

## **SEARCH FOR OUTSTANDING CORN FARMER**

### **I. RATIONALE**

Corn is the second most important crop in the Philippines. About 12 million Filipinos prefer white corn as their main staple. Yellow corn accounts for about 70% of livestock animal feeds. Some 600,000 farm households depend on corn as a major source of livelihood, in addition to transport services, traders, processors and agricultural input suppliers who directly benefit from corn production, processing, marketing and distribution.

Because of its importance in the national economy and in response to the challenges of globalization of the corn sector, the Department of Agriculture has recasted the Agrikulturang MakaMASA – CORN to Ginintuang Masaganang Ani - CORN for more focused interventions. The national corn program aims to evolve corn farmers into agribusiness entrepreneurs through farm clustering to gain economies of scale, the pursuit of productivity enhancement measures, production intensification through irrigation and corn-based farming systems, mechanization and product transformation.

In its effort to showcase corn production as an agribusiness activity in line with the thrusts of Ginintuang Masaganang Ani – CORN, the Department of Agriculture launches the Search for the Outstanding Corn Farmer of the Year Award. The Search is vital in terms of providing proof that corn production is a competitive, profitable, and sustainable agribusiness enterprise.

### **II. OBJECTIVES**

1. To provide an incentive to corn farmers engaged in the efficient production of quality corn.
2. To document success stories of corn farmers adopting modern production and post-production technologies and corn-based farming systems.
3. To focus on the importance of corn farming in the attainment of national food security goals.

### **III. SCOPE**

The Search provides an annual national award to an outstanding corn farmer, based on a set of criteria. The Search of the Outstanding Corn Farmer for the succeeding years will be limited to corn farmers within the farm clusters located in provinces under Ginintuang Masaganang Ani – CORN.

### **IV. SEARCH RULES AND REGULATIONS**

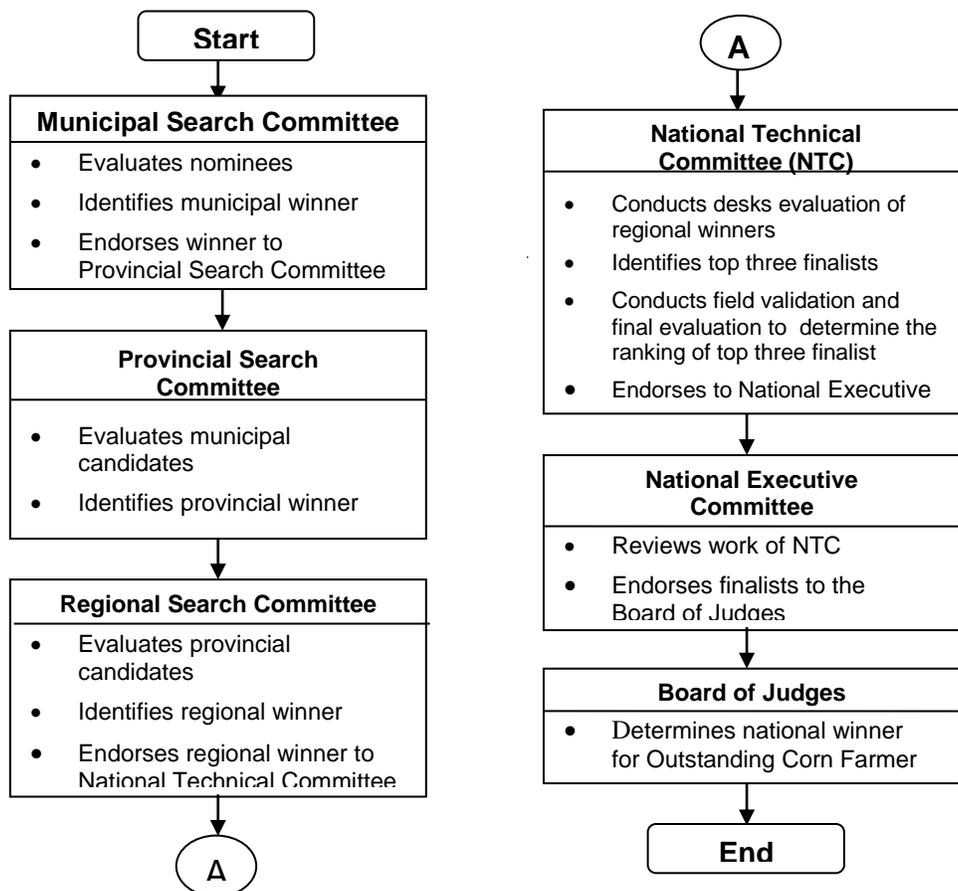
The following are the general rules and regulations governing the Search for the Outstanding Corn Farmer of the Year Award:

