

# Reaching the Unreached: School-on-the-Air on Climate-Smart Agriculture (SOA-CSA) in Cagayan Valley, Philippines

Working Paper No. 259

CGIAR Research Program on Climate Change,  
Agriculture and Food Security (CCAFS)

Rex L. Navarro  
Rogelio P. Matalang  
Hector U. Tabbun  
Leocadio S. Sebastian



RESEARCH PROGRAM ON  
**Climate Change,  
Agriculture and  
Food Security**



Working Paper

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**Contact:**

CCAFS Program Management Unit, Wageningen University & Research, Lumen building, Droevendaalsesteeg 3a, 6708 PB Wageningen, the Netherlands. Email: [ccaafs@cgiar.org](mailto:ccaafs@cgiar.org)

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## Abstract

In 2018, the CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CCAFS SEA) catalysed a collaborative radio-based distance learning project with the Philippine Department of Agriculture Regional Office 2 (DA- RFO2), Philippine Federation of Rural Broadcasters (PFRB), Philippine Agriculture Journalists, Inc. (PAJ) Cagayan Valley Chapter, Philippine Rice Research Institute (PhilRice) Isabela, Cagayan Valley Agriculture and Resources Research and Development (CVARRD) Consortium, and other regional agencies. Conducted from February to August 2018 and dubbed as “*Kaalamang Pagsasaka sa Himpapawid: School-on-the-Air on Climate Smart Agriculture (SOA-CSA) in Cagayan Valley*,” this project showcased the power of radio in sharing improved agriculture technologies and support services to a critical mass of farmers under climate change.

At the core of this project were modules on school-on-the-air on climate smart agriculture (SOA-CSA) focused on rice production, post-production and marketing, which were conducted in the region’s major food producing provinces through live radio broadcast by a DA-owned and -controlled radio station, Philippine Broadcasting Service, other government stations in Cagayan Valley, and members of PFRB. On 24 August 2018, more than 5,000 of the 10,078 farmers who enrolled in SOA-CSA project graduated *en masse* at the Isabela State University (ISU) in Echague, Isabela. The graduates went through 68 modules aired over five months by participating radio stations.

The immediate outcome of the project was the improved awareness and understanding of a critical mass of rice farmers on climate-smart agriculture, as well as new partnerships among various agencies on pursuing grassroots education on climate change adaptation and mitigation. It also strengthened public engagement in government support programs in agriculture. The medium- and long-term outcomes of the project will be assessed by a team of researchers from the region’s state colleges and universities (SUCs) in each of the provinces. Likewise, a second phase will be pursued this 2019, the focus of which will be on crop-animal integration under climate change conditions.

### Keywords

School-on-the-air; radio-based distance learning; climate-smart rice

## About the authors

**Dr. Rex L. Navarro** is a Consultant for CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CCAFS SEA). He is formerly Director of Strategic Marketing and Communication at the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), a current adviser of the Philippine Federation of Rural Broadcasters and a Director of the Philippine Agriculture Journalists, Inc. Email: [rex.navarro923@gmail.com](mailto:rex.navarro923@gmail.com).

**Dr. Rogelio P. Matalang** is the Chair and President of the Philippine Federation of Rural Broadcasters (PFRB), a Director of the Philippine Agriculture Journalists, Inc. (PAJ) and former Vice-President for Research and Extension of the Cagayan State University (CSU). Email: [rpmatalang@yahoo.com](mailto:rpmatalang@yahoo.com).

**Mr. Hector U. Tabbun** is the Chief of the Regional Agriculture and Fisheries Information Service of DA RFO2. Email: [htabbun@yahoo.com](mailto:htabbun@yahoo.com).

**Dr. Leocadio S. Sebastian** is the Regional Program Leader of the CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia. Email: [l.sebastian@irri.org](mailto:l.sebastian@irri.org).

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- Philippine Federation of Rural Broadcasters and the Philippine Agricultural Journalists;
- Philippine Rice Research Institute;
- Department of Agriculture-Agricultural Training Institute;
- Philippine Atmospheric, Geophysical and Astronomical Services Administration; and the
- Local government units and State Universities and Colleges in Cagayan Valley (CSU, ISU, NVSU and QSU) for extending the scope and depth of the SOA program.

