

COMPREHENSIVE PROJECT PROFILE

I. PROJECT DESCRIPTION

1. Project Title : **Improving Farmers' Income through Ube Development**

2. Project Type :

This project is a capital-forming type of initiative involving the enhancement of ube production in the Municipality of Baclayon. It involves procurement and distribution of ube planting materials for farmer beneficiaries. It also covers capacity-building activities for local farmers on proper farming methods. Technical assistance will also be provided for marketing and post harvest services.

3. Project Components :

The project has the following major components/ activities:

- a. Consultation with Barangay people and selection of farmer recipients
- b. Capacity-building of farmers
- c. Land preparation
- d. Procurement and distribution of planting materials
- e. Planting and Ube production
- f. Marketing assistance

4. Project Location : The project will be implemented in all 17 barangays of Municipality of Baclayon, Bohol Province.

II. PROJECT STATUS

The project is still at the proposal stage, although on-going initiatives on ube production have been made on piecemeal basis in selected barangays. This project covers the development of ube in all barangays, considering the suitability of the Municipality's soil for ube production. Initial analysis had already been conducted in terms of land requirements, target farmer-beneficiaries, technical assistance needed in barangays, and marketing strategies. This project is considered a priority of the Municipal Government in support to its agriculture development program. The LGU will provide financial and technical counterpart for the implementation of the project, in addition to the financial assistance to be generated from interested local or foreign donor organizations.

III. PROJECT JUSTIFICATION

1. Project Background

The Municipality of Baclayon is one of the fifteen (15) municipalities in the First Congressional District of Bohol. It is located 7 kilometers away from Tagbilaran City, the province's capital. This 5th class municipality, in terms of income classification, is generally an agricultural town, with majority of its households engaged in farming and fishing as their main source of livelihood.

While Baclayon may have the agricultural and marine resources that would bring its people to economic prosperity, levels of deprivation are still considered significant in the area. This is due to non-maximization or utilization of these resources, or the lack or unequal opportunities and capacities of people to engage in more promising agriculture ventures.

Based on the survey conducted in 2006 using the Poverty Database Monitoring System (PDMS) parameters, 1,214 households (69.33% of total households) in the municipality are living below the income threshold. The survey also revealed that 53.97% of the total households are living below the minimum food threshold. Furthermore, about 25.85% of the total working-age persons are unemployed.

An appropriate strategic action to curb these living difficulties of residents is to build on the economic opportunities its agricultural resources can provide. This is the direction the Municipal Government is taking. Aside from increasing rice and corn production, the local government, through the Municipal Agriculture Office, has considered the promotion of "Ube" (*Dioscorea alata*) production, as an alternative source of food and income for the households. This kind of crop thrives very well in the kind of soil the municipality has, and is observed to have high marketability especially "Kinampay" variety, with its color and aromatic feature.

This proposed project has been conceptualized based on the above circumstances and on the difficulties that farmers have been experiencing in venturing into production of the said high-value crop. Farmers always have the problem of where to source out the financial requirements and the planting materials for ube.

This Ube production enhancement initiative is to be implemented in all seventeen (17) barangays of Baclayon. Each barangay will be required to provide a two-hectare lot to be utilized for the initial plantation of ube. Every barangay will have at least ten (10) ube farmer-beneficiaries who will be provided with ube planting materials totaling to 5,332.2 kilograms. Technical assistance will be extended to all barangays in form of training and capacity-building on proper ube planting methods, marketing strategies and production of ube-based products.

With this project, the Municipal Government expects to improve the productivity and income levels of farming household beneficiaries. It will also promote the economic utilization of lands, especially the idle ones. The target areas will initially be considered as the pilot plots where non-project beneficiaries can learn from them, making them as model farms. Eventually, the success of the project will be replicated and adopted by all interested farmers who want to venture into ube production. This will create economic opportunities for all ube farmers, giving them the advantage of producing good quality ube at large volumes for better marketability. The technical aspect of the project will also allow farmers and their households to engage in producing ube-based products for more diversified income sources. The support for planting materials will establish the initial planting requirements for the initiative. Production of ube from the project will provide the farmers sustainable source of planting materials for the next planting cycle. With the proper know-how and skills of farmers, the project will sustain its production-marketing-sale processes, all for the improvement of the socio-economic conditions of their families.

