

June 2, 2016

FEEDBACK REPORT

ACTIVITY : May 24, 2016 ASAP Meeting @ NEDA Regional Office
June 1, 2016 Rapid Appraisal on Coffee Farming

DISCUSSION POINTS AND AGREEMENTS REACHED

May 24 ASAP Meeting

Present at the meeting:

- Pvt Sector - Christian Paroan representing Retailers Asso., per our request to EDC Chair Mr. Go;
- LGU of Tuburan: MPDC Ms. Jasmine and Coffee Focal Person Ms. Dada
- ASAP-Cebu members: NEDA JunL Ruth Jbs Charles , DA ARD Marina H, DOST Cebu PD Tristan A, PCA Coffee Specialist Andy B formerly from Nestle, DENR Peddy C and Narissa A, DSWD Merle F and Antonio Y, TESDA Joe M, Cebu PPDO Rebekah N.

Tuburan LGU presented a DENR NGP-Nestle video of their coffee initiatives in Barangay Kabangkalan where most of coffee plants are concentrated.

PCA presented a powerpoint of the coffee planting technologies.

Mr. Paroan shared his ideas on what private sector can do, basically, to have “Cebu coffee” that we can be proud of. He further added the possibility of anchoring Cebu Coffee into tourism.

The group listed initial ideas on agency contributions to moving the Tuburan coffee already-harvested inventories (immediate-term); improving knowledge and skills of Coffee PO members in handling their current coffee plants, upcoming harvests and processing/selling (immediate-short term); and to having medium/long-term program measures for strengthening the Tuburan coffee industry to improve/benefit the Tuburan community. DSWD’s (particularly SLP) commitment are the following:

1. Short-term
 - a. Skills Training for Microenterprise initiatives (e.g. Tourism/Coffee shop) should the beneficiaries decide to engage
 - b. PO management/development
 - c. Social preparation for microenterprise endeavor
2. Medium/Long-Term
 - a. Clearing land for expansion of land coverage planted with coffee

Agreement on Immediate next steps in order to firm up initial list of agency contributions and the coffee program for ASAP-Tuburan was to conduct a ***rapid appraisal*** activity in Tuburan on June 1, 2016. The LGU will bring in the Coffee POs officers to the Training Center in Bgy Kabangkalan. ASAP-Team members to be part of the visiting team are representatives from PCA, DA, DOST, DTI, Cebu PPDO, DENR, DSWD, NEDA.

June 1 – Rapid Appraisal on Coffee Farming

Sixteen (16) POs sent their representatives to the rapid appraisal activity. ASAP Team members asked questions to the PO members covering the following:

- a. Land area planted by coffee
- b. Planting, growing, and harvesting technologies adopted by each PO
- c. Training/seminars received in relation to coffee farming
- d. Problems encountered by the POs

All POs were organized by DENR to implement the CBFM (Community-based Forest Management) project of DENR. They were registered by DOLE and have been active in the implementation of DENRs National Greening Program (NGP).

In the afternoon, the PCA representative presented a video on the history of coffee and coffee growing technology adopted by Nestle Philippines. Nestle initially provided technical assistance to the POs in the propagation and planting of coffee plants bought from them. However, Nestle stopped its technical assistance and no additional assistance has been given especially in the areas of pest management and harvesting of coffee berries. To note, coffee planted in 2013 are already bearing fruits. Some questions were raised by PO members and answered by the PCA representative.

Representative from ***Bo's Coffee*** presented their advocacy in helping local coffee growers. A premium is given in the quality of coffee beans from planting, harvesting, drying, and roasting.

In the end, there are still a lot of things to be done on the coffee farming initiative of Tuburan. The LGU and PO representatives were however thankful since many Gov't agencies are converging to help in the improvement of their project.

Next steps will be agreed in succeeding meetings. Updates will be communicated by NEDA.

Prepared by:

Noted by:

ANTONIO E. YAP
SLP - M&E Finance

JENNIFER B. QUIMNO
OIC RPC

Submitted to:

MA. EVELYN B. MACAPOBRE, CESO III
Director
DSWD Field Office VII