

DA-PHILRICE R&D HIGHLIGHTS

DEVELOPMENT COMMUNICATION DIVISION

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Development Communication Division

Ronan G. Zagado (PhilRice-CES)

EXECUTIVE SUMMARY

The Development Communication (DevCom) Division continued on top of the conversations surrounding rice in the country through proactive communication and stakeholder engagement activities in 2021. Aside from performing its core functions, the division participated in significant works to whip up the nationwide implementation of two primary components of the Rice Competitiveness Enhancement Fund (RCEF) through intensive communication campaigns on the rice extension support program and the seed program. The team was also at full throttle to support the Golden Rice biosafety regulatory approval, especially in calibrating public expectations and managing emerging issues associated with the product. Moreover, the pandemic allowed the division to create new strategies aimed at helping rice farmers cope with the new realities brought about by the COVID-19 pandemic. The division leveraged ICT, third-party engagement, crowdsourcing, and network mobilization to deliver its expected outputs.

- One hundred fifteen knowledge products were produced in the form of magazines, posters, brochures, technology bulletins, techno guides, handouts, audio, video, and calendar. The bulk of these knowledge products was designed for RCEF at 796,231 copies with the calendar as the primary format. Exactly 466,573 (58.6%) copies were circulated to farmers, trainees, farm schools, farmer-cooperatives and associations (FCAs), and local government units through various activities. Based on the QR survey conducted on the techno calendar, 99% of the respondents said they find the material helpful.
- Knowledge sharing and learning (KSL) activities were also carried out through various platforms. The PhilRice Text Center (PTC) was adjudged Excellent Product/Practice during the 2021 Dangal ng PhilRice. It enlisted an additional 57,721 new clients, of which 44% were women. PTC registered users also received

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13 advisories in the form of text blasts on rice varieties, proper fertilizer application, and pest management. In addition, PTC also responded to 33,274 texts concerning seeds and varietal characteristics (48.64%), RCEF-Seed Program distribution (16.64%), pest and nutrient management (12.22%), and seed availability (11.87%). The satisfaction survey showed that 90% of the 211 respondents were very satisfied with the answers they received from the PTC agents, while 10% were moderately satisfied. Moreover, 91% were very satisfied with how the agents explained the needed information, while 9% were moderately satisfied.

- PhilRice website (www.philrice.gov.ph) was maintained and improved with the development of a notifier that alerts PhilRice web administrators to respond immediately to queries posted on articles published on the website. Ten new KPs, 16 sliders and graphics on events and featured technologies and knowledge products, and 127 stories and photo news were also posted on PhilRice Online. These SMS-approved contents gained a 92.55% customer satisfaction rating and generated 132,062 visits. The articles earned a 93% satisfaction rating and were viewed by at least 100 browsers. News releases were published in an average of 15 media outlets per month, generating P4.7B advertising value equivalent at year end. Fifty-one percent of the interviewees and featured individuals in the stories were women.
- The PinoyRice Knowledge Bank (www.pinoyrice.com) was updated with new content to meet the information demands from an online survey. There were 271 audio clips for the School-on-the-air Program on Scaling Agriculture Technologies; 9 radio plugs on certified seeds, Leaf Color Computing app, proper amounts of seeds, and right fertilizer timing, and 35 knowledge products uploaded. The materials registered 16,910 downloads and a satisfaction rating of 95.21%. The portal also registered 108,025 visits, of which 23,091 browsers were women. Almost half, 42,011 visitors, did not indicate their gender. A *PinoyRKB* app was also developed for mobile phone use.
- DA-PhilRice Facebook page registered 15.3M reach with 1.3M engagements, which exceeded the targets by 106% and 233%, respectively. Page followers also increased by 115%, from 82,728 in 2020 to 178,518 in 2021. About 4,500 queries, excluding comment threads, were responded to within five hours. Among the queries, 33% were about the PalayCheck system, climate

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change, rice production data, policies, importation, and trade, while 69% asked about services offered by PhilRice such as the PinoyRice Knowledge Bank, rice experts' advice, job vacancies, and other corporate publications and announcements. Almost all (93%) of the survey respondents were satisfied with the response they received from the page. Meanwhile, 53.3% said that the agents' information helped reduce the costs of their rice production and increased their yield.

