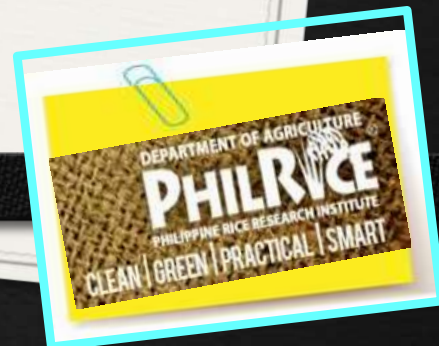


RZ Relado and
MGC Lapurga

Rice Extension: Status, Strategies, and Suggestions

27 February 2014 | Training Rooms 1-3 | PhilRice





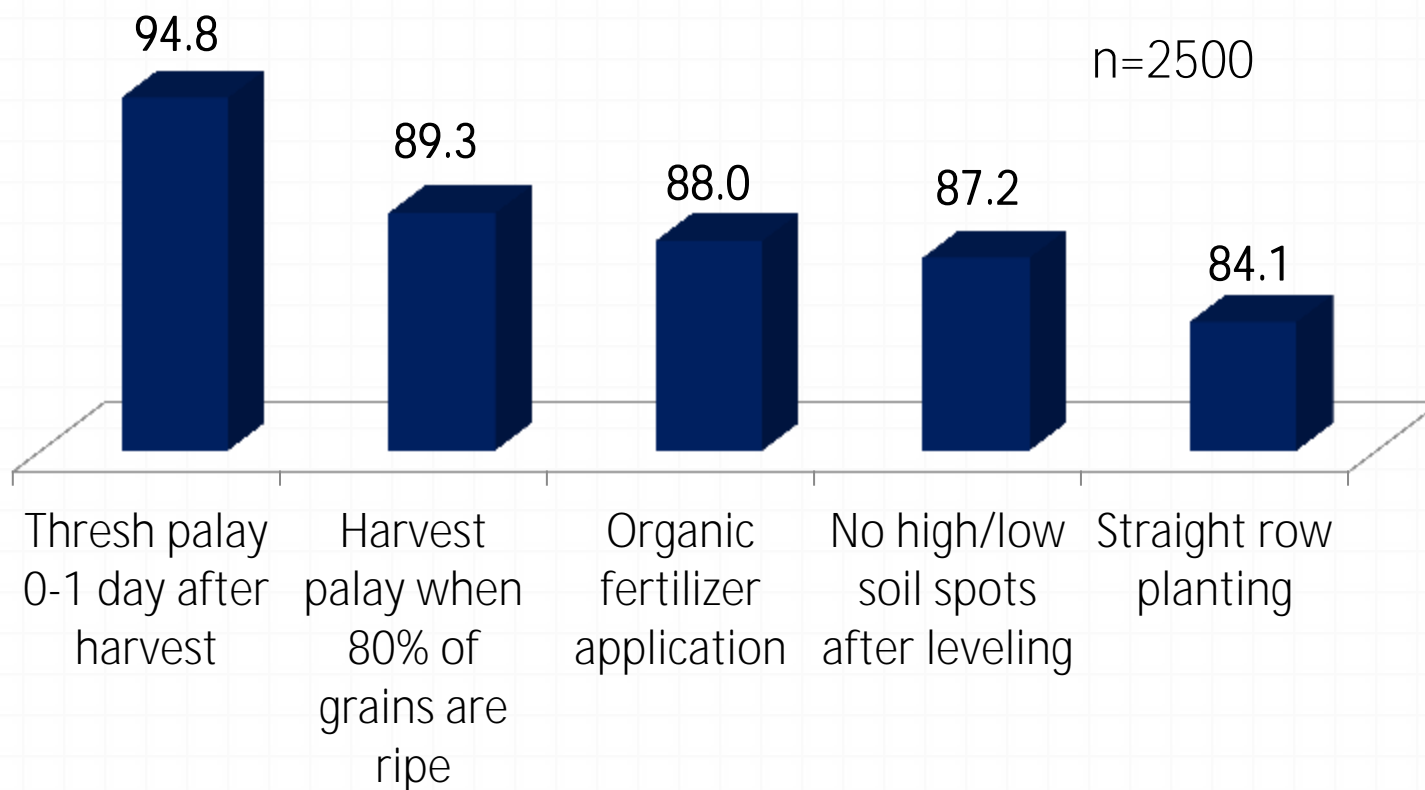
Outline

- 0 Questions
- 0 Technology awareness and adoption
- 0 Sources of information
- 0 Information technologies
- 0 Problems encountered in rice farming
- 0 Awareness of rice farming issues
- 0 Government support wanted and availed

- 0 What roles should the public sector, private entities, and civil society play?
- 0 Amidst pluralism, how can our services be made efficient, effective, and sustainable?
- 0 How can we account for female farmers, the poor, the out-of-school youth, and other marginalized groups in our agricultural efforts?
- 0 How can we strengthen extension so that the full potential of research products and technologies be realized?
- 0 How to guarantee that agricultural extension services are demand-driven and responsive of the diverse information needs of our farmers?

