

Gawad Saka
Search for Outstanding Barangay Food Terminal (BFT) 2013

I. RATIONALE

Implemented in 2006, the **Barangay Food Terminal (BFT)**, formerly Barangay Bagsakan Project comprises direct marketing of fresh agricultural and fishery food products from food producers to the BFT where it will be sold on a wholesale and retail basis, at a price lower than the prevailing wholesale and retail prices in the market. It aims to provide alternative markets to farmers and fishers produce and makes available to consumers safe and quality food products at low prices. The basic food commodities that will be sold in the BFTs include but not limited, to vegetables, fish, poultry/chicken, meat, fruits and other wage goods.

The BFT project also provides livelihood opportunities to the community by being part of the BFT management team and in adding value to the products sold in the BFT through food processing. It also encourages community participation and strengthens partnership of the national government, the local government and the private sector.

To ensure that the BFTs are vibrantly operating and social responsibility is effectively carried out to the intended consumers/beneficiaries within the barangay and in the catchment area, the BFTs have to be offered a challenge to a competition that will eventually improve their operation.

In an effort to provide incentive to the Barangay Food Terminal established in Metro Manila and in the regions, a search for a BFT Operator that successfully demonstrated exemplary performance in the operation and management of their BFT will be conducted. This will also encourage BFT operators to improve the operation and management of their BFT. The effects and impact of the BFT Project would largely hinge on the performance and accomplishments of these BFTs in terms of the project's objectives.

II. OBJECTIVES

- a. To recognize successful BFT Operator that demonstrated exemplary performance in the operation and management of a BFT;
- b. To assess the performance of the BFT operation;
- c. To document success stories and best practices of BFT operators and provide role models for other BFTs to emulate; and
- d. To assess the impact of the BFT Project and its benefits to the community;

III. SCOPE

The Search provides recognition to the BFT operator that has successfully demonstrated exemplary performance in the establishment and operation of the Department of Agriculture's Barangay Food Terminal Project. The Search is open to all BFTs established from 2006 and are actively operating for one year during the rating period.

For this Search, the following definitions apply:

Barangay Food Terminal – is a barangay-based food depot and distribution system complementing **talipapa** in selling agri-fishery commodities to low-income groups in depressed barangays. The BFT project comprises direct

marketing of fresh agri-fishery products from food producers to the BFT where it will be sold on a wholesale and retail basis, at a price lower than the prevailing wholesale and retail prices in the market, to its target communities or consumers.

Agri-fishery commodities – shall cover agricultural and fishery products harvested or gathered from agricultural areas or bodies of water used for aquaculture (AFMA, 1997). The basic food commodities to be sold in a BFT shall consist, but not limited, to fish, chicken, meat, vegetables, and fruits.

Rating Period – covers the one (1) year period preceding the Search.

IV. SEARCH AND EVALUATION PROCESS

The search shall be conducted at the local communities where BFTs are established. There will be two categories for this search, namely: 1) LGU-managed (BFTs operated by the local government units like barangay, municipality, city or provincial); and 2) Non LGU-managed (BFTs operated by cooperatives, associations, and other non-government organizations). The process begins at the municipal level and ends at the national level.

The evaluation process (Figure 1) shall start with the nomination of any individual who is not an employee of the Department of Agriculture (DA), or by a non-government organization/association or by a local government unit (for Non-LGU managed BFT) or an Agriculture Fishery Council (AFC) (for LGU-managed BFT). The nominees for the LGU-managed BFT and Non-LGU managed BFT categories shall be evaluated at the municipal level by the **Municipal Search Committee (MSC)**. In the absence of an MSC, the **Municipal Agriculture and Fishery Council (MAFC)** shall evaluate the nominees and shall select the municipal winner per category. It shall then endorse the municipal winners to the **Provincial Search Committee (PSC)**. The PSC will evaluate the municipal winners and will select the provincial winner per category for endorsement to the **Regional Search Committee (RSC)**.

