



Productivity and Development Center

2016 PROJECT ACCOMPLISHMENT REPORT

I. Project Information

Project Code : QDICC
Project Title : e-Learning Course Innovative Approaches in Marketing of Agrifood Products
Project Start : 15 August 2016
Project End : 30 November 2016
Project Price : PhP 100,000 (Gross) and PhP 321,765.37 (Net) from the Internal Commitment Fund, Asian Productivity Organization (APO) and External
Client Organization : ICF Committee/APO/Agriculture Sector
Status : Completed

II. Project Team

Project Manager : Natasha Michelle V. Abaya
Team Members : Arnel D. Abanto, Monica D. Saliendres, Adelina D. Alvarez, Apple Vine S. Rivera
Supervising Fellow : Monica D. Saliendres
Consultants/Resource Persons: APO International Experts

III. Project Details

Project Description : The four-day interactive learning course aimed to enhance participants' understanding of the issues and constraints faced by farmers and agribusiness in marketing their products in a globalized environment; to acquaint participants with the emerging marketing models for Agrifood products; and, to identify those models that can be promoted among and adopted by SMEs in member countries. Aside from the lectures from internal and local experts, a field visit to a farm with established Agriculture Business Enterprise was also included to further enhance the learning experience of the local participants.

In addition, the course was intended for participants from APO-member economies who are CEOs and managers of agribusiness companies; officials of agricultural and trade agencies and related organizations, food industry associations, and producer's marketing associations; and academic engaged in research and extension related to marketing agricultural and food products.

Project Objective(s) : The e-learning course was designed to address the need to promote marketing models including direct marketing, e-marketing or online marketing, and agricultural cooperatives. Specifically, the course aimed to:

- Enhance participants understanding of the issues and constraints faced by farmers and agribusiness in marketing their products in a globalized environment;
- Acquaint participants with the emerging marketing models for agrifood products; and,
- Identify those models that can be promoted among and adopted by SMEs in member countries.

Focus Area : Productivity-Driven Economic Development

Project Type : Training and Education



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Project Beneficiary : Agriculture sector

Regional Coverage : National

IV. Project Accomplishments

Key Activities Implemented:

The e-Learning Course on Innovative Approaches in Marketing of Agrifood Products was a joint collaboration of the Asian Productivity Organization (APO) and the Development Academy of the Philippines (DAP) as the National Productivity Organization (NPO). It was held last 25-28 October 2016 at DAP Building, Pasig City, Philippines. Together with the Philippines, the Session 1 of the e-learning course was simultaneously conducted in Cambodia, Mongolia, Thailand, and Vietnam.

Aside from online interactive lectures using videoconferencing, the course also included learning methodologies such as offline in-country workshop/group discussions/activities. In addition, a visit to a social enterprise farm was conducted on the third day of the course. For this four-day e-learning course, two (2) projectors were used during the videoconferencing sessions. One projector was purely devoted to online connection through the internet which fed the session coming from the APO-Secretariat, the Resource Speakers, and the other four (4) participating countries while the second projector was used offline in projecting the lectures in order to compensate for presentations with pixelated pictures and videos.

The activities conducted to attain the objectives of the course were as follows:

1. Pre-implementation. The following were the preparatory activities prior to the conduct of the three-day e-learning course:
 - a. *Preparation of Work and Financial Plans*
 - b. *Organization and mobilization of Project Team*
 - c. *Coordination with participants and venue*
 - d. *Preparation of course materials and other logistical requirements*
2. Implementation. The activities conducted during the four-day e-learning course were the following:
 - a. *Offline Opening Session.* A short program was conducted to open the course and prepare the participants for the online session. It started with the singing of the Philippine National Anthem and an opening prayer. The DAP Project Team was introduced including the Director of the Productivity and Development Center – Productivity Development and Research Office (PDC-PDRO) and Country Coordinator, Ms. Monica D. Saliendres. Director Saliendres welcomed the participants and wished them a very productive and enjoyable learning experience in the Academy. Afterwards, Ms. Natasha Michelle V. Abaya, the Project Manager, facilitated a Getting to Know You (GTKY) activity where each participant was asked to choose a symbolic photo which best fits them. The selected item should describe their current involvement in Marketing of Agrifood Products. This activity aimed to introduce and familiarize both training participants and the DAP project team with each other. To maximize the time during the online session, leveling of expectations was conducted to primarily know what they expect from the course, the resource persons, the participant, and the co-participants.
 - b. *Online Opening Session.* Mr. Mitsuo Nakamura, Program Officer of the APO's Agricultural Department, formally welcomed the participants to the e-learning course. APO Secretary General Dr. Santhi Kanoktanoporn delivered the Opening Remarks. Then, the APO Briefer was shown. Mr. Nakamura also introduced the partner institutions, the country



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coordinators, and the resource speakers. He provided a brief background about the course, the program of activities and the course requirements.