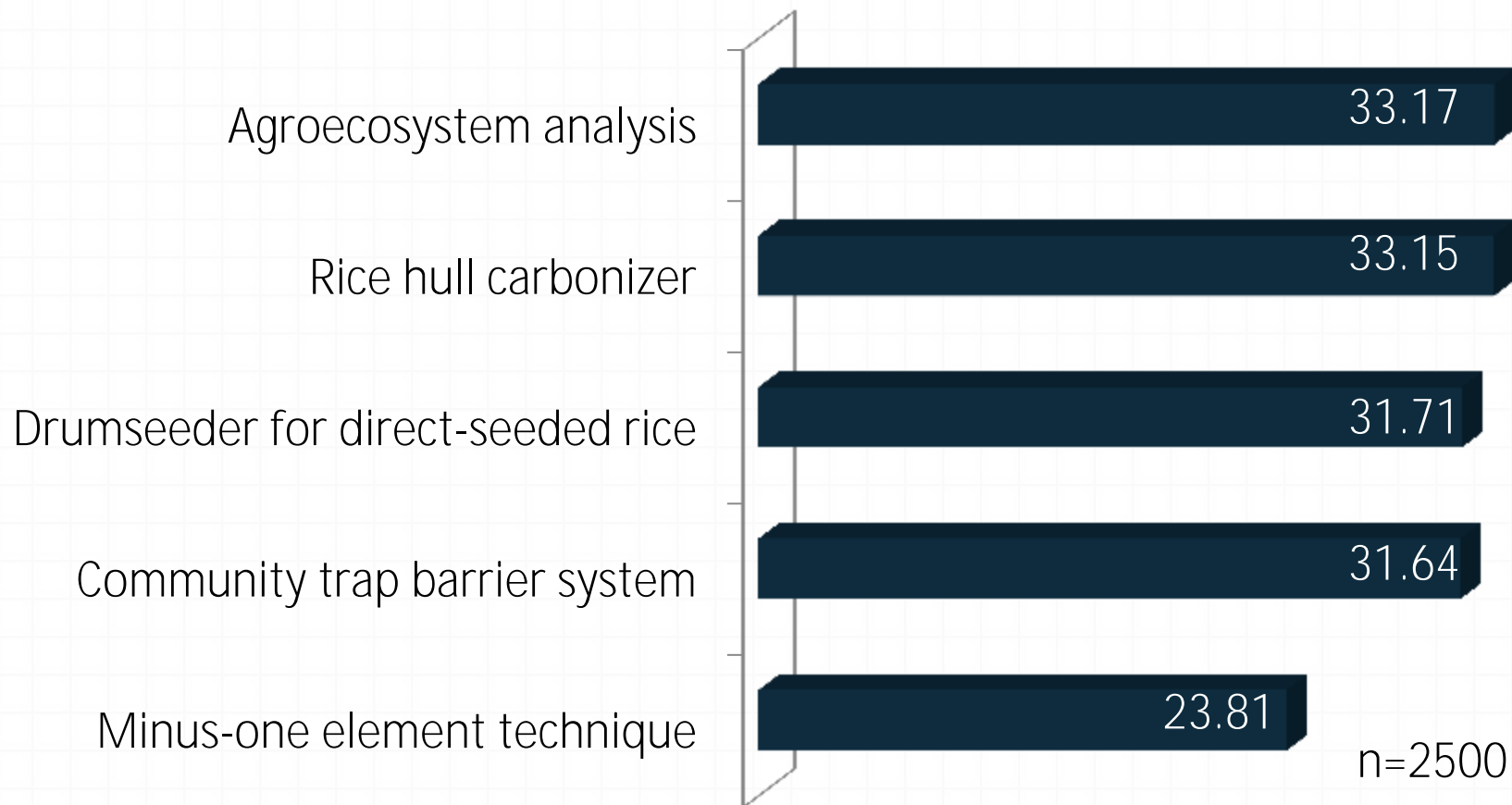


Technology Awareness



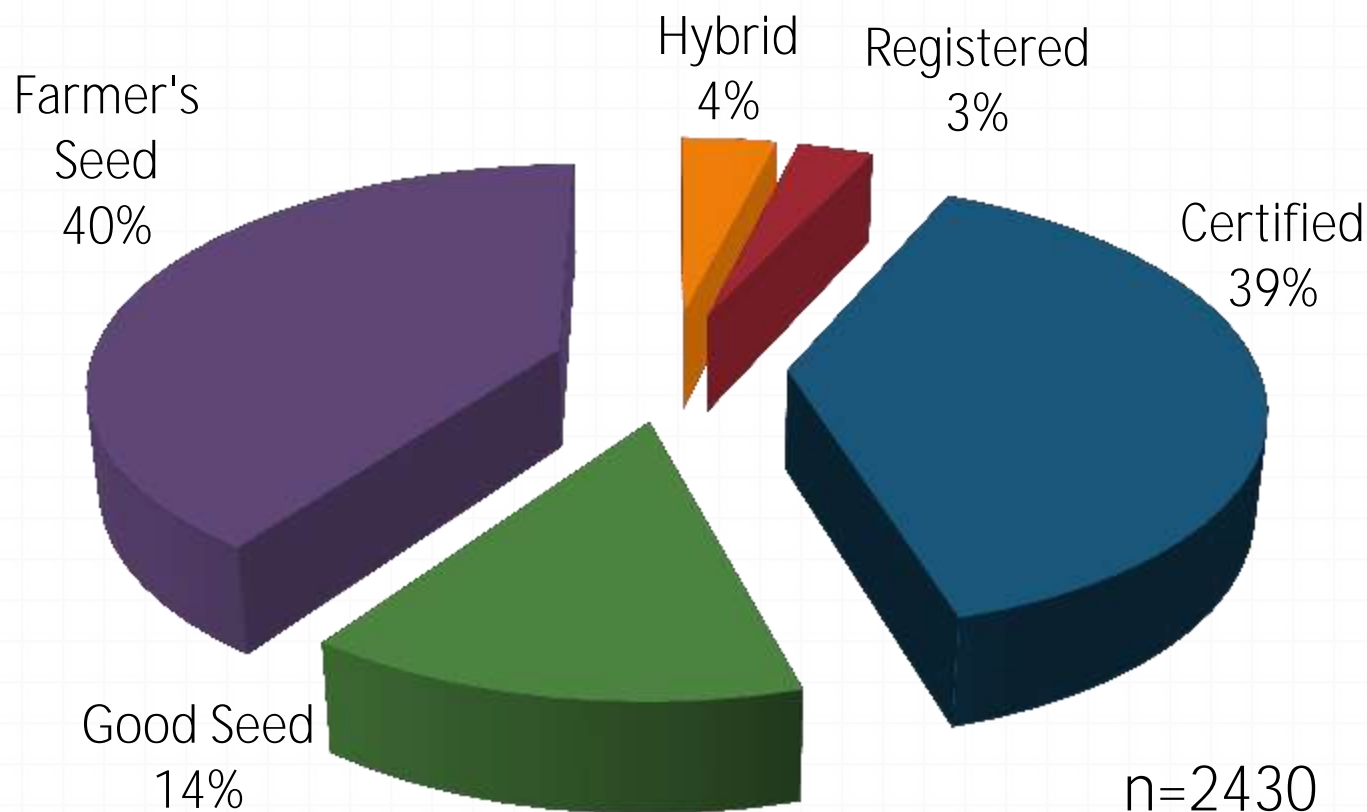
Most popular technologies

Technology Awareness



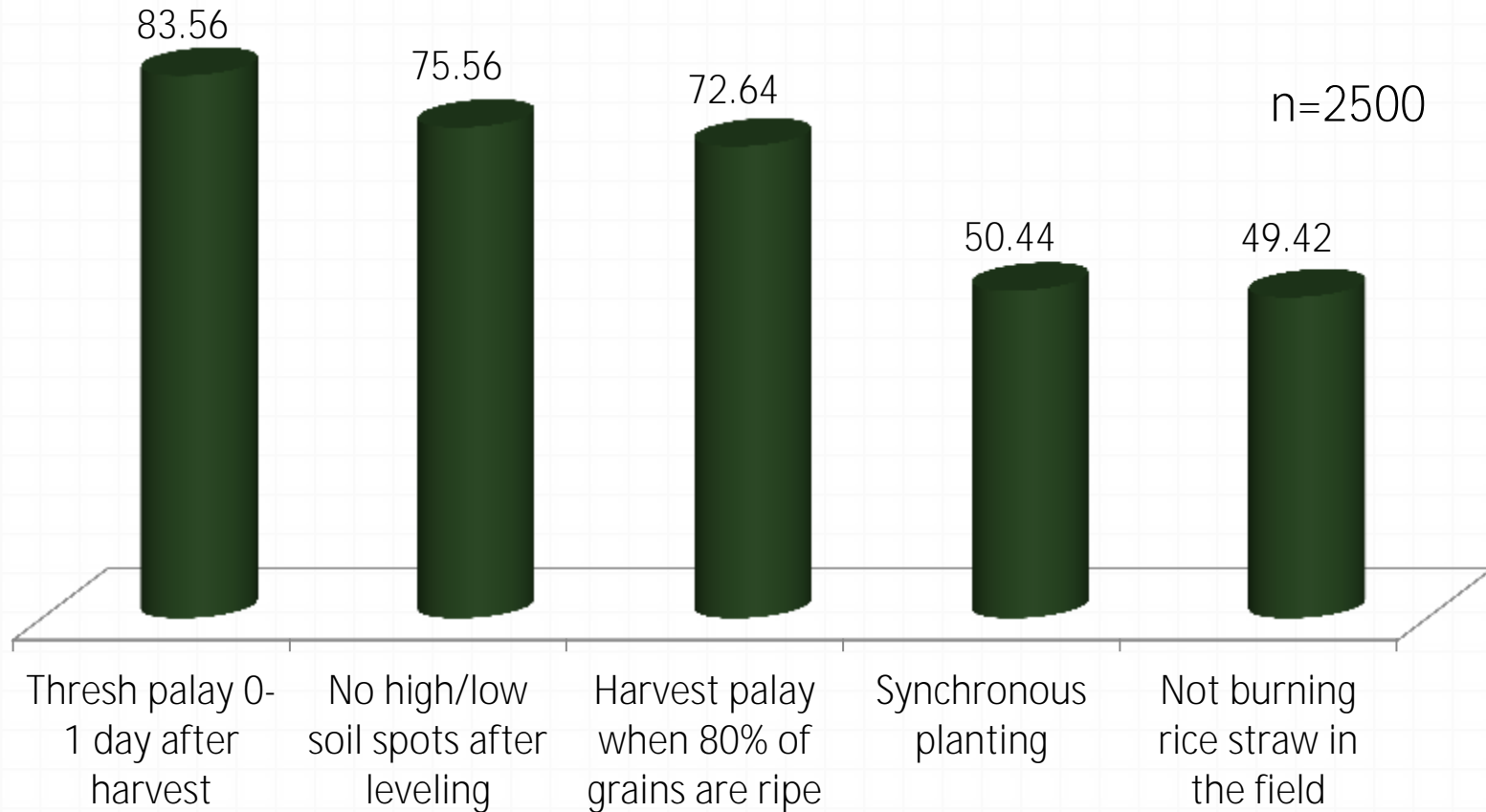
Least popular technologies

Technology Adoption



Percent of farmers by seed class used, 2011 WS

Technology Adoption

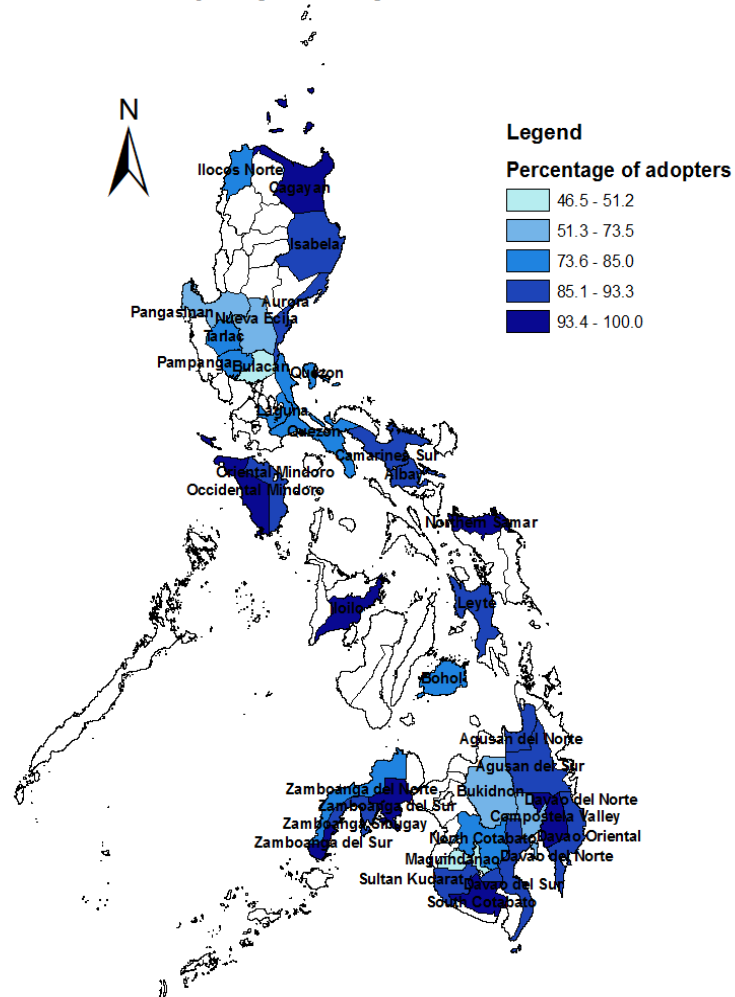


Most adopted technologies

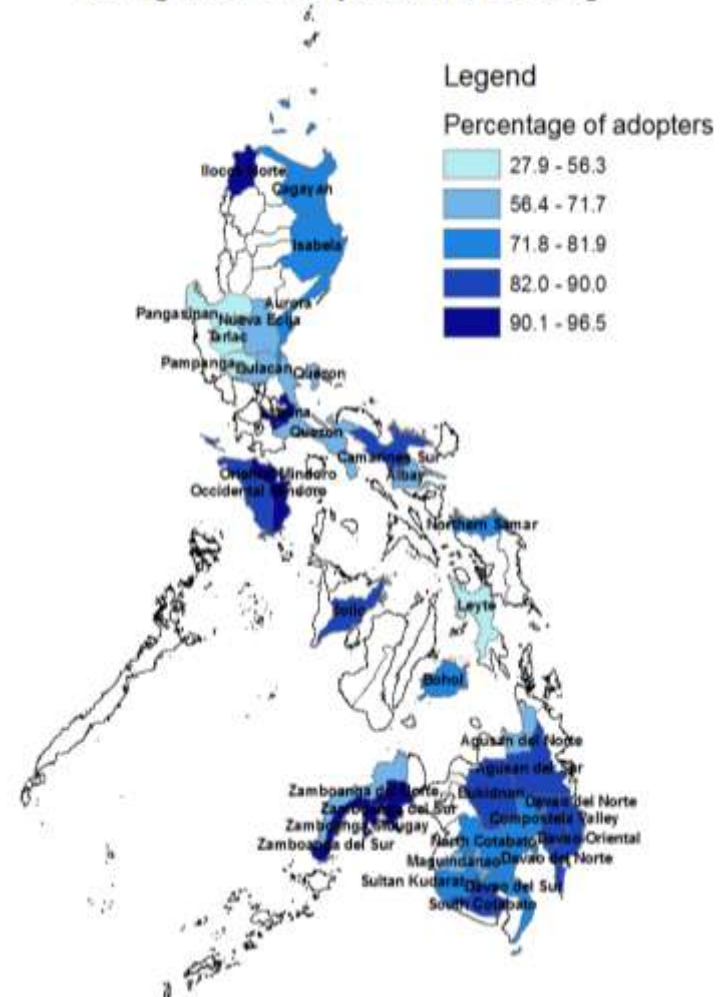
Technology Adoption

Most adopted technologies

Thresh palay 0-1 day after harvest



No high/low soil spots after leveling