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## Acronyms

|           |   |
|-----------|---|
| ACPC      | Agricultural Credit Policy Council  |
| CCAFS SEA | CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia |
| CSA       | Climate-smart agriculture   |
| CSU       | Cagayan State University  |
| DA        | Department of Agriculture   |
| DA RFO 2  | Department of Agriculture – Regional Field Office 2                                       |
| ISU       | Isabela State University  |
| LGU       | Local Government Unit   |
| NVSU      | Nueva Vizcaya State University  |
| QSU       | Quirino State University  |
| PAGASA    | Philippine Atmospheric Geophysical and Astronomical Services Administration               |
| PAJ       | Philippine Agricultural Journalists, Inc.   |
| PFRB      | Philippine Federation of Rural Broadcasters   |
| PBS       | Philippine Broadcasting Service   |
| PhilRice  | Philippine Rice Research Institute  |
| SOA       | School-on-the-Air   |
| SUC       | State Universities and College  |

## I. Preparatory Activities

The CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CAAFS SEA) launched a collaborative distance-based learning project with the DA Regional Office 02 (DA- RFO2), Philippine Federation of Rural Broadcasters (PFRB), Philippine Agricultural Journalists, Inc. (PAJ) Cagayan Valley Chapter, Philippine Rice Research Institute (PhilRice) Isabela, Cagayan Valley Agriculture and Resources Research and Development (CVARRD) Consortium, and other regional agencies. The project ran from February to August 2018 and was called, “*Kaalamang Pagsasaka sa Himpapawid: School-on-the-Air on Climate Smart Agriculture (SOA-CSA) in Cagayan Valley.*” It displayed the potential of radio as a learning platform to share climate-smart agriculture (CSA) technologies and support services over a critical mass of farmers under climate change.

This project aired various school-on-the-air (SOA) modules on CSA, focusing on rice production, post-production and marketing. Specifically, the project was broadcasted in the region’s major food producing provinces by DWDA, a DA-owned and -controlled radio station, Philippine Broadcasting Service (PBS), other government stations in Cagayan Valley, and members of PFRB.

To kickstart the project, the DA-RFO2, PFRB, PAJ and CCAFS SEA conducted a series of meetings in 2017 to prepare for the project’s implementation in 2018. The first consultation meeting involved all concerned agencies and partners in Region 02 on 10 April 2017 at the DA-Cagayan Valley Research Center (CVRC), San Felipe, City of Ilagan, Isabela. Facilitated by CCAFS SEA, this was attended by 28 key staff of participating agencies from the region. The meeting deliberated on the specific mechanics, content areas, mode of content delivery, organizational scheme, budget and other administrative and logistical requirements of the program.



*The first consultation meeting was conducted on 10 April 2017 at the DA-Cagayan Valley Research Center (CVRC), San Felipe, Ilagan, Isabela.  
Photo: Rex Navarro/CCAFS SEA*

The second meeting on content development was conducted on 19 May 2017 at the DA-Nueva Vizcaya Experiment Station (NVES) in Tapaya, Bagabag, Nueva Vizcaya. The meeting was organized by CCAFS SEA and was attended by 22 key staff of participating agencies from the region. The meeting primarily considered the modular content and work and financial plan of the project.



*The second consultation meeting was conducted on 19 May 2017 at the DA-Nueva Vizcaya Experiment Station (NVES) in Tapaya, Bagabag, Nueva Vizcaya. Photo: Rex Navarro/CCAFS SEA*

The contents were validated in a series of focus group discussions (FGDs) with farmers and further examined during the third consultation meeting on 28 September 2017 in Tuguegarao, Cagayan. A Memorandum of Agreement (MOA) defining the roles of project partners was also drafted during this meeting.

To wind up preparatory activities, a final meeting was arranged by CCAFS SEA with major project partners (DA-RFO2, PFRB and PAJ) on 15 December 2017 in Tuguegarao, Cagayan. In this meeting, the final schedule of project implementation was discussed as follows:

1. Procurement of supplies - December 2017 - January 2018
2. Finalization of MOA - January 12, 2018
3. Submission and presentation of modules - January 12, 2018
4. Recording of modules - January 15-31, 2018
5. Signing of MOA and project launching - February 5-9, 2018
6. Airing of modules - February - May 2018
7. Monitoring - February - June 2018
8. Graduation - August 2018

To determine the preferences and profile of farmer-enrolees, FGDs were conducted in the four provinces of Region 02 before the airing of episodes. Data gathered served as basis in packaging the modules and as the basis in determining adoption of technologies and attitude change after the SOA.

## **II. Launching**

The SOA-CSA was launched on 13 February 2018 at DA-Cagayan Valley Integrated Agricultural Laboratory in Tuguegarao City, Cagayan with about 500 farmers in attendance. Then DA RFO2 Executive Director Lorenzo Caranguian and CCAFS SEA Consultant Rex Navarro (representing Dr. Leo Sebastian) pushed the launch button together with project partners. The launching activity also showcased various equipment needed on rice production through an exhibit.



*Launching of Kaalamang Pagsasaka sa Himpapawid. Photo: DA RFO2*

As part of the launching, the MOA was signed by a coalition of 22 implementing agencies made up of DA (RFO2, PhilRice, Agricultural Training Institute, Agricultural Credit Policy Council [ACPC], Philippine Center for Postharvest Development and Mechanization), Philippine Atmospheric Geophysical and Astronomical Services Administration (PAGASA), SUCs (Cagayan State University, Isabela State University, Nueva Vizcaya State University, and Quirino State University), municipal and provincial local government units (LGUs), CVARRD, media (PFRB, PAJ, PBS, *Gunglo Dagiti Mannurat nga Ilocano*), the private sector, and CCAFS SEA.



