediary, IPad, and RTM) banners were produced.
- Produced eight technology and service-specific (gate) banners for internal promotion.
- Evaluation results showed that Pinoy Rice gives the users a perception that it is search and user-friendly, attractive, acceptable, understandable, useful, and has adequate, updated, and accurate rice and rice-based farming information. Owing to this positive perception, efforts were diverted to the improvement of its promotional effectiveness by adding this promotional activity to existing efforts: sending or uploading/posting of anticipatory cropping-calendar-based messages to Text Center and Rice Matters. With the intensified promotional efforts, there was an increasing trend in Pinoy Rice visits.

#### Golden Rice

- The Golden Rice team continually engaged priority stake-holders by participating in five expo and exhibit events on nutrition, biotechnology, and field days. About 2,000 Golden Rice materials were distributed to nutritionists and dieticians, medical practitioners, students, academicians, scientists, researchers, extension workers, farmers, and even policy makers (i.e. mayors, regulators), including VP Maria Leonora Robredo. Four consultative meetings with the stakeholders were conducted and participated in. At PhilRice, four Golden Rice briefings were held with the PhilRice ExeCom, key Golden Rice staff, and PhilRice security personnel. The team also made a courtesy call to DOST Sec. Fortunato Dela Pena, one of the primary stakeholders in the project's regulatory aspect.
- Partnership with Biotech Project Implementation Unit (PIU) of the Department of Agriculture was also re-established; and engagement with four prominent nutrition organizations (PAN, PSND, NDAP, NNC) was continued.

Monthly monitoring and quarterly synthesis of Golden Rice related news and information were done to document stakeholder-related perception. News articles were analyzed through a content analysis of local online news covering 2013-2015. The result was presented in a poster during the PhilRice R&D.

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- To communicate Golden Rice to the public, three Golden Rice related articles were published in PhilRice website, two in Biolife magazine, and one in PhilRice magazine. Using social media as a platform, 68 postings were made on Facebook, Twitter, and Google Plus of GR-related news/information. Two radio interviews (phone patch and live guesting) on Golden Rice were made. One video interview with National Biotech Coalition of the Philippines (NCBP) was also conducted for showing in the international forum of regulators. A Golden Rice-related documentary film titled "Hidden Hunger" was also aired for free at the local TV channel through Munoz cable for a span of one week. The same film was also played at the PhilRice lobby TV in the whole month of nutrition month. Golden Rice is also presented in three seminars and forums with students, researchers, and academicians. The team constantly updates the Golden Rice materials, including the Golden Rice Q&A, Golden Rice Briefer, and the standard power point presentation on Golden Rice, and SOP on Urgent Situations.
- To strengthen the capacity of the team, two strategic planning workshops, and six communication meetings were conducted.

#### Management of communication resource bases and services

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The Division maintains resource bases and manages its services as tools for institutional knowledge management and efficient and effective promotion of rice science for development. These resource bases include databases for images, PhilRice's knowledge products, management of information databases and ICT services—the PhilRice Text Center and the Pinoy Rice Knowledge Bank. The PTC and PinoyRice are PhilRice's SMS- and webbased platforms to provide information on rice and rice-based science and technology.

This study aims to efficiently manage and maintain these repositories of knowledge tools to facilitate better the provision of services to PhilRice's clientele. It also intends to efficiently manage the provision of communication for promotion of rice science for development.

# Activities:

Database

- More than 12,000 new photos were tagged and catalogued. Photos and videos were shared to media sharing sites (Flickr/ Youtube).
- List of e-filed KPs were categorized and reorganized accordingly. Old/missing KPs not in database were retrieved.
- Backup databases to a Network-attached Storage (Videos, KPs, Photos, Graphics/Templates) was started.

PhilRice Text Center

- Queries were answered within 15 minutes of receiving text messages.
- Daily report was analyzed and activities like downtime, uptime, calls, etc. were documented.
- Key words were updated based on the top 50 list.
- Rice tips and radio program announcement were sent. Crowndsourcing was continued among the subscribers.
- Mass registration and promotion activities were conducted supported with the distribution of print collaterals.
- Options on improving the PTC system were explored with the Information Systems Division.
- Memo on seed updating was sent to branch stations.
- A Q&A was drafted as a reference material for other agents.