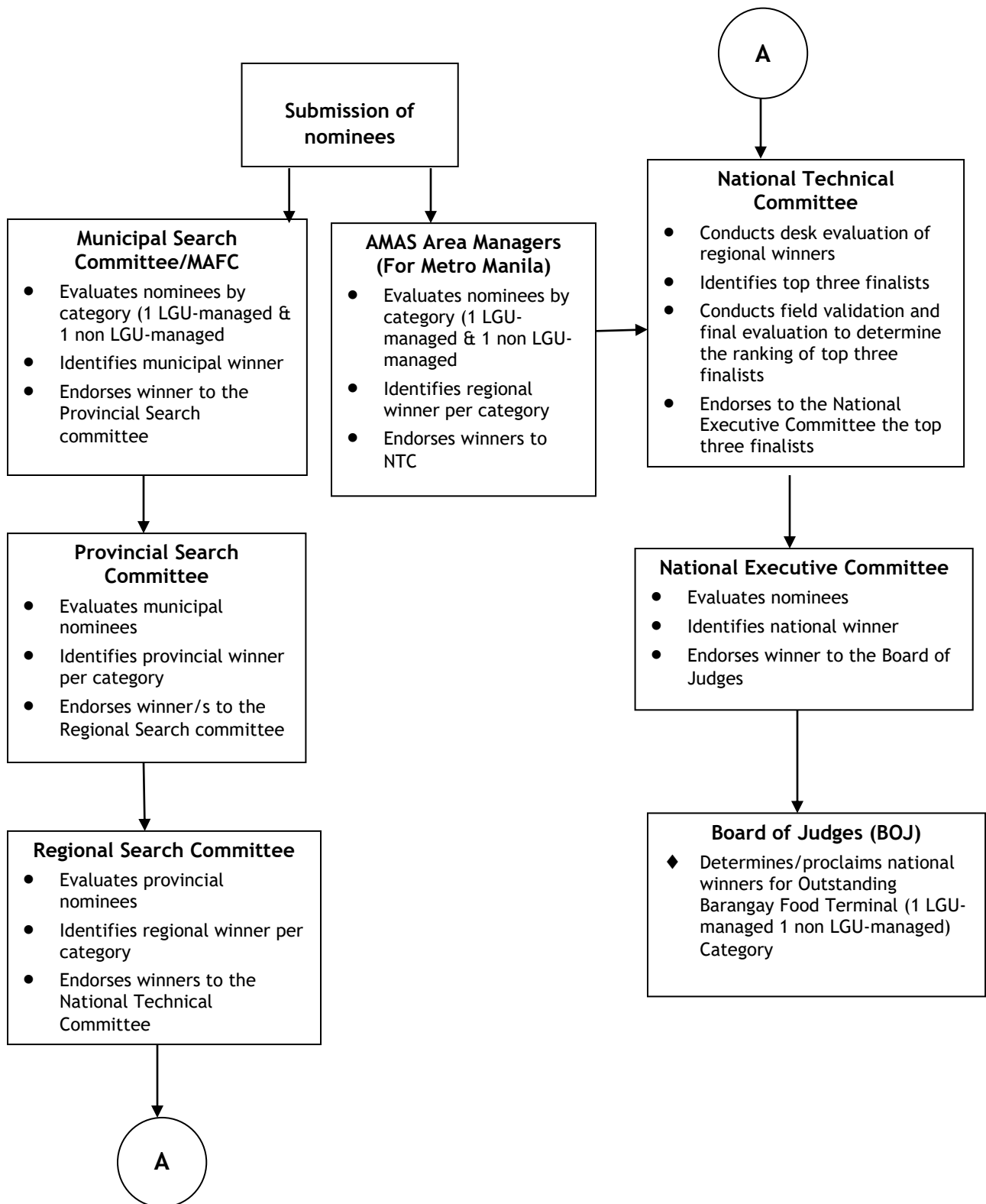
The **RSC** shall evaluate the provincial winners to determine the regional winner which shall be endorsed to the **National Technical Committee (NTC)**.

For Metro Manila, the nominees will be identified and evaluated by the Area Managers/Coordinators of the Agribusiness and Marketing Assistance Service (AMAS). The NCR winners will be endorsed to the NTC for evaluation together with the other regional winners.

The **NTC** shall conduct desk evaluation of the regional winners and shall identify the top three finalists. Field validation/evaluation will follow to determine the ranking of the top three finalists for endorsement to the **National Executive Committee (NEC)**. The NTC will be chaired by the Director of the Agribusiness and Marketing Assistance Service and will be composed of representatives from the Field Operations Service (FOS), the Bureau of Agricultural Statistics (BAS), Bureau of Agriculture and Fishery Product Standard (BAFPS); Philippine Center for Post Harvest Development and Mechanization (PHilMech) and National Agriculture and Fishery Council (NAFC).

The **National Executive Committee** shall evaluate the nominees endorsed by the NTC, identify the national winner and endorse it to the Board of Judges. The **Board of Judges** shall select the national winner or the Outstanding BFT for the LGU and Non-LGU categories.

Figure 1. Gawad Saka Outstanding BFT Evaluation Process



V. SEARCH RULES AND REGULATIONS

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

- a. Only qualified nominees as defined in Section III (*Scope*) and Section VI (*Qualification of Nominee*) and with complete scrap book and videotape (3-5 minutes) showing the BFT operation shall be evaluated during the search.
- b. The rating period covered for evaluation is the one year of operation preceding the search.