*Signing of Memorandum of Agreement by partner agencies. From L-R: Pres. Andres Taguiam, NVSU; Pres. Samuel Benigno, QSU; Dr. Rex Navarro, CCAFS SEA; Lorenzo Caranguian, former DA RFO 02 Regional Executive Director; and Dr. Ricmar Aquino, ISU. Photo: DA RFO2*

The event was attended by the presidents of the SUCs and top agriculture officials in Cagayan Valley: Dr. Samuel Benigno (QSU), Dr. Ricmar Aquino (ISU) and Dr. Andres Taguiam (NVSU), then DA RFO 02 Regional Executive Director Lorenzo Caranguian, CCAFS SEA Consultant Rex Navarro, and PhilRice Isabela Director Leo Javier.



*From L-R: Presidents Samuel Benigno (Quirino State University), Ricmar Aquino (Isabela State University) and Andres Taguiam (Nueva Vizcaya State University in blue shirt) with then DA RFO 02 RED Lorenzo Caranguian (center), CCAFS SEA Consultant Rex Navarro and PhilRice Isabela Director Leo Javier. Photo: DA RFO2*

### III. Implementation

From February to May 2018, 68 episodes were recorded and aired over 12 community and commercial radio stations covering Cagayan Valley (list on page 14). The leading carrier stations were DWPE *Radyo Pilipinas* and DWDA *Radyo Pangkaunlaran*, the official radio station of DA-RFO 02. Resource persons were technical staff and experts of involved agencies. They were tapped to prepare modules based on their expertise. Meanwhile, program anchors were veteran broadcasters and active officers and members of PFRB and PAJ.

The initial modules broadcasted DA's hybrid rice program covering the whole value chain under climate change. Weather forecasts from the PAGASA were also aired in several episodes to aid farmers in making decisions in their farming operations.

The length of a whole SOA segment was 30 minutes. The first 10 minutes were devoted to canned information while the rest were allotted to the main topic, interspersed with jingles, plugs and music. As an opener, a 30-second teaser in a dramatized format about the SOA was produced to entice listeners. These were supplemented with actual interviews of participants via phone patch and visits to learning fields to discuss production issues and learn actual field operations.

In general, the program format of the SOA veered away from a traditional classroom set-up and followed an educational-entertainment or ‘edutainment’ approach instead. Messages focused on the concrete effects of climate change on people and agriculture, not its history. A manual was produced to support broadcast operations. Prizes such as cellphones, transistor radios and e-loads were also given to the winners of question-and-answer portion for every episode.

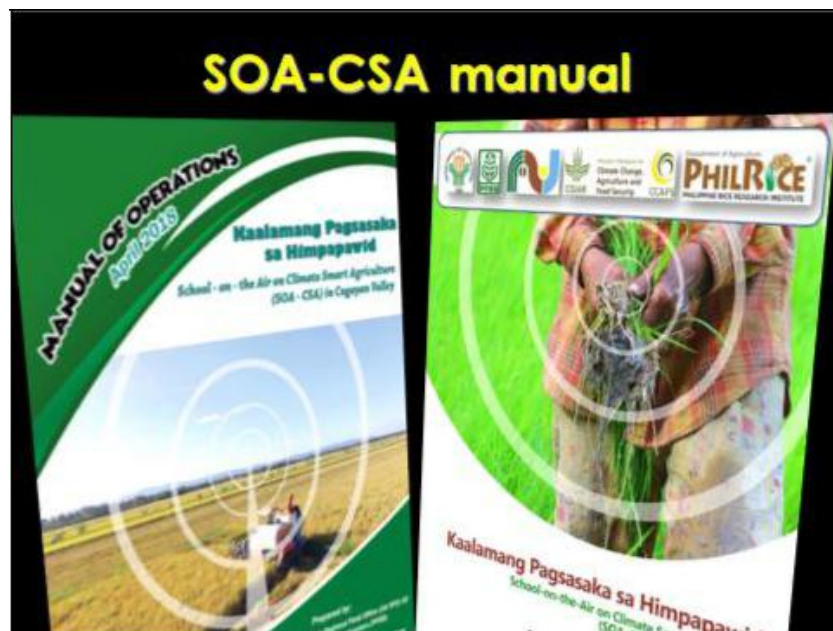


Figure 1. The SOA-CSA Manual

The operational and management scheme for the SOA-CSA project is shown in the diagram on the next page. The project was led by DA RFO 02 Executive Director and assisted by a Technical Working Group (TWG) composed of all participating agencies with by the Chief of DA Regional Agriculture & Fisheries Information Service as Chair and the Presidents of PFRB and PAJ-Cagayan Valley as co-Chairs. To discuss issues pertaining to implementation, coordination meetings were regularly conducted by the DA, Technical Working Group

(TWG), provincial and municipal SOA Coordinators and representatives of collaborating agencies.

