

## **SEARCH FOR OUTSTANDING HIGH VALUE COMMERCIAL CROPS – FARMER**

### **I. RATIONALE**

The high value commercial crops refer to those crops that have competitive returns on investment when traded in fresh form vis – a – vis alternative investment opportunities. These crops are characterized by defined regular or niche market or potential domestic and/or export markets, command high prices, with value added or are good foreign exchange earners. High value commercial crops are also called non-traditional crops.

The Ginintuang Masaganang Ani – High Value Commercial Crops (GMA-HVCC) supports the country's national development plans of expanding food supply and/or alleviate poverty. It is focused on the private sector particularly the farmers or high value commercial crops, thereby, increasing their contribution to the economic growth, farmer's incomes and consumer welfare.

The success of the GMA-HVCC is hinged on the farmer's investments in technology and marketing of commercial crops. To recognize the importance of the role of the farmer's, the DA has launched the Search for Outstanding GMA-HVCC Farmer.

### **II. OBJECTIVES**

1. To document success stories and practices of farmer engaged in GMA-HVCC;
2. To provide due recognition to farmer participants for exemplary performance in promoting the production and/or marketing of high value crops;
3. To showcase improved technologies for high value crops that meet worlds standards for competitiveness, increased productivity, improved food security, sanitation and safely thereby increasing their contribution to economic growth, farmer's incomes, and consumer's welfare; and
4. To promote and accelerate the dissemination of cost-efficient technologies and workable producer user linkage mechanism.

### **III. SCOPE**

The Search provides awards for Outstanding HVCC Farmer who has successfully demonstrated exemplary performance in the production and/or marketing of high value crops.

**Definition of HVCC Farmer** - The outstanding HVCC Farmer refers to a person who manages/ actually engaged in the production/ tilling and marketing of any of the high value crops identified in the GMA-HVCC Program.

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

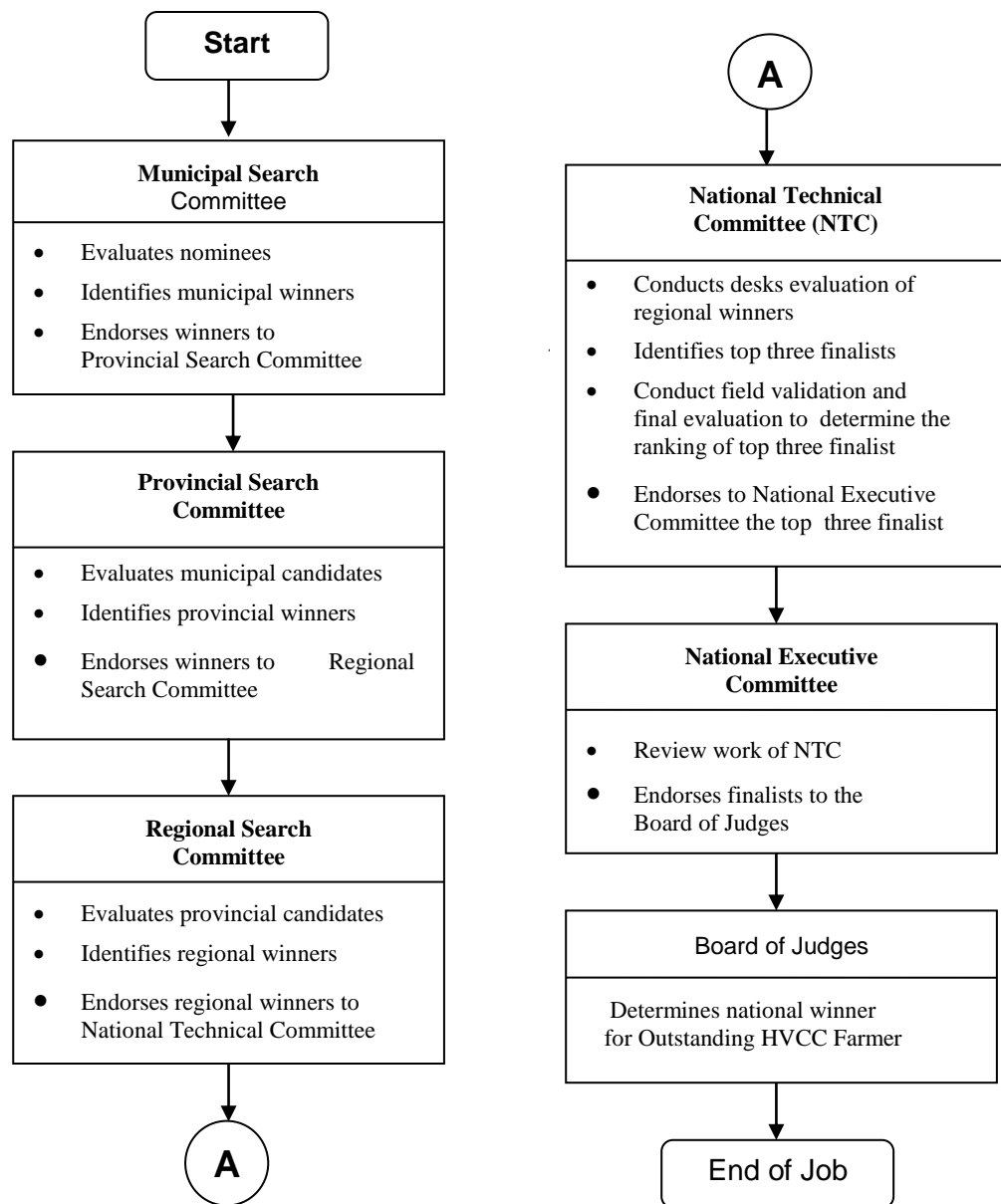
The following shall be the rules and regulations governing the Search:

