

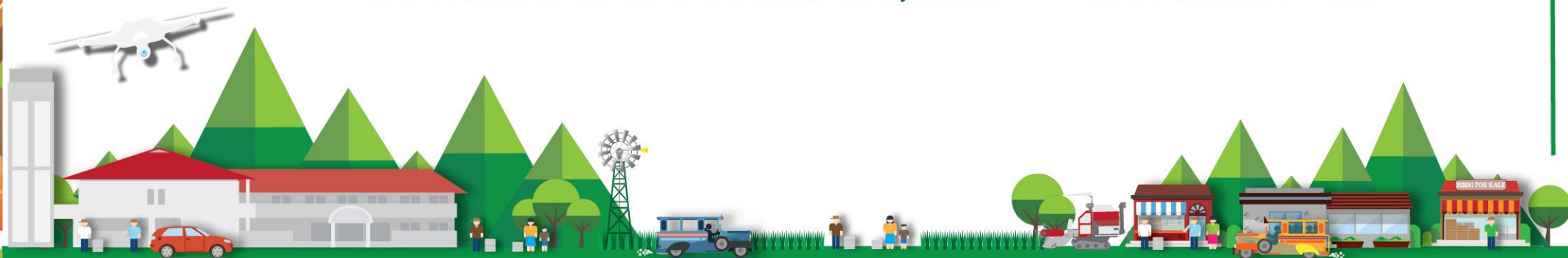


UGNAY PALAY

THE 35th NATIONAL RICE R4D CONFERENCE

“Better Rice Communities”

November 29 to December 1, 2023 • DA-PhilRice CES



GANADO

Motivated and Enthusiastic Farmers
in the **Rice Value Chain**

MR. GLENN DC. ESTRADA

DA-Focal Person for Digitalization and Value Chain Development



Panel Discussants



DR. AURORA M. CORALES
DA-PhilRice



DR. FERMIN D. ADRIANO
Department of Agriculture



MS. CHERYL MARIE N. CABALLERO
DA-PhilRice



DR. REX L. NAVARRO
DA-PhilRice



Objective

Improve farmers' participation in the rice value chain, **both as cultivators and commercial contributors**, through a holistic approach to agricultural production, agribusiness, and agro-industrialization

Government
Financial Institutions



Department of
Agriculture



Local Government Unit



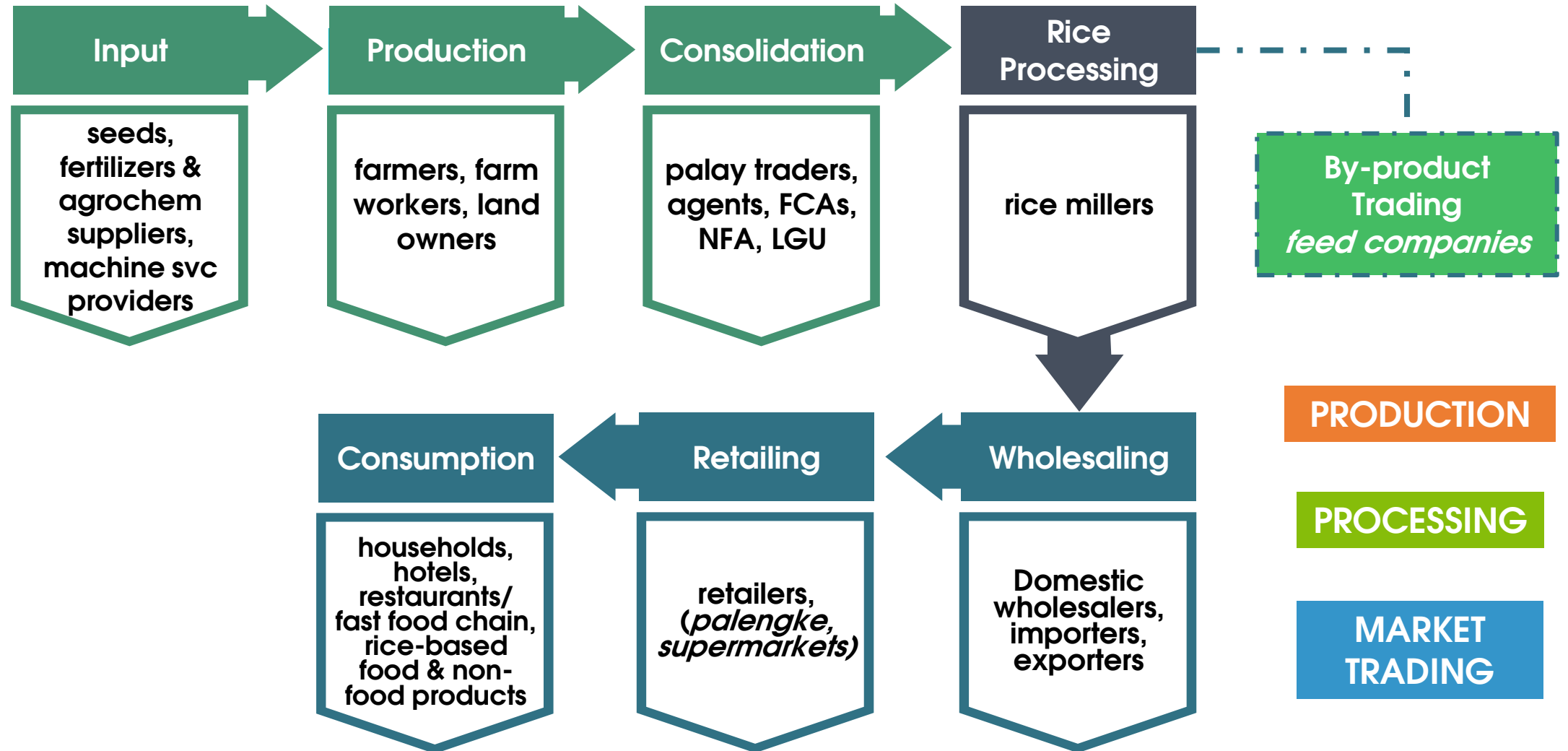
Private corporation (Big Brother)
Contract growing, tolling, management
of facilities, mentoring