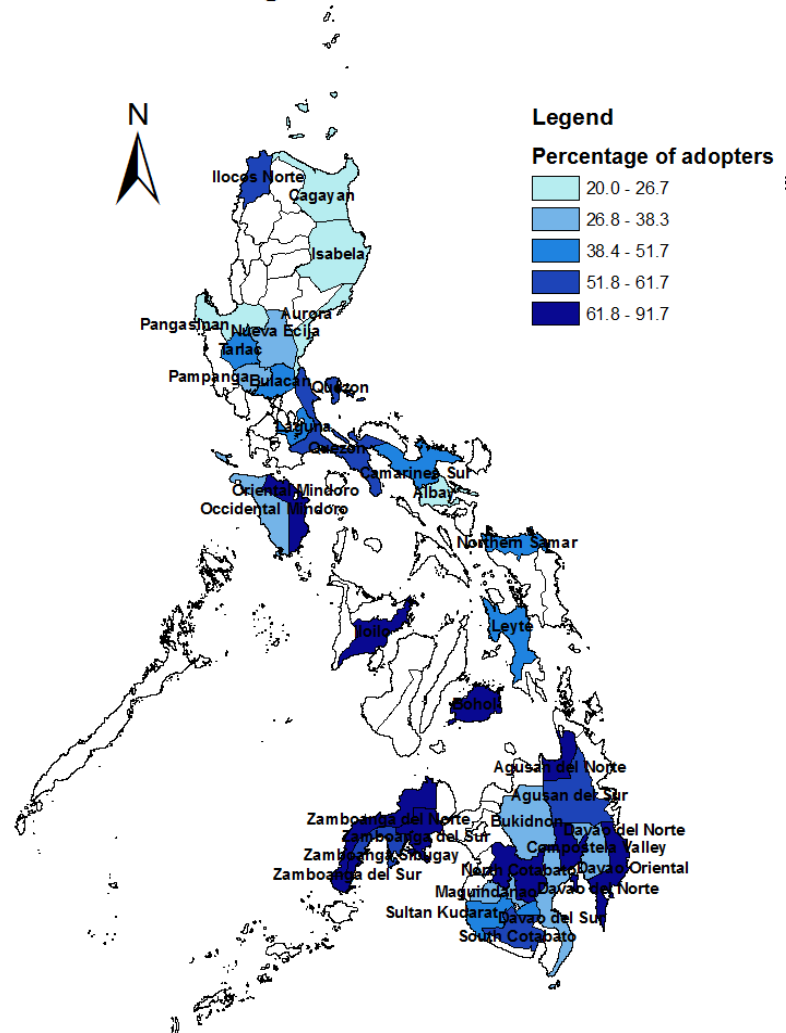


CLEAN | GREEN | PRACTICAL | SMART

Technology Adoption

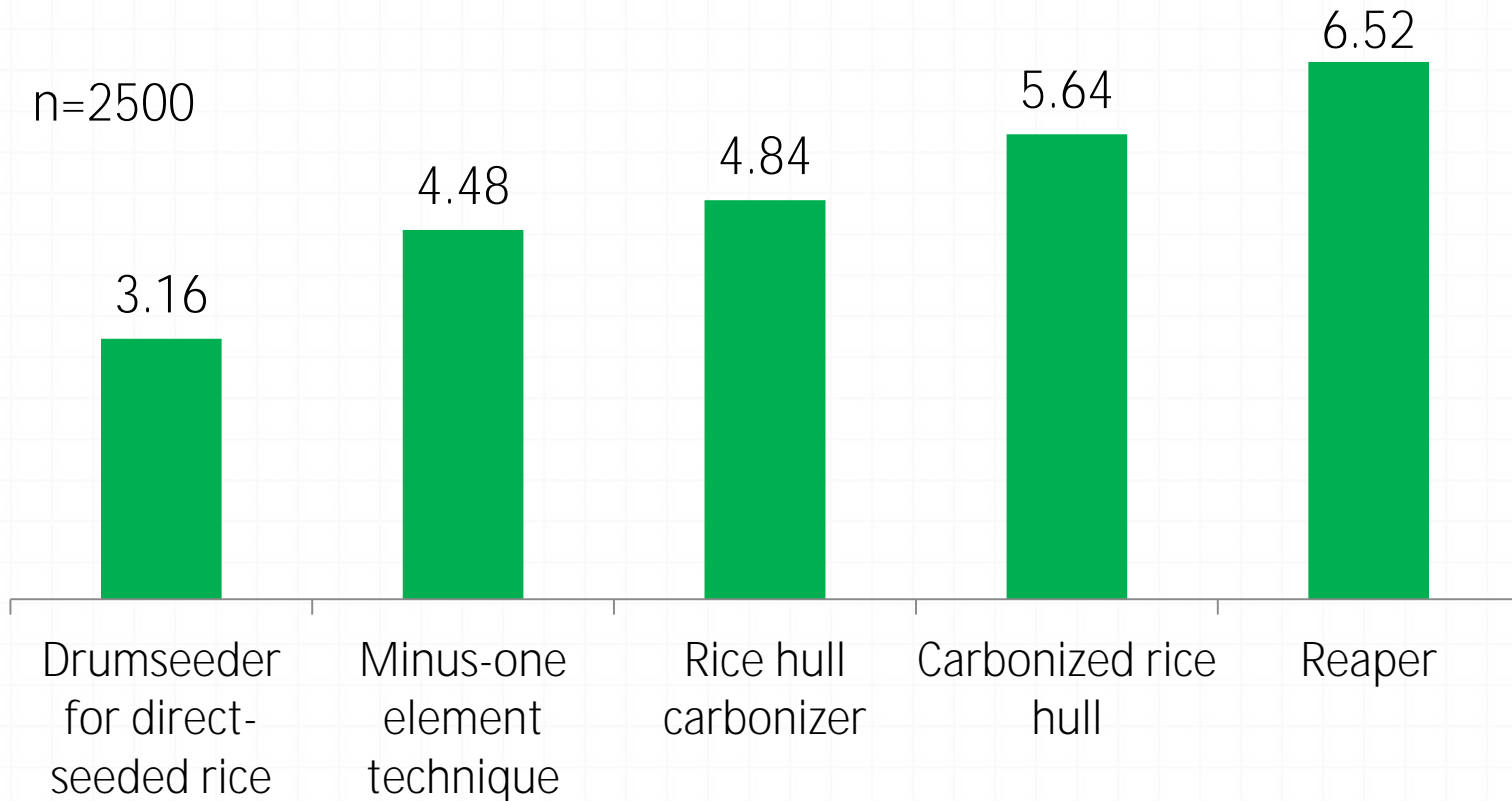
Not burning rice straw in the field

Most adopted technologies



CLEAN | GREEN | PRACTICAL | SMART

Technology Adoption

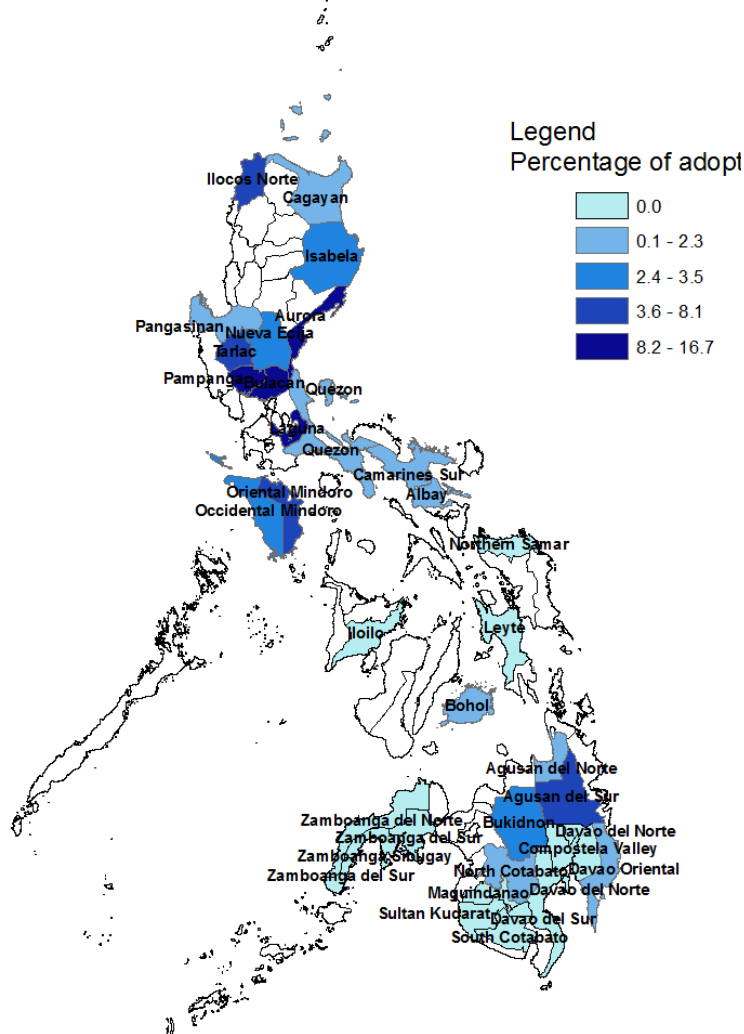


Least adopted technologies

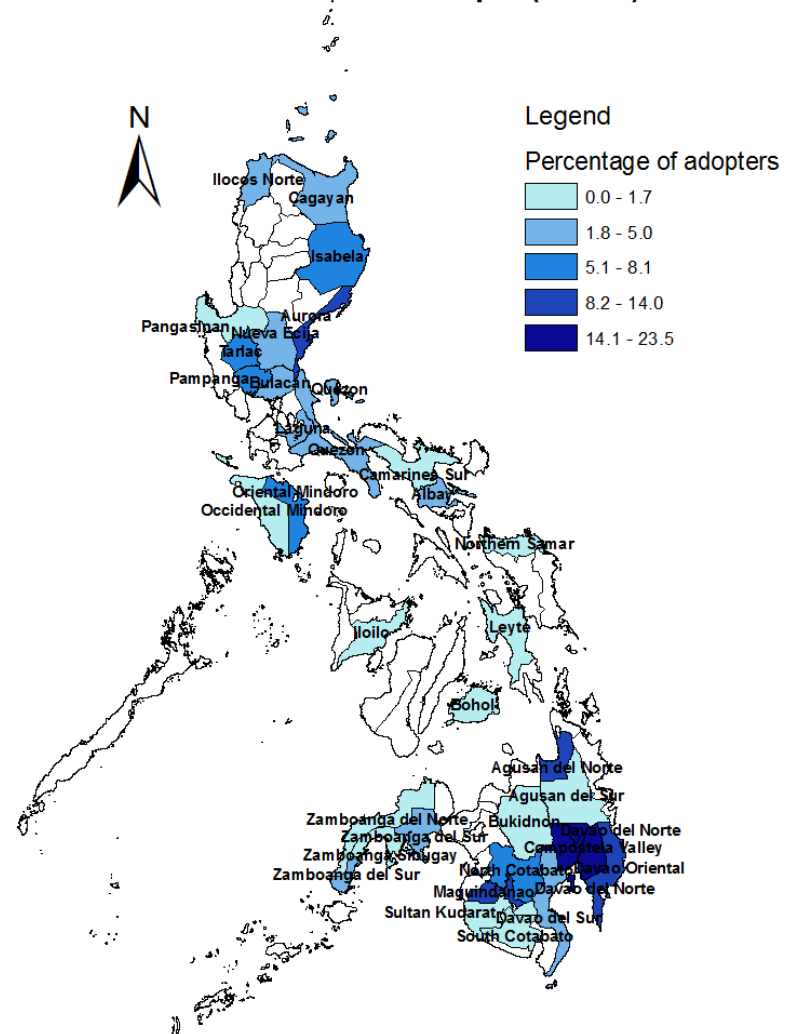
Technology Adoption

Least adopted technologies

Use drumseeder for direct-seeded rice

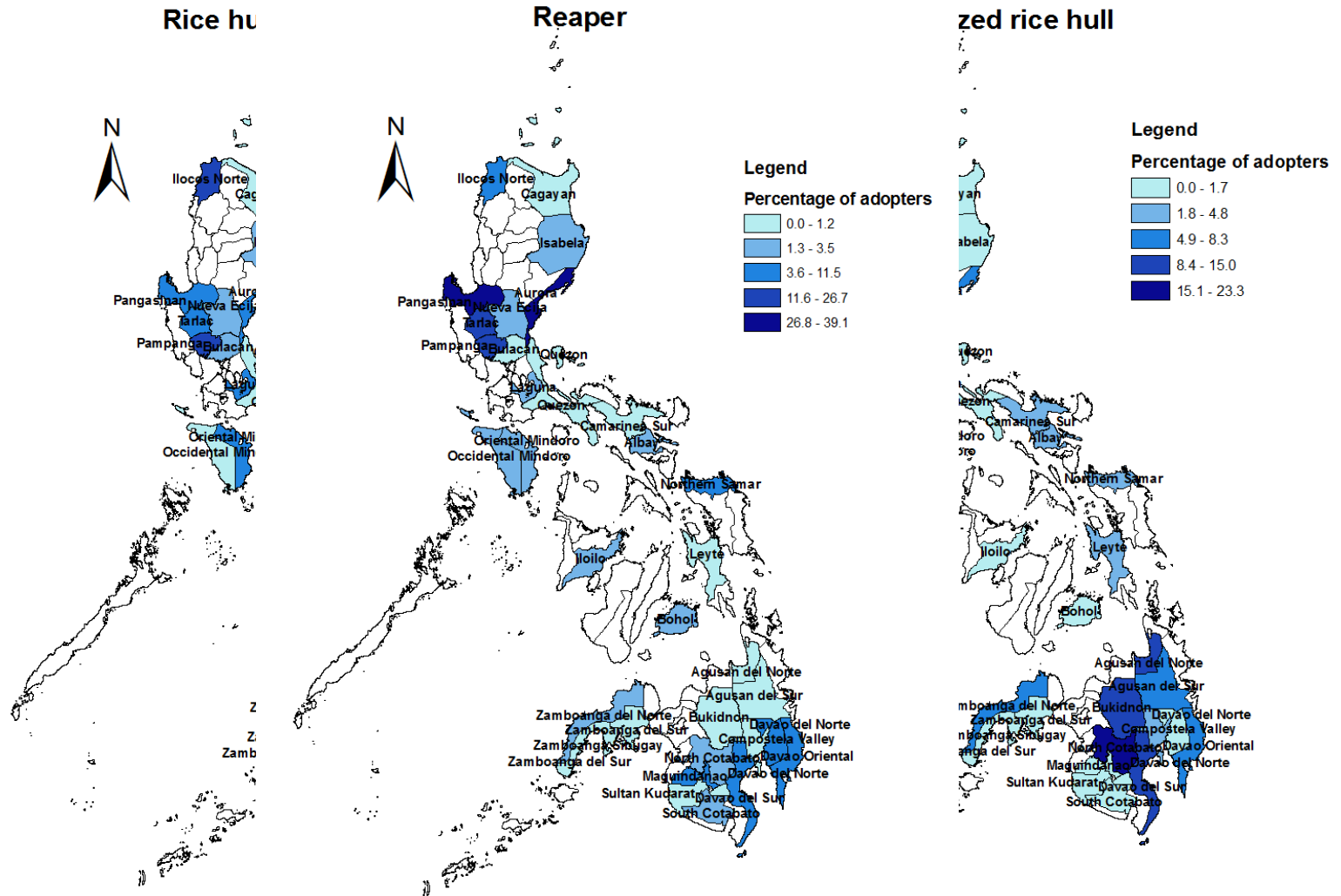


Minus-one element technique (MOET)