1. Nomination shall be made on the prescribed form by a civic organization or a farmers association or any individual who is a non-Department of Agriculture employee;
2. Only qualified nominees as defined in Section III - Scope and Section VI - Qualifications of Nominee and with complete record book and records of operations which include the details of the cultural management practices will be considered for evaluation;
3. 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;
4. The immediate two (2) years preceding the start of the search is the performance period covered for evaluation;
5. Deadline set by the NEC for each category is final and should be strictly followed;
6. Only one regional winner per region shall be considered for national evaluation;
7. The decision of the Board of Judges shall be final.
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 HVCC farmer 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 VIII of these search guidelines, 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

To qualify for the search for the Outstanding HVCC farmer the following should be met:

- A Filipino citizen of good moral character as duly certified by the Barangay Chairman
- Must not be an employee/official of the Department of Agriculture
- A farmer by principal occupation, managing/tilling not more than 5 hectares;
- Must show proof of records or documents consisting of the following: a) farm records; b) farm reports of operations; and c) records on expenses and incomes of crops grown for a minimum of 2 cropping seasons of vegetables production and/or records of the last 2 years for fruits and other high value crops, immediately preceding the evaluation.

## VII. THE EVALUATION CRITERIA

Three (3) major areas are considered in evaluating an outstanding high value commercial crops farmer. These are: the farmer, the farm, and the social impact (farmer's contribution to the community).

### Evaluation Criteria

INDICATORS	POINT	SCORES	
		Max. Score	TOTAL
<b>I. FARMER</b>			<b>35</b>
<b>A. Management Skills</b>		<b>8</b>	
<b>a. Planning/Record Keeping</b>		<b>4</b>	
- With farm plan and budget and the schedule of farm operations are presented	4		
- no planning document presented	1		
<b>b. Resource Generation</b>		<b>4</b>	
Maximize utilization of land, farm labor and capital allocation			
- Fully Utilized	4		
- Fairly Utilized	2		
- Underutilized	1		
<b>B. Technical Skills and Decision Making</b>		<b>20</b>	
<b>a. Use of quality seeds/ planting materials</b>		<b>3</b>	
• Seeds/planting materials sourced from accredited supplier, self produced good seeds and use of recommended varieties	3		
• Seeds/planting materials sourced from non- accredited supplier and use of non-recommended varieties	1		
<b>b. Land Preparation/Planting*</b>		<b>2</b>	
<b>c. Fertilization *</b>		<b>2</b>	
<b>d. Irrigation*</b>		<b>2</b>	
<b>e. Weeding*</b>		<b>2</b>	
<b>f. Pest Management*</b>		<b>3</b>	
<b>g. Harvesting/Postharvest Practices*</b>		<b>3</b>	
<b>h. Marketing practices</b>		<b>3</b>	
* Based on recommended practices			
<b>C. Innovativeness</b>		<b>5</b>	
<b>D. Value Adding</b>		<b>2</b>	

