

2022

PHILRICE R&D HIGHLIGHTS



Development Communication Division



Philippine Rice Research Institute
Central Experiment Station
Maligaya, Science City of Muñoz, 3119 Nueva Ecija

CONTENTS

Executive Summary	1
Project 1: Packaging of Rice S&T through Strategic Media	2
Project 2: Sharing of Rice S&T into knowledge products and management of communication resources	3
Extra-Core Project 1: Seed Promotion through Strategic Communication	4
Extra-Core Project 1: Strategic Communication to support delivery of RCEF extension services	7

Development Communication Division

Ronan G. Zagado

EXECUTIVE SUMMARY

As the world recovers from the COVID-19 pandemic, the Development Communication Division helps the agriculture sector in sustaining its historic high record by ensuring that our stakeholders, especially the rice farmers, receive information and knowledge that will hopefully change their attitudes and adopt recommended technologies for higher yield and income. We reach the farmers through print materials, ICT modalities, and campaigns. We also maintain our significant role in the implementation of the Rice Competitiveness Enhancement Fund (RCEF) Seed and Rice Extension Services Programs.

We maintain our relevance in the rice sector by helping the farmers cope with the rising prices of fertilizers and fuel. Together with the Bureau of Soils and Water Management (BSWM) and the Agricultural Training Institute (ATI), we launched the Abonong Swak (*Swak sa badyet. Swak sa Palay*) campaign in March 2022 to promote a nutrient management strategy that encourages the use of organic and inorganic fertilizers following the principles of right element, right amount, and timely application.

We exceeded our targets on IEC materials by 31%. From the 118 targeted, we produced 154 IEC materials on PhilRice technologies and recommendations and RCEF Programs. On social media, we have produced, packaged, and shared 921 original posts in the DA-PhilRice, RCEF Seed, and RCEF Extension pages over the 616 target, recording 48% more than the expected output. DA-PhilRice reached its milestone of 200,000 followers with a 16% increase in reach (17.8 million) and a 24% increase in engagement (369,576).

To connect with the next generation of farmers, we launched the “Rice Matters” TikTok page. The initial views are promising, even exceeding those of the International Rice Research Institute. Additionally, a case study showed positive learning and practice changes among RCEF Seed beneficiaries in both low- and high-yielding provinces. The page’s first two videos gained 308 and 400 views, respectively, higher than the opening video posts of IRRI (269 and 340).

A case study confirmed our brochure on *Gabay sa Makabagong Pagpapalayan's* effectiveness in educating RCEF Seed farmer-beneficiaries on rice practices, leading to knowledge gain and adoption across diverse provinces. The respondents were from low-yielding provinces Capiz, Aklan, Bohol, and Masbate and high-yielding provinces Quirino, Pampanga, Davao Oriental, and Davao del Sur. To further support these beneficiaries, we partnered with DA-PHilMech on a campaign promoting their competitiveness, income, and local rice sales through the "Best Buy, Philippine Rice" slogan. A pilot program with the St. Vincent Parish Multipurpose Cooperative of Dupax del Sur, Nueva Vizcaya, is underway to put this initiative into action.

PROJECT 1.

Packaging of Rice S&T through Strategic Media

Hanah Hazel Mavi B. Manalo

This project 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 science and technology (S&T).

Of the 19 new titles targeted, 52 collaterals were developed. These gender-responsive KPs that ensure the balanced representation of men and women in the rice sector, include four issues of the English Magazine with the themes, "Scaling technologies," "Growth and recovery," "For the love of country," and "Steady for the Rice Farmers" and two issues of the Filipino Magazine on farm tips and resilient farmers. The Rice-Based Biosystems Journal, booklet on organic-based nutrient management and milled rice clustering of NSIC varieties, manual on participatory approaches in agriculture studies, technoguide on saline-tolerant rice, and Rice Science for Decision-makers issues on fertilizer management and alternate wetting and drying technology were also produced.

We co-implemented the #BeautifulPhilRice Photo Contest, in which the best outputs were featured in an exhibit launched on October 26, 2023. Contest themes include "*Mga maaayos at magagandang kabukiran sa DA-PhilRice*," "*Mga magagandang kapaligiran sa DA-PhilRice*," and "*Mga masasayang kawani ng DA-PhilRice*."

More than 200 high-quality photos were screened and collected on rice production and post-production and uploaded in the database while more than 1,000 unique photos were produced and tagged with at least five keywords via cloud drive.

As support to the admin, research, and development sectors, 28 photo and video documentation and management works were well-executed including major events such as Lakbay Palay, anniversary, and Ugnay Palay.

