



Productivity and Development Center
Productivity Development Research Office
2016 Project Accomplishment Report

Project Information

Project Code	QDICB
Project Title	eLearning Course on Value Addition to Agrifood Products
Project Start	15 July 2016
Project End	31 December 2016
Project Price	PhP 104,200.00 (<i>inclusive of tax</i>)
Client Organization	Asian Productivity Organization
Status	Closed

I. Project Team:

Project Manager	Amado Bonifacio L. Alto
Team Members	Christian S. Eparwa, Melinda F. Escopete, Applevine S. Rivera, Jomar A. Pastrana, Jan Lehven G. Mantiza
Supervising Fellow	Monica D. Saliendres
Consultants/Resource Persons	Nicole Pamela Y. Chu and Reden Mark F. Costales

II. Project Details

A. Project Description:

The e-Learning Course on Value Addition was a four-day course scheduled on 20-23 September 2016. The required number of participants was at least 20 qualified participants from all over the country. The Course aims to acquaint participants with recent developments and new tools and techniques in value addition to agricultural products for optimizing the use of raw materials, reducing waste, and increasing the productivity and profitability of enterprises. The e-learning course was offered using the APO's videoconferencing platform. Appropriate videoconferencing centers in participating APO-member countries will be used for the purpose. Professional experts based in Pakistan and Singapore was to conduct the training course. The Philippines was assigned Session 2 together with participants from other countries: Cambodia, Mongolia, Thailand, and Vietnam.

However, due to the low turn-out of participants who confirmed attendance, the conduct of the e-learning course for the Philippines was cancelled. In lieu of this and to be able to meet the same objective of disseminating the APO information locally, an Orientation on Value-Addition to Increase Productivity was organized and implemented using local resource persons (RPs) and the e-Learning materials of the APO.

Project Objective:

The Course aims to acquaint local participants with recent developments and new tools and techniques in value addition to agricultural products for optimizing the use of raw materials, reducing waste, and increasing the productivity and profitability of enterprises.

B. Focus Area: Agriculture and Fisheries Sector; and, Small and Medium Enterprises (SMEs) in the agribusiness and food-industry.

C. Project Type: Training and education.

D. Project Beneficiary:

- Managers and product development officers of SMEs in agribusiness and food-industry SMEs enterprises;
- Officers of industry associations;
- Consultants of NPOs; and,
- Extension officers of government agencies and NGOs including farmers' cooperatives involved in training farmers and rural entrepreneurs.

E. Coverage: National.



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III. Project Accomplishments

A. Key Activities Implemented:

The e-learning course that was scheduled on 20-23 September 2016 was cancelled for the Philippines due to the low turn-out of participants who confirmed attendance. The Project Team deemed that it will not be cost-effective for the APO and the DAP, having a total of only five (5) confirmed participants vis-à-vis the twenty (20) participants required by the APO.

With the above situation, the Project Team requested the DAP Management to allow them to utilize the remaining budget for the execution of a local seminar on the same subject for them to meet the same objective of disseminating the APO information locally. Thus, the Orientation on Value-Addition to Increase Productivity was organized and implemented using local RPs to acquaint participants with recent developments and new tools and techniques in value addition to agricultural and food products for increasing the productivity and profitability of small and medium enterprises (SMEs).

The Orientation on Value-Addition to Increase Productivity was conducted on 16 December 2016 and was attended by fifteen (15) participants from all over the country. The said orientation used the e-Learning materials of the APO and it utilized four (4) local RPs: two (2) were senior officers of the PDC-PDRO, and the other two (2) were former participants of a 2015 APO Training Course on Value Addition to Agricultural Products for Increasing Productivity in Sri Lanka. Aside from being former participants of the APO training course, the 2 RPs are also part of the top Management of their respective SMEs in agribusiness and the food-industry.

Specifically, the activities implemented to attain the objectives of the activity were as follows:

1. **Opening Session.** The orientation began with the singing of the Philippine National Anthem and the Prayer, followed by the welcome remarks given by the Director of the PDC-PDRO. The "Getting to Know You" or GTKY session followed facilitated by the Project Manager. participants were requested to provide a brief self-introduction by stating their names, organizations, discuss their current involvement in value addition to agrifood products and agricultural productivity, and share what are their expectations for the one-day orientation. The Project Manager also gave a brief introduction of the DAP project team, including the local resource persons. This was followed by a presentation of the overview of the activity, the objectives of the activity, and the program for the one-day orientation course.
2. **Session Proper.** For the session proper, Presentation 1: Basic concepts and principles of value addition and Presentation 3: Value addition through Quality, Safety and Quality Assurance Certification System were delivered by the Project Officer and the Director of the PDC-PDRO, respectively. And for Presentation 2: Product development, product innovation, value addition and value added products and Presentation 4: Processing, packaging and storage (including cold chain development) and marketing were presented by two (2) former participants of a 2015 APO training on the same subject matter in Sri Lanka. An open forum and discussion on the topic followed after each presentation.
3. **Sharing Sessions.** Sharing of examples of successful stories related to value-addition were given by the RPs of Presentations 2 and 4, being part of top management of their respective SMEs/organizations the RPs shared their first-hand experiences and updates on the implementation of the said subject as well as the recent developments and new tools and techniques in value addition to agricultural and food products for increasing productivity and profitability of their respective organizations. The insights shared by the RPs regarding the experiences of their organizations were viewed as very useful in the promotion and adoption of value addition that can encourage intensive, diversified use of local agricultural raw materials, development of collateral and/or complementary enterprises, and thus job creation, especially in the rural areas.



