

SEARCH FOR OUTSTANDING AGRICULTURAL ENTREPRENEUR

I. RATIONALE

Responding to the needs of consumers and clients, agri-entrepreneurs are at the forefront of the market, fundamentally rethinking old production systems or farming methods and innovate and update them to meet both local and international demands. They recognize opportunities to introduce a new product, a new process or an improved organization. They also raise the necessary resources, assembles the factors for production, and organize an operation to take advantage of the opportunity.

Farmers and agri-entrepreneurs have invested in their operations, not only through the traditional methods of diversifying crops, expanding production and striving for efficiency, but also by enhancing the value of agricultural commodities through processing, packaging and marketing.

The Search for Outstanding Agri-entrepreneur supports the promotion of industrialization and full employment based on sound agricultural development and agrarian reform, through industries that make full and efficient use of human and natural resources, and which are competitive in both domestic and foreign markets. In pursuit of these goals, all sectors of the economy and all regions of the country shall be given optimum opportunity to develop.

Private enterprises, including corporations, cooperatives and similar collective organizations, shall be encouraged to develop a viable and sustainable agricultural industry for the betterment of all.

II. OBJECTIVES

- To document the success stories and best practices of entrepreneurs involved in the agro-industry.
- To provide due recognition to the private sector for the exemplary performance in promoting the agro-industry.
- To showcase improved technologies applied to agricultural products that meet world standards for competitiveness, increased productivity, sanitation and safety, thereby increasing their contribution to economic growth, farmers income and consumers welfare; and
- To promote and accelerate the dissemination of cost-efficient technologies and workable producer-user linkage mechanisms.

III. SCOPE

The Search provides awards for the Outstanding Entrepreneur who has successfully demonstrated exemplary performance in the establishment of agro-industries.

For this search, the following definitions apply:

Agri-Entrepreneur - refers to any single proprietorship, partnership, cooperative, corporation, farmer's organization and/or association or juridical entity engaged in the production, harvesting, processing and marketing of crops, livestock, fishery/aquatic products for food and non-food purposes.

Agricultural commodities - cover agricultural and fishery products harvested or gathered from agricultural areas or bodies of water used for aquaculture (AFMA, 1997).

Agro-industry - economic entities that process materials from primary agricultural/animal production, forestry and fishery products (DTI).

Agro-processing - processing of raw agricultural and fishery products into semi-processed or finished products which include materials for the manufacture of food and/or non-food products, pharmaceuticals and other industrial products (AFMA, 1997).

The Search shall be confined to the small and medium enterprises:

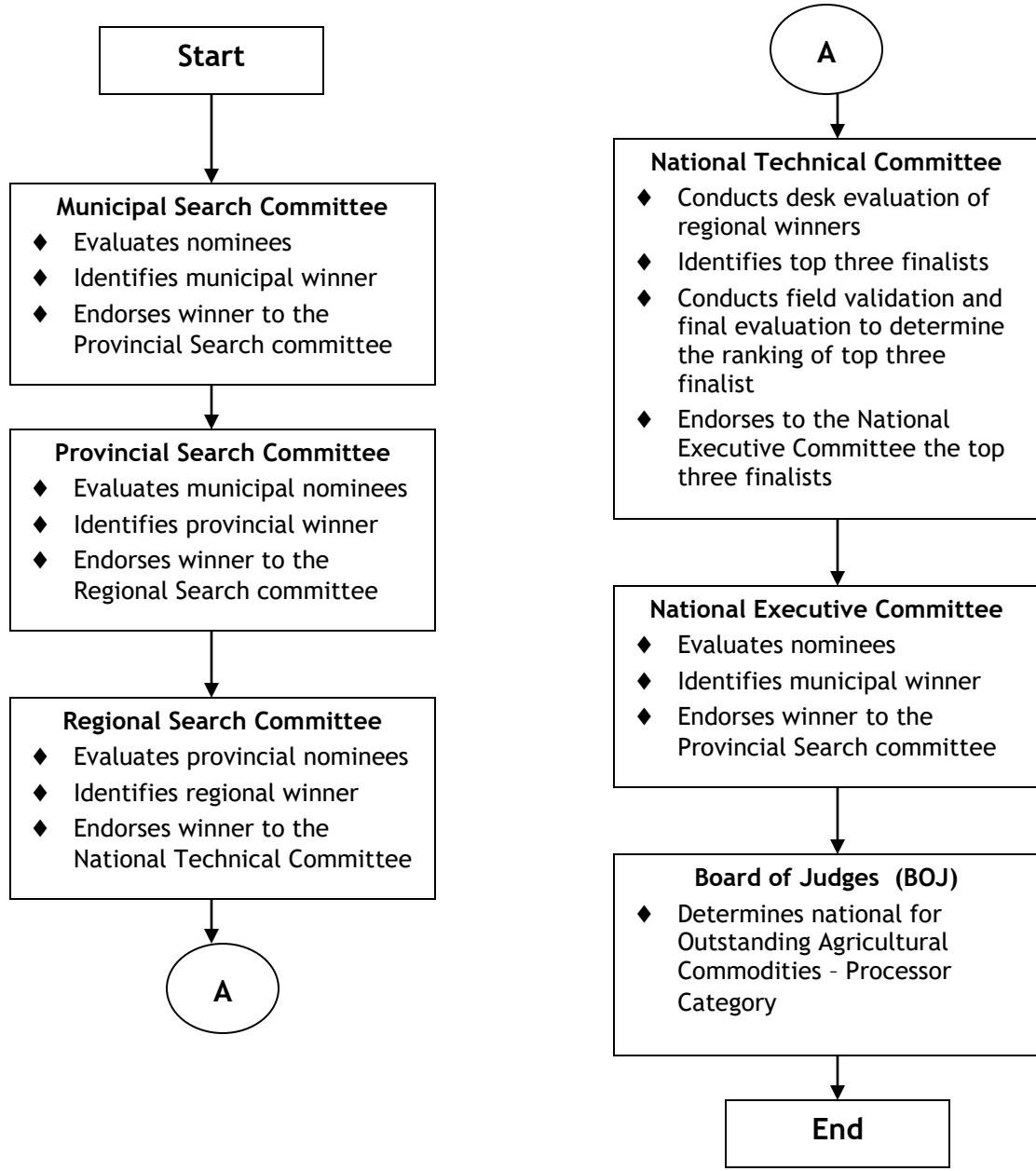
Small and Medium Enterprise (SME) (AFMA, 1997) - refers to any business activity or enterprise engaged in industry, agribusiness and/or services whether single proprietorship, cooperative, partnership or corporation whose total assets, inclusive of those arising from loans but exclusive of the land on which the particular business entity's office, plant and equipment are situated, must have value falling under the following categories:

- ◆ Micro - not more than P1,500,000.00
- ◆ Small - P1,500,001.00 to P15,000,000.00
- ◆ Medium - P15,000,001.00 to P60,000,000.00

IV. SEARCH AND EVALUATION PROCESS

The Search shall be conducted at the local communities with local residents identifying prospective outstanding agri-entrepreneur /nominee. The nominating individual or organization then collects information about the agricultural processor, assists him in preparing a scrap book containing the Documentary Requirements outline in Section VII of the search guidelines, and submits the nomination form and scrap book to the appropriate Search Committee.

The evaluation process begins at the Municipal level and ends at the National Level. The following is the evaluation procedure:



V. SEARCH RULES AND REGULATIONS

The following shall be the rules and regulations governing the Search:

- Nomination shall be made on the prescribed form by any individual who is a non-Department of Agriculture employee, or by a non-government organization/association;
- Only qualified nominees as defined in Section III - Scope and Section VI *Qualifications of Nominee* and with complete scrap book and videotapes showing at least the process flow, plant facilities/premises and finished products for 5 to 10 minutes shall be evaluated during the search;
- A national winner shall not be eligible for nomination in the same category in the DA Annual Search within five (5) years after winning the award;
- The immediate two (2) years preceding the start of the search is the performance period covered for evaluation;
- Only one regional winner per region shall be considered for national evaluation;
- Deadline set by the National Executive Committee (NEC) for each category is final and should be strictly followed;
- No winner may be recommended by the NEC/NTC to the Board of Judges (BOJ), no winner may be declared by the BOJ if there is no eligible nominee;
- The decision of the Board of Judges shall be final;
- The national winner's scrap book, video tape and other documents submitted for evaluation shall become the property of the Department of Agriculture.

VI. QUALIFICATION OF NOMINEE

To qualify for the Search for Outstanding Agri-Entrepreneur, the following criteria/qualifications should be met:

- Duly registered by concerned government agencies (i.e. SEC, BOI, DTI, CDA, etc.) as either single proprietorship*, partnership*, corporation* cooperatives*; and
 - Ownership should be at least 60% Filipino owned.
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- Single proprietorship - owned and basically managed by one person.
 - Partnership - association of 2 or more persons who act as co-owners of a business of which each party contributes money, property or services to the organization.
 - Corporation- an artificial being created by operation of law, having the right of succession and the powers, attributes and properties expressed by authorized law or incidence to its existence.
 - Cooperatives - a duly registered association of at least fifteen (15) persons with a common bond of interest who voluntarily join together to achieve a lawful, common social and economic end.