- The RCEF-Seed Program official Facebook Page was also maintained with 112 original posts, including contents from the DA-PhilRice FB account. From January to December, it garnered 5,605,598 total reach, 1,028,176 posts reach, and 361,565 engagements. It also achieved a 553% increase in total page followers compared with the previous period — from 6,097 followers in 2020 to 48,132 followers in 2021. In addition, 321 original social media posts about the RCEF-Seed Program were published through the DA-PhilRice branch stations' Facebook pages.
- *PalayWakin Ang Galing* digital campaign via RCEF-Extension Facebook was conducted to amplify the promotion of benefits under the RCEF-Rice Extension Services Program (RESP) with weekly content shared, garnering 96,641 reach, 21,401 followers, and 20,411 likes. Results of the quick survey of the campaign showed the following: (1) on awareness on farm school: pre-test - 33%, post-test - 66%; (2) on interest in RCEF-Farmer Field School: pre-test - 48%, post-test - 96%; and (3) on interest to learn new farming techniques like PalayCheck: pre-test - 50%, post-test - 100%.
- An intensive digital information campaign dubbed *Golden Rice Malapit Na 'To* was implemented from July to September, which garnered traffic, leads, and engagements on social media that amplified support and highlighted the milestone on biosafety regulatory approval. The campaign resulted in a remarkable increase of Facebook followers, from 3,688 to 13,851; post engagements, from 4,573 to 13,309; and Facebook reach, from 169,494 to 390,319. Moreover, an extensive media outreach to support the Golden Rice biosafety approval was conducted with 457 stories published (67% of which have a positive tone, 33% negative; 56% local, and 44% Global).
- For the ICT-based platforms of sharing the produced KPs, initiatives developed include the automated inventory system

of the knowledge products, which helps in the monitoring of KP distribution; notifier, which alerts PhilRice Online administrators on queries posted on articles published; Search Engine Optimization initiative, which increased page traffic of PhilRice and PinoyRice websites; PinoyRKB app, another platform that will provide an easier access to rice information; Report and Inventory Dashboard; and PalayMan Chatbot, a software application used in FB chat conversation.

PROJECT 1

Packaging of Rice S&T Through Strategic Media

Charisma Love Gado-Gonzales (PhilRice-CES)

The country in 2020 achieved a record high harvest at 19.3 million metric tons despite the pandemic. With this performance of the rice farming sector, communication is needed to help sustain the transmission of growth in its development process. DA-PhilRice's Development Communication Division participated in agricultural intervention through packaging science-based and gender-sensitive rice farming technologies and practices into useful and digestible forms of knowledge while sharing them with our end-and next- users through appropriate and effective communication channels.

- Twenty-seven new knowledge products, which include four issues of the English PhilRice Magazine, two issues of the Filipino PhilRice Magasin, R&D Highlights, two issues of the Rice-based Biosystems Journal, The PhilRice Story, Technoguide on hybrid rice seed production, three issues of the Rice Science for Decision-makers, Rice Technology Bulletin on Mechanical Rice Transplanting, Guidebook on Multicrop Reduced Till planter; eight corporate videos, testimonial video on hybrid rice, technology videos on brown planthopper and hybrid rice, and impact videos on RiceBIS and alternate wetting and drying technology. This accomplishment is 22% higher than the number of KPs produced in 2020. Sixteen user-generated contents were also produced, which generated 3.2 million reach and 429,000 engagements on social media.
- Photo and video documentation and management were well executed based on the timeline and with approved shot lists

PROJECT 1

and topics. More than 1,000 unique and creative photos were uploaded to the GDrive, while 1,300 old images were scanned and tagged with five keywords per photo. A centralized cloud drive for audio and video knowledge products was developed in April and shared via DevCom Multimedia (<https://bit.ly/3NKjgNN>) with cataloged folders.