Pinoy Rice Knowledge Bank

- PinoyRice quality assessment, organization of files, updating and uploading of materials, quarterly assessment, and regular monitoring for website and server errors were done.
- PinoyRice website (offline and online promotional activities) was promoted. The offline version was also repackaged into a flash drive and distributed to various stakeholders.
- PinoyRice information materials (posters, tarpaulin, stickers, shirts, keychains) were produced to support its promotion.

# Support services

- The 2015 service requests were evaluated and analyzed.
- Guidelines for service requests was updated.
- Midyear and year-end reports of the service requests (statistics, feedback, recommendations) were submitted.
- Announcements regarding the new link and guidelines were made.

# Results:

Database

- Collections have reached to 12,996 tagged photos. More than 695 pictures were uploaded in Flickr.
- At least 2,866 unnecessary pictures were deleted. Seventeen KPs such as rice technology bulletins, Q&As, and magazines were retrieved.

Pinoy Rice Knowledge Bank

- PinoyRice had 33,251 visits by 20,137 unique visitors. About 56% of visits were made through opening pages from users' search results (through search engines Google, Yahoo, Bing, etc.).
- More than 114,742 pages of PinoyRice were viewed.
- From January to November, 33 handouts, 32 broadcast releases, 35 audio clips, 14 packaged information on rice varieties, and two Q&As were uploaded.
- To support the promotion of the website, a poster was produced and distributed to agricultural offices of the local government, PhilRice branch stations, and CSA rice production training.
- A ready-to-use offline version of PinoyRice in USB format has been distributed to extension workers from Albay, Benguet, Leyte, Batac, MIMAROPA, Isabela, Cagayan, Isabela, Nueva Ecija, Agusan del Norte, and Bulacan.
   Eour pages of the PinoyRice Ir was updated. These included
  - Four pages of the PinoyRice Jr was updated. These included three games for rice game page, three types of quizzes for rice challenge, rice photo bank, and upload post.

Table 4.	Pinoy	Rice	Knowledge	Bank	analytics	stat rep	oort.
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Page Visits	33,251
Users	20,137
Page Views	114,742
Search from Search Engine	55.7% (18,506)
	Top keywords
	PinoyRice
	Varieties of rice in the Philippines
	List of rice varieties in the Philippines
Direct from URL	20.4% (6,797)
Referrals from another site	19% (6,329)
	Top referral sites
	philrice.gov.ph (2,726)
	knowledgebank.irri.org (951)
	mboard.pcaarrd.dost.gov.ph (474)
From social media	4% (1,618)
	Top social media
	Facebook (1,565)
	Blogger (31)
	Twitter (11)
	1. Rice Varieties (21,619)
	2. Home Page (19,134)
	3. Variety and seed selection (6,682)
	4. Palaycheck (3,998)
Top page viewed	5. Nutrient Management (3,523)
	6. Crop Establishment (3,218)
	7. Land Preparation (3,149)
	8. Pest Management (2,952)
	9. Learning Modules (1,972)
	10. Rice Talk (1,971)

PhilRice Text Center

• PTC received 63,631 messages from January to November, 84% of which were responded within 15 minutes.

• Registered numbers increased, an additional of 8,431 clients were added in the phonebook while 72 keywords were updated.

• Fifteen rice tips were sent to clienteles. Rice tips sent are topics on Palayamanan, brown plant hopper, solar drying, rice straw benefits, use of high quality seeds, nutrient management, water management, PinoyRice as source of rice information, snail management, leaf color chart, bacterial leaf blight management, brown plant hopper during heavy infestation, weed management, flatbed dryer, harvest management, and fallow period.

• Materials on PTC including a leaflet, poster, four types of stickers were produced for PTC.

• A downtime of 1,345 hours and 54 mins (as of October 2016) equivalent to 56 days PTC was recorded as of October. This resulted in some failures in sending and receiving text messages. The options being explored to prevent downtime has proven to be expensive (e.g. Smart Communications' proposal) and irresponsive to PTC needs. Hence, the team recommended instead to hire an IT programmer to internally fix the problem.

• Crowdsourcing topics included drought intensity, pest problems, common method of harvesting, sources of seeds, usage of pesticides can

avoid pest, and water management during heavy rains.