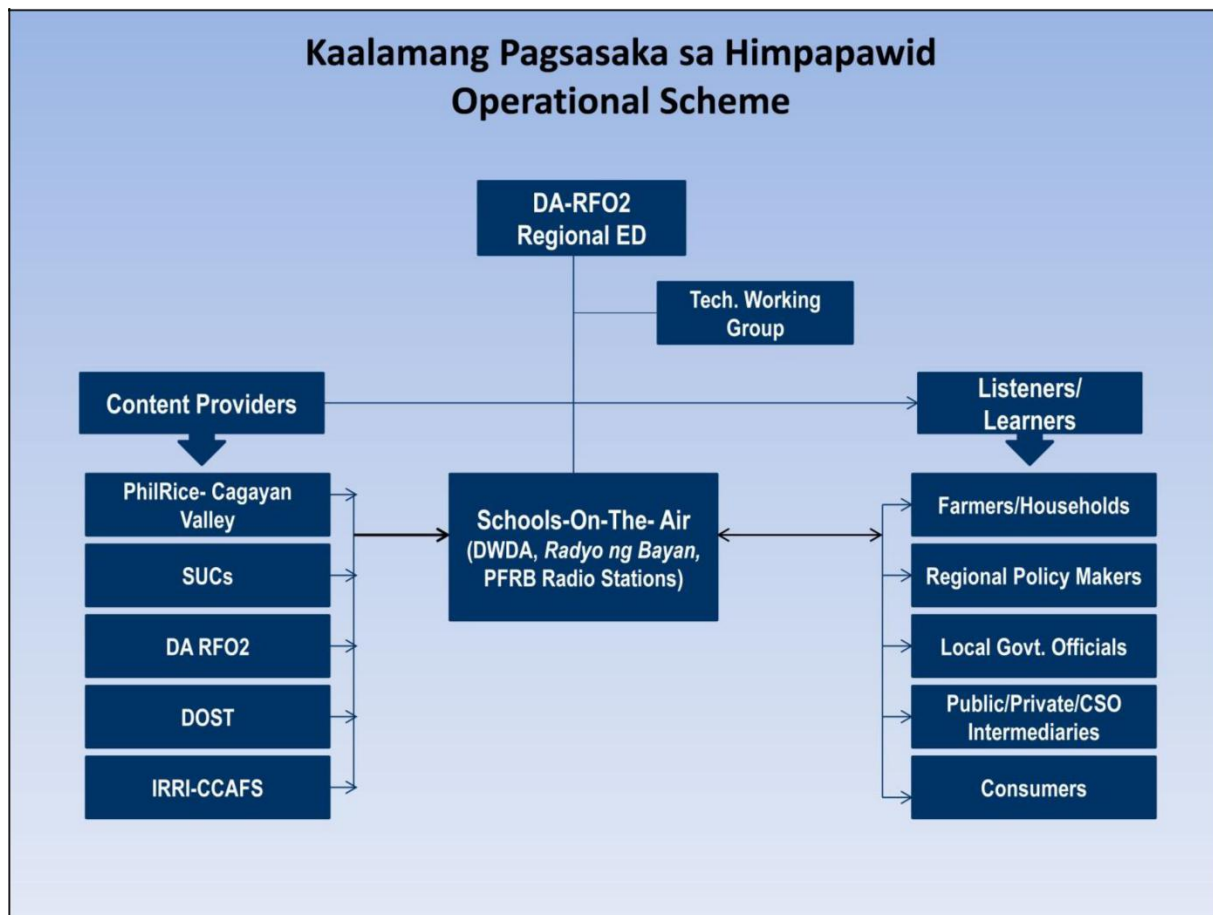


Figure 2. Operational Scheme of the SOA-CSA project

The carrier stations of the campaign include:

- DWDA 105.3 FM,– Tuguegarao City;
- DWPE- Tuguegarao City;
- UFM – Nueva Vizcaya;
- DWTS – Sta. Teresita, Cagayan;
- DWQP – Quirino Province;
- Radyo Kalugaran – Claveria;
- DWRL – Lallo, Cagayan;
- DWTG- Gonzaga, Cagayan;
- DWRA – Cabagan, Isabela;
- DWRE – Echague, Isabela;
- DWSM – Sanchez, Mira, Cagayan; and
- DWSM – San Mateo, Isabela



## IV. Graduation

On 24 August 2018, about 6,000 of the 10,078 farmers who enrolled in SOA-CSA project graduated *en masse* at ISU in Echague, Isabela. In explaining the rationale of the project, CCAFS SEA Consultant Rex Navarro cited the partnership of various DA, SUCs, and media institutions and LGUs that implemented the project. He emphasized that climate change adaptation and mitigation could be best pursued with changes in mindset and practice among farmers.