Technology Adoption

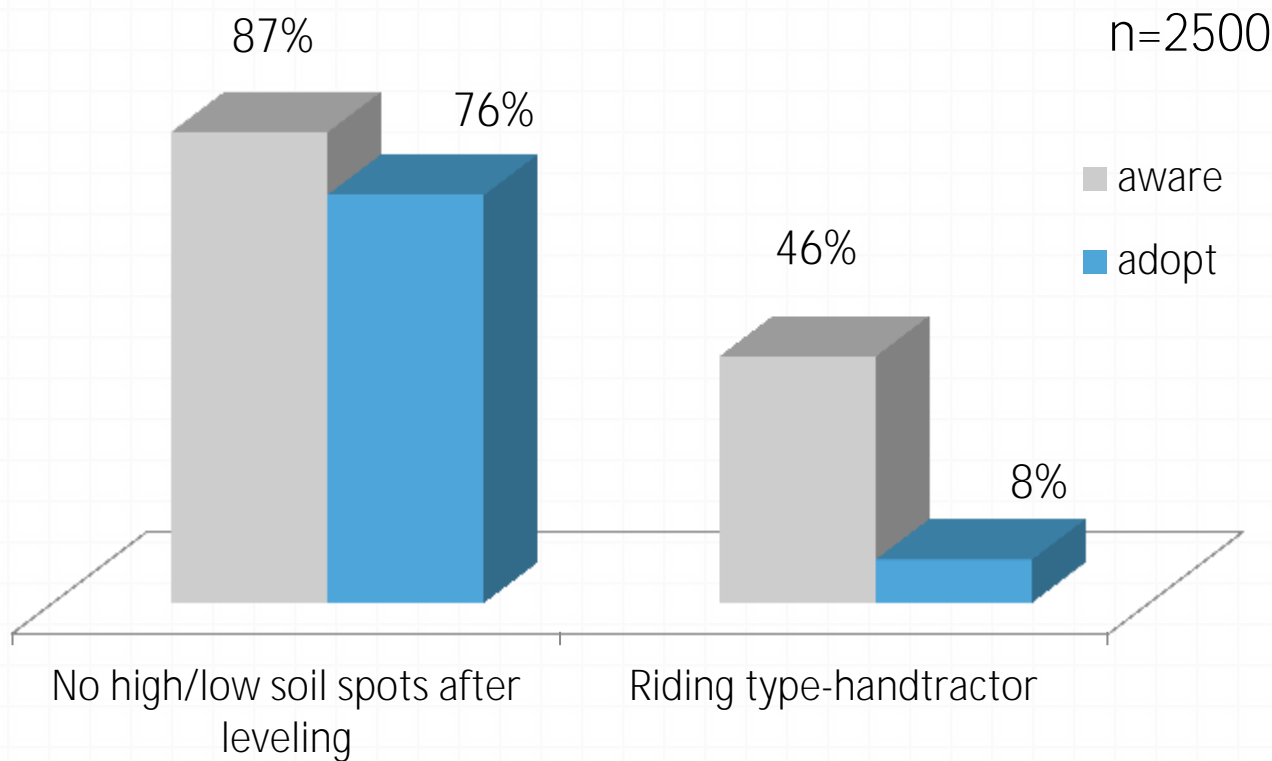
Least adopted technologies



CLEAN | GREEN | PRACTICAL | SMART

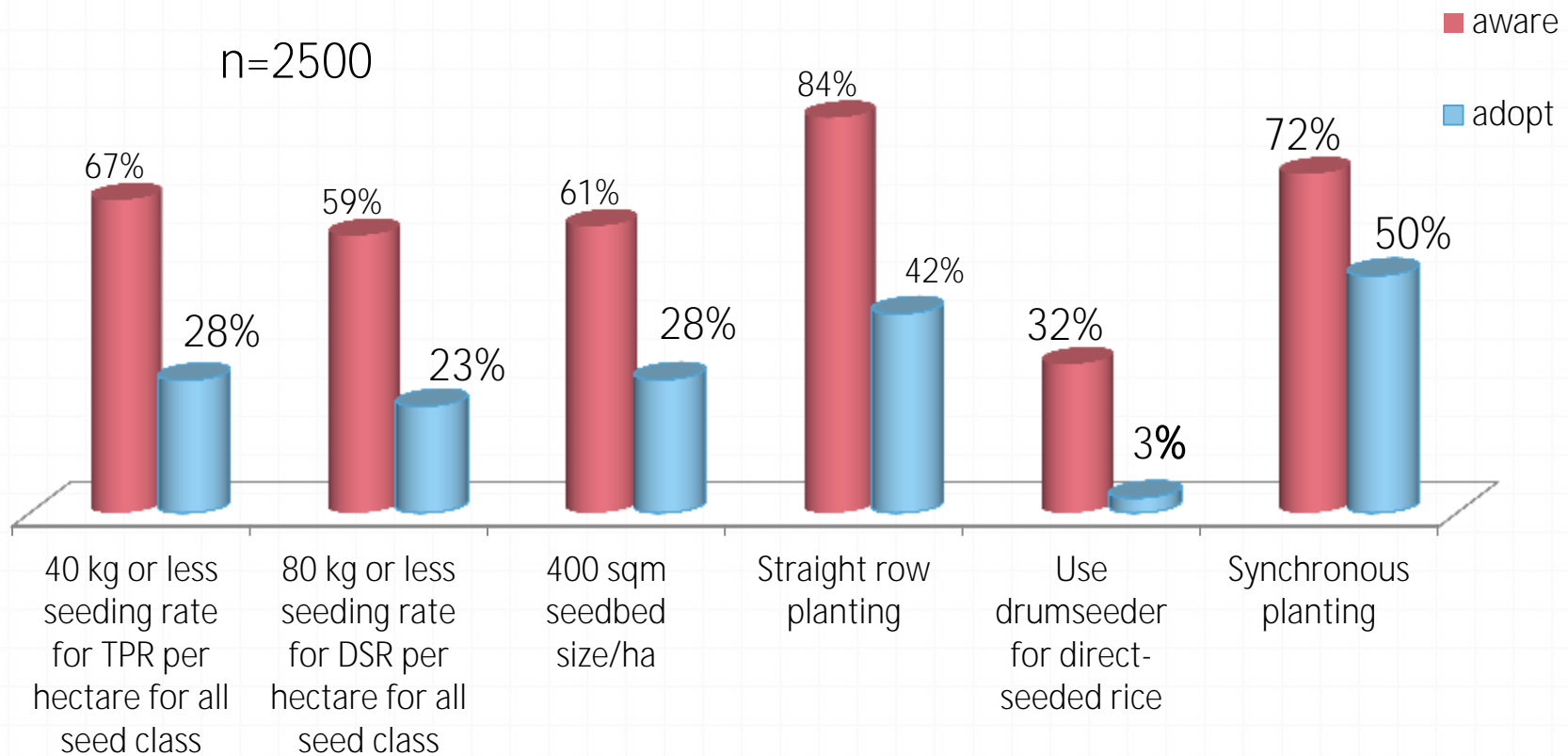
DEPARTMENT OF AGRICULTURE
PHILRICE
PHILIPPINE RICE RESEARCH INSTITUTE

Technology Awareness and Adoption



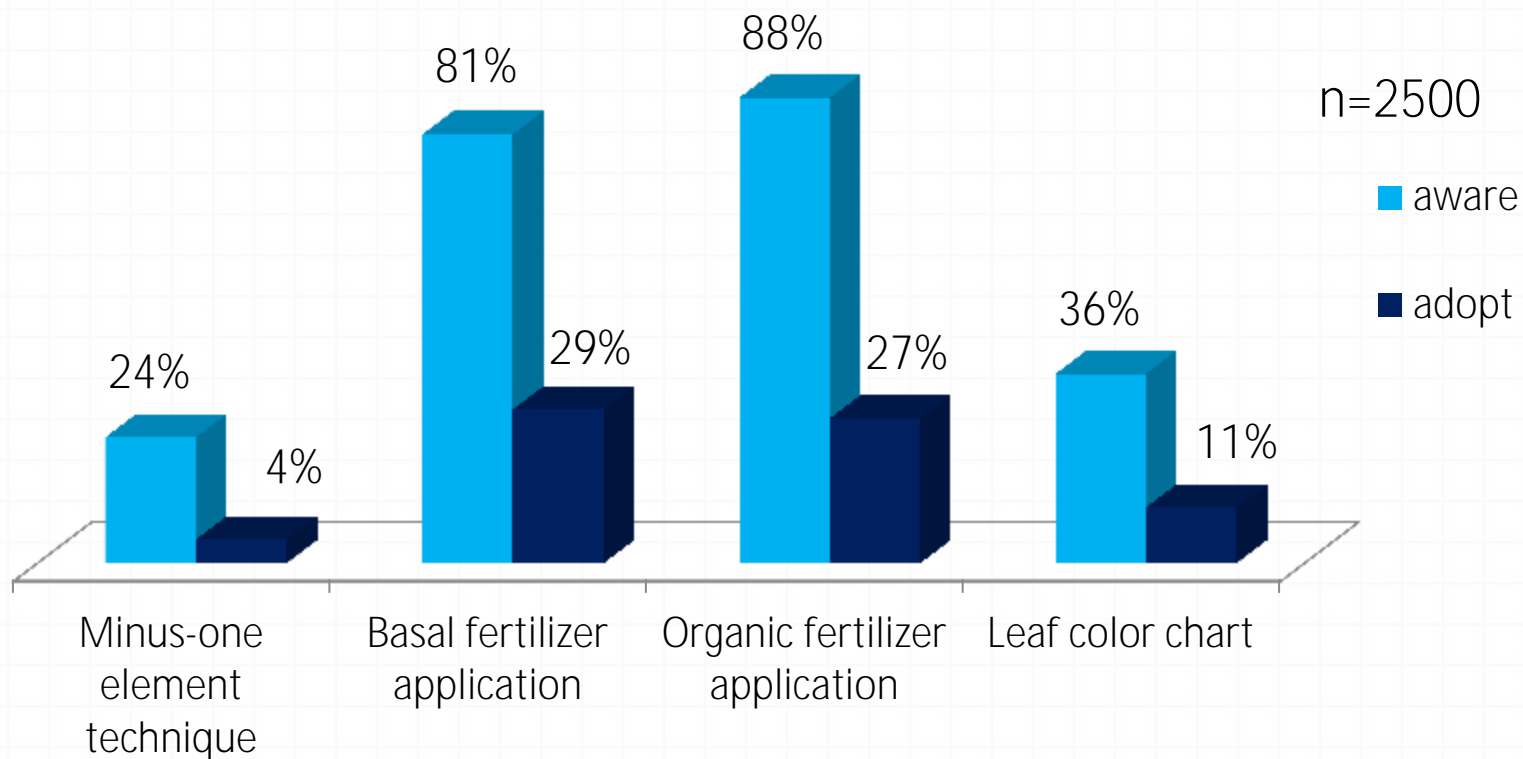
Land Preparation Practices

Technology Awareness and Adoption



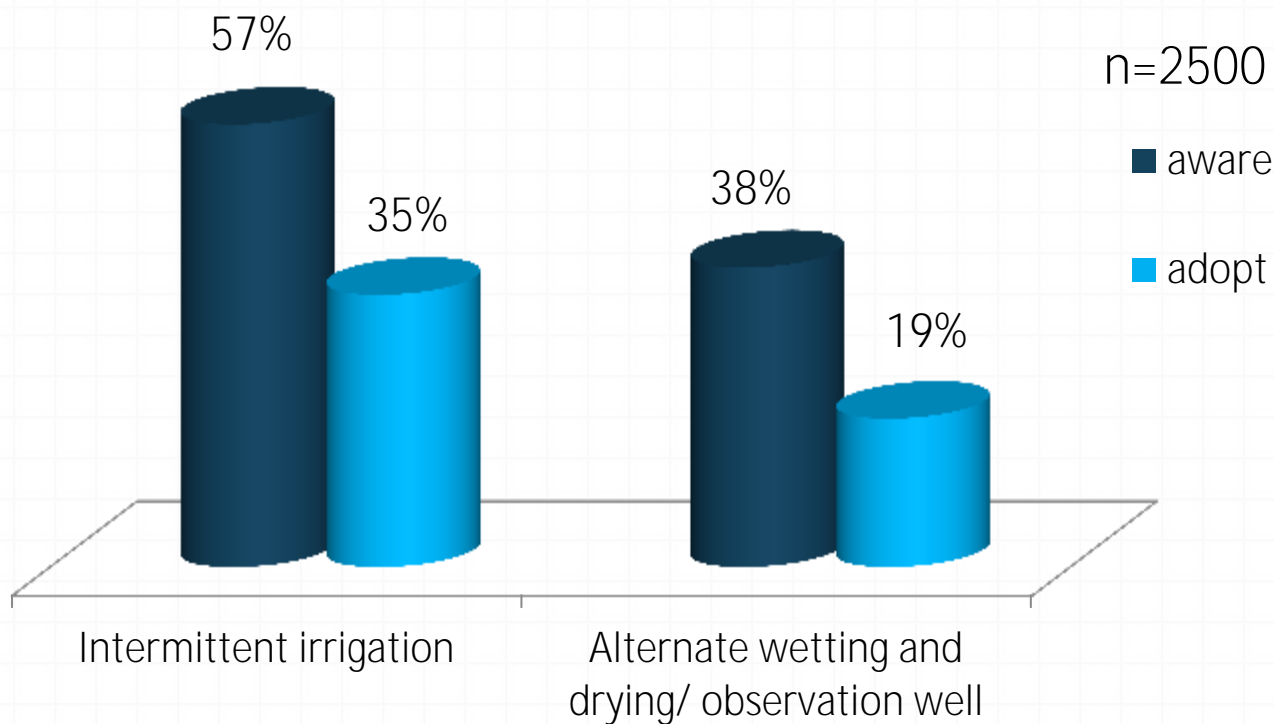
Crop Establishment Practices

Technology Awareness and Adoption



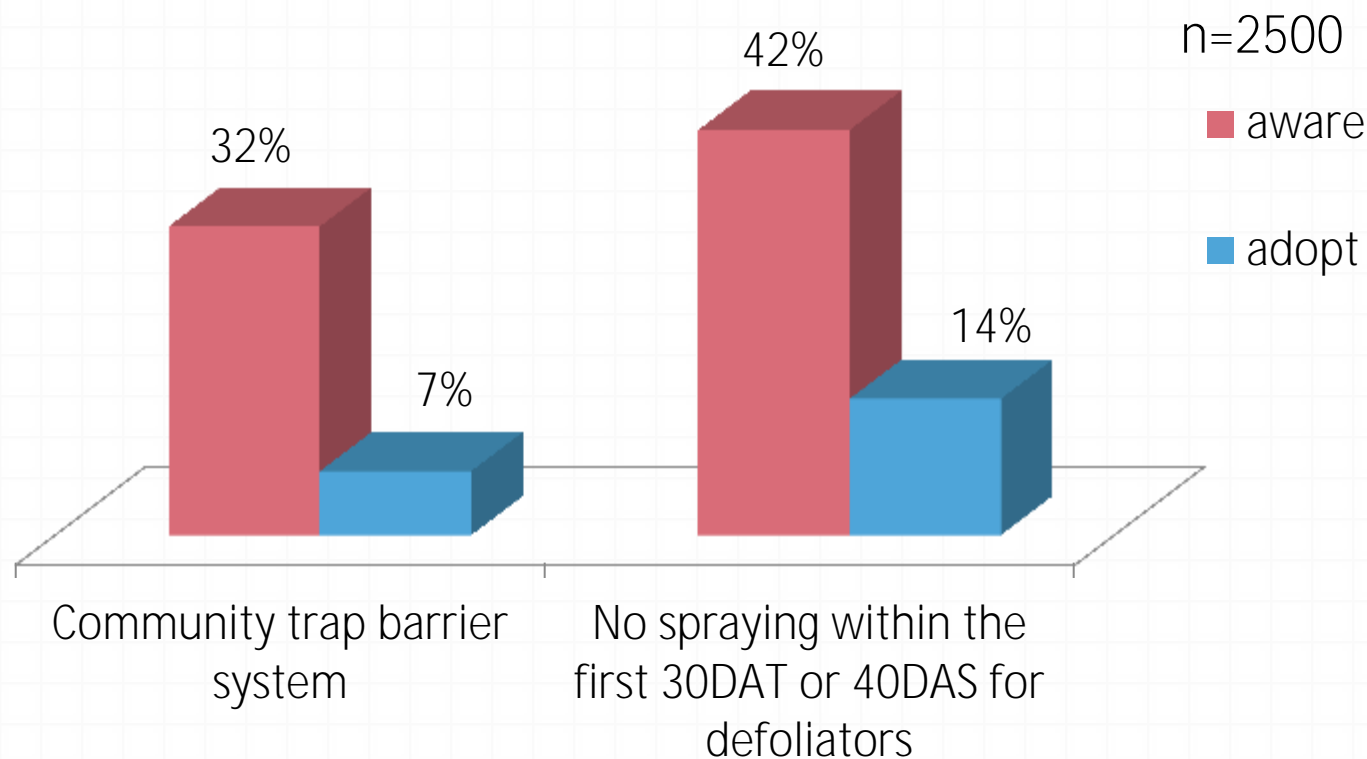