- Sets of knowledge products were identified, which compose the type of publications that will be distributed as kits for tokens and during official visits and fieldwork. Extensionists will be given brochures on *YunPalaYun* and Digital Apps and PhilRice Filipino magazine; for farmers, *YunPalaYun* brochure, hybrid rice leaflet, and PhilRice Filipino magazine; and for local government units, Rice Science for Decision Makers and PhilRice magazine in English and Filipino.
- Innovations in the development of knowledge products include producing 16 user-generated contents, mainly by the RicePatrollers, which were formed in November. RicePatrollers are rice farmers, extensionists, and youth who share their farming practices in their social media content, which is shared by the DA-PhilRice fan page.
- In conducting this year's campaign on Be RICEponsible, social media was used as a platform, which generated 4% engagement, which is 2% higher than the industry's acceptable good metrics.
- IT-based products were also developed to improve the processes involved in the project's two studies. These include the automated inventory system of the knowledge products, which helps in the monitoring of KP distribution; notifier, which alerts PhilRice Online administrators on queries posted on articles published; Search Engine Optimization initiative, which will increase page traffic of PhilRice and PinoyRice websites; PinoyRKB app, another platform that will make rice information more accessible; and PalayMan Chatbot, a software application used in FB chat conversation.
- Moreover, the satisfaction rating of radio segments, PhilRice Text Center, PhilRice Online, Pinoy Rice Knowledge Bank, and social media went up from 83-92% in 2020 to 91-100% in 2021. An independent study also showed that almost 400 respondents used the DA-PhilRice page because they find it useful, easy to use, playful, and trustworthy.

PROJECT 2

Packaging Of Rice S&T Into Knowledge Products and Management of Communication Resources

CLB Gado-Gonzales, HHM Manalo, RGZagado, FM Saludez, CA Frediles, AMF Bautista, JC Berto, M Tomas, RM Maramara, AC Biwang Jr., SJN Ruiz, EMP dela Cruz, AL Sevilla, JF Miguel III

This study aimed to develop and produce gender-responsive knowledge products (KPs) that meet the needs and preferences of specific end-users to enable them to appreciate and understand rice S&T.

- Twenty-seven new knowledge products, which include 4 issues of the English PhilRice Magazine, 2 issues of the Filipino PhilRice Magasin, R&D Highlights, 2 issues of the Rice-based Biosystems Journal, The PhilRice Story, Technoguide on hybrid rice seed production, 3 issues of the Rice Science for Decision-makers, Rice Technology Bulletin on Mechanical Rice Transplanting, Guidebook on Multicrop Reduced Till planter; 8 corporate videos, testimonial video on hybrid rice, technology videos on brown planthopper and hybrid rice, and impact videos on RiceBIS and alternate wetting and drying technology. This accomplishment is 22% higher than the number of KPs produced in 2020.
- Sixteen user-generated contents were also produced, which generated a total of 3.2 million reach and 429k engagement on social media.
- Photo and video documentation and management were well executed based on the timeline and with approved shot lists and topics. More than 1,000 unique and creative photos were uploaded to the GDrive, while 1,300 old images were scanned and tagged with five keywords per photo.
- A centralized cloud drive for audio and video knowledge products was also developed in April, which is shared via DevCom Multimedia (<https://bit.ly/3AwiqkO>) with cataloged folders.

PROJECT 3

Sharing of Rice S&T Information through Strategic Media

CLGado-Gonzales, RG Zagado, FM Saludez, CA Frediles, AMF Bautista, M Tomas, RM Maramara, AC Biwang Jr., SJN Ruiz, EMP dela Cruz, DJ Villena, AL Sevilla, JF Miguel III

Rice science and technology is a domain that is not easily understood by the public due to its complexity. Strings of integrated information and knowledge must be assimilated for appreciation and comprehension. As such, rice science and technology are vulnerable to misinformation. The Development Communication Division strategically shares the popularized information and knowledge through various platforms, ensuring that rice science and technology are accurately taken in by the intended stakeholders and the general public. The Division also ensures that the research and development initiatives in all DA-PhilRice stations are covered.

- Under this study, contents generated from the production of knowledge productions were shared through radio, SMS, PhilRice online, PRKB, and social media. PhilRice Magazine and *Magasin*, technology handouts, rice technology bulletin, and other knowledge products were distributed to 52,464 extensionists, farmers, policymakers, partners-agencies, and municipal agriculture offices on the PhilRice mailing list, and other stakeholders. 31% of the recipients were women. An automated inventory system of the knowledge products, which helps monitor KP distribution, was developed.
- Sets of knowledge products were identified, which were composed of publications that will be distributed as kits for tokens and during official visits and fieldwork. Extensionists will be given brochures on *YunPalaYun* and Digital Apps and PhilRice Filipino magazine; for farmers, *YunPalaYun* brochure, hybrid rice leaflet, and PhilRice Filipino magazine; and for local government units, Rice Science for Decision Makers and PhilRice magazine in English and Filipino.
- The PhilRice Text Center, adjudged Excellent Product/Practice during the 2021 *Dangal ng PhilRice*, enlisted 57,721 new clients, of which 44% were women. Users received 13 text blasts on rice varieties, proper fertilizer application, and pest management.