2. Project Linkages

The project supports the implementation of the Bohol Agricultural Master Plan in the province. Being considered as one of the key production areas of ube in Bohol, the Municipality of Baclayon, through this project, can contribute greatly in the supply stream of ube, not just for the Bohol population, but for the other parts of the country. This Ube Development project complements the agriculture enhancement initiatives in the municipality, as pursued by the Provincial and Municipal Agriculture Offices. It will also encourage ube integration to other farming systems like the coconut-based farming. Through the project, intercropping of ube with other crops can be explored and promoted.

3. Project Objectives

The project aims to achieve the following objectives:

- a. To capacitate farmers and their households with the proper technologies for ube production, processing and marketing;
- b. To enable farmers to produce good quality ube varieties, in appropriate volumes, through farm land consolidation and farmers cooperation;
- c. To increase incomes of ube-farmers, helping them to improve their living conditions

4. Sectoral Objectives

To enhance agricultural productivity through maximized utilization of land and proper farming technologies in support to the attainment of food sufficiency in the Province of Bohol. It also promotes the production of high-value alternative crops, as alternative source of food and income for households.

5. Regional and National Objectives

To promote agricultural productivity at the countryside, building the food sufficiency and security of rural areas in support to poverty alleviation.

IV. PROJECT FINANCING

1. Funds Needed

The total budgetary requirement for the project is **P2,740,232.00**. The funds will be utilized for the following:

a. Ube Tubers

At 2,666.6 kilos tubers per hectare x 2 hectares = 5,333.2 kilos of tubers/ barangay
At 5,333.2 kilos of tubers/ barangay x 17 barangays = 90,644.4 kilos of tubers
At 90,644.4 kilos of tubers x P30.00/ kilo of kinampay tubers = **P2,719,932.00**

(Note: 13,333 hills per hectare at 200 grms/ set & a total of 5setts/ kilo at 1,000 gram/ kl)

b. Fertilizers

At 2 bags per 2 hectare lot (14x14x14) x 17 barangays = 34 bags of fertilizers
At 34 bags of fertilizer x P450.00 per bag = **P 15,300.00**

c. Chemicals – (Optional) = **P 5,000.00**

TOTAL = **P2,740,232.00**

Manpower requirements and technical services for the project are to be conducted by appropriate Local and National Government Agencies, without financial requirements.

2. Project Financing

The project will be implemented through a counterparting scheme between the Municipal Government and any interested funding/ donor agencies. Financial contributions will be used for the procurement of various planting materials for the ube production.

3. Funding Source

The project is proposed for funding from the Provincial and National Governments, Non-government Organizations and local or foreign donor agencies.

4. Counterpart Funding

The Municipal Government of Baclayon will provide a counterpart fund equivalent to 10% of the project cost or P 274,023.20. It will also commit its human resources, through the Municipal Agriculture Office, to provide the necessary technical assistance to the ube farmer/ household beneficiaries. The farmer beneficiaries, on the other hand, will provide the needed land and labor for the project's sustainability.

5. Financial Viability

The project is considered financially viable. While it may be the project that provides the initial capital for the development of ube production centers in the barangays, it will eventually facilitate the generation of better incomes for farmer beneficiaries. In the long run, the incremental income that farmers will earn from the project will value greater than the invested funds for the project. The element of sustainability also needs to be considered wherein farmers can now utilize their own produced ube tubers for planting materials in the succeeding planting cycles.

V. PROJECT BENEFITS AND COSTS

1. Beneficiaries

The direct beneficiaries of the project are the target farmers in all 17 barangays who will be provided with the necessary capability-enhancement training and planting materials for ube production. They, together with their households, will also be assisted in the processing and marketing of ube-based products, giving them the opportunity to venture into micro-enterprises to eventually increase their incomes. The barangay people will also indirectly benefit from this initiative, wherein they can acquire knowledge and farming technologies from the farmer-beneficiaries through technology transfers and coaching from the "demo & pilot" farms. In the long run, the whole municipality will gain from this, through sustainable and sufficient supply of ube for its constituents.