We improved our circulation management by developing an appsheet for distribution, which helps us track the number of KPs distributed and areas of distribution.

PROJECT 2.

Sharing of Rice S&T into knowledge products and management of communication resources

Charisma Love B. Gado-Gonzales

This project aimed to share the knowledge products produced through various strategic media platforms, which include PhilRice Online, PhilRice Text Center, PinoyRice Knowledge Bank (PRKB), radio engagements, and the DA-PhilRice Facebook page, to create greater impact.

PhilRice website published 111 news, features, and photonews, which is 8% more than the target. Fifty percent of the subject matter specialists and interviewees were women. Moreover, the website gained 86% customer satisfaction rating, surpassing the 80% target. It also recorded a 45% increase in website unique visits compared to last year's data.

Forty-six articles were picked up by the media, which were valued at P28,076,401.29.

PhilRice Text Center was maintained with 43,220 SMS queries received and 1,816 incoming calls. Thirteen text blasts on proper land preparation, nutrient and fertilizer management, ecological engineering, and other recommendations were sent out to the registered clientele. Newly registered clients total 54,129 of whom 39% are women.

New science and technology contents including organic-based nutrient management for rice production and rice production in saline areas in Cagayan Valley and Bicol Region were uploaded in the PRKB. The website gained 92% customer satisfaction rating and recorded 9,816 downloads. PRKB also provided information to 12,697 men and 22,765 women users.

In terms of radio engagement, we produced 63 segments with 100% satisfaction rating from the broadcasters who are our immediate clientele. Twenty-four broadcast releases were also disseminated to 111 media partners.

Of the 184 target posts, DA-PhilRice Facebook page developed, packaged, and produced 356 original uploads, registering 93% more than the target. We also exceeded the target reach for the 48 user-generated contents-from 1,000 reaches per post to at least 61,000 reaches per post. With 209,081 followers, the page recorded a 16% increase in reach (17.8 million) and 24% increase in engagement (369,576). The new DA-PhilRice social media page, named Rice Matters on TikTok, was launched during the Institute anniversary.

Two campaigns, dubbed as Abonong Swak Campaign and Be RICEponsible, were conducted. Abonong Swak (Swak sa Badyet. Swak sa Palay) was initiated to help farmers cope with the rising prices of inputs in rice production, particularly fertilizer and fuel. Launched in March 2022, the campaign promotes a nutrient management strategy that encourages the use of organic and inorganic fertilizers following the principles of right element, amount, and timely application. The campaign is co-implemented with the Bureau of Soils and Water Management (BSWM) and the Agricultural Training Institute (ATI). Campaign briefings reached 8,652 farmers in 23 provinces. Meanwhile, the Be RICEponsible campaign, launched in Quezon City to kick-off the National Rice Awareness Month in November, sustained the promotion of not wasting rice, consuming healthier forms of rice, and appreciating the rice farmers.

We also improved the process of lifelong seminar series by integrating thematic contents.

EXTRA-CORE PROJECT 1:

Seed Promotion through Strategic Communication

Ronan G. Zagado

Serving over one million farmers yearly in 42 provinces, the RCEF Seed Program ensured access and utilization of high-quality seeds and associated technologies to help improve their competitiveness in rice production. Extra-Core Project 1 played a central role in putting across correct and useful information to its intended clientele through multiple strategic channels with a combination of face-to-face and digital platforms.

Two radio plugs on recommended seeding rate for transplanting and direct seeding were produced and translated into Iloko, Bisaya, and Filipino. These were aired 310 times in 19 community radio stations covering the 42 RCEF Seed

target provinces. There were also 36 expert interviews aired on local community radio stations nationwide.

Four text advisories on seeding rate were sent to 72,766 seed recipients who were registered in the PhilRice Text Center. While PTC is open to all concerns related to rice production, its client satisfaction survey in 2022 showed that the majority of the queries were about the RCEF Seed Program, as well as the seeds and varietal characteristics. This shows the relevance of ensuring that a feedback mechanism like the PTC is provided to farmers to engage them and ensure that the Program hears their concerns. More than 3,000 call and text queries were received and responded to.

An instructional video was produced as support to the implementation of the pre-registration initiative of the Program. The video was played during the information caravans conducted in Candaba, Pampanga.

