

2018

NATIONAL RICE R&D HIGHLIGHTS



DEVELOPMENT COMMUNICATION

DIVISION



Table of Contents

	<i>Page</i>
Executive Summary	
I. REFLECT: Making Communication-Based Interventions More Strategic and Transformative	3
II. PRODUCE: Design and Production of High-Impact Knowledge Products	7
III. SHARE: Creating Wider Reach and Impact of Rice S&T through Strategic Media	9

DEVELOPMENT COMMUNICATION

Division head: Ronan G. Zagado

EXECUTIVE SUMMARY

The Development Communication Division ensures that the technologies and services developed by the Institute have reached target clients through the following projects: REFLECT, PRODUCE, and SHARE. These projects are significantly complementary with each other in that the REFLECT provides inputs on what to PRODUCE and SHARE. In implementing these projects, we contributed to the four major final outputs (MFOs) of the Institute: extension support, education and communication services; technical publications; communication support; knowledge-sharing and learning process/activities; policy recommendations and advocacies; and partnerships.

One-hundred two (102) knowledge products (KPs) (e.g., magazine, handouts, memes/graphics, catalogues, flyers, bulletins, posters, videos, infographics, etc.) on various rice and rice-related topics were produced, distributed, and uploaded or made accessible on Pinoy Rice Knowledge Bank (www.pinoyrice.com). Most of these KPs were handed to farmers (105,384) and extension workers (44,282). Graphic arts/illustrations (41) were produced, stored, and shared. An additional of 15,418 photos were generated and shared via Flickr and Facebook. The Division responded to 40 communication requests (e.g., layouting, editing, photo/video documentation).

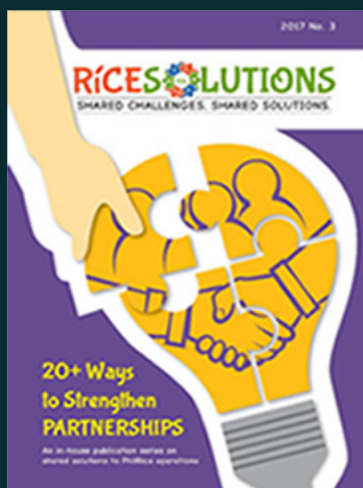
Sharing of rice S&T was further carried out through strategic engagement with farmers, extension workers/intermediaries, and appropriate media. For farmers, some 163 local farmer technicians (LFTs) from Bicol and Pangasinan were capacitated and mobilized. Most of these LFTs (152) registered in the PhilRice Text Center (PTC). Farmers attending events, such as the 2018 Lakbay Palay, Rice Achievers Awards, and project briefings (e.g., the Golden Rice Project) were handed with KPs on various topics and encouraged to register in the PTC. For intermediaries, 16 DA-RFOs were engaged for the reprinting of KPs and airing of broadcast releases. They reproduced and distributed 75,210 copies of KPs (Q&A, handouts, posters, RTB) to their areas of operation. Five government and private agencies (Shell, Bayer Academy, ATI-1 AgriDoc, DA-BAFS) were tapped as partners in disseminating rice knowledge products. Twelve (12) TechVoc high schools were provided with PhilRice KPs and their computers installed with the Pinoy Rice Knowledge Bank software. Their students taking up agriculture track were also engaged as information mediators, promoting cost-reducing and yield-enhancing technologies as well as the PTC service. News and feature stories were sent to print journalists for possible publication and massive dissemination of rice R4D information.

For media platforms, the PhilRice website (www.philrice.gov.ph) was regularly maintained with more than 200% of our stories or press releases recirculated. PTC responded to more than 20,000 text queries with 93% response rate (within 1 hour). PhilRice FB ([rice.matters](https://www.facebook.com/rice.matters)) increased page likes/followers by 470% with 704 posts on various R4D topics. PhilRice on-air engagement was maintained by distributing 36 broadcast releases on various topics to all our radio station contacts nationwide. One hundred seventy-nine segments(179) (expert's interview format) were coordinated with the following five radio stations: DWAY – Nueva Ecija, RW 95.1 – Pampanga; DXSA – Davao Oriental; Radyo Bulacan; DZTC-Tarlac, and TV programs in ABS-CBN. PhilRice Youtube channel (PhilRiceTV) gained 628 new subscribers, with more than 200% increase from January-December 2017 data (258 subscribers).