Nutrient Management Practices

Technology Awareness and Adoption



Water Management Practices

Technology Awareness and Adoption



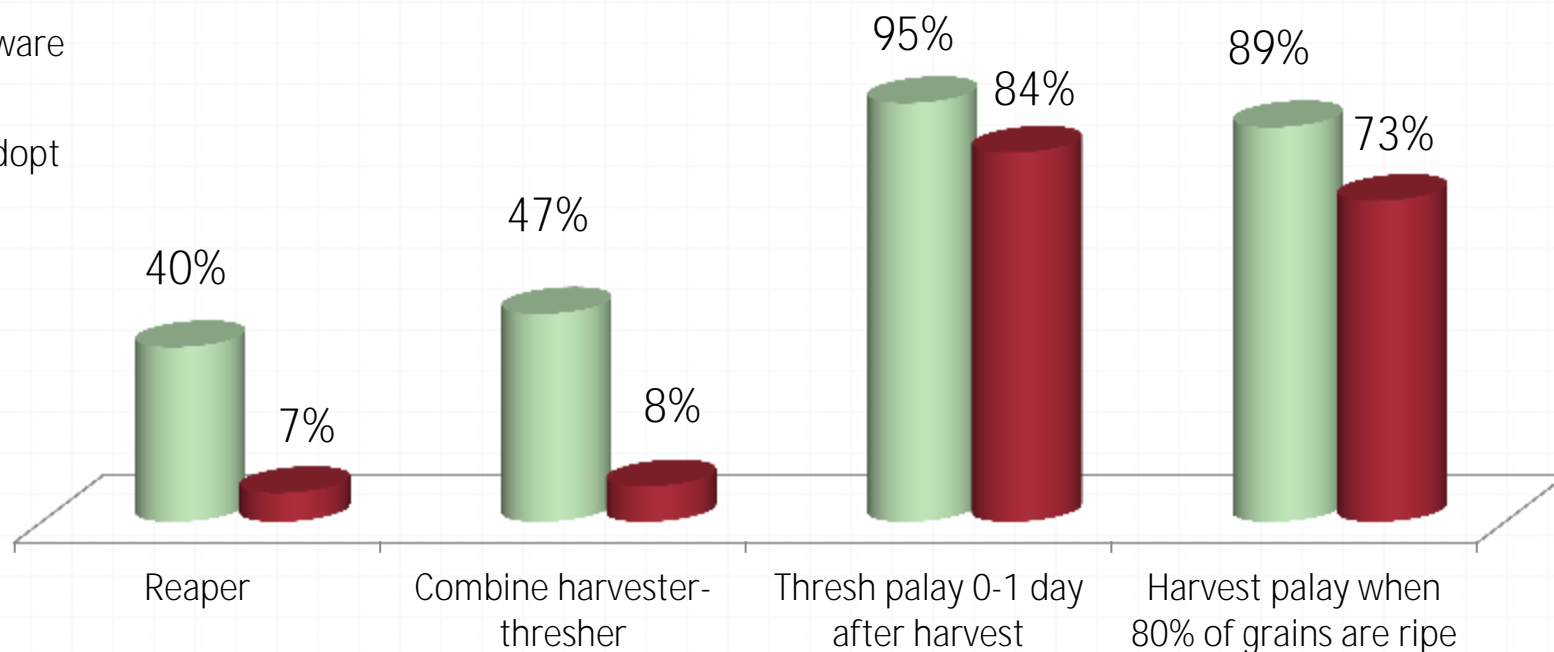
Pest Management Practices

Technology Awareness and Adoption

n=2500

■ aware

■ adopt

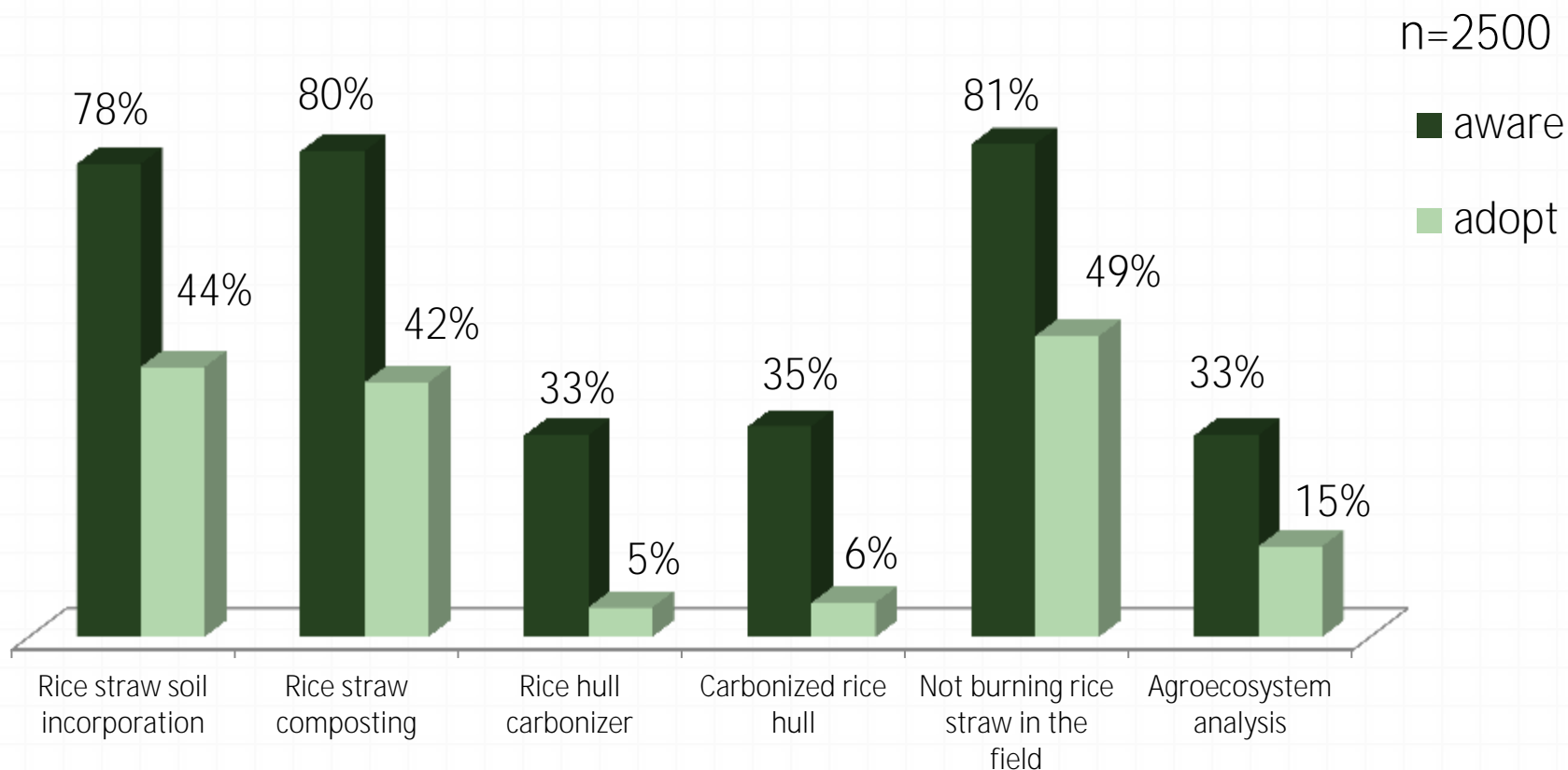


Harvest Management Practices

CLEAN | GREEN | PRACTICAL | SMART

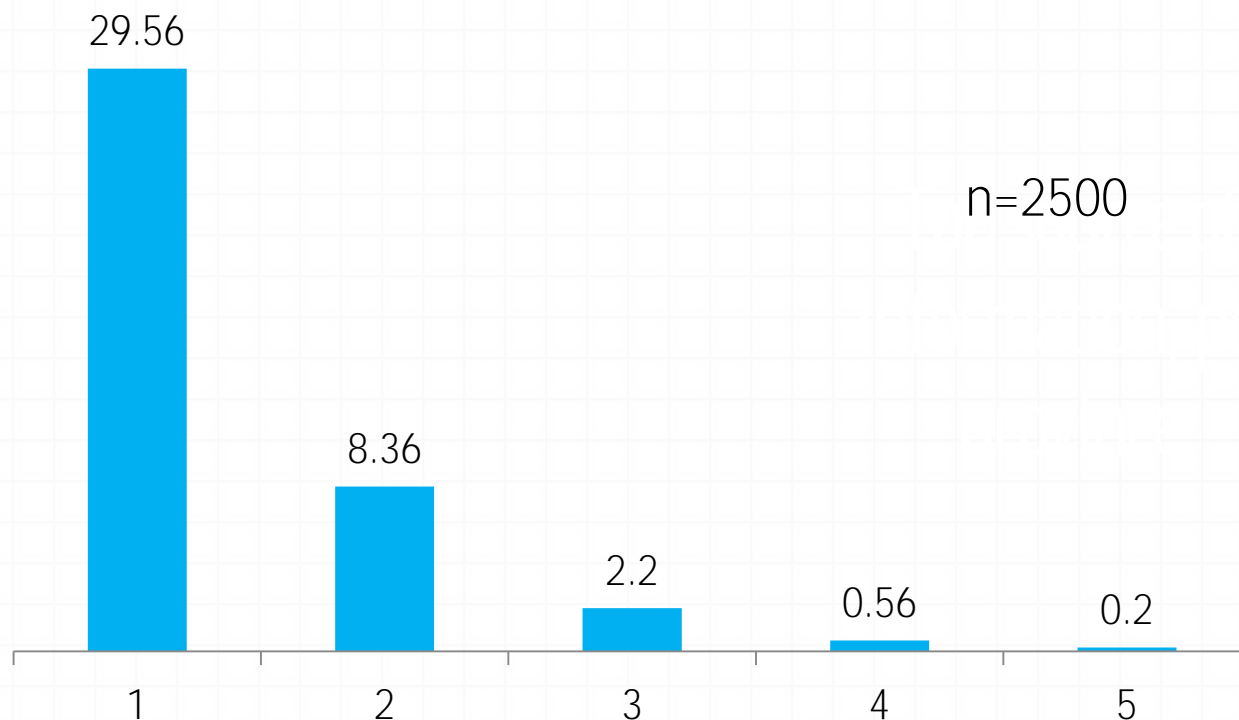
DEPARTMENT OF AGRICULTURE
PHILRICE
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Technology Awareness and Adoption