The Q&A for PTC agents is for final editing.

Table 5. PhilRice T	ext Center st	tatistics in	2015 vers	us 2016.
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	2015	2016*
No. of SMS received	55,828	63,631
Ave. no. of SMS received (weekdays)	236	230
Ave. no. of SMS received (weekends)	57	84
System failure (hours)	1095	1345
System failure (mins)	27	57
No. of active texters (office hours)	19,161	20,328
No. of active texters (non-office hours)	8,588	8,666
No. of active texters (weekends)	3,241	2,605
Ave. daily active texters (weekdays)	130	130
No. of keywords received	19,751	24,735
Newly registered clients	7,448	8,431**
Received calls	874	691

\*As of October 2016 \*\* As Nov 14, 2016

Support services

- An evaluation report has been submitted. The report reflects 65 service requests for 2015, mostly on design/layout and photo-video documentation.
- Guidelines are continuously being updated. As recommended on the 2015 evaluation, SRF link has already been made internally accessible only.
- A new link of service request has already been advised to requesting persons.
- Midyear report has been submitted last June. It is recommended to improve the SRF to easily navigate and specify details of requests. Complete year-end report will be submitted by January 2017.
- Fifty-eight service requests have been addressed. Requesting parties are very satisfied with the service. Services acquired an average of 98% satisfaction rate in terms of quality of work, responsiveness, and timeliness.

#### Management of stakeholders' perception of PhilRice

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Corporate communication is vital to the operations of PhilRice owing to the Institute's nature as a generator of knowledge, researches, and technologies. This nature demands the necessity of continuously maintaining

#### 24 Rice R&D Highlights 2017

its identity, integrity, credibility, and image for its stakeholders to patronize and the Institute's products and technologies.

By making corporate communication as a strategic function of the Institute, products and image are carefully nurtured and protected; the Institute becomes more accessible to its stakeholders and the public; and the Institute's strategies, goals, and core messages are easily and immediately communicated.

This study on corporate communication includes three main activities, namely, online, social media, and radio.

The Institute's newly-generated knowledge, researches, and technologies are promoted through web, social media, and radio. News and broadcast releases are regularly uploaded and sent to media contacts every week.

#### Activities:

Online

Stories (eight stories per month) were uploaded, ensuring the targeted pick-up rate per month. Other contents such as sliders, magazines, experts, and officials page were also uploaded and updated. A new page was created on the homepage section to cater feature stories and increase the number of visits of the website.

#### Radio

Broadcast releases and radio scripts were produced for the two PhilRice radio programs. Climate change related interviews were also produced from the interviews done with broadcaster, Louie Tabing. Production of radio plugs and dramas also commenced for release next semester. A KSL workshop on radio is also being planned.

#### Social Media

• Stories were regularly posted stories on Rice Matters to increase page likes by 10%. Social media guidelines were updated.

#### Results:

Online

- The 90 stories uploaded were sent to 149 print publications, 70 news websites, 25 Metro Manila-based radio and TV stations. Stories had an average of 22 times pick-up rate per month resulting in more than 400 media exposures.
- The most published stories were news releases on PhilRice's campaigns and promotions (Paddy art and Brown4Good Challenge), research and development, new technologies, and

- climate change stories.
- Total website visits of www.philrice.gov.ph from January to October is 431,041 as presented in Figure 4.



Figure 4. PhilRice Text Center top five queries, 2016.

#### Radio

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- At least 36 broadcast releases, 43 radio scripts, 21 climate change interviews, 16 radio plugs, and two radio dramas were produced. The materials were sent to DA information officers, print, and radio broadcasters. The dissemination of these broadcast materials resulted in 110 radio and televisions exposures. These were regularly aired in four partner radio stations for free (Maunlad na Magsasaka and Bagong Sigla sa Agrikultura, and other stations). Radio interviews were uploaded in the Pinoy Rice Knowledge Bank.
- A new feedback system titled Palaytanungan was created. The system revealed that listeners are from the following regions: 1, 2, 3, 4-A&B, 5, 6, and NCR.