1. Nomination shall be made on the prescribed form by any individual who is a non-Department of Agriculture employee, a civic organization or a farmers association;
2. Only qualified nominees as defined in Sections III Scope and VI Qualifications of Nominee and with complete scrap book and farm record will be considered for evaluation;
3. The immediate two (2) years preceding the start of the search is the performance period covered for evaluation;
4. Only one (1) regional winner per region per category shall be considered for national evaluation. There shall only one (1) national winner for the Outstanding Corn Farmer
5. The deadline set by the National Executive Committee (NEC) for each level is final and should be strictly followed;
6. The decision of the Board of Judges shall be final.
7. 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;
8. The national winner's scrap book, video tape and other documents submitted for evaluation shall become the property of the Department of Agriculture.

## **V. SEARCH AND EVALUATION PROCESS**

The search shall be conducted at the Barangay level with local communities or local residents identifying prospective outstanding corn farmer/nominee. The nominating individual or organization then collects information about the farmer, assists him in preparing a scrap book containing the Documentary Requirements outlined in Section X of this search guideline, and submits the nomination form and scrap book to the Municipal Search Committee.

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



## VI. QUALIFICATIONS OF NOMINEES

Nominees for the Outstanding Corn farmer of the Year Award must possess all of the following qualifications.

- a. Must be a Filipino citizen of good character as duly certified by the Barangay Chairman.
- b. Must be at least 21 years of age;
  - a. Must be a corn farmer by principal occupation, cultivating not less than one (1) hectare of corn land but not more than five (5) hectares per cropping season.
  - b. Must have a complete document of his farm record, a farm report of his farm operations, expenses and income for at least on year. The farmer-nominee must have planted corn for at least two (2) successive years prior to the evaluation period, as certified by the Barangay-Chairman.
  - c. Must be in good credit standing, if a loan borrower.

- d. Must be a member of any farmer association, organization or cooperative.
- e. Must attain a minimum corn grain yield of 5.0 metric tons per hectare at 14% M.C.

## **VII. EVALUATION FRAMEWORK**

A farmer's management of his farm and resources, using his knowledge and practical skill, constitutes the total farming environment. This farming environment has a direct link to the immediate community where the farmer belongs.

Considering the total farming environment, a corn farmer will be evaluated along the following areas: (a) the farmer as a manager and entrepreneur (b) his farm as an efficient agribusiness enterprise, and his contribution to the development of his community.

1. **The Farmer as a Manager and Entrepreneur.** The farmer is the prime architect of his farm system. He manages his limited resources, i.e., land, labor and capital, according to his technical knowledge and practical skills for the attainment of his personal and family goals. The uniqueness of his farming environment requires effective decision making processes to ensure the efficient allocation and utilization of resources.
2. **The Farm as an Efficient Agribusiness Enterprise.** The farmer's corn farm is his major enterprise from which he draws income to support his family. As an agribusiness enterprise, his farm competes with other farms in terms of markets. The competitive advantage and profitability of his main enterprise depend primarily on the level of production efficiency and productivity, coupled with conservation measures that ensure the sustainability of his farm resources. Corn-based farming systems further strengthen the farmer's competitiveness and increase farm profits.
3. **The Farmer's Contribution to the Community.** While a farmer's immediate concern is to his family, a farmer has obligations to the community where he belongs. Exemplary farming performance requires that the farmer successfully performs as a role model for his community, measured to a large extent in the adoption of his farming practices by other farmers.

## **VIII. THE EVALUATION CRITERIA**

The following are the criteria under each area of evaluation. The weight of each criterion is presented in Appendix A.

**A. The Farmer as Manager and Entrepreneur.** The farmer is evaluated in terms of the level of technical knowledge and practice, his decision-making processes and his farm resource management competence.