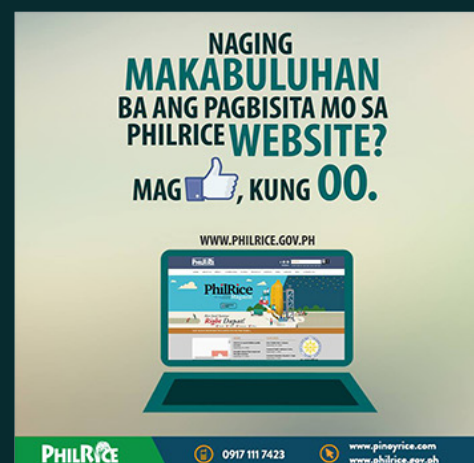
Moreover, a feedback mechanism was created to assess the effectiveness of selected communication products and services. User-respondents of PhilRice Magazine, PhilRice Corporate website, and PhilRice FB page are highly satisfied with the different components affecting attractiveness, comprehensibility, acceptability, self-involvement, and call to action. Aside from acquiring feedback, eight experts sharing insights on their expertise were documented; infographics capturing best practices in conducting development work produced; and one RiceSolution handbook on forging partnership produced. Communication delivery innovation (Rice Tech in-focus) was also developed. It was designed to feature PhilRice products and provide specs and price, in a simplified and visual manner, to generate interest on social media.

Gender-disaggregate data on selected communication strategies showed that of the 157 stories published on the PhilRice website, 59% (92) featured men and 41% (65) featured women as experts or topic; 65% men and 35% women in the articles of the Filipino Magasin as experts or topic; 36% men only, and 3% women only in the articles of PhilRice magazine as experts or topic; 54% men and 46% women in the gender-related posts on FB ([rice.matters](https://www.facebook.com/rice.matters)); and 69% men and 31% women of the experts interviewed in radio programs.

These outputs have contributed to Outcome #6: enhanced partnership and knowledge management for rice research for development.



Clients' feedback



Rice-Tech-In-Focus



Expert's interview



PROJECT 1:

REFLECT: MAKING COMMUNICATION-BASED INTERVENTIONS MORE STRATEGIC AND TRANSFORMATIVE

AB Lanuza, DCP Corpuz, HHMB Manalo, MGM Nidoy, PIH Duran, FM Saludez, AP Canilang, HMA Tolentino, DCP Corpuz, CA Frediles, AC Biwang Jr., JC Berto, AMF Bautista, RM Maramara, ZG Awing, EE Reyes, and JQ Amacanin

The REFLECT project aimed to capture and share innovations on and solutions to various operational and development challenges to target users; explore new or optimizing current applications of communication in rice research and development; and engage stakeholders in informing ways forward. With the results guiding the PRODUCE and SHARE projects of the Division, the REFLECT project essentially contributed to all strategic outcomes of PhilRice and, more importantly, helped enhance partnership and knowledge management for research for development.

For “Reflect to Explore and Optimize,” five Rice-Tech-In-Focus posts were produced and uploaded to social media; news/events from branch stations, offices, and programs were well covered and published in the PhilRice Magazine, PhilRice Magasin, PhilRice’s corporate website, and PhilRice’s social media (Facebook). Active participation from

the branch stations in sharing news worthy events and information increased the coverage and dissemination of information. Client satisfaction ratings also showed that many of the division's outputs have been very satisfactory. However, a more in-depth study would be needed to gauge its accuracy and solicit suggestions on areas to improve. For "Reflect to Capture and Share", 11 knowledge sharing and learning (KSL) outputs (print and video) were produced; and a study exploring the strategies on using social media in communicating rice science was conducted. The "Reflect to Engage and Listen" component conducted a study among the recipients of PhilRice's selected KPs. Their age ranges from 13 to 81 years old across the online and printed platforms. Most of the users are farmers, relatives and acquaintances of farmers, employees, and students. Majority of the users also have reached the college level. In general, users of the three knowledge products of PhilRice, namely: PhilRice (English) Magazine 2018 1st Quarter Issue on Quality Seeds, PhilRice Corporate Website, and PhilRice Facebook Rice Matters Page are either highly satisfied or satisfied with the different components affecting attractiveness, comprehensibility, acceptability, self-involvement, and call to action. Strategies should focus more on the call to action part to encourage the stakeholders towards the adoption of recommended technologies in farming.