PROJECT 3

Agents responded to 33,274 texts concerning seeds and varietal characteristics (48.64%), RCEF Seed program distribution (16.64%), pest and nutrient management (12.22%), and seed availability (11.87%). The satisfaction survey showed that 90% of the 211 respondents were very satisfied with the answers they received from the agents, while 10% were moderately satisfied. Moreover, 91% were very satisfied with how the agents explained the needed information, while 9% were moderately satisfied.

- Links on *Ugnay Palay* (<https://www.philrice.gov.ph/ugnay-palay/>) and Pest Risk Identification and Management (<https://pestrisk.da.gov.ph/>) were uploaded to the website. Ten new KPs, 16 sliders and graphics on events and featured technologies and knowledge products, and 127 stories and photo news were also posted in PhilRice Online. These SMS-approved contents gained a 92.55% customer satisfaction rating and generated a total visit of 132,062. 56 news and features highlighting PhilRice regular programs; 29 on RCEF-Extension; 24 RCEF-Seed Program; 6, Golden Rice; and 12 hybrid rice were published. Articles on PhilRice regular programs and RCEF-Extension Program exceeded the target by 117% and 121%, respectively. Fifty-one percent of the interviewees and featured individuals were women. The articles gained a 93% satisfaction rating and were viewed by at least 100 browsers. News releases were published in an average of 15 media outlets per month, generating PhP4.7B advertising value equivalent at year end. The technical efficiency of PhilRice Online was also improved with the development of a notifier, which alerts PhilRice Online administrators on queries posted on articles published online, enabling immediate responses.
- The PinoyRice Knowledge Bank was updated with new content to meet the information demands from an online survey. There were 271 audio clips for the School-on-the-air Program on Scaling Agriculture Technologies; 9 radio plugs on certified seeds, Leaf Color Computing app, right amounts of seeds, and right fertilizer timing, and 35 knowledge products uploaded. The materials registered 16,910 downloads and a 95.21% satisfaction rating. The website also registered 108,025 visits, of which 23,091 browsers were women. Almost half, 42,011 visitors, did not indicate their gender.
- A Search Engine Optimization plan was developed to improve the page traffic of PhilRice and PinoyRice websites. PinoyRKB

PROJECT 3

app was also developed as another platform to make access to rice information easier.

- DA-PhilRice's Facebook page reached 15.3M and garnered 1.3M engagements, which exceeded the targets by 106% and 233%. Page followers also increased by 115%, from 82,728 in 2020 to 178,518 in 2021. About 4,500 queries, excluding comment threads, were responded to within five hours. Among the queries, 33% were about the PalayCheck system, climate change, rice production data, policies, importation, and trade, while 69% asked about services offered by PhilRice such as the PinoyRice Knowledge Bank, rice experts' advice, job vacancies, and other corporate publications and announcements. Ninety-three percent of the survey respondents were satisfied with the response they received from the page. Meanwhile, 53.3% said that information from the agents helped reduce the costs of their rice production and increased their yield.
- Rice Patrollers — farmers, agricultural technicians, and youth sharing farm experiences on social media, were formed in November following a photography session and introduction about the Institute and the RCEF Program.
- PalayMan Chatbot, a software application used in FB chat conversations, was launched in October with 662 users. More than half (85%) of the queries were about PhilRice services and products, fertilizer (80%), and varieties (77%). The Chatbot was found helpful by 81% of the users from October to November. PhilRice programs, technologies, and activities were featured in 50 segments and engagements, aired 218 times via five partner radio stations. Radio segments recorded 100% client satisfaction. Moreover, 24 broadcast releases were sent to more than 100 radio partners.
- A social media campaign for the National Rice Awareness Month (NRAM) was conducted with the theme, "Be RICEponsibly Healthy." Post reach totaled 228,592, while engagement was recorded at 8,417 with a 4% engagement rate, which is 2% higher than the industry's acceptable good metrics. The Department of Agriculture, its regional field offices, and the Agricultural Training Institute were mobilized to conduct NRAM activities such as rice exhibits, virtual run for rice, and rice talks.
- Intermediaries were also tapped to increase the Institute's reach. The Division partnered with five radio stations for the

regular airing of PhilRice on Air segments, 225 print and online media outfits for the publication of PhilRice press releases, and regional information officers of DA Regional Field Offices for the reproduction of rice-related KPs.