1. **Technical Knowledge and Practice.** These concern the level of farmers' knowledge and practice of modern production and post-production technologies that increase his opportunities and potentials for the improvement of the farming system.
2. **Decision-making Processes.** These refers to the farmer's decision making-ability and processes in making improvements and introducing innovations on the technical, social, and economic aspect of the farm enterprise.
3. **Farm Resource Management.** This refers to the ability of the farmer to allocate and utilize his resources, i.e., land, labor, capital, while optimizing efficiency and effectiveness, increasing resource complementation and subsequently increasing farm productivity. It is also importantly for the farmer to be able to overcome resource constraints and to transform the opportunities and potentials of his farm into socio-economic benefits for his farm family.
  - a. *Land Resource Utilization.* An important measure of efficient land utilization is cropping intensity. This is computed as crops harvested during the year, the higher the index, the more intensified the utilization of his farm land. A farmer should likewise have adequate knowledge of and considerations for the land use constraints (e.g. soil toxicity, pest-disease dynamics).
  - b. *Farm Labor Optimization.* Good labor management must be able overcome labor constraints as well as exploit labor opportunities into productive benefits.
  - c. *Capital Allocation.* This refers to how the farmer manages his cash capital and how he overcomes capital constraints.

**B. The Farm as an Efficient Agribusiness Enterprise.** The farmer is evaluated based on his corn production performance and the practice of corn-based farming systems.

1. **Corn Production Enterprise.** The farmer's corn production enterprise is measured on the following performance criteria:
  - a. *Productivity.* This is the measure of production per unit area, in metric tons or kilograms per hectare.
  - b. *Production Efficiency.* This is measured in terms of average cost of production, in peso/kilo.

- c. *Profitability.* This is a measure of return to investment.
  - d. *Sustainability.* This is an assessment of the ability of the farming system to continue high production levels in the longer term. This farming ability depends mainly on the farmer's practices related to the conservation of ecological balance and resources, the use of indigenous resources, and safety to human and animal health.
2. **Corn-based Farming Systems.** The farmer is evaluated based on the adoption of corn-based farming systems.
- f. *Profitability.* This is the measure of farm income, net of cash and non-cash cost, arising from corn-based cropping activities.
  - b. *Degree of Integration.* This is a measure of the extent of integration in the farm, i.e., the number of enterprises and the scale of integration.
- C. **The Farmer's Contribution to the Community.** The farmer's contribution to the development of his community is evaluated based on the following:
- 1. **Involvement and Participation in Community Affairs.** The farmer as a role model is enhanced by his affiliation with agriculture-related community organizations as well as civic, political and religious organizations.
  - 2. **Impact on the Community.** This refers to the effect of the farming system on the improvement of the welfare of the community. This criterion can be indirectly measured by the farmer's involvement as a farmer trainer and the use of his farm as a show window. Community welfare is likewise enhanced by the additional employment generated by his farm enterprise(s).

## IX. FARM RECORD KEEPING AND ANALYSIS

### 1. Farm Record Keeping

A farm record is important for the preparation of farm report. Farm record keeping should be done for at least two corn crops, immediately preceding the nomination. The prescribed forms should be used in keeping farm records. The Agricultural Technologist assigned in the locality should provide guidance to the prospective nominee in the accomplishing the farm record.

The farm record should consist of the following:

- a. **Farm Operations.** Use separate forms for the corn enterprise and for each other enterprise in the farm, if applicable. Entries should be made for

every field operation or activity. (e.g., land preparation, planting, harvesting, etc.) For each activity, the required information includes:

1. *Date of Operation.* Enter the month and day when the operation or activity was done.
2. *Materials.* Material type includes the name of material used and its formulation.
3. *Quantity.* This is the amount of the material used or applied.
4. *Labor hours.* This is the number of hours spent for each operation in the farm.
5. *Power source and hours used.* Power source may be that of a draft animal or a mechanical source. In any operation using either animal or mechanical means, record properly the number of hours used.
6. *Cost per man-day, man-animal-day or machine day.* Record the prevailing rate per day.

- b. Production Record.** The production record should contain the actual corn production or production of other enterprises in the farm, if applicable. These data should be recorded after every harvest (for crops) or at every animal disposal or at the end of the crop year (for livestock).