Reflect to Capture and Share

AB Lanuza, MGM Nidoy, PIH Duran, FM Saludez, JQ Amacanin, AP Canilang, and HMA Tolentino

This study aimed to develop and pilot-test a KSL mechanism on solutions to operational challenges at PhilRice, starting at its Development Sector. It also conducted KSL events to fine-tune the mechanism and gather solutions; produced a prototype knowledge product from solutions shared through KSL; developed and ensured issuance of a policy memo for the institutionalization of KSL at PhilRice CES.

It was conducted with the following procedures: (1) identification of successfully conducted projects, activities, and topics for discussion of experts; (2) interview of project or activity coordinators and members, processes done, best practices, challenges, lessons learned; (3) preparation of draft of KSL output format; (4) SMS checking and editing; (5) inputting of corrections and update; and (6) output finalization. Eleven KSL outputs in print and video, and a study exploring the strategies on using social media in communicating rice science were produced by this study documenting knowledge from activities and experiences of PhilRice experts and staff. These were archived, uploaded or distributed, for use as reference.

Results/outputs are as follows: MFO 1 - Extension Support, Education and Communication Services produced: 1 Rice solution documenting best practices, 2 KSL infographics (Boo! Boo! Rat and REIS), and 7 (out of 8 targeted by December 2018, as of November) KSL videos (interview with rice experts).

These outputs have contributed to achieving the outcome "Enhanced partnerships and knowledge management for rice research for development (R4D)."

Reflect to Explore and Optimize

AB Lanuza, HHMB Manalo, FM Saludez, DCP Corpuz, CA Frediles, AP Canilang, AC Biwang Jr., JC Berto, AMF Bautista, RM Maramamra, ZG Awing, EE Reyes, and JQ Amacanin

This study aimed to explore, test, and evaluate new trends in communication; and engage in the strategic positioning of R4D programs, branch stations, and institutional management sectors for better results at PhilRice-CES.

It was conducted with the following procedures: (1) identify trends for information sharing and exchange; (2) explore popular or new methods and medium for information sharing and exchange; (3) produce prototype and test; (4) select KPs to be surveyed (for client satisfaction survey); (5) prepare questionnaires; (6) analyze survey results; (7) assign staff to programs, offices, or branch to regularly gather info on events or other news-worthy activities; (for news coverage); (8) assign writers; and (9) monitor news coverage. Five Rice-Tech-in-Focus posts, produced and uploaded to social media; and, news events from branch stations, offices, and programs were well covered and published in the following platforms: PhilRice Magazine, PhilRice Magasin, PhilRice's corporate website, and PhilRice's social media (Facebook).

Results/outputs are as follows: MFO 1 - Extension Support, Education and Communication Services: a total of 5 Rice Tech in Focus posts produced and uploaded to social media, News events from branch stations, offices, and programs were well covered and published in PhilRice Magazine, PhilRice Magasin, PhilRice's corporate website, and PhilRice's social media (Facebook). Active participation from the branch stations in sharing news worthy events and information may further increase the coverage and dissemination of information. Meanwhile, client satisfaction ratings also showed that many of the division's outputs had been very satisfactory.

These outputs contributed to achieving the outcome "Enhanced partnerships and knowledge management for rice research for development (R4D)."