VII. DOCUMENTS REQUIRED

1. **Scrapbooks** - the nominee's scrapbook shall be prepared by the nominee himself with the assistance of the nominating agency/person. He may also be assisted by the concerned LGU and local search committees.

The book must have the following content and format:

- a. Table of Contents;
- b. Nomination form duly filled up by the nominating officer;
- c. Two (2) latest ID pictures of the owner/manager;
- d. Business Profile containing brief enterprise description and history of the company, capitalization, market information;
- e. Plant description containing the management practices used in the plant, production record, Quality Assurance System adopted and cost of return analysis including its contribution to countryside development and;
- f. Plant Photographs - to highlight the activities that should be given special attention.

2. Supporting Documents

- a. If the business is a single proprietorship, a certification from the Barangay Chairman that the proprietor/processor is a Filipino citizen of good character;
- b. Certification from the DTI that the nominee belongs to the processor category;
- c. Certification from a financing institution that the processor has a good credit standing;
- d. Photocopies of all documents and materials indicating meritorious contributions and accomplishments in the field of endeavor (e.g. community involvement in projects, etc.); and
- e. Income Tax Return for the last two (2) years duly certified by the BIR

VIII. EVALUATION CRITERIA

Ten (10) areas are considered in evaluating an outstanding Agri-entrepreneur. These are 1) Raw Material Sourcing; 2) Import Substitution; 3) Market; 4) Adoption of Quality Assurance System; 5) Profitability; 6) Countryside development; 7) Investment in Research and Development; 8) Environmental Concern; 9) Linkages with government and private sector; and 10) Historical growth of the enterprise.

The weight of each criteria is presented hereunder:

Evaluation Criteria	Maximum Point Scores	
1. Raw Material Sourcing	15	
a. Sourcing Materials	10	
Raw materials sourced from:		
Small Holders	10	
Both Small Holders and Owned Farm	9	
Owned Farm	8	
b. Premium for Quality and compliance to Codes of Practice/Best Practices	5	
2. Import Substitution	5	
- If 50% or more of the raw and packaging materials are imported	2	
- If raw and packaging materials sourced locally	5	
3. With Existing Market	10	
- Local	9	
- Foreign (if 50% of total production are exported)	10	
4. Adoption of Quality Assurance System	15	
- (For Food manufacturers) Application of Good Manufacturing Practices and factory sanitation	15	
- (For Non-Food Manufacturers) Application of the 5S System		
5. Profitability (ROI)	15	
- below 5	1	
- 6 to 10	5	
- 11 to 15	8	
- 16 to 20	10	
- 21 to 25	13	
- 26 and above	15	
6. Countryside Development	10	
a. Employment Generation and Income Derived	5	
b. Social Concern	5	
- Employee's benefits and good working conditions		
- Community Service		
7. Investment in Research and Development	10	
a. Product/Process Development	5	
b. Market Research	5	
8. Environmental Concern	10	
- with workable waste disposal/containment management system/recycling of waste		
9. Linkages with Government and Private Sector	5	
10. Historical Growth of the Enterprise	5	
<i>TOTAL</i>	100	

SEARCH FOR THE OUTSTANDING AGRI-ENTREPRENEUR

NOMINATION FORM

BUSINESS NAME : _____
KEY CONTACT PERSON : _____
CONTACT ADDRESS : _____
BUSINESS LOCATION : _____
PROVINCE/REGION : _____
NATURE OF INDUSTRY : _____
NAME OF BUYER : _____

Justification/Reason for Nomination:

Nominated By : _____
(Name & Signature)
Position : _____
Address : _____
Assisted by : _____

SEARCH FOR THE OUTSTANDING AGRI-ENTREPRENEUR

BUSINESS PROFILE

BUSINESS NAME : _____
KEY CONTACT PERSON : _____
CONTACT ADDRESS : _____
BUSINESS LOCATION : _____
PROVINCE/REGION : _____
NATURE OF INDUSTRY : _____
NAME OF BUYER : _____

A. Brief Description and History of Business

B. Agricultural Commodities Processed:

C. Capitalization _____Micro_____Small_____Medium

D. Market

Market	Destination	%Share	Product Line
Domestic:			
Export:			

E. Buyers

Name	Classification

**SEARCH FOR THE OUTSTANDING AGRI-ENTREPRENEUR
EVALUATION SHEET**

BUSINESS NAME : _____
KEY CONTACT PERSON : _____
CONTACT ADDRESS : _____
BUSINESS LOCATION : _____
NATURE OF INDUSTRY : _____

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