

2018

NATIONAL RICE R&D HIGHLIGHTS



COMMUNITY RELATIONS

OFFICE



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Office Head: Diadem B. Gonzales-Esmero

EXECUTIVE SUMMARY

The Community Relations Office, through Administrative order No. 2018-004, which took effect on March 1, 2018, was created to streamline the delivery of general rice science education to the public and to optimize the relationship of PhilRice to various communities. With this, the Rice Science Museum, Visitors and Conference Services Office, and AgriTourism Component of the FutureRice Farm were integrated to function as one office. For 2018, the Office has catered 9,513 learners/visitors. Of this total number of visitors, 60.73% were males while 39.27% were females. Majority (59.81%) of them were farmers.

Most visitors have rated their visits “more than enough” or “beyond expectations.” As for the delivery of rice education through the Rice Science Museum, the museum launched its major exhibit with the theme “Quality Rice. Quality Life.” in September. It has also delivered 24 institutional exhibits in partnership with other institutions. Rice FIESTA was also conducted in partnership with Central Luzon Agriculture, Aquatic and Resources Research and Development Consortium (CLAARRDEC) and National Commission for Culture and the Arts (NCCA). Innovations in knowledge sharing and learning included conduct of Rice Food Art Contest and launching of Palay-Aralan and Amazing Rice Race. The FutureRice Farm also served as the venue for the two seasons of Lakbay Palay. It has also promoted agriculture through its rice paddy art. FutureRice Farm has also forged partnerships with other agencies, companies, and organizations.

Institutional Visitors/Learners Catered

DB Gonzales-Esmero, JU Cabral, FGE Manuel, CLB Gado-Gonzales, JKC Pangilinan, KAL Ricafort, and MAA Saludez

One of the mandates of the Community Relations Office is to “provide visitors and guests with a meaningful learning experience and a satisfying engagement with PhilRice by leading the coordination, scheduling, and preparation of their itinerary.” It is also tasked to “develop and execute strategies to strengthen PhilRice’s relationship with various communities and gather their feedback to improve the Institute’s service delivery, policy/decision-making, and technology development and promotion.”

Results/outputs are as follows: 1) The office has catered to 9,513 visitors/learners with an average of 792 guests per month. Of this number, 5,777 (60.73%) were male while 3,736 (39.27%) were female. Majority (59.81%) were farmers; 2) Visitor feedback form was also enhanced to also capture first-time and repeat visitors, as well as their information needs and interests; 3) Majority of these learners rated the learning at PhilRice as beyond expectations (69%) and more than enough (24%). They have also noted rice varieties and the Palayamanan Plus System as the most interesting or most probable technology for adoption; and 4) The office also led the protocols for the visit of foreign ministers like officials from Papua New Guinea.

Rice Science Museum

DB Gonzales-Esmero, FGE Manuel, CLB Gado-Gonzales, JKC Pangilinan, SBB Pangilinan, JU Cabral, KAL Ricafort

Generally, Rice Science Museum serves as the repository of Philippine rice heritage/ scientific collections, influencing generations of Filipinos to appreciate rice science in a different light and encourage farming communities to practice advanced rice farming technologies.

This project aimed to provide educational exhibits that are interactive and entertaining that can stimulate interest in rice history, culture, arts, science and technology and serve as learning extension for schools and a venue for agricultural trainees by providing interactive demonstration of rice science. The project also aimed to serve as an anchor in the national effort of preservation and revitalization of rice farming history, culture, and advancement of rice science and technology for both men and women. It is carried out at the PhilRice CES and partners with other museums and learning institutions to ensure wider education of public on rice and its related information.

Results/outputs of the project are as follows: 1) The Rice Science Museum produced four learning materials that makes self-paced education more satisfying and children’s education more exploratory. The latest in rice science was packaged through seven study guides, ABC’s of Rice, and Hungry Oryzaurus. Technologies were also promoted in rice-producing provinces and in Metro Manila, and in special events through 24 exhibits. Feedback showed that almost all of the exhibit audience were satisfied with the exhibit contents; 2) The museum helped in communicating the new PhilRice slogan to the public by adopting “Quality Rice. Quality Life.” in this year’s major exhibition launched on Sept. 5 and during the Rice FIESTA. The FIESTA, which was conducted with CLAARRDEC and NCCA gathered 8,500 extensionists and farmers who viewed the previous and current exhibitions for this year; 3) It has also documented its work through book chapter, titled “Exploring New Ways to Engage Disinterested Youth in

Agriculture,” to be published in the UST Publishing House’s “Rethinking Filipino Millennials: Alternative Perspectives on a Misunderstood Generation;” 4) Museum collections are already shared by launching the rice material culture database and website, which can be browsed through www.ricesciencemuseum.com; 5) Innovations in knowledge sharing and learning activities included the Amazing Rice Race - a platform used to promote PhilRice core values and technologies to the staff through knowledge adventure. Storytelling were also conducted among children aged 2 to 12 years old to promote the importance of not wasting rice. Rice Food Art contests were conducted in PhilRice immediate communities (Guimba and Science City of Muñoz, Nueva Ecija) - a creative cooking activity to promote healthier forms and varieties of rices for better nutrition, and as a way of strengthening community relations. A monthly Palay-Aralan was also started in December as a response to constant queries on rice production courses. These are half-day seminars that aim to increase awareness of the community on advances in rice production and improve the competitiveness of rice farmers through quick refreshers and lessons on rice production and other technologies. As a means to establish stronger community relations, the Palay-Aralan also invited farmers from nearby communities as participants.

Agritourism Component of the FutureRice Farm

The passing of the Farm Tourism Act of 2017 inspired PhilRice to pursue this new modality to promote rice innovations and at the same time, engage the community involvement. In 2018, PhilRice became an institutional member of the Nueva Ecija Farm Tourism Council. This year, FutureRice aimed to develop the farm tourism approach in promotion and community engagement; serve as venue for knowledge sharing and learning; and serve as a testbed and demonstration of smart farm innovations.

Results/outputs are as follows: 1) The farm served as a venue and platform for various knowledge sharing and learning activities including the Lakbay Palay. For 2018, the FutureRice Farm has catered 2,800 farmers and 1,800 farmers in April and September, respectively; 2) In Sept., the farm hosted a demonstration of a remote-controlled and automated hand tractor prototype by the University of Santo Tomas engineering students; (3) FutureRice also served as resource speaker in fora and conventions, which were participated by local and international experts, industry leaders, and community leaders; 4) Two prominent personalities were rendered as rice paddy art. Movie and TV icon was featured during the dry season and Senator Manny Pacquiao during the wet season; 5) The FutureRice Facebook account created interest on the farm. Close to 8,000 visited the farm as of Nov. The bulk of the visitors were farmers who were on study tours sponsored by their local governments; 6) FutureRice also developed agritourism packages and fees that the farm can offer once it is ready to fully operate as a farm tourism site; 7) FutureRice also formalized collaborations with other agencies through memoranda of agreement. Agencies include Central Luzon State University for the joint promotion and demonstration of the zero-waste pig farming system, small ruminant production, and hydroponics production; Bureau of Fisheries and Aquatic Resources for the promotion and demonstration of aquaculture technology at the farm; New Hope Corporation for the promotion and exploration of the use of drones in rice research; and the Nueva Ecija Farm Tourism Council for the promotion and development of farm tourism in Nueva Ecija.

These outputs have contributed to achieving the outcome “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).

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