Reflect to Engage and Listen

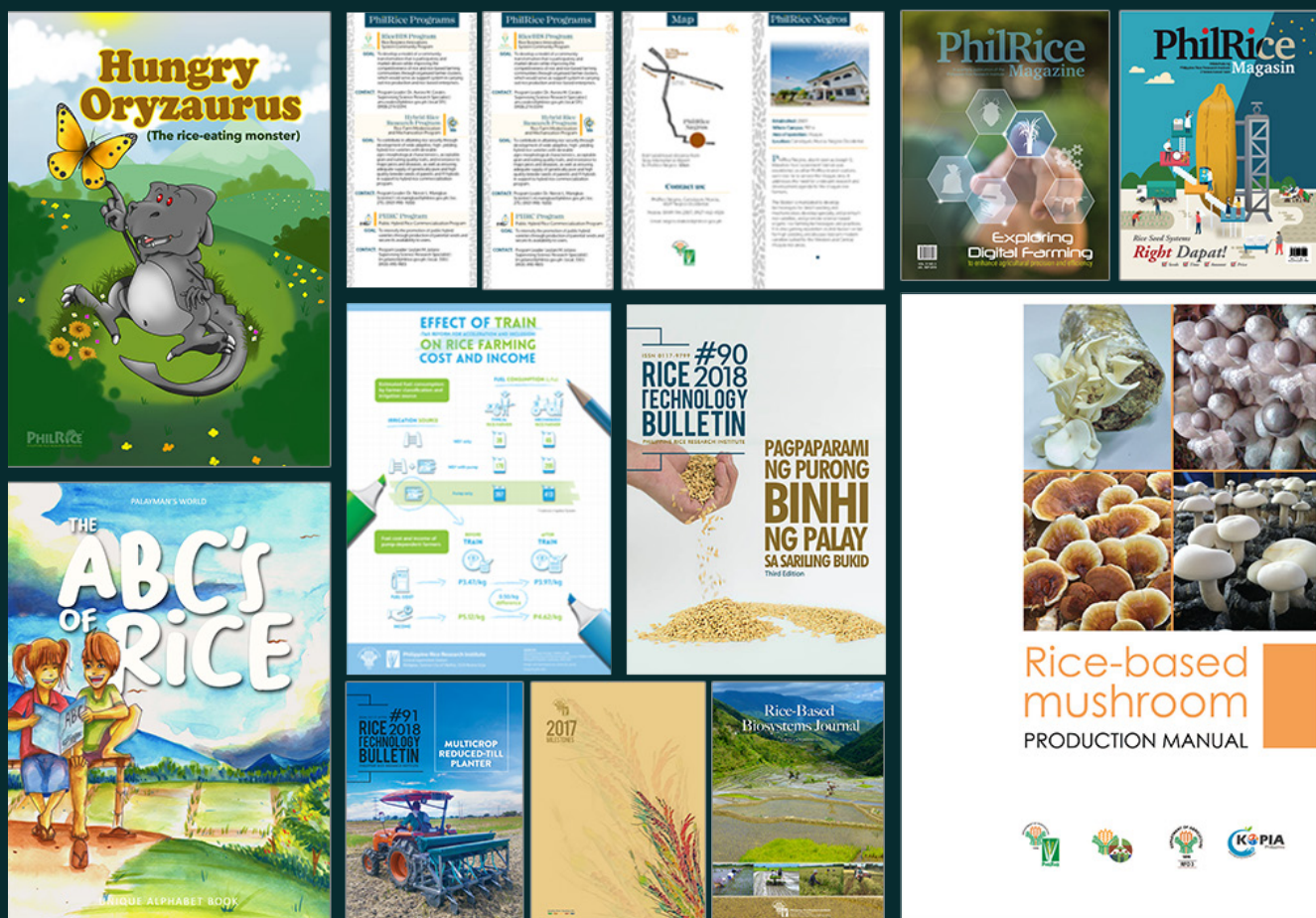
DCP Corpuz, RG Zagado, HHMB Manalo, EE Reyes, CA Frediles, AP Canilang, AMF Bautista, JC Berto, RT Hallares, AC Biwang Jr., and FM Saludez

This study aimed to gather feedback from the recipients of the KPs and communication initiatives of the Institute; identify key areas to improve especially in relation to objectives and intended impacts of communication initiatives; identify trends in terms of the intended audiences' engagement and behavior towards the Institute's communication initiatives; determine a set of criteria to be used in evaluating communication products and services; and develop strategies to improve communication products/services based on the criteria and needs identified by key stakeholders at the PhilRice-CES.

It was conducted with the following procedures: (1) evaluation of the communication products and services was continued through the use of the social media platform such as Facebook; (2) set of criteria was determined to guide the assessment of selected KPs and services; (3) using an online questionnaire, the socio-demographic characteristics of respondents in Facebook were determined. The survey, which was created through the use of Google Forms, included questions measuring respondents' satisfaction in terms of the KPs' attractiveness, comprehensibility, acceptability, self-involvement, and call to action.

Results/outputs are as follows: MFO 1 - Extension Support, Education and Communication Services: users of the three knowledge products of PhilRice namely PhilRice (English) Magazine 2018 1st Quarter Issue on Quality Seeds, PhilRice Corporate Website, and PhilRice Facebook Rice Matters Page were found by readers/ audiences to be either highly satisfied or satisfied with the different components affecting attractiveness, comprehensibility, acceptability, self-involvement, and call to action. Strategies should focus more on the call to action part to encourage the stakeholders towards the adoption of recommended technologies in farming.

These outputs have contributed to achieving the outcome “Enhanced partnerships and knowledge management for rice research for development (R4D).”