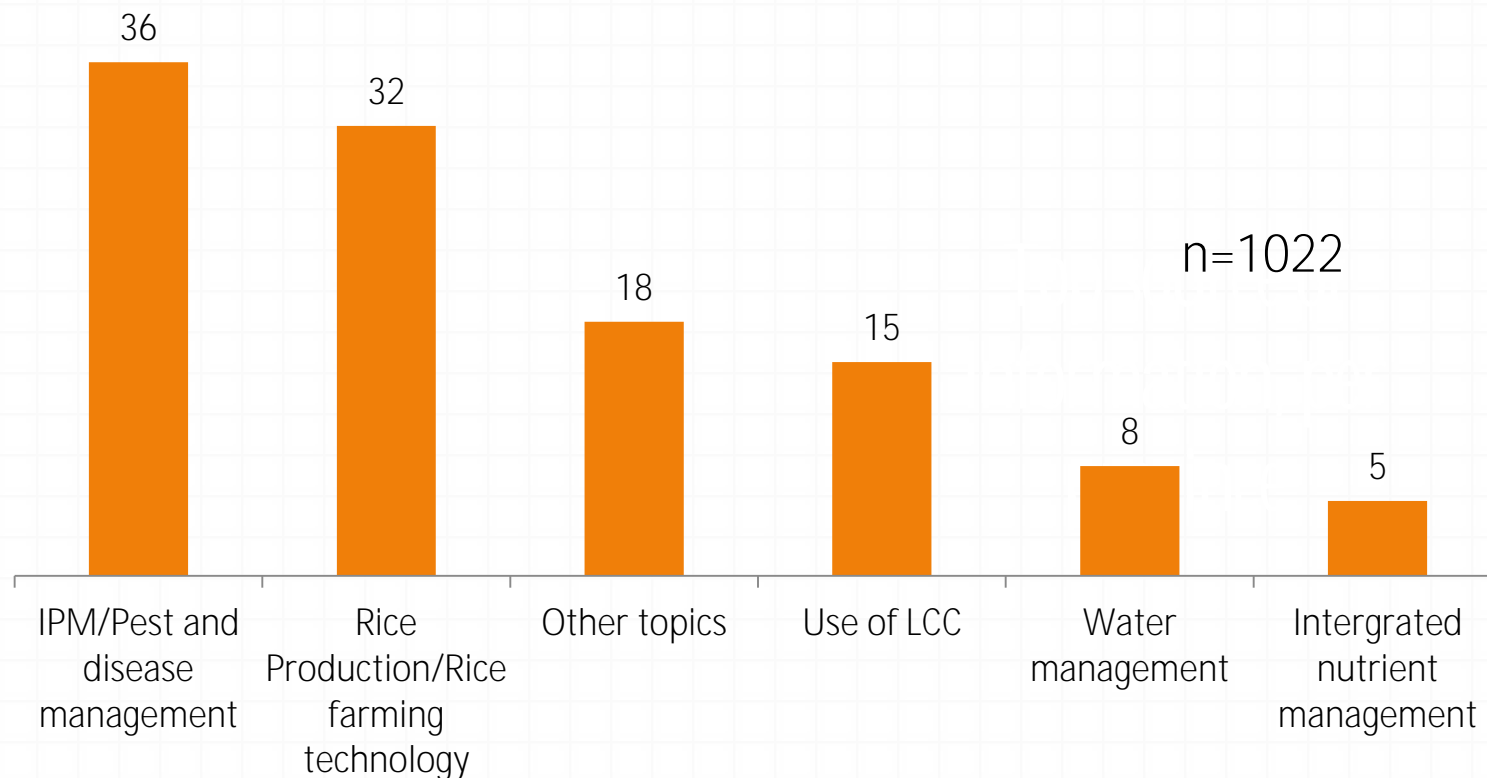
Other Practices

Rice Trainings



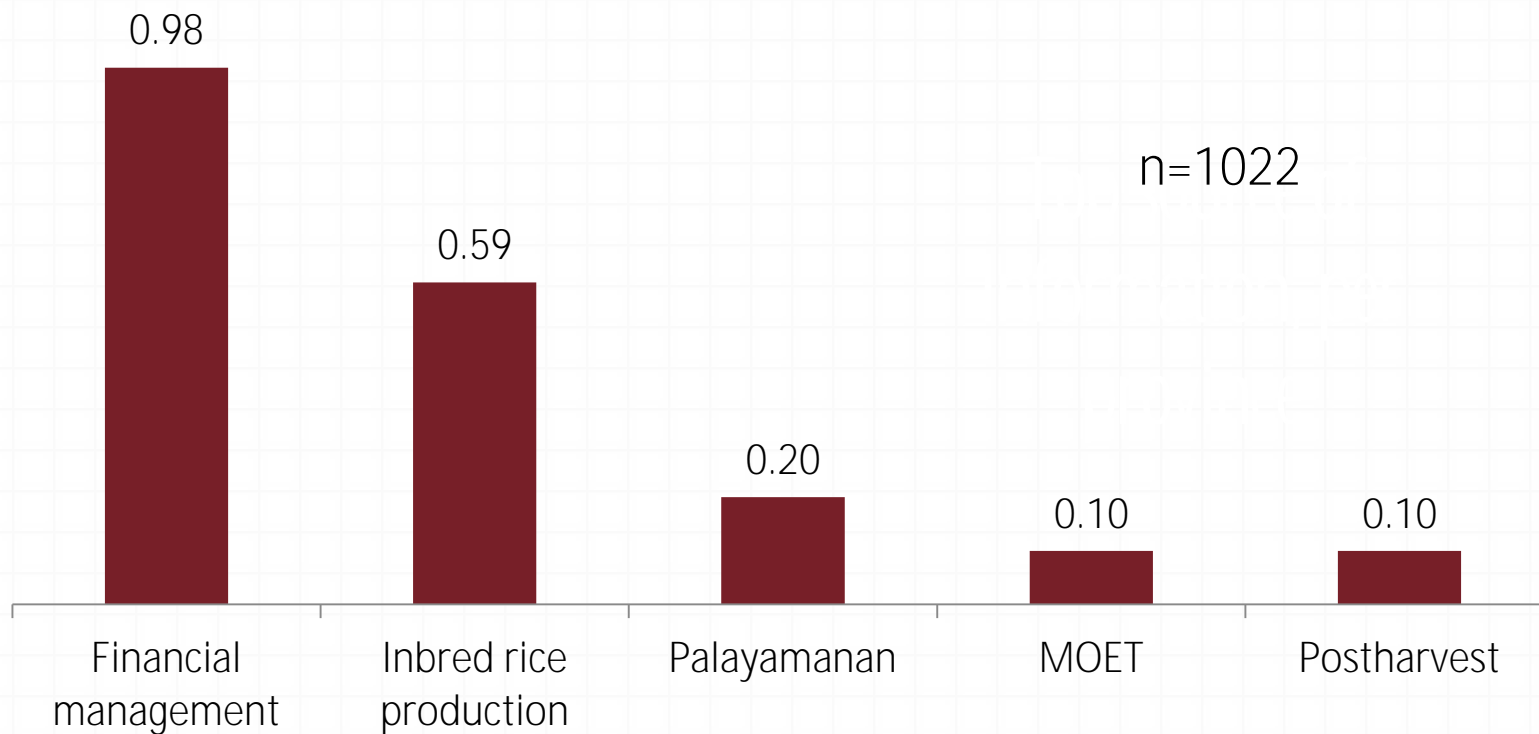
Number of trainings/seminars attended, 2009-2012