DA RFO 02 Director Narciso Edillo said that radio created an interactive and collaborative environment for the farmers, which was critical to their learning process. He said that this project must be sustained as there are still issues that continue to plague the agricultural sector, which consequently, affect the livelihoods of farmers. These issues, however, can only be solved through multi-sectoral and -stakeholder engagements.

ISU, one of the participating SUCs in the region, vowed to continuously support the farmers by developing relevant research and technologies. The provincial government of Isabela cited the provision of various educational and medical services to its farmers to protect them from losses and damages caused by natural disasters, pests and diseases.

Mr. Francis Tolentino, Presidential Adviser on Political Affairs, admired the SOA-CSA experience of Cagayan Valley, which enrolled more than 10,000 farmers and involved 22 public and private entities. He promised that he would share this experience with President Rodrigo Duterte, assuring that the agricultural sector remains to be a priority of the government.



*Speaking on behalf of Pres. Rodrigo Duterte, Mr. Francis Tolentino emphasized that agriculture will always be a priority of the national government. Photo: DA RFO2*

Graduates were given certificates of participation. Top five graduates were awarded plaques of recognition and incentives (in cash and kind). Special awards were also given to outstanding provincial and municipal LGUs and active non-enrolees who participated through social media (i.e., Facebook) and short messaging system or texting. Outstanding LGUs and clusters were also recognized for their support in the successful implementation of the SOA-CSA and Rice Model Farm Cluster project.



*Farmer-graduates of the SOA program. Photo: Renz Celeridad/CCAFS SEA*

Likewise, a Regional Farmers Congress was conducted as part of the graduation. Topics discussed were credit and insurance programs by ACPC and Philippine Crop Insurance Corporation.

## V. Post-Graduation Activities

After the graduation, DA-RFO 02 again conducted FGDs to initially assess the outcomes of the SOA-CSA project. Selected graduates from the provinces of Cagayan and Isabela were interviewed. Respondents revealed that they were quite thankful because of the new learnings they received. They also requested another SOA with corn and high-value crops as possible main topics.



*Selected farmer-graduates of the SOA program. Photo: DA RFO2*

The key outcome of the SOA-CSA project is the enhanced awareness and understanding of a critical mass of farmers and secondary listeners of climate smart agriculture and rice production technologies with emphasis on the rice value chain and stronger engagement of stakeholders in supporting the government's agriculture program.

The project also paved the way for the emergence of potential climate-smart villages soon due to changes in mindset, attitudes and practices brought about by the learnings derived from the SOA-CSA project.

## VI. Summary and Conclusion

The SOA-CSA project, *Kaalamang Pagsasaka sa Himpapawid*, successfully demonstrated the power of radio in broadcasting climate-smart agriculture on rice production. The contents were designed through the collaborations of 22 agencies in the region. They focused on climate-smart rice technologies reaching a critical mass of farmers in Cagayan Valley.

With this project, farmers were able to gain awareness and understanding of climate-smart agriculture contextualized in their own situations. It also established new partnerships among various agencies to implement grassroots education on climate change adaptation and mitigation. Moreover, the project was able to link the public with government-led agriculture programs. With the success of SOA-CSA last year, DA now advocates for its upscaling in other parts of the country.

The outcomes of the project would be assessed by a research team comprising the SUCs in the region. Behaviour change through education is a life-long endeavour; hence, SOA on other CSA topics would be continuously implemented. This year, the DA RFO2 and partners would implement Phase 2 of the SOA-CSA, focusing on crops-livestock integration.

## Appendix

### MEMORANDUM OF AGREEMENT

KNOW ALL MEN BY THESE PRESENTS:

This **MEMORANDUM OF AGREEMENT (MOA)** is entered into by and between:

The **DEPARTMENT OF AGRICULTURE – REGIONAL FIELD OFFICE NO. 02 (DA-RFO 02)**, a government office created under the laws of the Republic of the Philippines, with office address at San Gabriel, Tuguegarao City, Cagayan, represented herein by Regional Executive Director **LORENZO M. CARANGUIAN** and referred to as the “**DA-RFO 02**”;

- and -

The **PHILIPPINE RICE RESEARCH INSTITUTE (PHILRICE)**, a government corporation attached to the Department of Agriculture, the lead agency in the country’s rice research and development with branch office at Malasin, San Mateo, Isabela represented herein by its Acting Branch Director, **ENGR. LEO C. JAVIER** herein referred to as “**PHILRICE**”;

The **PHILIPPINE FEDERATION OF RURAL BROADCASTERS (PFRB)**, a non-government organization made up of a network of rural broadcasters nationwide, with office address at Quezon City, represented herein by its National President, **DR. ROGELIO P. MATALANG**, herein referred to as “**PFRB**”;