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4. **Group Exercises.** The RP for Presentation 3 facilitated two (2) group exercises to serve as ice-breakers and to have a levelling-off of understanding for the topics on types of food and safety hazards and on the selected food certification systems. The groups were formed randomly with the RP requesting the participants to count-off from 1 to 3. With their respective groupings, the following questions and instructions were provided the participants for each exercises:

Exercise 1 – The groups were shown photos of items and the groups were to guess if the items are biological, physical, chemical, and/or allergenic hazards. The group with the most correct answers wins, and Group 1 was the winner of the exercise.

Exercise 2 – Using the same groupings from exercise 1, each group were to list and rank the top ten (10) riskiest foods based on the food items flashed on the screen. The groups were given a few minutes to complete the task and were then instructed to exchange papers and check the answer of the group based on the list of top-ten riskiest food, by the U.S. Center of Science in the Public Interest, flashed on the screen. The group with the most correct answer wins, and Group 2 was winner for this exercise.

5. **Closing Session.** The closing session was facilitated by the Project Manager and started with the integration of the expectations of the participants and their actual learning from the sessions and topics of the orientation. He gave a summary of the one-day orientation and solicited reactions and messages from participants regarding the orientation. Afterwards the awarding ceremony followed with the Project Manager thanking everyone for participating on the said activity even though it is almost the holiday season. He then called the RPs to receive their DAP Certificates of Appreciation. This was followed by calling each participant to receive their DAP Certificate of Attendance. The Director of the PDC-PDRO and the Project Manager facilitated the distribution of certificates.

B. Major Outputs:

For this project, a total of fifteen (15) participants attended the orientation with eight (8) males and seven (7) females. The participants came from various sectors and all are involved in agriculture, agribusiness, and the food industry either as managers, promoters/sales educators/trainers, practitioners, or policy planners. A great majority at 80% of the participants came from the government sector and the remaining 20% are from the private sector.

C. Project Impacts:

1. The number of participants who attended the orientation was an addition to the pool of people who are expected to create a multiplier effect on the promotion of value addition to agricultural and food products for increasing the productivity and profitability of agribusinesses and SMEs in the country when they go back to their respective agencies/organizations.
2. Most of the participants were satisfied with the conduct of the orientation-course. They greatly appreciate the additional know-how gained on value addition, and find the exchange of ideas from resource speakers/facilitators and participants very rewarding. The sharing of the experiences of the resource persons that are related to the topic are very much appreciated since it was actual doable examples and coming from the private sector entrepreneurs themselves. And to quote a participant, "the experiences of the Costales Nature Farms and the Global Food Solutions, Inc., affirm that indeed the Filipinos can reach greater heights in terms of food production and quality. Filipinos are innovative and creative". Further, there was appreciation that different sectors are conscious about value addition. Overall, a participant viewed that the orientation course was good but the time is very short. Moreover, another participant recommended "that it would be best that a follow-up course be conducted as the topics are very relevant to effect productivity of the country's agriculture sector".



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D. Lessons Learned:

For this period (initial stage of project implementation) lessons learned include the following:

1. E-learning is still not a popular mode of learning. One to two weeks' time for inviting participants is not enough. To increase the turn-out of participants in the e-learning courses, the means/ways of information dissemination should be increased such as tapping social media as a platform for campaign/advertisement and looking for partner agencies that can sponsor participants but most government agencies prefer to be informed earlier so that they can include it in their plans. LGUs and SUCs should be encouraged to participate. The trainings could be part of the capability-building of the technicians.
2. There is a need for a consolidated and updated directory for easier access and faster facilitation of sending of invitations to prospective participants. It would be better if there is a database that is categorized into different sectors.
3. A review of the costing of the price of the training is needed to ensure that it is affordable.
4. The Project Team should have communicated to the APO Liaison Office much earlier regarding the issue of the low turn-out of participants who confirmed attendance vis-a-vis the number of participants being required by the APO. With this, the Project Team could have received the proper advice from the APO Liaison Office on whether to push-through or to cancel the Philippine run of the e-learning course. Furthermore, if the cancellation of the e-learning course for the Philippines is inevitable, the Project Team should have brainstormed and discussed with the APO Liaison Office for possible corrective actions to meet the same objective of the dissemination of the APO information locally.

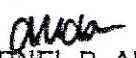
IV. Attachments

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

Prepared by:


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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