PROJECT 2:

PRODUCE: DESIGN AND PRODUCTION OF HIGH-IMPACT KNOWLEDGE PRODUCTS

HHMB Manalo, RC Alquiros, ZG Awing, AMF Bautista, JC Berto, AC Biwang Jr., AP Canilang, J Castillo, DCP Corpuz, CG Dacumos, PIH Duran, CA Frediles, RT Hallares, AB Lanuza, RM Maramara, MGM Nidoy, TC Paulino, EE Reyes, FM Saludez, KB Sudoy, HMA Tolentino, and RG Zagado

This project translated scientific findings into KPs that are readily available and accessible to the target clients. The study 1 titled "Production of Science-Based and High-Impact Knowledge Products" handled the content development aspect, while the study 2 "Management of Communication Resources and Services of PhilRice" ensured that the KPs are well-managed for easier use and access.

One-hundred five (105) KPs were produced: 1 Journal, 4 issues of English magazines, 2 issues of Filipino magasin, 1 e-copy of R&D Highlights, 1 Milestone, 1 manual, 1 book, 3 Rice Technology Bulletins, 17 handouts, 15 videos, 6 rice tip memes, 5 rice tech in focus, 1 infographics, 1 RS4DM, 1 calendar, 1 catalogue, 9 brochures, 33 flyers,

and 2 souvenir programs. Online and broadcast contents particularly 705 social media contents, 36 broadcast releases, 45 radio program segments, and 124 website articles were produced. The database of KPs and other resources was maintained with 9,245 photos tagged and 13,885 photos uploaded, 105 KPs databased, and 41 graphics/illustrations databased. Forty (40) communication requests were responded.

All of these contributed to the following major final outputs: extension support, education and communication services; and communication support. Eventually, they contributed to achieving the target outcome - enhanced partnerships and knowledge management for rice research for development by developing and implementing context-specific and innovative development models and strategies such as KP development.

Production of Science-Based and High-Impact Knowledge Products

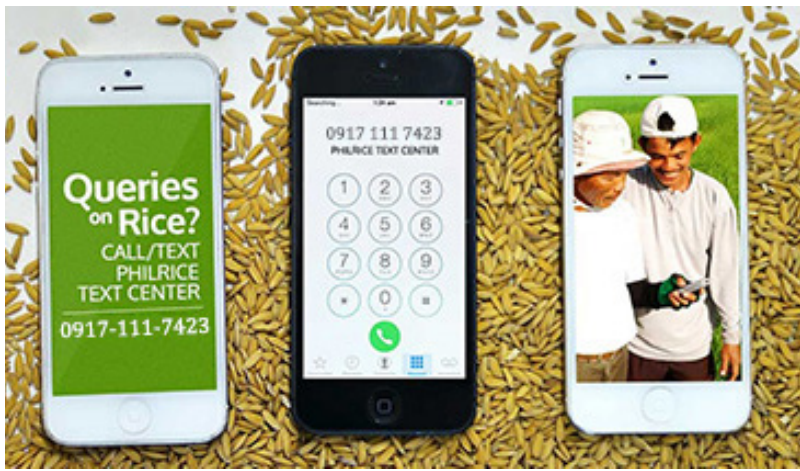
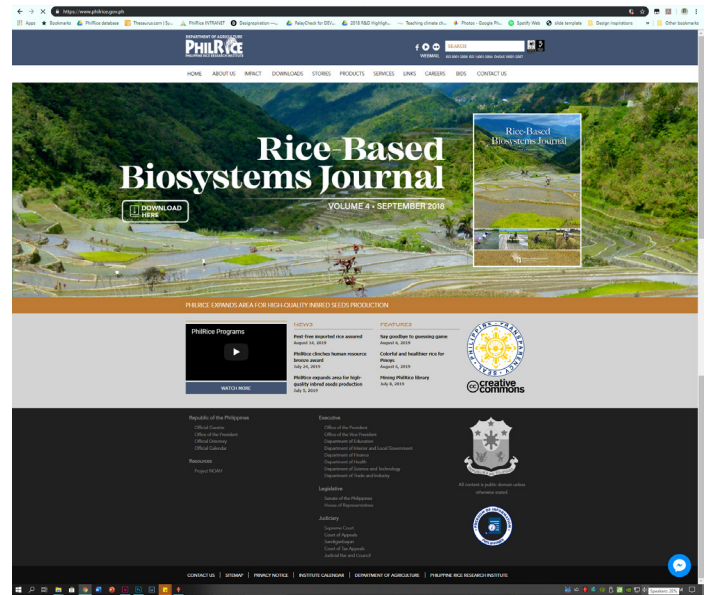
HHMB Manalo, RT Alquiros, ZG Awing, AMF Bautista, JC Berto, AC Biwang, AP Canilang, J Castillo, DCP Corpuz, CG Dacumos, PIH Duran, CA Frediles, RT Hallares, AB Lanuza, RB Maramara, MGM Nidoy, TC Paulino, EE Reyes, FM Saludez, KB Sudoy, HMA Tolentino, and RG Zagado