Rice Trainings



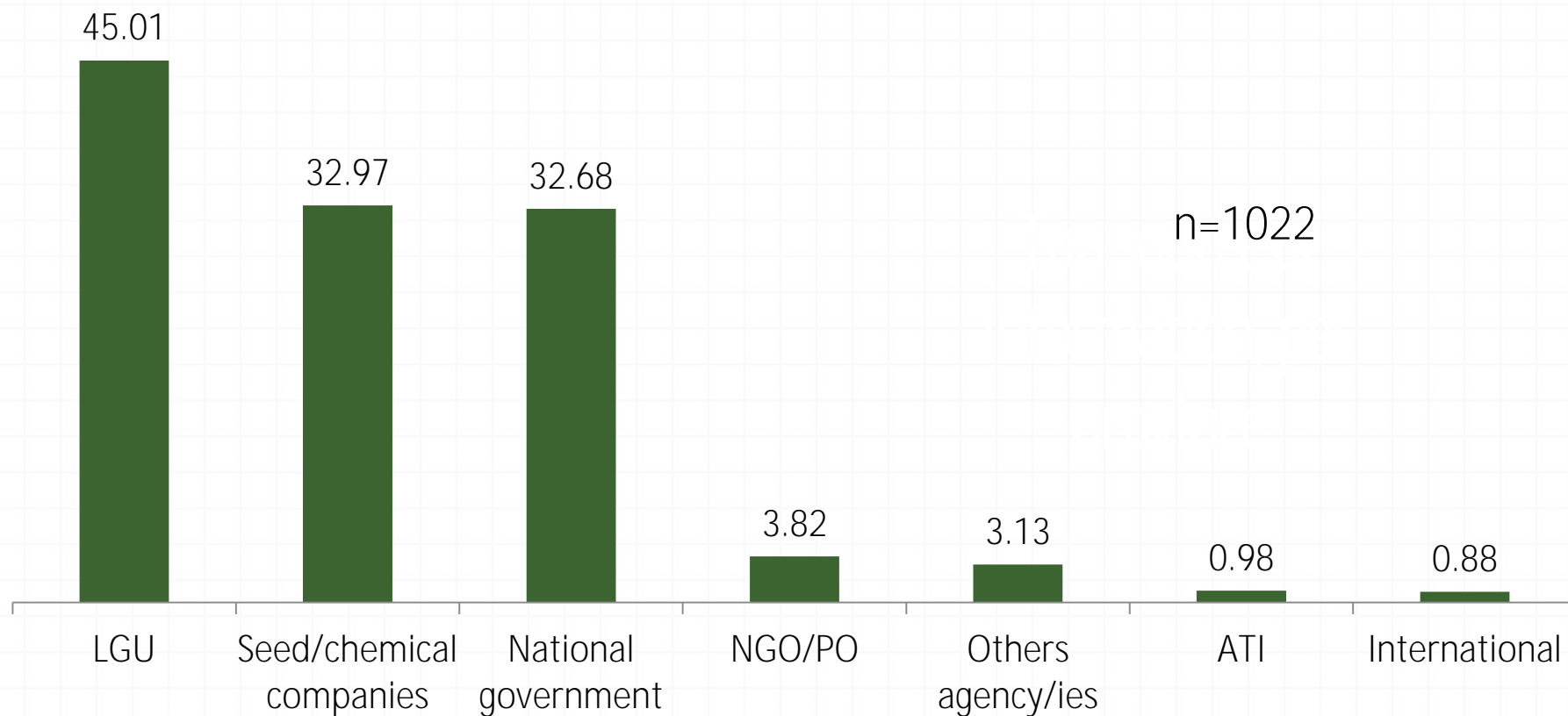
Top 5 trainings attended, 2009-2012

Rice Trainings



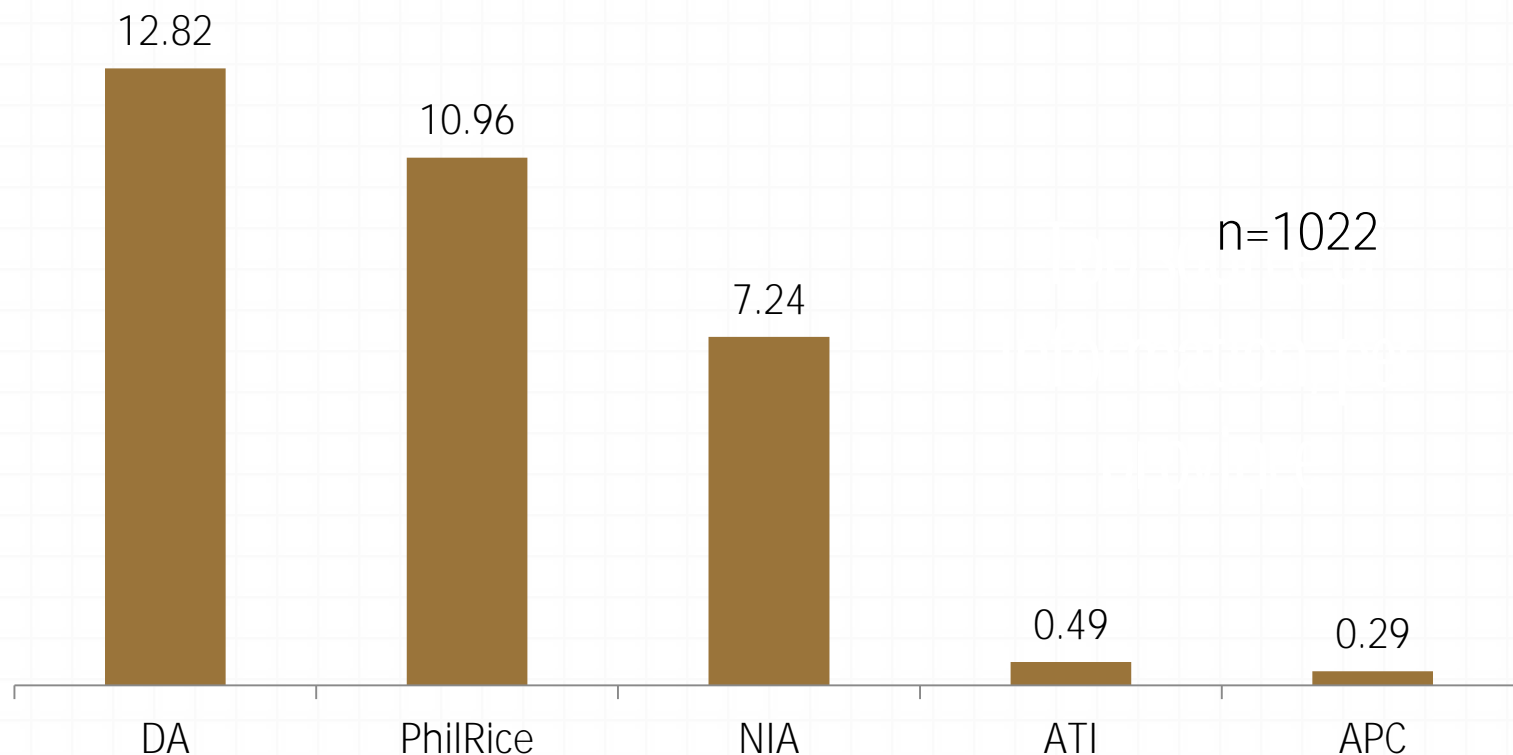
5 Least attended trainings, 2009-2012

Rice Trainings



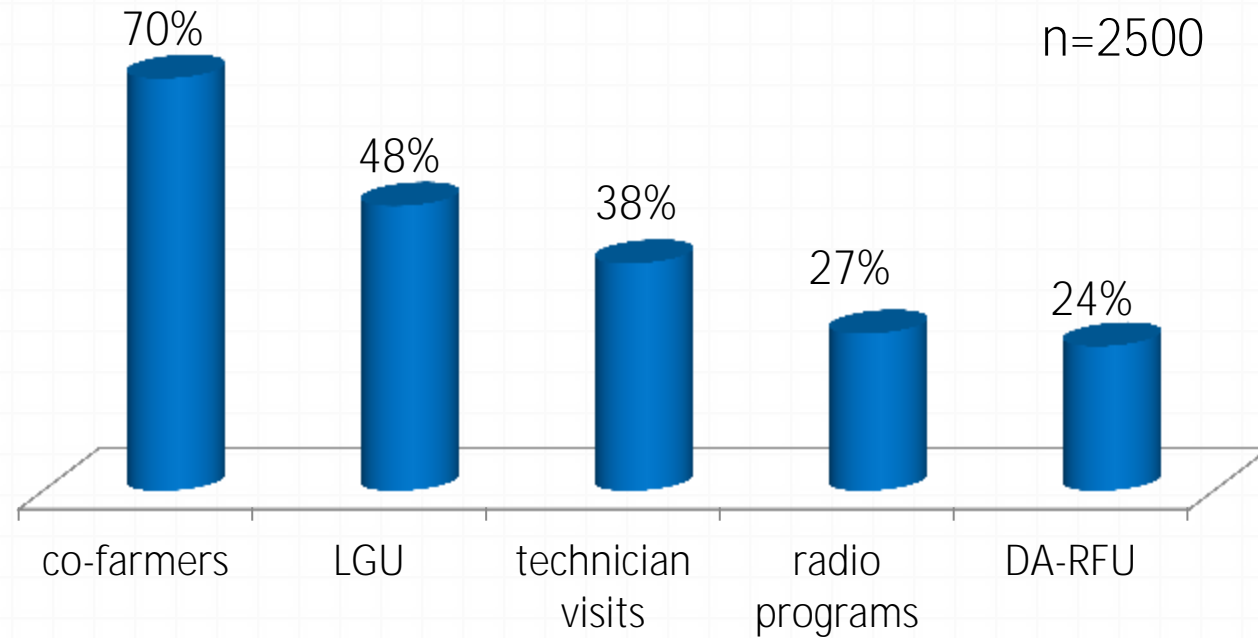
Sponsors of trainings, 2009-2012

Rice Trainings



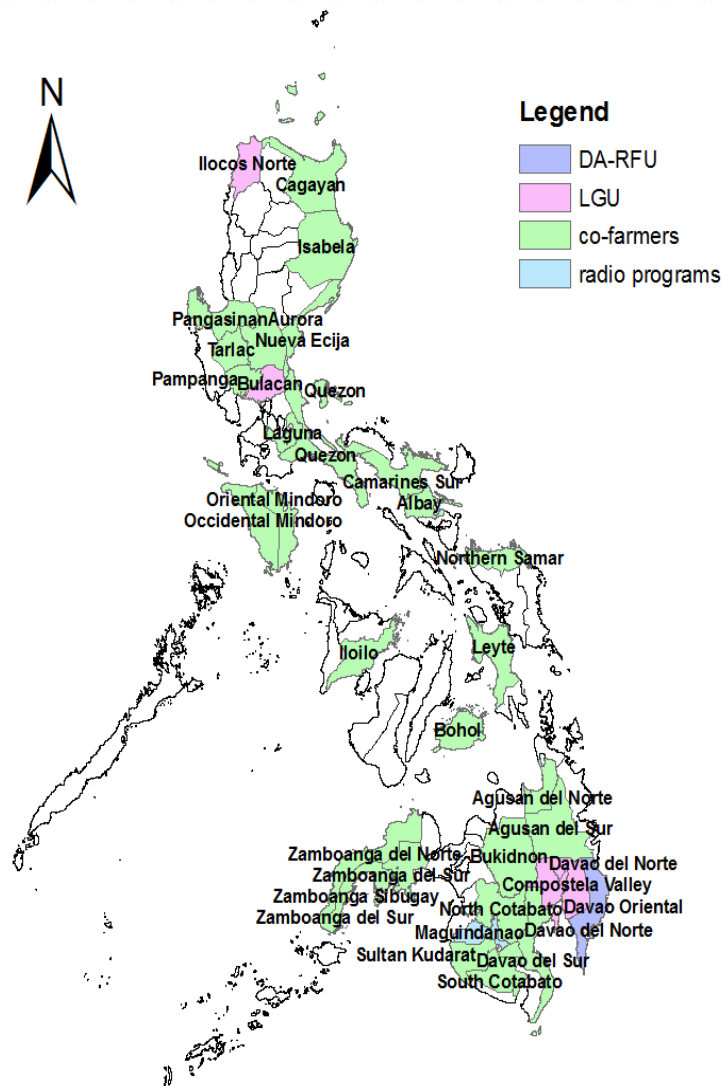
National government agencies who sponsor the trainings, 2009-2012