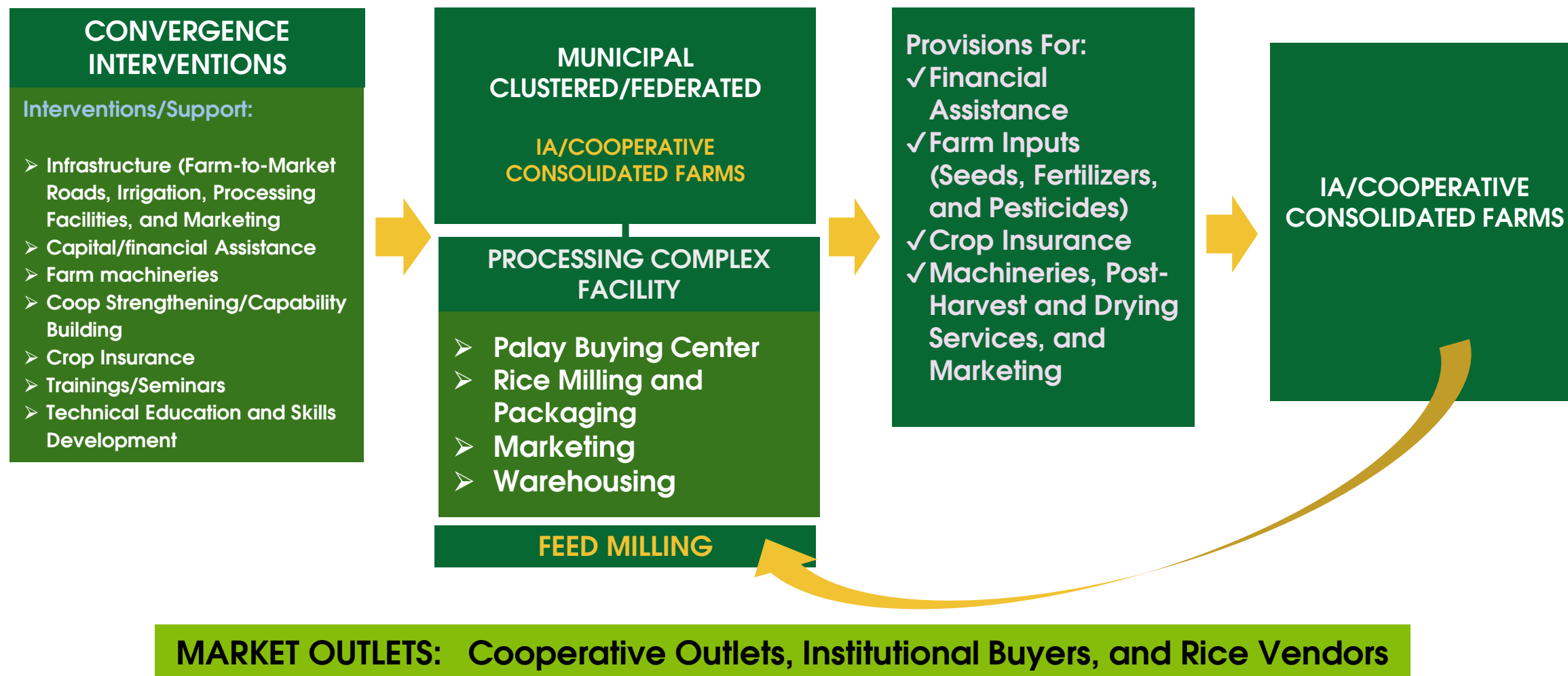
Rice Farm Cluster
(Small Brother)



Value Chain Approach



PIDDIG MODEL- CONVERGENCE FOR VALUE CHAIN DEVELOPMENT



Value Chain Approach

1. Market demand for rice
 - a. Seed – Certified Inbred and Hybrid Seeds
 - b. Processing and Value Addition – Raw materials for food and non-food products
 - c. Food for local and export market
 - d. By-products – such as bran and broken grains for feeds, hull as fuel, among others
2. Market development services (Government procurement, private sector engagement, export market, and industry market)
3. Value chain Financing and Insurance
 - a. Credit for farmers
 - b. Term financing
 - c. Credit for working capital
 - d. Insurance



UGNAY PALAY

THE 35th NATIONAL RICE R4D CONFERENCE