This study aimed to develop and produce science-based and high-impact knowledge products on rice and rice-based technologies. It was conducted from January to December 2018 by gathering of baseline data to the distribution of KPs. The result was 105 KPs were produced - that is about 60% from last year's 62 KPs. Apart from this, online and broadcast contents were also produced. For the social media contents, there were 705 posts. There were also 36 broadcast releases, 45 radio program segments, and 124 articles produced.

Management of Communication Resources and Services of PhilRice

CG Dacumos, RT Alquiros, ZG Awing, AMF Bautista, JC Berto, AC Biwang, AP Canilang, J Castillo, DCP Corpuz, PIH Duran, CA Frediles, RT Hallares, AB Lanuza, HHMB Manalo, RM Maramara, MGM Nidoy, TC Paulino, EE Reyes, FM Saludez, KB Sudoy, HMA Tolentino, and RG Zagado

This study aimed to develop and maintain a data storage and retrieval system for multimedia files and manage communication services. It was conducted with the following procedures: provision of communication and support services, data generation/collection, storage and back-up, and networking. The result is 9,245 photos tagged in the database; 13,885 photos uploaded; and 102 titles of KPs packaged, uploaded to the database, and categorized and reorganized accordingly. There were 41 rice graphic arts/illustrations produced and shared. Forty (40) communication requests were responded. For the KP requests, 213,402 farmers, extension workers, and R&D workers received the materials.



PROJECT 3:

SHARE: CREATING WIDER REACH & IMPACT OF RICE S&T THROUGH STRATEGIC MEDIA

RG Zagado, MGM Nido, EE Reyes, AMF Bautista, AP Canilang, DCP Corpuz, PIH Duran, CA Frediles, RT Hallares, TC Paulino, EE Reyes, and FM Saludez

To create greater reach and impact, this project capitalized on farmers (which constitutes Study 1 of this project), intermediaries (Study 2), and other forms of media (Study 3) as knowledge sharing allies, which are found to be the farmers' major sources of information based on the 2012 PhilRice Rice-based Household Survey (RBHS). It complements with other DevCom projects, such as Produce and Reflect, to achieve the overall objectives of the Development Communication Division. Contents from Produce Project were shared under this Project, while the sharing strategies used were evaluated under the Reflect Project.

For farmer allies, 163 LFTs from Bicol and Pangasinan were engaged and mobilized. They were briefed on Development Communication services and handed with KPs. Twelve briefings were also conducted with farmers and farmer-leaders in Nueva Ecija, Isabela, and Davao. Exactly 200 sets of KPs were disseminated to farmer participants of Rice Achievers Awards, an annual recognition organized by the Department of Agriculture. One database of LFT contacts was created and maintained for PTC's engagement. LFTs (152) have been included in the PTC database and 125 stakeholders from Rice Achievers Awards were invited to register in PTC.

For extension workers and other intermediaries, 16 DA-RFOs & ATI were tapped for the reprinting of 75,210 copies of KPs and airing of broadcast releases. Twelve TechVoc high schools were assisted in the maintenance of their rice information corners. Government and private agencies (Shell, Bayer Academy, ATI-1 AgriDoc, DA-BAFS) were tapped as partners in disseminating KPs and print journalists and radio stations for airing of PhilRice radio segments and other broadcast releases.