2. Social Benefits

Through the project, farmers will be given the opportunity to become more productive and self-reliant members of society, with better capacity to increase their incomes. Greater income would facilitate achieving their

aspirations for an improved socio-economic condition. Access to better education, health services and improvement of housing facilities can now be attained by their households.

3. Economic Benefits

This Ube Development initiative will provide opportunities to farmers to increase their incomes from high value crops farming. This will also facilitate the maximization of utility of the fertile soils of Baclayon. Improving the quality and volume of ube production will also open economic opportunities of not just the farmer-beneficiaries, but also the entire municipality through forward and back economic linkages. Marketing linkages will be strengthened with local retailers and wholesalers of ube. People will also be encouraged to develop ube-based products and micro-enterprises on powder, pastries, cakes and bread.

4. Social and Economic Costs

There are no actual or foreseen negative socio-economic effects of the project.

VI. PROJECT IMPLEMENTATION

1. Responsible Agencies

The project will be implemented by the Municipal Government of Baclayon, through the Municipal Agriculture Office/ DA LGU Staff. Technical assistance shall be provided to target barangays in cooperation with the Provincial Agriculture Office (PAO) and Department of Agriculture (DA). The Municipal Planning and Development Coordinator (MPDC) will be responsible for the monitoring and evaluation of the project, in coordination with the MAO. The farmer-beneficiaries will provide the necessary land and labor/ manpower to implement, manage and sustain the project.

2. Implementation Schedule

ACTIVITIES	MONTH	PERSONS/AGENCY. DEPT. RESPONSIBLE
1. Preparation/submission of project proposal	October, 2006	DA LGU Staff/MAO, MPDC
2. Fund-Sourcing	Oct. – Dec. 2006	DA LGU Staff/MAO, MPDC, Mun. Mayor
3. Finalization of Funding Agreement	Jan. 2007	Funding/ Donor Agencies, Mun. Mayor, Sangguniang Panglungsod, DA-LGU, Farmer group in Barangays
4. Social Preparation/ Information Drive	Feb. – March 2007	MAO/DA LGU Staff, Farmers, Barangay Council

ACTIVITIES	MONTH	PERSONS/AGENCY. DEPT. RESPONSIBLE
5. Procurement of planting materials	Feb. – Mar. 2007	MAO/DA LGU Staff
6. Training/ Capability Building/ Seminars	Feb. – April, 2007	DA LGU Staff/MAO, DA, OPA, Barangay Councils, Farmer Beneficiaries
7. Land Preparation	Feb. – April, 2007	Farmer Beneficiaries, DA LGU Staff/MAO, DA, OPA
8. Commencement of Ube Planting/ Production (includes fertilization/ spraying)	May, 2007 August, October	Farmer Beneficiaries, DA LGU Staff/MAO, DA, OPA
9. Harvesting	Dec. 2007 – Jan. 2008	Farmer Beneficiaries, DA LGU Staff/MAO, DA, OPA
10. Post-harvest activities/ Processing/Marketing	Dec. 2007 – Until Supply last	Farmer Beneficiaries, DA LGU Staff/MAO, DA, OPA
11. Monitoring & Evaluation	From start of project to finish date. Quarterly monitoring to be conducted after the project completion	MAO/ DA Ag. Tech., MPDC

3. Administrative Feasibility

The Municipal Agriculture Office/ DA-LGU Staff will implement the project and will supervise the conduct of all of its components. Coordination between key stakeholders of the project will be maintained to ensure proper and on time execution. Monitoring and evaluation will also be conducted to determine progress and effects of the project to the community. The involvement of the barangay people, especially the farmers, is considered essential to sustain the project and achieve its goals. Farmers' cooperation within the barangay needs to be maintained for continued production of ube at appropriate quality and volume. This will ensure the marketability of the crop as well as its processed products.

4. Legal and Political Feasibility

There are no legal or political impediments for this project. Municipal leaders are supportive for the implementation of this Ube Development Initiative.

5. Social Acceptability

The people of Baclayon, especially the farmers, are looking forward for the implementation of this project. They appreciate and understand the economic and social benefits that this project brings to the community.