The **PHILLIPPINE AGRICULTURAL JOURNALISTS, INC. (PAJ)**, Cagayan Valley Chapter, a non-government organization made up of development-oriented journalists with office address at Tuguegarao City, Cagayan represented herein by its Regional President, **MR. DOMINGO T. FUGABAN** herein referred to as “**PAJ**”;

The **GUNGLO DAGITI MANNURAT NGA ILOCANO (GUMIL)**, an organization of Ilocano writers with office address at Tuguegarao City, Cagayan represented herein by its President, **VILMER V. VILORIA** herein referred to as “**GUMIL**”;

The **PHILIPPINE BROADCASTING SERVICE (PBS) RADYO PILIPINAS**, a government radio station with office address at Tuguegarao City, Cagayan represented herein by its Manager, **SANY M. LOPEZ** herein referred to as “**PBS-RADYO PILIPINAS**”;

The **AGRICULTURAL TRAINING INSTITUTE (ATI)**, the government’s apex agency in agricultural and fisheries extension services with regional office address at San Mateo, Isabela represented herein by its Center Superintendent, **RENATO M. MAGUIGAD** herein referred to as “**ATI**”;

The **DEPARTMENT OF SCIENCE AND TECHNOLOGY - PHILIPPINE ATMOSPHERIC GEOPHYSICAL AND ASTRONOMICAL SERVICES ADMINISTRATION (DOST-PAGASA)**, a government office responsible in providing weather related information with regional office address at Tuguegarao City, Cagayan represented herein by its Regional Officer, **ENGR. FREDOLINA B. BALDONADO** herein referred to as “**DOST-PAGASA**”;

The **CAGAYAN STATE UNIVERSITY (CSU)**, a public higher education institution committed to transform the lives of people through high quality instruction and innovative research, development and extension with office address at Tuguegarao City, Cagayan represented herein by its President, **DR. URDUJAH A. TEJADA** herein referred to as “**CSU**”;

The **ISABELA STATE UNIVERSITY (ISU)**, a state academic institution supportive to the region’s agricultural research, development and extension with office address at San Fabian, Echague, Isabela represented herein by its President, **DR. RICMAR P. AQUINO** herein referred to as “**ISU**”;

The **NUEVA VIZCAYA STATE UNIVERSITY (NVSU)**, a state academic institution mandated to provide advanced instruction and professional training in agriculture, arts, sciences, technology, education and other related fields with office address at Bayombong, Nueva Vizcaya represented herein by its President, **DR. ANDRES Z. TAGUIAM** herein referred to as “**NVSU**”; and

The **QUIRINO STATE UNIVERSITY (QSU)**, a state academic institution mandated to provide higher education and training in the arts and sciences, education, agriculture, industrial technologies and other related fields with office address at Diffun, Quirino represented herein by its President, **DR. SAMUEL O. BENIGNO** herein referred to as “**QSU**”;

The **CAGAYAN VALLEY AGRICULTURAL AND AQUATIC RESOURCES RESEARCH AND DEVELOPMENT (CVAARRD)**, a consortium of academic, research and development agencies providing research, development and management undertakings in agriculture, aquatics and natural resources in the region with office address at ISU, San Fabian, Echague, Isabela represented herein by its Executive Director, **DR. WILLIAM C. MEDRANO** herein referred to as “**CVAARRD**”; and

**WITNESSETH:**

**WHEREAS**, the Department of Agriculture-Regional Field Office No. 02 (DA-RFO 02) is the principal agency responsible for the promotion of agricultural and fisheries development in Cagayan Valley;

**WHEREAS**, the DA-RFO 02 envisions a modernized and inclusive agricultural and fisheries sector; a diversified rural economy that is dynamic, technologically advanced and internationally competitive;

**WHEREAS**, the DA-RFO 02 aims to empower the farming and fishing communities and the private sector to produce sufficient, safe, accessible and affordable food for every Filipino and a decent income for all;

**WHEREAS**, the DA-RFO 02 has been promoting high yielding and climate resilient varieties in the past years;

**WHEREAS**, the DA-RFO 02 considers radio-based distance learning through Schools-On-the-Air (SOA) as an effective medium in technology sharing particularly in the rural areas;

**WHEREAS**, the DA-RFO 02 and partners agreed that to conduct a SOA on Climate Smart Agriculture in Cagayan Valley featuring the utilization of hybrid rice;

**WHEREAS**, the DA-RFO 02 is implementing the Rice Model Farm Program which aimed to maximize the use of hybrid rice in Region 02;

**WHEREAS**, the Rice Model Farm Program had a target of 10,000 farmer-cooperators for the dry season;

**WHEREAS**, the DA-RFO 02 and partners identified the cooperators in the Rice Model Farm Program as mandatory enrollees in the SOA;

**NOW THEREFORE**, for and in consideration of the foregoing premises, the parties hereby agree as follows:

The **“DA-RFO 02”** shall:

1. Allocate funds for the conduct of the SOA on Climate Smart Agriculture (SOA-CSA);
2. Organize, promote and implement the project with partners;
3. Conduct need analysis in tandem with LGUs;
4. Provide Subject Matter Specialists (SMS) and lead, in tandem with PhilRice in content development;
5. Collate, process and respond to feedback and queries from participants;
6. Produce and provide complementary multi-media knowledge products for participants;
7. Provide airtime slots and program anchors through DWDA 105.3 FM Radyo Pankaunlaran; and
8. Organize mass graduation in tandem with partners.