## 2. Preparation of the Farm Report.

The Farm Report must contain the following:

- a. **Management Practices in the Farm.** Based from the data on the operation in the farm, define the actual management practices used in the farm by summarizing them into major activities (e.g. land preparation, planting, harvesting and drying).
- b. **Cost and Return Analysis.** Calculate the costs and returns for the corn enterprise and for the whole farm. The following is the procedure in analyzing costs and returns.
  1. *Labor and Power Costs.* The amount of labor and power spent in each operation for every enterprise should be expressed in man-days (MD), man-animal days (MAD) or man-machine days (MMD). Calculate the total power cost for each enterprise and then for the whole farm. This is calculated as:

Total labor = Total labor (MD) x Wage rate + Total power (MAD/MD/MMD) x rate.

2. *Material Input Cost.* Total cost of all materials used in each enterprise (e.g. seeds, fertilizers, herbicides, etc). This is calculated as:

Total material cost = (Quantity material 1 x Price of material ) + ... + (Quantity of material N x Price of Material N).

3. *Gross Return.* The product type, the production volume and the product price are important components in calculating for the return. Calculate the gross returns using the formula:

Gross return = (Volume of product x Price of product)

4. *Net Return.* This is computed as Gross return – Total Labor and Material costs. Calculate the net return of the corn enterprise and for the whole farm, if applicable.

Net Return = Gross Income – Total Labor + Material Costs

5. *Return on Investment (ROI).* This is a measure of the return for every monetary unit in the farm. The higher the ROI, the better the economic performance of the enterprise. This ratio is calculated as:

$$ROI = \frac{\text{Net Income}}{\text{Total Costs}}$$

## X. DOCUMENTARY REQUIREMENT

**Scrapbook.** The nominee's scrap book shall be prepared by the nominee himself, to be guided by the AT of the locality who shall verify and check the accuracy and completeness of the book. The book must have the following format:

- A. Table of contents.
- B. Nomination form duly accomplished by the nominating officer (Appendix A).
- C. Duly accomplished farm survey questionnaire with two (2) ID pictures.
- D. Brief biography or write-up of the nominee.

- E. Farm location map. Sketch the location of the farm, indicating roads and important landmarks.
- F. Farm layout. Sketch the land allocation to the different enterprises in the farm with their respective area, if applicable. Label each subdivision properly with the enterprise.
- G. Cropping pattern diagram. Graph all the cropping patterns used in the farm against the months of the year with planting and harvesting time properly indicated, if appropriate.
- H. Farm report containing the following:
  - 1. Management practices use in the farm, by enterprise.
  - 2. Production record.
  - 3. Cost and return analysis, by enterprise and total farm.
- I. Farm photographs. The farm photographs should show the actual stand of the corn crop and any enterprise of the farm during the record keeping period. Different activities for each enterprise (e.g. planting, spraying, etc.) may also be included. Activities that need special attention should be taken in focus.

**J. Supporting documents which include the following:**

- 1. Certification from the Barangay Chairman that the nominee is a resident of the locality, a Filipino citizen, a non-DA employee and of good moral character.
- 2. Certification from AT that the nominee is a bonafide farmer, actually and personally farming a specified contiguous area.
- 3. Certification from a financing institution that the farmer is in good credit standing.
- 4. Photocopies of all documents and materials indicating meritorious contributions accomplishments in the field of endeavor (e.g. certificate of membership to farmer organization, community involvement to certain projects, etc.)
- 5. Income Tax Return (ITR) for the preceding two (2) years, duly certified by the Bureau of Internal Revenue (BIR).

The scrapbook should be submitted to the Municipal Search Committee (MSC) - the composition of which includes the MAO and the MAFC – for evaluation. Additional supporting documents shall be added on successful winners after each level of evaluation. These include:

1. **From Municipal Search Committee (MSC) to Provincial Search Committee (PSC)**
  - a. Endorsement by the Municipal Agriculture Officer & MAFC
  - b. Evaluation Form accomplished and signed by the municipal evaluator/s.
  - c. Comparative Assessment Form-accomplished and signed by the Municipal Search Committee.
  