Sources of Information



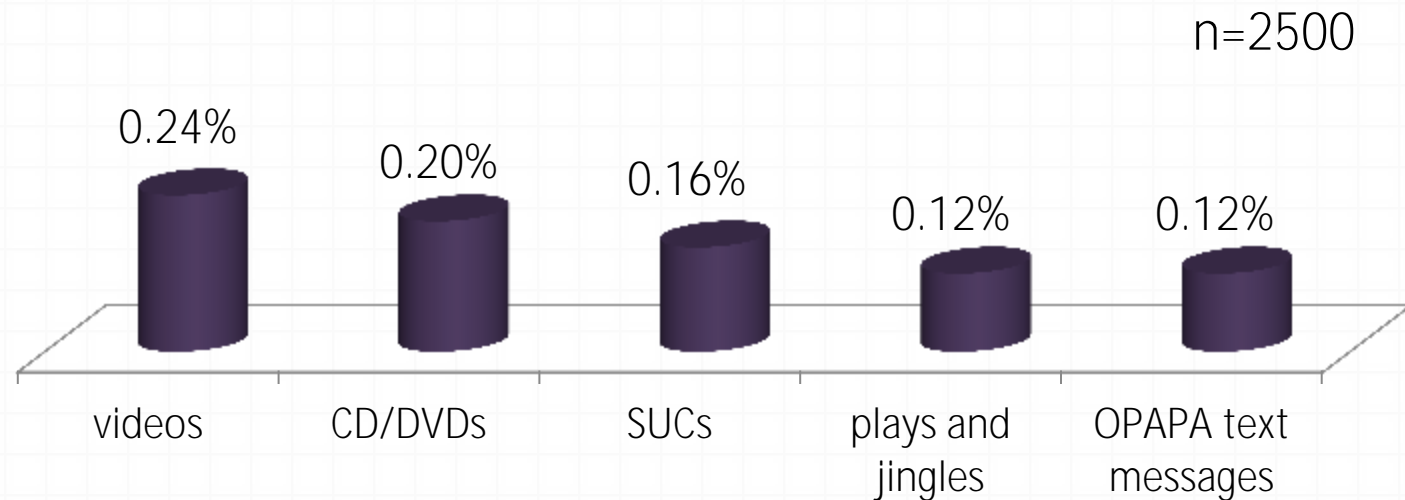
Top sources of information, 2009-2011

Sources of Information



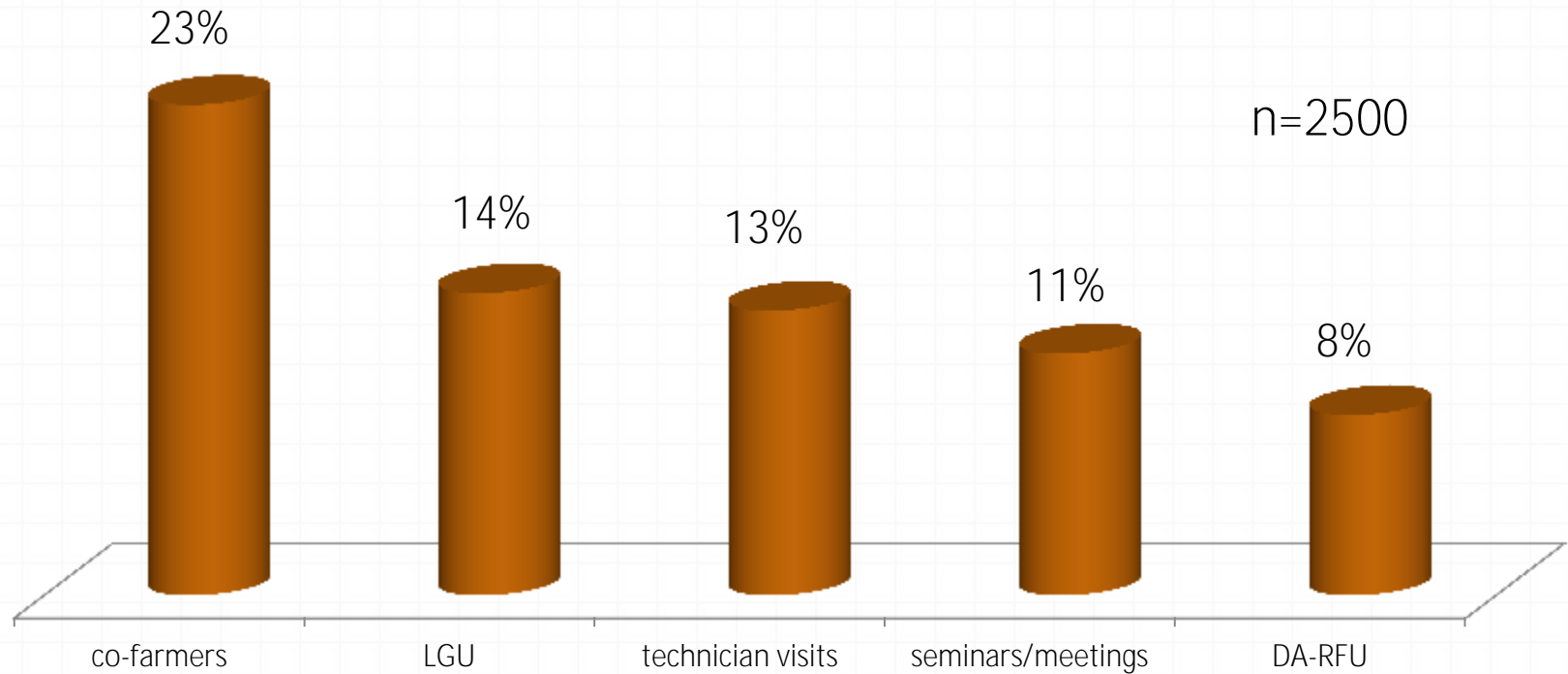
Top source of
information, per
province

Sources of Information



Least reported sources of information, 2009-2011

Sources of Information

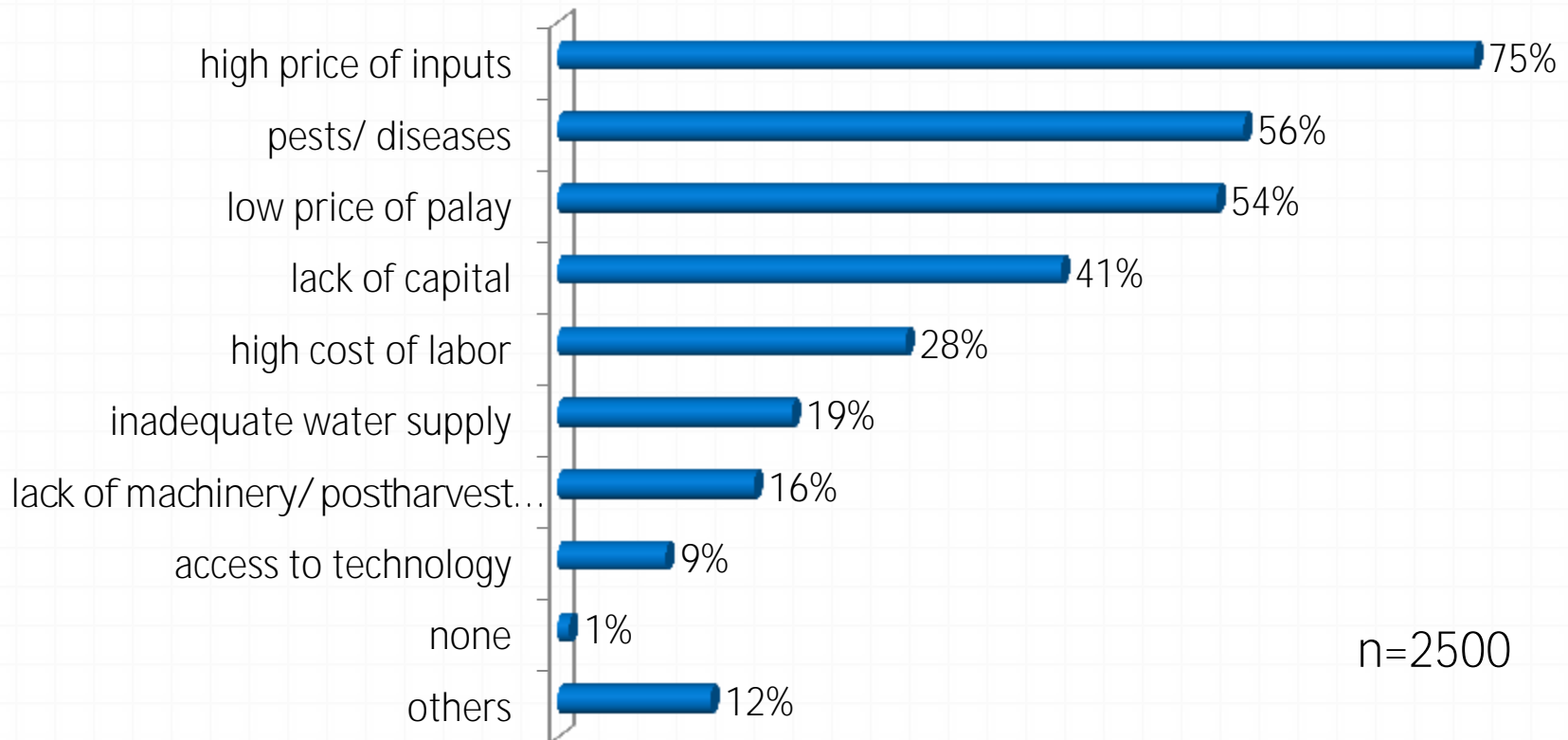


Most effective sources of information, 2009-2011

ICT Status of RBFH

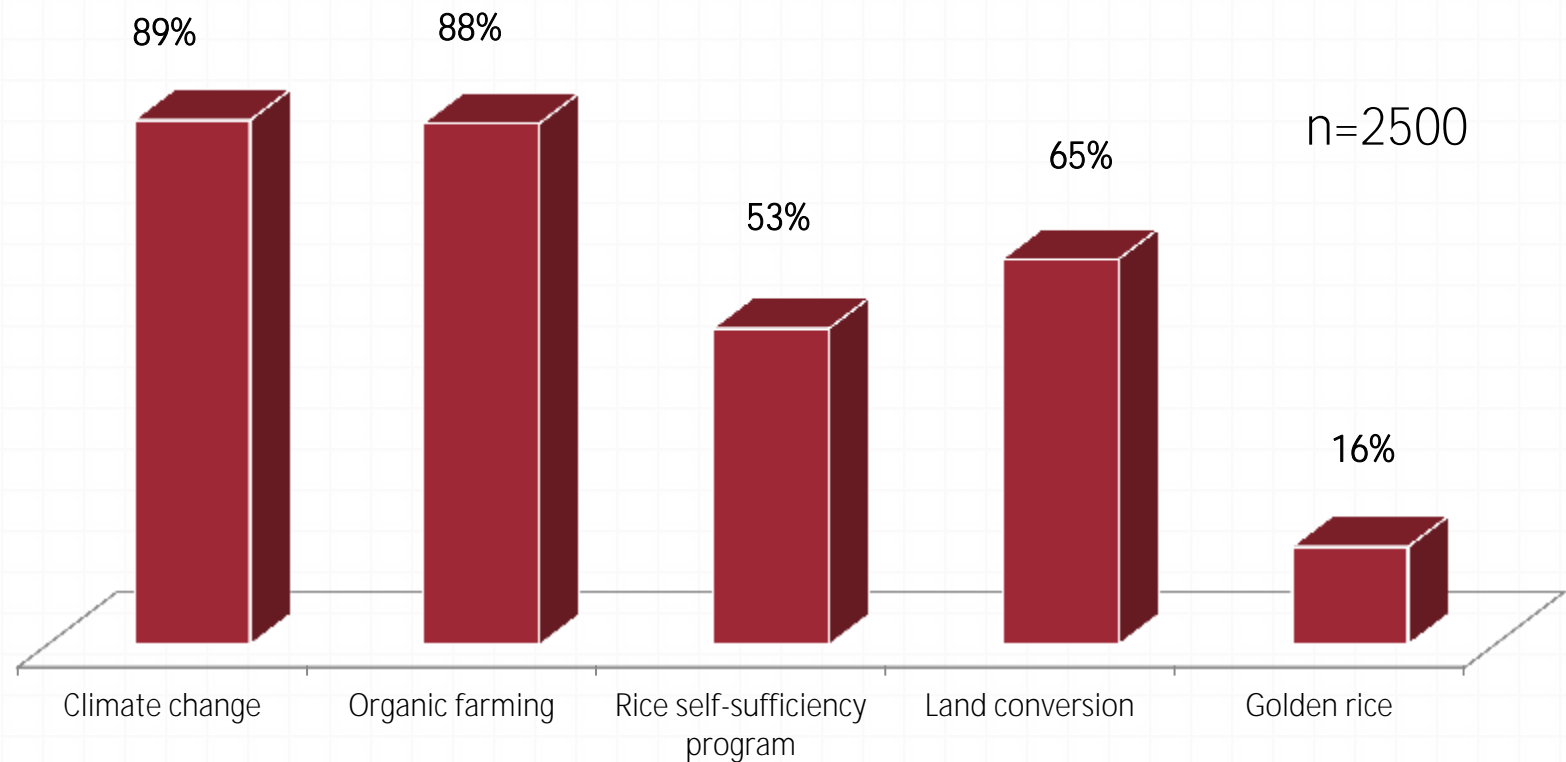
	n	F	%
With a cellular phone	2500	1973	78.92
Willingness to receive info thru SMS		1852	74.08
Aware of PhilRice info thru SMS	2500	705	28.20
Tried acquiring info thru OpAPA SMS		244	9.76
Own personal computer	2500	288	11.52
With Internet connection		190	7.6
With HH member knowledgeable in using Internet	2497	1039	41.61
Want to avail of info thru Internet		905	36.2
Aware of PhilRice info thru Internet	2492	389	15.61
Tried acquiring info thru OpAPA website		76	3.04

Problems Encountered in Rice Farming



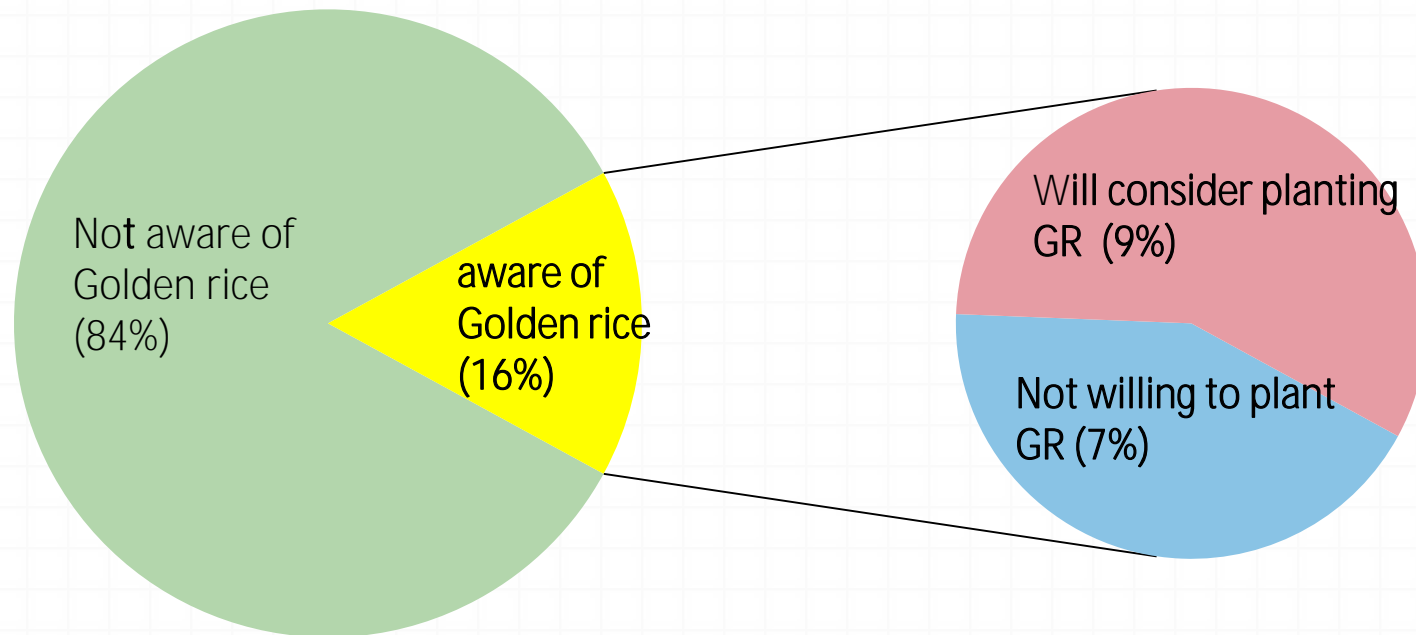
Percent of farmers who reported problems, 2011 WS

Awareness of Rice Farming Issues



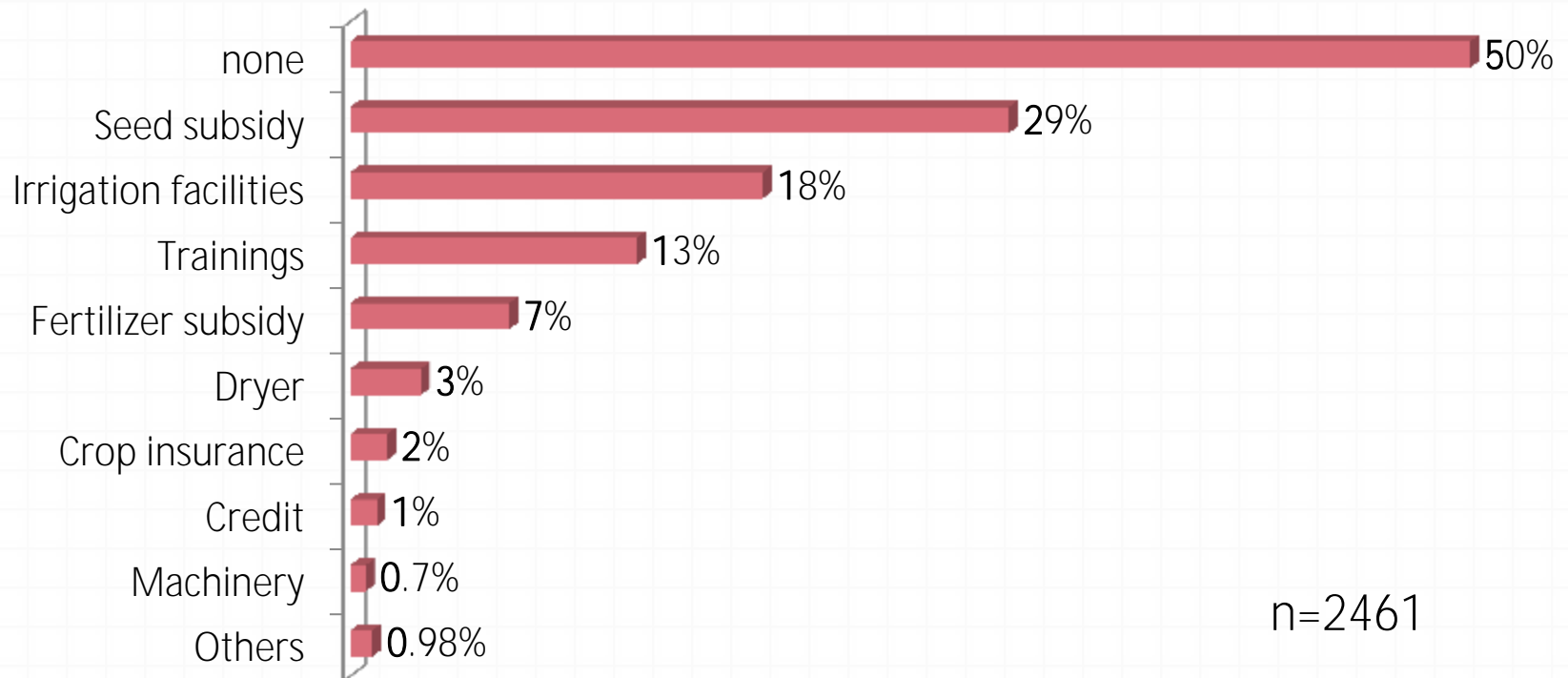
Percent of farmers who are aware of issues, 2011 WS

Golden Rice



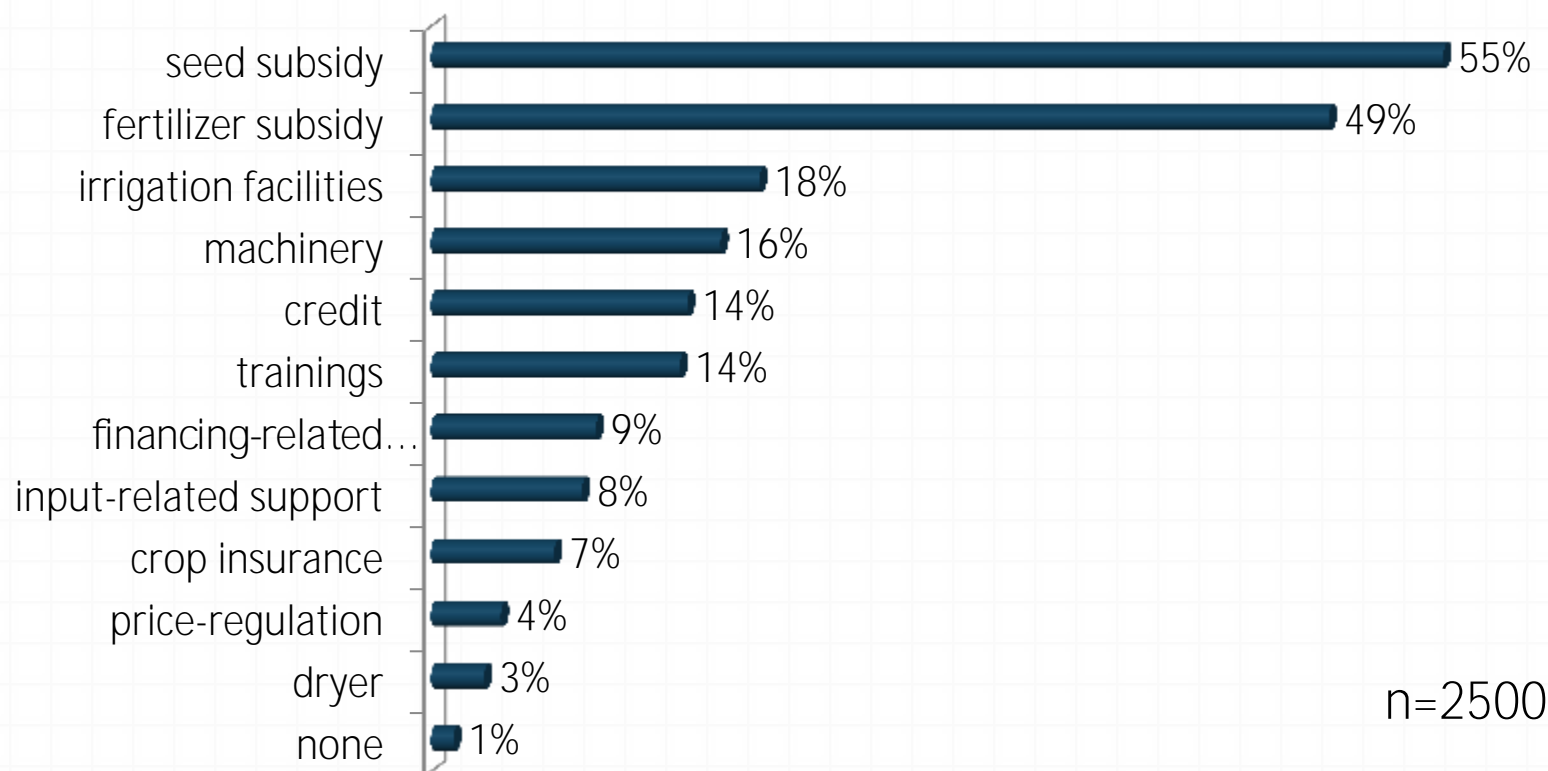
Awareness of and willingness to plant GR, 2011 WS

Government Services Availed



Percent of farmers who availed of government services, 2011 WS

Government Services Wanted by Farmers



Percent of farmers who want to avail of government services, 2011 WS

Summary

- 0 Awareness does not necessarily translate into adoption
- 0 40% of the farmers were still using farmer's seeds
- 0 70% of the respondents still relied on their co-farmers for rice information--- the rise of the network society (traditional mass media versus horizontal communication networks)
- 0 Interpersonal communication channels still topped sources of information--- channels for awareness vs. channels for confirmation
- 0 Ownership of ICTs especially cellular phones of RBFH promises endless expansion and reconfiguration of rice information extension

Summary

- 0 Farmers' problems did not change: high price of inputs, pests and diseases, and low price of palay
- 0 Government services they want to avail are still the same: free/ subsidized seeds, subsidized fertilizer, and irrigation facilities
- 0 Best practice versus best fit
- 0 The main question is: Where do we go from here?



Have a
"sticky" nice
day!!!