The **“ATI”** shall:

1. Provide Subject Matter Specialists (SMS) and develop module content;
2. Provide multimedia knowledge products to participants;
3. Share pilot radio campaign materials; and
4. Participate in project development and management through the TWG.

The **“CSU”, “ISU”, “NVSU” and “QSU”** shall:

1. Provide Subject Matter Specialists (SMS) and anchors;
2. Provide free time slots;
3. Assist in the production of broadcast and print materials;
4. Participate in the technical working group; and
5. Help promote the project.



The “**CVARRD**” shall:

1. Provide Subject Matter Specialists (SMS) and develop module content;
2. Provide multimedia knowledge products to participants; and
3. Participate in project development and management through the TWG.

The “**DOST-PAGASA**” shall:

1. Provide Subject Matter Specialists (SMS) and develop module content;
2. Provide multimedia knowledge products to participants;
3. Share pilot radio campaign materials; and
4. Participate in project development and management through the TWG.

The “**GUMIL**” shall:

1. Lead in the localization and adaptation of broadcast materials;
2. Co-facilitate the project with DA-RFO 02 and partners;
3. Participate in the technical working group; and
4. Help promote the project.

The “**LGUs**” shall:

1. Mobilize farmers to enroll and promote the SOA-CSA in their respective areas;
2. Provide climate-smart rice extension services in participating communities;
3. Regularly monitor participation of enrollees;
4. Conduct needs assessment with DA-RFO 02;
5. Conduct pre-test and post-test for enrollees;
6. Solicit feedback and comments from enrollees; and
7. Organize mass graduation with DA-RFO 02 and partners.

The “**PAJ**”, and “**PFRB**” shall:

1. Provide program anchors;
2. Co-facilitate the project with DA-RFO 02 and partners;
3. Assist in the production of broadcast materials;
4. Participate in the technical working group; and
5. Help promote the project.

The **“PBS RADYO FILIPINAS”** shall

1. Provide program anchors;
2. Co-facilitate the project with DA-RFO 02 and partners;
3. Assist in the production of broadcast materials;
4. Participate in the technical working group;
5. Provide free airtime; and
6. Help promote the project.

**“PHILRICE”** shall:

1. Generate location-specific, climate-smart rice technologies
2. Provide Subject Matter Specialists (SMS) and, together with DA-RFO02, lead in module content development;
3. Provide multimedia knowledge products to participants;
4. Share pilot radio campaign materials; and
5. Participate in project development and management through the Technical Working Group (TWG).

The **“IRRI-CCAFS”** shall:

1. Generate and share cutting-edge climate-smart rice technologies
2. Help develop module content;
3. Provide multimedia knowledge products to participants;
4. Share pilot radio campaign materials;
5. Participate in project development and management through the TWG; and
6. Link the project with international partners.

IN WITNESS WHEREOF, the parties have hereunto affixed their signatures on this \_\_\_\_\_ day of \_\_\_\_\_ at \_\_\_\_\_.

|  |   |  |
|--|---|--|
| <b>FOR DA-RFO 02:</b><br><br><i>LORENZO M. CARAGUIAN.</i><br>Regional Executive Director | <b>FOR PHILRICE:</b><br><br><i>LEO Q. JAVIER</i><br>Manager                 | <b>FOR ATI:</b><br><br><i>RENATO M. MAGUIGAD</i><br>Center Director          |
| <b>FOR CSU:</b><br><br><i>URDUJAH A. TEJADA</i><br>President                             | <b>FOR ISU:</b><br><br><i>RICMAR AQUINO</i><br>President                    | <b>FOR PFRB:</b><br><br><i>ROGELIO P. MATALANG</i><br>Chair & President      |
| <b>FOR NVSU:</b><br><br><i>ANDRES TAGUIAM</i><br>President                               | <b>FOR QSU:</b><br><br><i>SAMUEL BENIGNO</i><br>President                   | <b>FOR PAJ-Cagayan Valley:</b><br><br><i>DOMINGO T. FUGABAN</i><br>President |
| <b>FOR PBS RADYO PILIPINAS:</b><br><br><i>SANY M. LOPEZ</i><br>Manager                   | <b>FOR DOST-PAGASA:</b><br><br><i>SANCHO MABBORANG</i><br>Regional Director | <b>FOR CVARRD:</b><br><br><i>WILLIAM MEDRANO</i><br>Consortium Director      |
| <b>FOR GUMIL:</b><br><br><i>VILMER V. VILORIA</i><br>President                           |   |  |