For strategic media platforms, the PhilRice website (www.philrice.gov.ph) was regularly maintained with 134% of target stories or press releases (129 of 96) accomplished. These stories were picked-up more than 700 times by media outfits with a total PR value of P230,567,914. While online platforms appeared to have the greatest number of pick-up, TV still dominated in terms of PR value. The PTC responded to more than 20,000 text queries with 92% response rate (within 1 hour). Text queries concerned mostly on seed availability, varietal information, and pest management (NOTE: PTC was down from 1st week of March to June 6). It was back in operation on June 7 with its new Globe number - 0917 111 7423. PhilRice social media (FB) presence was enhanced through frequent posting of timely, relevant, and interesting materials [704 posts (293% accomplishment) with 100% response rate], strategic time of posting (11am-1pm and 4pm onwards), and use of multimedia (infographics, video, pictures, etc.). As a result, FB page likes/followers increased by 119% compared to same time in 2017. Number of followers (43K) on Facebook is higher than ATIs (33k), making the page the most liked and followed DA attached agency.

Rice S&T was well covered on air with 36 broadcast releases on various topics distributed to all radio station contacts nationwide. These were aired 128 times or 327% higher than the target set. Regular weekly rice expert's interviews (a total of 186 segments) were aired over the following five radio stations: DWAY – Nueva Ecija, RW 95.1 – Pampanga; DXSA – Davao Oriental; Radyo Bulacan; DZTC-Tarlac, and TV programs in ABS-CBN. This is 406% higher than the target set and 4% higher than the January to November 2017 data (172 radio segments).

Pinoy Rice Knowledge Bank or PRKB (pinoyrice.com) was well maintained with 126 KPs and other resources uploaded. The total number of downloads is 302,246, and the website visits increased by 44.78% - from 58,621 (January-December 2017) to 84,872 (January-November 29, 2018). PhilRice Youtube channel (PhilRiceTV) gained 628 new

subscribers, with more than 200% increase from January-December 2017 data (258 subscribers). Science-related videos, particularly on mushroom production, were the most viewed videos on the channel.

This year, various innovations under this project were also employed: While PTC was down, the Chat with Rice Expert was set up. A Facebook ad about the chat was also posted online. PhilRice partnered with other government agencies, such as DA, ATI, BPI, DA-RFOs, and PIA, to share the information on their Facebook pages. The Chat with Rice Expert ran for three months until PTC was restored in June. The PhilRice Facebook Messenger was linked to corporate website and PRKB for better client interaction and improve the delivery of information. Chat box now automatically pops-up when people visit these websites. Increase in the number of queries was observed since the chat box was linked to the websites. PhilRice is the first DA attached-agency to explore this innovation.

These outputs contribute to achieving the communication support final major output, and the target outcome “enhanced partnerships and knowledge management for rice research for development (R4D)”.

Sharing with Co-Farmers

EE Reyes, RG Zagado, PIH Duran, JA Amacanin, FM Saludez, and RT Hallares

While disseminating agricultural information, particularly rice S&T, remains to be a perpetual challenge to government agencies, some interventions have been proven effective to help address this problem. A study by PhilRice found that the farmers’ top source of information is their fellow farmers. Hence, this study tapped LFTs as information allies to enhance knowledge sharing of rice S&T among farmers. It complements with other two studies that use other modalities and targets such as intermediaries and the media to help achieve the goals of the Share Project.

Specifically, it aimed to engage farmers in the promotion of rice S&T, equip them with new rice technologies through distribution of KPs, and establish a network of LFTs. Meetings and conventions with LFTs, distribution of KPs (generated under the Produce Project), and establishment of network (through PTC) were conducted from January to November 2018.

LFTs (163) from Bicol and Pangasinan were briefed on Development Communication services and handed KPs. Twelve briefings were also conducted with farmers and farmer-leaders in Nueva Ecija, Isabela, and Davao. Exactly 200 sets of KPs were disseminated to farmer participants of Rice Achievers Awards. One database of LFT contacts was created and maintained for PTC’s engagement. Exactly 152 LFTs have been included in the PTC database and 125 stakeholders from Rice Achievers Awards were invited to register in the PhilRice Text Center.

Through the use of LFTs, the knowledge sharing on rice S&T among farmers was enhanced. This study recommends a more intensive engagement and capacity enhancement for the LFTs for them to be better information allies on quality seed promotion and complement this strategy with a research on multiplier effect. Alliance with accreditation agencies can also be done for a better LFT networking.

This study contributes to the outcome 4 in the Strategic Plan of the Institute titled “Enhanced partnerships and knowledge management for rice research for development (R4D)”.

Sharing with Agricultural Extension Workers and other Intermediaries

AMF Bautista, CA Frediles, DCP Corpuz, EE Reyes, AP Canilang, JC Berto, RT Hallares, and JQ Amacanin

Establishing partnership has been one of the proven strategies in achieving the goals of an organization/association/agency. PhilRice, in its Strategic Plan, recognizes the importance of building partnerships to achieve its vision. This study used intermediaries as allies and partners in disseminating rice S&T information. It complements with other two studies that use other modalities and targets such as farmers and the media to help achieve the goals of the Share Project.