# Social Media

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The page recorded a 38% increase in fans from 2015, with a total of 10,807 page likes. With the 151 posts uploaded, most of these were news and technology links (61) to the website and the Pinoy Rice Knowledge Bank followed by photos (58) of events, observances and personalities, and videos (25) of events and infographics. These posts were organic (unpaid) but managed to reach 602,230 people, 78% higher from last

year's.

- FB video live was implemented during the following events with their respective reach: Youth & Agri Book launch (3.4K); 29th R&D Conference (57.5K); Lakbay Palay (12.8K); Youth & Agri Book Launch (6.3K); 29th R&D Conference (17.4K); Lakbay Palay (22.5K); SED Policy forum (28.2K); and Anniversary week (31.7K)
- Table 4 shows the top posts in terms of reach and engagement. New strategies and guidelines will be implemented next year.



Figure 5. PhilRice website visits from January to October, 2016.

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- Table 4 shows the top posts in terms of reach and engagement. New strategies and guidelines will be implemented next year.

TOP POSTS in REACH				
Rank	Content	Reach	Туре	
1	Three-disc plow attachment	21,411	News	
2	Visuarice: The Filipino Farmer	21,391	Video	
3	Mang Juan Series	17,923	Photo	
4	Recommended varieties for rainy season	15,116	News	
5	Don't burn rice straw	14,230	News	
6	How to avoid pests and diseases on rainy season	13,663	News	
7	Reduced-till planter	11,222	News	
8	Small-farm reservoir	10,507	News	
9	Aldub Rice	10,272	News	
10	Leaf color chart	9,349	PRKB	
TOP PC	OSTS in ENGAGEMENT (Likes, Shares, Comments)			
Rank	Content	Engagement	Туре	
1	Midsayap as Best Station	1,378	News	
2	Three-disc plow attachment	878	News	
3	Mang Juan Series	868	Photo	
4				
Ŧ	Visuarice: The Filipino Farmer	840	Video	
5	Visuarice: The Filipino Farmer How to avoid pests and diseases on rainy season	840 641	Video News	
5	Visuarice: The Filipino Farmer How to avoid pests and diseases on rainy season Leaf color chart	840 641 638	Video News PRKB	
5 6 7	Visuarice: The Filipino Farmer How to avoid pests and diseases on rainy season Leaf color chart Recommended varieties for rainy season	840 641 638 636	Video News PRKB News	
5 6 7 8	Visuarice: The Filipino Farmer How to avoid pests and diseases on rainy season Leaf color chart Recommended varieties for rainy season Don't burn rice straw	840 641 638 636 571	Video News PRKB News News	
5 6 7 8 9	Visuarice: The Filipino Farmer How to avoid pests and diseases on rainy season Leaf color chart Recommended varieties for rainy season Don't burn rice straw Ramos-Ballesteros' Award	840 641 638 636 571 567	Video News PRKB News News Photo	

Table 6. Top posts in Rice Matters.

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#### Abbreviations and acronymns

ABA – Abscicic acid Ac – anther culture AC – amylose content AESA - Agro-ecosystems Analysis AEW - agricultural extension workers AG – anaerobic germination AIS – Agricultural Information System ANOVA - analysis of variance AON – advance observation nursery AT – agricultural technologist AYT - advanced yield trial BCA – biological control agent BLB – bacterial leaf blight BLS – bacterial leaf streak BPH – brown planthopper Bo - boron BR – brown rice BSWM - Bureau of Soils and Water Management Ca - Calcium CARP - Comprehensive Agrarian Reform Program cav – cavan, usually 50 kg CBFM – community-based forestry management CLSU - Central Luzon State University cm - centimeter CMS – cystoplasmic male sterile CP – protein content CRH - carbonized rice hull CTRHC - continuous-type rice hull carbonizer CT – conventional tillage Cu – copper DA – Department of Agriculture DA-RFU - Department of Agriculture-Regional Field Units DAE – days after emergence DAS – days after seeding DAT – days after transplanting DBMS - database management system DDTK - disease diagnostic tool kit DENR – Department of Environment and Natural Resources DH L- double haploid lines DRR – drought recovery rate DS – dry season DSA - diversity and stress adaptation DSR – direct seeded rice DUST - distinctness, uniformity and stability trial DWSR – direct wet-seeded rice EGS – early generation screening EH – early heading