- c. Only one regional winner per category per region shall be considered for national evaluation by the NTC.
- d. Out of the regional winners per category, the NTC shall choose three (3) finalists per category for presentation to the NEC.
- e. No winner may be recommended by the NEC/NTC to the BOJ, no winner may be declared by the BOJ if there is no eligible nominee.
- f. The Board of Judges shall select the national winner for the two categories, namely: LGU-managed and Non LGU-managed BFT.
- g. The decision of the Board of Judges shall be final.
- h. The national winner's scrap book, video tape and other documents submitted for evaluation shall become the property of the Department of Agriculture.
- i. 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.
- j. A regional winner shall not be eligible for nomination in the same category in the DA Annual Search within two (2) years after winning the award.

VI. QUALIFICATION OF NOMINEE

To qualify for the Search for Outstanding BFT, the following qualifications should be met:

- Duly registered with concerned government agencies (i.e. SEC, CDA, DTI, DOLE, BOI, etc.)
- Existing Barangay Food Terminal operating for at least one year prior to the search period
- Endorsed by the region as candidate for the national search.

VII. DOCUMENTS REQUIRED

a. Scrapbook

Contents and format of the scrapbook:

1. Table of contents
2. Nomination form duly filled up by the nominating officer
3. Two (2) latest 2x2 ID picture of the BFT Manager
4. Profile of the BFT Operator (for association/cooperative, include history of the organization, number of members, income generating activities, notable accomplishments)
5. List of BFT Personnel or Management Staff

6. Description of BFT operations during the rating period (commodities sold including volume, sources of supply including frequency of delivery, market outlets, catchment areas, capitalization, means of transportation, distance to the nearest market, market linkages established with suppliers and consumers, marketing strategies, value-adding activities, utilization and maintenance of equipment, food safety, waste management, impact to the community, savings to consumers, etc.)
 7. Audited financial report for the year of the rating period
 8. Attachments
 - i. List of suppliers (specify name) per commodity including average volume per month, frequency of purchase & total volume purchased during the rating period
 - ii. List of market outlets (specify name) per commodity including average volume per month, frequency of selling/distribution and total volume sold during the rating period
 - iii. Monthly average comparative prices of the BFT and nearby markets per commodity during the rating period
 - iv. Monthly record of BFT sales per commodity (separate sales from agriculture and fishery commodities and non-agricultural commodities) during the rating period
 - v. Monthly record of BFT expenses (separate expenses of the BFT from other income generating activities) during the rating period
 - vi. Sources of BFT capitalization
- b. Supporting Documents:**
1. SEC/CDA/DOLE registration for non-LGU
 2. MOA between DA & Operator
 3. Latest pictures of the BFT operations
 4. Picture of the whole BFT Management Team
 5. Video tape - documentation of its operation

VIII. EVALUATION CRITERIA

The set of criteria in evaluating an Outstanding Barangay Food Terminal was divided into two (2) main parameters that capture the objectives of the Project namely, a) **Social Relevance/Impact**, and b) **Project Operation**.

The weight of each criterion is presented hereunder:

Evaluation Criteria	Maximum Point Scores	EXPLANATIONS
Social Relevance/Impact	50%	
1. Linkage to Farmers	20 (%)	Should take into account the number of farmers inc. backyard producers who are directly supplying the BFT. After taking into account the number of farmers, the volume of commodities supplied, and the frequency of delivery should be considered such that the evaluator can only give maximum point per criterion if more than 50% of the volume per commodity delivered to the BFT is directly sourced from the farmers and the delivery is continuous.
a. Below 20 farmers	10	
b. 21-30 farmers	15	
c. Above 30 farmers	20	
2. Employment generated in the locality	10 (%)	Includes both direct & indirect employment generated by the project for the community. Employment is generated if a person earned income by participating in the project i.e. BFT staff/personnel, sales agent/ambulant vendors and supplier of processed products to the BFT, provided that the processing activity was undertaken because of the BFT project.
a. 3-10 persons	6	
b. 11-20 persons	8	
c. Above 20 persons	10	