- c. *Online Interactive Lecture Sessions.* The resource speakers gave their lectures/presentations live via videoconference in their respective locations which are Malaysia, Japan, and Philippines. It was then simultaneously transmitted through the internet to APO-member economies participating countries' in Cambodia, Mongolia, Thailand, Vietnam, and Philippines. The videoconference was facilitated by the APO Secretariat from Tokyo, Japan. Mr. Nakamura served as the APO's Head Facilitator/Moderator while the respective Country Coordinators acted as Moderators for the respective participating countries.
- d. *Online Interactions (Clarifications and Q&A).* The participants from each country were given the opportunity to ask questions or clarifications after each lecture as facilitated by the Country Coordinators. Mr. Nakamura moderated this activity to ensure a proper and orderly interaction between the participants and resource speakers.
- e. *Offline Sessions.* The offline sessions were facilitated by Ms. Saliendres. These sessions provided an opportunity for the participants to interact and exchange their ideas and experiences among themselves. To further enhance these sessions, other activities were also employed such as the management of learning (MOL), energizers, discussion and clarification on previous lectures, workshops were divided into three (3) groups to represent the government, private sectors, and academe as well as conduct of site visit to a social enterprise farm. The workshop outputs of the teams provided inputs to the country presentation.

Aside from the three-day classroom sessions, the participants were able to visit Gawad Kalinga Enchanted Farm on 27 October 2016, a silicon valley for social entrepreneurship, in an environment which helps Filipino Entrepreneurs bring their ideas to life and challenge them to aspire for a greatest social impact. The GK Enchanted Farm, located at Angat, Bulacan on 27 October 2016. The representatives from GK Enchanted Farm provided orientation and shared their experiences and challenges in developing a more productive use of the land and innovate on the structure that makes farmers venture to marketing as direct entrepreneurs. The participants greatly appreciated this opportunity particularly the open discussion with the Social Entrepreneurs to further enhance their learning.

- f. *Examination.* In the afternoon of the fourth training day after the online session, a written examination was given to gauge the participants' knowledge and information of the lessons discussed on Days 1 and 2. It consisted of 25 multiple choice questions, wherein each question is worth four (4) marks. The participants were given 60 minutes to take the exam with Ms. Manalastas administering the written examination.
- g. *Evaluation.* In the afternoon of the fourth training day after the online session, evaluation of the course as well as the resource persons was administered. The APO and the Academy both gave their respective evaluation forms of the lessons discussed on Days 1 and 2. It consisted of 25 multiple choice questions, wherein each question is worth four (4) marks. The participants were given 60 minutes to take the exam with Dir. Saliendres administering the written examination.
- h. *Country Presentation.* On the fourth day of the course, the morning offline session was devoted to the finalization of the group output for the country presentation. The participants consolidated the findings and information from the workshop outputs in Days 1 and 2. They discussed the strategies that the country could adopt in developing a program to implement an innovative approaches in marketing agrifood products. The participants from each team gave his/her share in the presentation in order to make it



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comprehensive and complete. In the afternoon online session, each representative from the five (5) participating countries was given around 15 minutes to show and discuss their presentation. Ms. Maria Marcy C. Ballesteros, Provincial Agrarian Reform Program Officer, Department of Agrarian Reform-Region 3 was the Philippines' representative. Ms. Ballesteros presented and discussed the Philippine Scenario, Issues, and Solutions/Recommendation. After the five (5) country presentations were finished, Mr. Chan Seng Kit, Chief Resource Speakers gave their assessment for each country presentation and congratulated the participants for their excellent presentation.

- i. *Closing Session.* A closing session concluded the three-day classroom program which was divided in two (2) parts. The online closing session conducted by the APO Secretariat and the offline closing session led by the DAP Project Team. Following Mr. Kit Chan's comments on the country presentations and the other resource speakers' remarks, Mr. Nakamura formally closed the e-learning course. He thanked everyone for their efforts in making the course a success. The Country Coordinators also gave their response on behalf of the participants from the participating countries.

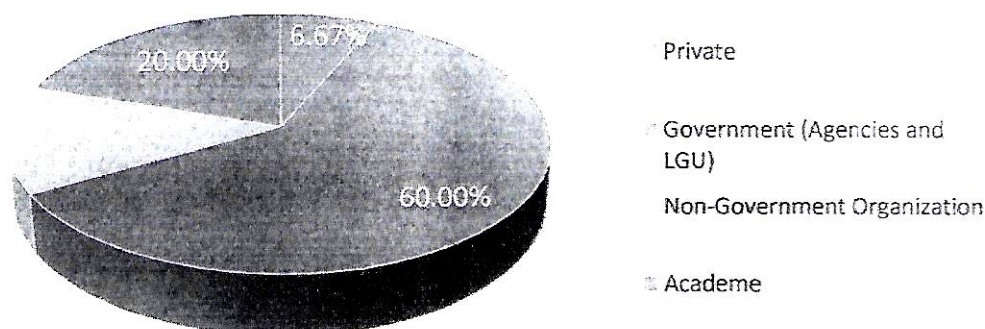
The Philippines' offline closing session formally started right after the closing session conducted by the APO Secretariat, Director Saliendres delivered the closing remarks. This was followed by the recognition and awarding of tokens to notable participants. The CDs containing electronic copies of training materials and photos were also distributed to the participants. There was a photo opportunity for the participants and the project team.