	POINT SCORES		
		Max. Score	TOTAL
<b>II. FARM</b>			<b>50</b>
<b>A. Farm Condition</b>		<b>8</b>	
a. Farm Plan and Plant lay-out With farm layout and map	3		
b. Farm Hygiene and Sanitation	5		
• With compost pit, practice waste segregation and proper disposal			
<b>B. Yield</b>		<b>15</b>	
- Based on projected crop yield/hectare/ Commodity			
<b>C. Return on Investment</b>		<b>15</b>	
- Based on theoretical computations			
<b>D. Sustainability</b>		<b>5</b>	
Soil Conservation Practices (Use of organic fertilizer, crop rotation practices, good drainage system, cover crops ,etc)			
• 3 or more practices	5		
• 2 practices	3		
• 1 practice	2		
<b>E. Replicability</b>		<b>5</b>	
• three (3) or more farms adopt the farming system	5		
• two (2) farms adopt the farming system	3		
• one (1) farm adopts the farming system	2		
<b>F. Certification (e.g. GAP)</b>		<b>2</b>	
<b>III. SOCIAL IMPACT (Farmer's Contribution to the Community)</b>			<b>15</b>
<b>A. Involvement in the Community</b>		<b>7</b>	
a. Affiliation with agricultural related community organizations		<b>4</b>	
• Membership in 2 or more agri-related organization	4		
• Membership in 1 agri-related organization	2		
b. Affiliation with civic/ religious organization		<b>3</b>	
• Membership in 2 or more civic/religious organizations	3		
• Membership in 1 civic/religious organization	2		
<b>B. Impact of his Farm and Technology on the Community</b>		<b>8</b>	
a. Farmer as trainor		<b>5</b>	
• Conducted 2 or more trainings/ lectures	5		
• Conducted less than 2 trainings/lectures	2		
b. The farm as show window or model farm		<b>3</b>	
• No .of visits of organized groups (e.g. lakbay aral, etc.) more tan 3 trips	3		
less than 2 trips	1		
<b>TOTAL</b>			<b>100</b>

## VIII. DOCUMENTS REQUIRED

1. **Record Book** – The nominees record book shall be prepared by the nominee himself to be guided by the Agricultural Technologist (AT) of the locality, who will verify and check the correctness and completeness of the book.

The book must have the following format:

- a. Table of contents;
- b. Nomination forms duly filled by the nominating officer; (See Appendix A)
- c. Two (2) latest ID pictures;
- d. Brief story about the nominee (See Appendix B)
- e. Management practices used in the farm/ plant production record/ cost and return analysis.
- f. Farm/ Plant Photographs – highlight the activities that need special attention to be taken into focus.

### 2. Supporting Documents

- (i) Certification from the Barangay Chairman that the nominee is a Filipino citizen, a non-DA employee, and of good moral character.
- (ii) Income Tax Return (ITR) for the preceding two (2) years, duly certified by the Bureau of Internal Revenue (BIR)
- (iii) Photocopies of all documents and materials indicating meritorious contributions, accomplishment in the field of endeavor (e.g. certificate of membership to farmer organization, if applicable)
- (iv) Video footage (5 minute maximum) of farmer's farm, operational activities, and other activities/ factors that need to be given special focus.

**SEARCH FOR OUTSTANDING HVCC FARMER  
GININTUANG MASAGANANG ANI –  
HIGH VALUE COMMERCIAL CROPS**

**NOMINATION FORM**

**NAME** : \_\_\_\_\_  
**FARM LOCATION** : \_\_\_\_\_  
**CONTACT ADDRESS** : \_\_\_\_\_  
**PROVINCE/ REGION** : \_\_\_\_\_  
**CROPS** : \_\_\_\_\_  
**NAME OF BUYER** : \_\_\_\_\_  
\_\_\_\_\_

Justification/ Reason for nomination:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Nominated**  
**Name & signature** : \_\_\_\_\_  
**Position** : \_\_\_\_\_  
**Address** : \_\_\_\_\_  
**Attested By** : \_\_\_\_\_

**SEARCH FOR OUTSTANDING HVCC FARMER  
GININTUANG MASAGANANG ANI-HIGH VALUE COMMERCIAL  
CROPS**

**FARM PROFILE**

NAME : \_\_\_\_\_ MUNICIPALITY : \_\_\_\_\_  
FARM LOCATION : \_\_\_\_\_ PROVINCE : \_\_\_\_\_  
CONTACT ADDRESS : \_\_\_\_\_ REGION : \_\_\_\_\_