3. Savings to consumer in terms of transport cost and/or low price received	15 (%)		This criterion will only look into the savings on transport and product costs accrued to the consumers, regardless of the amount. Evaluator can only give maximum point per criterion provided that the savings on transport cost is more than P50 roundtrip and the average savings in price is at least P5 per commodity.
a. transport only b. price only c. transport and price	12 12 15		
4. Service to the Community	5 (%)		
			This refers to the activities of the BFT Operator in support to the community. It shall also take into account the environmental safeguards being undertaken by the BFT. Score will be taken from the result of the ratings in the attached checklist.
Project Operation	50%		
5. Profitability	15 (%)		This will be measured using the income statement. It should take into account all income earned and expenses incurred from the operation of the BFT. Subsidized expenses from the LGUs/coops/assns should also be imputed. Profitability will be measured using the Net Profit Margin analysis and is computed as: $(\text{Net Income}/\text{Gross Sales}) \times 100\%$.
a. 1% - 5% b. 6% - 10% c. Above 10%	5 10 15		
6. Adherence to standards on selling fresh agri-fishery products	10 (%)		
			This refers to the manner on how the Operator handle the food items it is selling i.e. if it conforms with the "Code of hygienic practice for the sale of fresh agriculture and fishery products in markets and authorized outlets" (PNS 46:2006). Score will be taken from the result of the ratings in the attached checklist.

7. Innovation/strategy	13 (%)		Score will be taken from the result of the ratings in the attached checklist.
8. Utilization and maintenance of facilities and equipment	12 (%)		This criterion includes evaluation on the utilization & maintenance of the freezer, chiller, meat grinder, plastic crates & other equipment provided by DA. It should take into consideration if the facilities & equipment are being used for the right purpose and the percent utilization. Proper maintenance of these facilities & equipment should also be considered.
TOTAL	100 (%)		

Adherence to Standards in Selling Fresh Agri-Fishery Products (PNS 46:2006) including food safety and sanitation (10%)

ITEMS	Maximum Point	SCORE
1. Utensils, table surfaces, cutting knives, water outlets/faucets, and other equipment in good condition and properly maintained.	1 pt.	
2. Proper segregation of products is observed.	1 pt.	
3. Place or area for display for fresh agriculture and fisheries products is clean, sanitary and situated far from any source of contaminants.	1 pt.	
4. Waste bins (containers) are kept far from the handling area and have lid.	1 pt.	
5. Recyclable and non-recyclable materials are kept separately.	1 pt.	
6. Use of price tag on products sold is strictly followed.	1 pt.	
7. Use of color enhancing lights, mats and other materials to deceive the consumers as to freshness is not being practiced.	1 pt.	
8. Fresh agriculture and fisheries products shall be kept or stored separately in areas from non-edible products like soap, disinfectants, pesticides and other toxic or poisonous substances.	1 pt.	
9. The working area, including surfaces in contact with the fresh commodities shall be in good condition and properly maintained and shall be washed with potable water and disinfected as appropriate.	1 pt.	
10. Handlers/vendors should be trained in the hygienic handling of fresh agricultural commodities.	1 pt.	

Innovation/Strategy (13%)

ITEMS	Maximum Points	SCORE
1. Forward Integration (e.g satellite BFTs, catering services and other business arm, linkage to processors and/or institutional buyers etc.)	3 pts.	
2. Undertakes value-adding/processing activities.	3 pts.	
3. Regularly operating 7 days a week	2 pts.	
4. Initiative to seek other sources of capitalization.	2 pts.	
5. Undertakes promotional activities.	1 pt.	
6. Attendance to training, seminar, workshop. (includes regular meeting of the management team)	1 pt.	
7. Availability of other products which is not in line with the BFT requirement (e.g clothes, medicines, etc.)	1 pt.	

Service to the Community (5%)

ITEMS	Maximum Points	SCORE
1. Participates/Supports sustainable environment activities (i.e use recyclable packaging materials, etc)	2 pts.	
2. Support to local government programs (e.g feeding programs, scholarship, etc.)	2 pts.	
3. The BFT participates in community activities (e.g clean-up drive)	1 pt.	

SAMPLE MATRIX FOR LINKAGE TO FARMERS

List of BFT Suppliers (per month)

For the Month of _____ 2012

Name of Supplier	Type of Supplier ¹ (specify)	Commodity Supplied	Average Volume per Delivery (kilos)	Frequency of Delivery	Total Volume (kilos)
Example: Juan dela Cruz	Farmer	Banana	100	Twice a week	800
Jackie Chan	Trader	calamansi	75	Twice a week	700
Susan Magalang	Backyard grower	vegetables	20	Once a week	80
Jim's Meat Shop	Wholesaler (Public Market)	pork	100	Every other day	1,600
Jim's Meat Shop	Wholesaler (Public Market)	chicken	100	everyday	3,000
Guran Fish Farm	Fishpond owner	fish	200	Everyday	6,000
TOTAL					12,180

¹ Type of Supplier could be farmer, trader, backyard grower, wholesaler, etc.