PROJECT 4

Strategic Communication to Support Delivery of RCEF Extension Services

RG Zagado, MGM Nidoy, RM Maramara, AMF Bautista, JC Berto, AC Biwang Jr., AG Castro, CG Dacumos, CA Frediles, ASC Fontanilla, CLGado-Gonzales, MB Gandawali, JN Grospe, D Jimenez, JB Lacbayan, JC Macadamia, OC Malonzo, NI Martin, JF Miguel III, A Narvasa, K Pedtamanan, EVV Pelayo, STC Quiring, FM Saludez, M Satuito, AL Sevilla, J Suarez, N Surriga, AP Tape, MD Tangog, VA Tingson, M Tomas, MA Valenzuela, DJ Villena

One of the RCEF programs is the RESP, which trains and teaches farmers with skills and knowledge on modernized rice production. Training without information is also incomplete. They must co-exist to facilitate effective learning – in this case – to enhance farmers’ knowledge and skills and address the gender issue on information access. Reports suggest that not all farmers have universal access to information that would be useful to them to improve their farm productivity.

This project was designed to provide strategic communication support to the RCEF-RESP. It particularly seeks to produce IEC materials on science-based farming that the participants in training programs use. This year, the project accomplished the following:

- 61 new/revised IEC materials and collaterals (1 handout, 1 tarpaulin, 5 posters, 1 calendar, 1 booklet, 1 primer, 4 TV ads, 21 SOA materials, and 26 vlogs) were produced with 796,231 copies.
- 58.6% of these IEC materials were distributed to farmers, trainees, farm schools, farmer cooperatives and associations (FCAs), and local government units. Distribution of materials produced from 2019-2020 continued with 2,700,325 (91%) copies distributed out of 2,969,654 copies made.

- Knowledge sharing and learning (KSL) activities were conducted through various channels such as radio, print, face-to-face, social media, TV, and mobile phone to amplify the program's reach and impact, with the following accomplishments: 293 original contents posted on the RCEF-Extension Facebook Page with 7,796,288 reach, 29 stories about RCEF published on the PhilRice website, 336 media contents placed in print (22), radio (40), transport (171), TV (86), and online media outlets (17), 12 text blasts sent to 202,460 recipients and 1,163 texts and 15 call queries responded by the PhilRice Text Center.

PROJECT 5

Seed Promotion through Strategic Communication

RG Zagado, HHB Manalo, HB Antonio, CLB Gado-Gonzales, AMF Bautista, JC Berto, CA Frediles, FM Saludez, MO Tomas, AC Biwang Jr., EMP dela Cruz, NI Martin, D Jimenez, FM D Bonilla, ASC Fontanilla, LL Villo, MF Pagaduan, CM Reyes, MAG Valenzuela, LP Perillo, ML Satuito, GA Carreon, VA Tingson, KMC David, MD Tangog, MB Gandawali, STC Quiring, CFR Pagarigan

As a support to the RCEF-Seed Program, this project addressed the evolving communication needs of the program and disseminated helpful information to its intended clientele. To better grasp the information needs of the program's stakeholders, a social media survey complemented with social listening using the Meltwater tool was conducted. Informed by the results of the survey, the project focused its activities on increasing awareness about the RCEF-Seed Program and managing the narratives and sentiments surrounding RCEF seeds through intensive IEC intervention as well as knowledge sharing, and learning activities such as social media publicity, media engagements, text advisories, and marketing.

- Twenty-seven IEC materials were produced. These include print materials like the RCEF seed sack with added recommended seed storage and general fertilizer management, RCEF seed Frequently Asked Questions, videos on seed distribution, PalaySikatan event highlights, farmers' testimonials, vlogs, and a flash drive containing promotional and technical videos.