**A. BRIEF STORY OF THE NOMINEE**

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**B. CROP(S) GROWN/ INTRODUCED:**

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**C. MARKET**

Market	Destination (Specific location/market)
Domestic	
Others	

**D. BUYERS**

Type of Buyers e.g. wholesalers, contract growers, hotels, supermarkets	Name/Contact Number
Domestic	
Others	

**E. MANAGEMENT PRACTICES USED IN THE FARM / PLANT PRODUCTION RECORD**

MANAGEMENT PRACTICES USED	FARMER'S PRACTICE	BASIS
1. Variety Used		
2. Land Preparation Farm layout/ Distance of planting Planting Density Direct Seeding/ transplanting		
3. Fertilization Fertilizer Used (complete; 16-20-0; organic or foliar fert.) - Frequency of application - Method of Application - Rate of application		
4. Irrigation		
5. Weed Control		
6. Pest Management - Pesticides Used - Frequency of fertilizer Application - Method of Application - Rate of Application		
7. Mulching (if applicable)		

**F. PHOTOGRAPHS**

**QUESTIONNAIRE FOR HVCC  
FARMER**

1. The nominee is using high yielding variety/ies (cultivars) or using certified planting materials. Yes \_\_\_\_\_ No \_\_\_\_\_  
  
If yes, name the variety \_\_\_\_\_
2. The cultivar used was developed by:  
  
\_\_\_\_\_ Himself  
\_\_\_\_\_ Government institution  
\_\_\_\_\_ Private
3. Enumerate the improved production techniques practiced by the farmer
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
4. Enumerate the unique/innovative production techniques/materials used by the nominee to increase productivity and contributes to low production costs
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
5. Enumerate the improved pre and post harvest handling technologies practiced by the farmers
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
6. The nominee is using sustainable resource management practices. Yes \_\_\_\_No \_\_\_\_  
  
If yes, please state \_\_\_\_\_
7. Enumerate the indicators showing the result out of the increase in production in your social status( e.g. new/improvement of house, acquisition of farm equipment/vehicle)
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_

## GUIDE QUESTIONS HVCC Farmer

$$\text{Yield} = \frac{\text{Total Production}}{\text{Unit Area}}$$

**Total Production** - express in kilograms or appropriate for unit of measurement.

**Unit Area** - in square meters or hectare  
- no. of plants per unit area

### **Technology**

- What specific technology did the farmer adopt that can be attributed for the high yield?
- How different is this technology from the traditional/usual practiced used by other farmers?
- What changes did he adjust to replace his previous technology?
- Where did he obtain this technology and why was he convinced to adopt it?

### **Inputs Management**

- What new variety/ies did the farmer use and where did he get the planting materials?
- What variety/ies did he previously use?
- What new cultural practice/s did he adopt with the new variety/ies?  
(Required planting density, water management, weed control, pest and disease control, fertilization and others such as greenhouse, mulching, etc.)

### **1. Quality of produce**

- Did the farmer use post harvest techniques? Please describe. How did these techniques reduce his post harvest losses/rejects as compared with his past experience? Please also quantify the post harvest losses.

### **2. Cost Efficiency**

- How much was his net income versus his total expenses?
- Which input costs the highest/lowest that attributed to the high yield?
- What was his ROI compared with his cost?

### **3. Value Added**

- Did the farmer sell all his produce to the buyer straight from the farm unassorted?
- How much was the price of his unassorted produce?
- If the farmer sorted his produce, what grades or standards did he use and what were the price levels for each grade/standard?

- What postharvest activities such as cleaning / washing / drying / shelling techniques did he use before selling his produce?
- How much did he spend for these operations?
- How much was he able to sell his produce versus the uncleaned, unwashed and /or unshelled, etc. produce?
- What kind of packaging material/s did he use?
- What packing size/s did he adopt?
- Were these specifications required by the buyer?
- How much were the price difference between unpacked/ungraded as against packed/graded outputs?
- What differences in shelf life are expected from using the packaging material/s used?

## SEARCH FOR THE OUTSTANDING HIGH VALUE COMMERCIAL CROPS FARMER

**EVALUATION SCORE SHEET**

NAME : \_\_\_\_\_  
 ADDRESS : \_\_\_\_\_  
 MUNICIPALITY : \_\_\_\_\_  
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Evaluator  
Name & signature