Social media materials were produced and posted on the RCEF Seed Program Facebook Page. Materials were in the form of public service announcements, activity updates, informative and educational posts, and testimonials. Posts from other stakeholders were also shared. There were 115 original and 100 shared posts published on the page. There were also 1,905 messenger queries received, of which 1,893 (99.37%) of these were responded to. From January to December 2022, the page reached 2,125,845 (not unique) people with 246,623 engagements. The page also gained a 37.51% increase in its followers, from 48,000 in 2021 to 66,007 in 2022. The branch stations also produced and shared 450 original posts related to the Program via their own Facebook pages.

A quick survey assessed the satisfaction of the clients in the messenger platform of the RCEF Seed Program. There were 234 clients who responded, and all of them said they were satisfied with the answers they received.

Thirty RCEF Seed-related stories were published at the PhilRice website, PhilRice magazines, and the national/regional news platforms such as the Manila Times, Business Mirror, The Mindanao Post, Romblon News Network, and the Canadian Inquirer. The Philippine Information Agency and the Philippine News Agency also shared the articles in their respective web pages. Based on the media meter monitoring, RCEF Seed articles were picked up by 42 media outlets, published 70 times, with around P10 million PR Value.

Nine print IEC materials were laid out and packaged. These include the 2021 Annual Report, Midyear highlights, planner, and the Binhi e-padala reports and monographs. Also, 24 video highlights of events and 13 testimonial videos were produced and shared via Facebook.

Communication support was also provided to the project, Development of Fertilizer Recommendations for the RCEF Seed Program target provinces. Two IEC materials were produced - the project billboard and the placard. A project

briefers were also packaged and shared to the RCEF units in the branch stations for their social mobilization activities.

For stakeholder engagement, the plan was to engage the local government units so that they can assist in the dissemination of the generated fertilizer recommendation results, and plan and implement complementary programs on nutrient management. Key-informant interviews with 115 target municipalities were conducted to gather baseline data on the LGU's existing nutrient-related initiatives.

For the IEC materials, the intended contents were also pretested among 16 agriculture extension workers and 16 farmers nationwide to assess their readability and understandability. Based on results of the pretest, two types of IEC materials should be produced. A banner containing the soil types of the municipalities and the tables of recommendations will be produced for city/municipal agriculture offices (C/MAOs). For the farmers, a booklet containing more detailed information will be produced. Templates of the banners and the booklet were already drafted.

A marketing and advocacy campaign for RCEF beneficiaries was arranged in the last quarter of 2021, in partnership with DA-PhilMech. In 2022, the main campaign plan was finalized. It aimed to increase and sustain the competitiveness and expand the income opportunities of the RCEF beneficiaries, and create demand for local rice. The RCEF-assisted farmers' cooperatives and associations (FCAs) would be engaged into enterprise development activities and they will be linked to buyers. More than just customers, individual or institutional buyers will also be engaged as champions of local produce.

The promotional slogan of the FCA's products will carry the existing slogan of the Be Riceponsible tagline, "Best Buy, Philippine Rice." The campaign will be piloted with the St. Vincent Parish Multipurpose Cooperative of Dupax del Sur Nueva Vizcaya. A focus group discussion was conducted to identify their current situation, and their needs. Talks with the Department of Social Welfare and Development (DSWD) – Benguet for the cooperative to supply milled rice to associations supported by DSWD were also initiated. An exploratory meeting with DTI Nueva Vizcaya and DA-PhilRice Isabela RCEF Unit was also conducted. Among the agreements was to engage the Nueva Vizcaya LGU to further support the campaign, pinpoint capability enhancement needs of the FCA on product packaging and development, and identify other market linkages to widen the customer reach of the St. Vincent Cooperative.

EXTRA-CORE PROJECT 1:

Strategic Communication to support delivery of RCEF extension services

Diadem G. Esmero

This project produced information, education, and communication (IEC) materials on science-based farming that participants in our RCEF training programs could use. Forty-four materials were made available in print, audio, and video forms since 2019, and were distributed to farmers, trainees, farm schools, farmer cooperatives and associations (FCAs), and local government units (LGUs). Included were the updated flip chart, PalayCheck booklet, calendar, and 17 videos on farmers' testimonies and event highlights.

Fifty face-to-face KSL activities were conducted with the help of the RCEF Extension Strat Comm teams from the PhilRice stations. Participants included 118,481 farmers, extension workers, policymakers, and other intermediaries, 32.22% of whom were women. Original contents (504) were posted on the RCEF-Extension Facebook Page with a reach of 2,510,271; 29 stories were published about RCEF on PhilRice Online; 36 radio segments were produced; and 24 text blasts were sent to 142,829 recipients and 934 text and call queries were answered through the PhilRice Text Center.