EMBI – effective microorganism-based inoculant EPI – early panicle initiation ET – early tillering FAO – Food and Agriculture Organization Fe – Iron FFA – free fatty acid FFP – farmer's fertilizer practice FFS – farmers' field school FGD – focus group discussion FI – farmer innovator FSSP - Food Staples Self-sufficiency Plan g – gram GAS – golden apple snail GC – gel consistency GIS – geographic information system GHG – greenhouse gas GLH - green leafhopper GPS – global positioning system GQ - grain quality GUI – graphical user interface GWS - genomwide selection GYT – general yield trial h – hour ha – hectare HIP - high inorganic phosphate HPL – hybrid parental line I - intermediate ICIS – International Crop Information System ICT – information and communication technology IMO - indigenous microorganism IF – inorganic fertilizer INGER - International Network for Genetic Evaluation of Rice IP – insect pest IPDTK - insect pest diagnostic tool kit IPM – Integrated Pest Management IRRI – International Rice Research Institute IVC – in vitro culture IVM – in vitro mutagenesis IWM – integrated weed management JICA – Japan International Cooperation Agency K – potassium kg – kilogram KP – knowledge product KSL – knowledge sharing and learning LCC – leaf color chart LDIS - low-cost drip irrigation system LeD – leaf drying LeR – leaf rolling lpa – low phytic acid LGU – local government unit

LSTD - location specific technology development m – meter MAS - marker-assisted selection MAT – Multi-Adaption Trial MC – moisture content MDDST - modified dry direct seeding technique MET – multi-environment trial MFE – male fertile environment MLM - mixed-effects linear model Mg – magnesium Mn – Manganese MDDST - Modified Dry Direct Seeding Technique MOET - minus one element technique MR - moderately resistant MRT – Mobile Rice TeknoKlinik MSE – male-sterile environment MT – minimum tillage mtha-1 - metric ton per hectare MYT - multi-location yield trials N – nitrogen NAFC – National Agricultural and Fishery Council NBS - narrow brown spot NCT – National Cooperative Testing NFA – National Food Authority NGO – non-government organization NE – natural enemies NIL – near isogenic line NM – Nutrient Manager NOPT - Nutrient Omission Plot Technique NR - new reagent NSIC - National Seed Industry Council NSQCS – National Seed Quality Control Services OF - organic fertilizer OFT – on-farm trial OM - organic matter ON - observational nursery OPAg - Office of Provincial Agriculturist OpAPA – Open Academy for Philippine Agriculture P – phosphorus PA – phytic acid PCR – Polymerase chain reaction PDW - plant dry weight PF – participating farmer PFS – PalayCheck field school PhilRice - Philippine Rice Research Institute PhilSCAT – Philippine-Sino Center for Agricultural Technology PHilMech – Philippine Center for Postharvest Development and Mechanization PCA – principal component analysis

PI – panicle initiation PN – pedigree nursery PRKB – Pinoy Rice Knowledge Bank PTD – participatory technology development PYT – preliminary yield trial QTL - quantitative trait loci R - resistant RBB – rice black bug RCBD - randomized complete block design RDI – regulated deficit irrigation RF – rainfed RP – resource person RPM – revolution per minute RQCS – Rice Quality Classification Software RS4D – Rice Science for Development RSO – rice sufficiency officer RFL – Rainfed lowland RTV – rice tungro virus RTWG – Rice Technical Working Group S – sulfur SACLOB - Sealed Storage Enclosure for Rice Seeds SALT – Sloping Agricultural Land Technology SB – sheath blight SFR – small farm reservoir SME – small-medium enterprise SMS - short message service SN – source nursery SSNM - site-specific nutrient management SSR – simple sequence repeat STK – soil test kit STR - sequence tandem repeat SV – seedling vigor t – ton TCN – testcross nursery TCP – technical cooperation project TGMS – thermo-sensitive genetic male sterile TN – testcross nurserv TOT – training of trainers TPR – transplanted rice TRV - traditional variety TSS - total soluble solid UEM – ultra-early maturing UPLB – University of the Philippines Los Baños VSU – Visayas State University WBPH – white-backed planthopper WEPP - water erosion prediction project WHC – water holding capacity WHO - World Health Organization WS – wet season WT – weed tolerance YA – yield advantage Zn – zinc

ZT – zero tillage

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