From January to December 2018, 16 DA-RFOs were tapped for the reprinting of 75,210 copies of KPs and airing of broadcast releases based on their stakeholders’ information needs as identified by the regional information officers; ATI Central Office was also tapped for the massive reproduction of PhilRice KPs; 12 TecVoc high schools were assisted to perform as rice information hubs; government and private agencies were tapped as partners in disseminating KPs; partnerships were sealed with four radio stations for the regular airing of relevant rice R4D information through broadcast releases and experts interviews during radio segments through Letters of Agreement; and news and feature stories were sent to print journalists for possible publication.

This study proved that partnerships play a crucial role in achieving the goals of the Institute. Intermediaries are effective partners in disseminating rice information. Through this initiative, PhilRice maximized available and existing resources in distributing KPs throughout the country.

This study contributes to the outcome 4 in the Strategic Plan of the Institute titled “Enhanced partnerships and knowledge management for rice research for development (R4D)”.

We are a government corporate entity (Classification E) under the Department of Agriculture. We were created through Executive Order 1061 on 5 November 1985 (as amended) to help develop high-yielding and cost-reducing technologies so farmers can produce enough rice for all Filipinos.

With a "Rice-Secure Philippines" vision, we want the Filipino rice farmers and the Philippine rice industry to be competitive through research for development in our central and seven branch stations, coordinating with a network that comprises 59 agencies strategically located nationwide.

We have the following certifications: ISO 9001:2008 (Quality Management), ISO 14001:2004 (Environmental Management), and OHSAS 18001:2007 (Occupational Health and Safety Assessment Series).

PhilRice Central Experiment Station; Maligaya, Science City of Muñoz, 3119 Nueva Ecija
Tel: (44) 456-0277 • Direct line/Telefax: (44) 456-0354

BRANCH STATIONS:

PhilRice Batac, MMSU Campus, Batac City, 2906 Ilocos Norte
Telefax: (77) 772- 0654; 670-1867; Tel: 677-1508; Email: batac.station@philrice.gov.ph
PhilRice Isabela, Malasin, San Mateo, 3318 Isabela
Mobile: 0908-875-7955; 0927-437-7769; Email: isabela.station@philrice.gov.ph
PhilRice Los Baños, UPLB Campus, Los Baños, 4030 Laguna
Tel: (49) 536-8620; 501-1917; Mobile: 0920-911-1420; Email: losbanos.station@philrice.gov.ph
PhilRice Bicol, Batang, Ligao City, 4504 Albay
Tel: (52) 284-4859 to 60; Mobile: 0918-946-7439 ; Email: bicol.station@philrice.gov.ph
PhilRice Negros, Cansilayan, Murcia, 6129 Negros Occidental
Mobile: 0949-194-2307; 0927-462-4026; Email: negros.station@philrice.gov.ph
PhilRice Agusan, Basilisa, RTRomualdez, 8611 Agusan del Norte
Telefax: (85) 343-0768; Tel: 343-0534; 343-0778; Email: agusan.station@philrice.gov.ph
PhilRice Midsayap, Bual Norte, Midsayap, 9410 North Cotabato
Tel: (64) 229-8178; 229-7241 to 43; Email: midsayap.station@philrice.gov.ph

PhilRice Field Office, CMU Campus, Maramag, 8714 Bukidnon
Mobile: 0916-367-6086; 0909-822-9813
PhilRice Liaison Office, 3rd Floor, ATI Bldg, Elliptical Road, Diliman, Quezon City
Tel: (02) 920-5129

SATELLITE STATIONS:

Mindoro Satellite Station, Alacaak, Sta. Cruz, 5105 Occidental Mindoro
Mobile: 0917-714-9366; 0948-655-7778
Samar Satellite Station, UEP Campus, Catarman, 6400 Northern Samar
Mobile: 0948-754-5994; 0929-188-5438
Zamboanga Satellite Station, WMSU Campus, San Ramon, 7000 Zamboanga City
Mobile: 0975-526-0306; 0910-645-9323

 www.philrice.gov.ph www.pinoyrice.com  (0917) 111-7423  [rice.matters](#)  prri.mail@philrice.gov.ph