PROJECT 5

- Twenty-four articles were published and shared through the PhilRice Magazine, website, and national dailies, and 18 radio engagements aired on 14 radio stations, namely, DWAY 1332 Sonshine Radio, RW 95.1 FM band, Radyo Natin Malita DXSA 105.5, DWET 1179kHz AM, DWNE 900kHz am, DWDA 105.3 Radyo Pangkaunlaran, DWAL 99.1 FM, DWQP 92.1 FM, Radyo Natin 101.7 Banaue, DZNC 801 KHz, 93.5 Hope Radio Butuan “Bahandi sa Kaumahan”, Agrikultura sa Caraga Online (Teleradyo), Radyo Natin 106.3 FM Laguna, and DYME Radyo Masbate. Topics covered were about seed distribution, Binhi e-Padala, PalaySikatan, program updates, and farmers’ success stories.
- The RCEF-Seed Program official Facebook Page was maintained with 112 original posts, including contents from the DA-PhilRice FB account. From January to December, it garnered 5,605,598 total page reach, 1,028,176 posts reach, and 361,565 engagements. It also achieved a 553% increase in the total page followership compared with the previous period – from 6,097 followers in 2020 to 48,132 followers in 2021. In addition, 321 original social media posts about the RCEF-Seed Program were published through the DA-PhilRice branch stations’ Facebook pages.
- Four text blasts were sent to over 70,000 farmers from selected provinces where the RCEF-Seed Program operates and where the identified topic is relevant. The text advisories contain reminders on seed distribution, Binhi e-Padala claim codes and schedule, seeding rate, and proper seed soaking.
- A marketing and advocacy campaign for the RCEF beneficiaries who are members of the farmer cooperatives and associations (FCAs) was conceptualized in the last quarter of 2021. The “Buy Local. Eat Local.” campaign aims to help farmers increase their income through marketing and product consolidation by the FCAs.

PROJECT 6

Communication and Stakeholder Engagement for Nutritionally Enhanced Rice: Finishing and Delivering Golden Rice and High-Iron and Zinc Rice Varieties

RG Zagado, GMG Cristobal, CJC Gonzales, CLB Gado-Gonzales, CA Frediles

The Healthier Rice Project Communications and Stakeholder Engagement team was at full throttle this year in anticipation of the positive biosafety regulatory approval for Golden Rice commercial propagation. To ensure that we are on top of the conversations surrounding Golden Rice, shape positive public opinion and interest in the product, and manage possible issues that anti-GMOs may raise, we carried out a public relations and risk communication campaign that took off from the time the public participation period for the regulatory application was submitted and launched on the day the regulators announced the decision on the granting of the commercial propagation permit. The campaign involved deliberate crafting and delivering messages for internal and external stakeholders using appropriate channels, such as dialogues and quad media (print, radio, TV, and social media). Media partners, leaders, social media influencers, and local, national, and international networks were mobilized to amplify the reach and impact of the campaign.

- Communication toolkits (holding statements and FAQs, digital toolkit, briefer, campaign assets, risk comm SOPs) and issue management plans were developed. Coordination with the DA's office for strategic communication has resulted in department memos and guidelines urging regional offices, attached agencies, and its information network to carry messages on the Golden Rice biosafety regulatory approval.
- Press releases from DA-PhilRice and IRRI were published on strategic media platforms (print, TV, radio, and social media) and dissemination through regional information offices of the DA and other partners; following the announcement of the commercial propagation approval. Golden Rice reached a total of 457 stories published and media coverage. 56% were

PROJECT 6

picked up from the local level, while 44% are global coverage. Meanwhile, 67% of the stories and coverage have positive tones, and 33% are negative. Coverage of milestone events such as the commercial propagation approval in July and the ceremonial taste test at the Crop Biotechnology Center launch in September helped maintain steady public interest in Golden Rice.

- An intensive digital information campaign dubbed *Golden Rice Malapit Na To* was implemented from July to September, which garnered traffic, leads, and engagements on social media that amplified support and highlighted the milestone decision. The campaign resulted in a remarkable increase of Facebook followers, from 3,688 to 13,851; post engagements, from 4,573 to 13,309; and Facebook reach from 169,494 to 390,319.
- Champions (local, national, and global) were identified and mobilized to speak publicly in support of championing our cause. Opinion pieces/commentaries from CGIAR Global Director of Innovation Barbara H. Wells, World Food Prize Laureate Howarth Bouis, and Filipino farmers Edwin Paraluman have been published in global and national media outlets. Also, public statements of support were published as part of the “Voices of Support” section of the digital campaign, following engagements with ambassadors and champions.