3. Post-implementation. The following activities were conducted to end and complete the project:
 - a. *Compliance with administrative and financial requirements*
 - b. *Preparation of Terminal Report*

Major Outputs :

1. *15 Participants Trained.* The Filipino participants were composed of five (5) males and ten (10) females. As shown in the chart below is the percentage of participants from various sectors.

Figure 1. Participants by Sector





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The government sector was represented by Chief/Senior Agriculturist, Research/Market Specialist, Program Officers, and Staff from the Department of Agrarian Reform, Bureau of Fisheries and Aquatic Resources and National Tobacco Administration. The participants from Academe came from Central Philippine University, Southern Luzon State University, and Mindoro State College of Agriculture and Technology. The other participants who represented the non-government organization and private sector are from the Masagana Producers Cooperative, Manatala Multi-Purpose Cooperative, and See's International Food Marketing Corporation.

2. *Country Presentation.* The Philippines' Country Presentation contained Philippine scenario, issues, and solutions/recommendations in developing program to implement innovative approaches in marketing of agrifood products.

Project Impact :

1. The number of participants who attended the course gained more insights on developing successful models of marketing agrifood products through distribution/access (direct marketing, e-marketing, & niche Marketing), integrating small farmers into agrifood supply chain, pricing strategies and collaboration of stakeholders from Farmers to Consumers.
2. Majority of the participants were very satisfied with the methodology used for this course and found it very effective. They greatly appreciated the information and knowledge they gained from this simultaneous interactive learning opportunity, especially with the resource speakers from other countries and co-participants from other APO-member economies through videoconferencing technology.

Lessons Learned :

1. All participants appreciated the framework presented. Considering the trend of discussions/lectures participated mostly by the government agriculture sector, invitation to prospective participants should not be limited to the Agri-based Gov't Agencies, SUCs, etc. Participants expected more invitees from the private sector (import/export agribusiness owners), direct farmers and cooperatives.
2. For this e-learning course, two (2) packages were offered. Package 1 is the regular course fee while Package 2 includes accommodation. There were only 5 participants who confirmed to avail Package 2. However, on the actual day of the course, there were more participants who requested for accommodation. Hotel arrangements and room type has to be adjusted on the day itself to accommodate additional participants. For future conduct of similar activity, it will be advantageous to follow-up the pre-registered participants if they will avail Package 2 before the conduct of the course for the necessary adjustments to be submitted to the hotel.
3. There were three (3) participants who pre-registered before the deadline but were unable to attend because of emergency task assigned to them. To consider sending invitation to DAP employees who may possibly be interested with the course. To coordinate with HRMDO for the course being offered.
4. During preparation of the training materials prior to the conduct of the e-learning course, resource speakers' presentations were uploaded very late and at the day of the course from the APO net. There was difficulty in completing the handouts for photocopying and binding. It would be greatly appreciated if training materials are sent in advance to provide lead time in packaging the handouts. It is also advised to inform the national coordinators for the uploading/downloading of files for prompt action.



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5. During the online sessions, presentations materials were added by the resource persons. Participants were having difficulty tracing what page/s of slides was being presented. While having this practice of setting up two projectors and screens dedicated to 'show direct transmission from APO Tokyo with the resource persons' presentation materials and the other projected with the same presentation, the participant find it more appealing if the direct transmission would show faces of the resource persons instead. It would also be helpful if while the resource speakers are delivering their presentations the audience can see his/her face (video inset). This is for a much effective way of communicating and relating to the audience. At the same time the audience will be lured to listen attentively and extend their listening span. Ideally, the practice of having two screens ensures cases where problems with connection/transmission (e.g., blurred or unclear images), the participants can refer to the other projected presentation.
6. On the second day, there was a minimal problem encountered before the start of the resource person's presentation that is direct from the Philippines. We were not able to connect the laptop to the videoconferencing facility because the Academy's technician was not present. To prevent the same scenario, the project team has to be more alert in setting up connections of the VC facility before the online session begins. This will prevent delays due to the absence of the Academy's technician.
7. The instructions/guide given to the country coordinators were very helpful in organizing things. The instructions/guide also gave the country coordinators the initial idea and hints on which offline session activities to make to complement the online lectures.
8. For the site visit, the project team overlooked the need to ensure parking permit for the bus rental. Ideally, barangay permits are secured by the Administrative Department who handles transportation services. Unfortunately, there was no permit presented to the barangay police and required the bus to park a few kilometers away from the designated back door parking. At the same time, there was a need to prepare a clear roadmap of the location to avoid wrong routes.


V. Attachments

- Summary of Evaluation for Course and Resource Persons (for training program) – Annex A

Prepared by:


NATASHA MICHELLE V. ABAYA
Project Manager

Noted / Approved by:


ARNEL D. ABANTO
Center Head

Notes:

1. Project details on Section I-III can be generated thru PMIS based on PMs Inputs.
2. Project Managers are required to accomplish Section IV & provide Section V to reflect results of project implementation
3. Project Managers can update/adjust the pre-filled sections(I-III) based on actual data