**SIGNED IN THE PRESENCE OF:**

**ROBERT B. OLINARES**  
OIC-RTD for Operations

**ROSE MARY G. AQUINO**  
OIC-RTD for Research and Regulatory

**ERNESTO D. GUZMAN**  
Regional Rice Action Officer/  
Chief of Staff

## Blog

Climate-smart farmers in Cagayan Valley, Philippines graduate from school-on-the-air program

Link: <https://ccafs.cgiar.org/news/climate-smart-farmers-cagayan-valley-philippines-graduate-school-air-program#.XIWv4igzZPY>

### Climate-smart farmers in Cagayan Valley, Philippines graduate from school-on-the-air program



Oct 26, 2018  
by  
Renz Louie Celeridad (World Agroforestry Centre)

Flagships

- Climate-Smart Technologies and Practices
- Climate Services and Safety Nets

Regions

- Southeast Asia

The radio served as the main platform utilized for the school-on-the-air program launched in Cagayan Valley, Philippines. Photo: Renz Louie Celeridad (CCAFS SEA) [\(view original\)](#)

*Even with the rise of digital media, radio still plays a vital role in communicating about climate change and climate-smart agriculture, especially to vulnerable sectors in rural areas.*

In Cagayan Valley in the Philippines, 4,645 farmers graduated from a five-month school-on-the-air (SOA) program on 24 August 2018 at the Isabela State University (ISU) in Echague, Isabela. *Kaalamang Pagsasaka sa Himpapawid: A School-on-the-Air Project on Climate-Smart Agriculture in Cagayan Valley* educated the farmers about climate change and introduced them to [climate-smart agriculture \(CSA\)](#) to help them thrive under current climatic conditions.

The SOA program was implemented by the Philippine Federation of Rural Broadcasters, Philippine Agricultural Journalists, Inc., and Department of Agriculture (DA), and was funded by the CGIAR Research Program on Climate Change, Agriculture and Food Security in Southeast Asia (CCAFS SEA).

Attached agencies of the DA, the Philippine Atmospheric, Geophysical and Astronomical Services Administration, local government units, and state universities and colleges in Cagayan Valley also joined in implementing the SOA program, which aired from March to August 2018.

After the graduation ceremony, a regional congress for the farmers was held to discuss the insurance and credit programs of DA. These DA programs are dedicated to financing farming activities; providing essential farming machinery, equipment, and facilities; and minimizing the spread of risks posed by natural disasters and pests and diseases.

#### *“A region-wide school (on air)”*

The SOA program covers four of the five provinces of Cagayan Valley: Cagayan, Isabela, Nueva Vizcaya, and Quirino. Isabela has the highest number of graduates (2,715), followed by Cagayan (1,030), Nueva Vizcaya (700), and Quirino (200).

Dir. Narciso Edillo, Regional Executive Director of DA Regional Field Office 2, commended the program, which fostered multi-sectoral and multi-stakeholder engagement among the local government units, state universities and colleges, government offices, non-government organizations, and international partners. He lauded the use of radio to facilitate interactions among farmers, intermediaries, and experts.

Hon. Francis Tolentino, Presidential Adviser for Political Affairs, also admired the SOA program, which, he said, is a creative and innovative way to deliver services for the people. He pledged that agriculture remains a priority of the national government and promised to share the SOA story of Cagayan Valley with President Rodrigo Duterte.



*The SOA program awarded the top performing farmers and provinces. Mr. Marlon Edralin, a farmer from Isabela, was recognized as the most outstanding farmer. Photo: Renz Louie Celeridad (CCAFS SEA)*

Mr. Marlon Edralin, a farmer from Luna, Isabela, was named as the Regional Outstanding Awardee. He credited the new lessons he learned to the SOA program and vowed to share them with his fellow farmers.

#### Financing mechanisms

The Philippine Crop Insurance Corporation offers insurance programs to farmers to protect their crops and other assets from natural disasters and from pests and diseases that are emerging on the farms. Its crop insurance for rice and corn farmers amounts to at least PHP 10,000, depending on farm size. The Agricultural Credit Policy Council provides easy-to-access loans for farmers and farmer associations to fund their farming activities and to help them access needed equipment and facilities. Loans range from PHP 25,000 to PHP 5 million, depending on the purpose.



RESEARCH PROGRAM ON  
**Climate Change,  
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The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS) is led by the International Center for Tropical Agriculture (CIAT). CCAFS is the world's most comprehensive global research program to examine and address the critical interactions between climate change, agriculture and food security. For more information, visit us at <https://ccafs.cgiar.org/>.

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