2. **From PSC to Regional Search Committee (RSC)**
  - a. Endorsement by the PAO & PAFC
  - b. Evaluation Form accomplished and signed by the Provincial Evaluator/s.
  - c. Comparative Assessment Form accomplished and signed by the Provincial Search Committee
  
3. **From RSC to NTC/NEC**
  - a. Endorsement by RD & RAFC
  - b. Evaluation Form accomplished and signed by the Regional Evaluator/s
  - c. Comparative Assessment Form accomplished and signed by the Regional Search Committee.

## **XI. THE EVALUATION METHODS AND ANALYSIS**

### **A. Data Collection Methods**

The following are the suggested procedures and methods to be used under different evaluation levels (Municipal, Provincial., Regional and National).

1. **Barangay and Municipal Level.** Data collection under the barangay and municipal levels shall be more dynamic and detailed since the nominating officer can visit the nominee regularly. The following are suggested procedures and methods of collecting information:
  - a. *Farmer interview.* Collect from the prospective nominee information related to his personal data and basic information about his farming operations. A questionnaire (Form2) shall be provided for the nominee to answer, to be administered by the AT.
  
  - b. *Farm record keeping.* The prospective nominee with guidance from the AT shall gather information on the actual activities in the farm. These

include operations, material and labor inputs used and production. The procedure in farm record keeping is discussed in Section IX.

- c. *Continuous field observation.* Assess the prospective nominee's farm regularly. Examine the occurrence of pests, diseases, weeds, and general standing of the crop(s) and animals. Observe also the dissemination or adoption of the farm's technologies on the adjacent farms.
- d. *Collection of existing data.* Some farmers keep farm records. These could be a good source of information about the farming system. Other existing data may also serve as proof to what the prospective nominee has claimed. Examples of these are certificates of trainings, seminars, membership to an organization, etc.

**2. Provincial, Regional and National Levels.** Data collection at the provincial, regional, and national levels is limited to one-shot data collection methods because of accessibility limitations. The following are the suggested procedures and methods of collecting information:

- a. *Review and evaluation of the existing data (scrap book).* The nominee's scrap book provides most of the information needed in the evaluation. The evaluators must first determine whether each of the candidate is qualified by checking if the candidate meets the qualifications set for the Search. Make preliminary evaluation using the candidates' scrapbook and rank them according to their respective scores. The evaluation criteria and analysis are discussed in Sections V and XI respectively.
- b. *Conduct a farm visit.* Farm visits should be scheduled at strategic intervals, i.e. when the crop or animals are still standing. A video picture of the candidate's farm, which may be taken by the regional office is important for the evaluation at the national level. At the provincial and regional levels, whenever convenient, all candidates may be visited by the evaluating team. At the national level, or when it is inconvenient to visit all candidates, it is necessary to make a short list of the candidates. Only the top four to five will be considered for further evaluation period. Only the evaluators shall visit the short-listed candidates. During the visits, collect necessary information through:

1. *Informal interviews.* The following are to be interviewed by the team:

*The candidate.* Interview with the candidate should be made to determine the accuracy of the farm report, especially on the candidate's management skills including his attitude and behavior towards farming. Basic information about the farming system could be checked from the candidate's scrap book, which he has made earlier. A checklist of questions may be prepared for the interview

which should be kept confidential to avoid pre-answered questions, coach by the AT or other DA personnel.

*Neighboring or adjacent farmers.* Interviews with neighboring farmers are necessary to determine the candidate's status and contributions to the community.

*Key informants.* These include barangay leaders and other persons who are familiar with the candidate. Questions should relate to the farmer's role and contributions to the community.

2. *Field observation and measurement.* These activities enable the evaluators to get first hand information about the farm and verify the accuracy of the candidate's scrapbook. The evaluators should be able to assess the general stand of the crops/animals in the farm by examining the occurrence of the pests, diseases, nutrient deficiencies, weeds and diseases, parasites and deficiencies of animals.

## **B. The Evaluation Analysis**

The scoring methods shall be used in the evaluation. For each level of evaluation, each evaluator shall rate each candidate using the set of criteria in Appendix 2. The weight for each criterion represents the maximum score for such criterion. Total score for each candidate is determined by adding all the scores of each criterion. The candidate with the highest score shall be declared the winner.



Assisted by

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*No revisions submitted for 2010*