



The Situation

Two-third
of our rural poor
are agricultural
workers

Farmers
remained
poorest of the
poor at **34.3%**
poverty
incidence

©jayrnessceria

Quality Rice. Quality Life.



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Paid less



Less productive

Women farmers are...



More active in livelihood activities



Dominate in marketing of food & vegetable crops



Photographer: Javson C Berto

Quality Rice. Quality Life.



Department of Agriculture
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Quality Rice. Quality Life.

Stimulating the entrepreneurial prowess of women farmers: **Building a sustainable rice-based enterprise in Macarse, Zaragoza, Nueva Ecija**

Riza G. Abilgos-Ramos, Josefina F. Ballesteros, El Shaira A. Labargan, Rogerine B. Miguel, Alice B. Mataia, Aurora M. Corales



 PhilRice Text Center
0917-111-7423

 www.philrice.gov.ph
www.pinoyrice.com

 prri.mail@philrice.gov.ph



In the next 20 minutes...

- Farming as a business
- How we do value-adding and make our farmers more active players
- Results and outputs
- Summary and conclusion
- Current Undertakings

Woman

in

AGRICULTURE

Woman

in

AGRO-ENTERPRISE



Farm as a production unit

What to produce and how to produce?

Taking care of crops

Farming as business

What to sell, how to sell, to whom to sell?

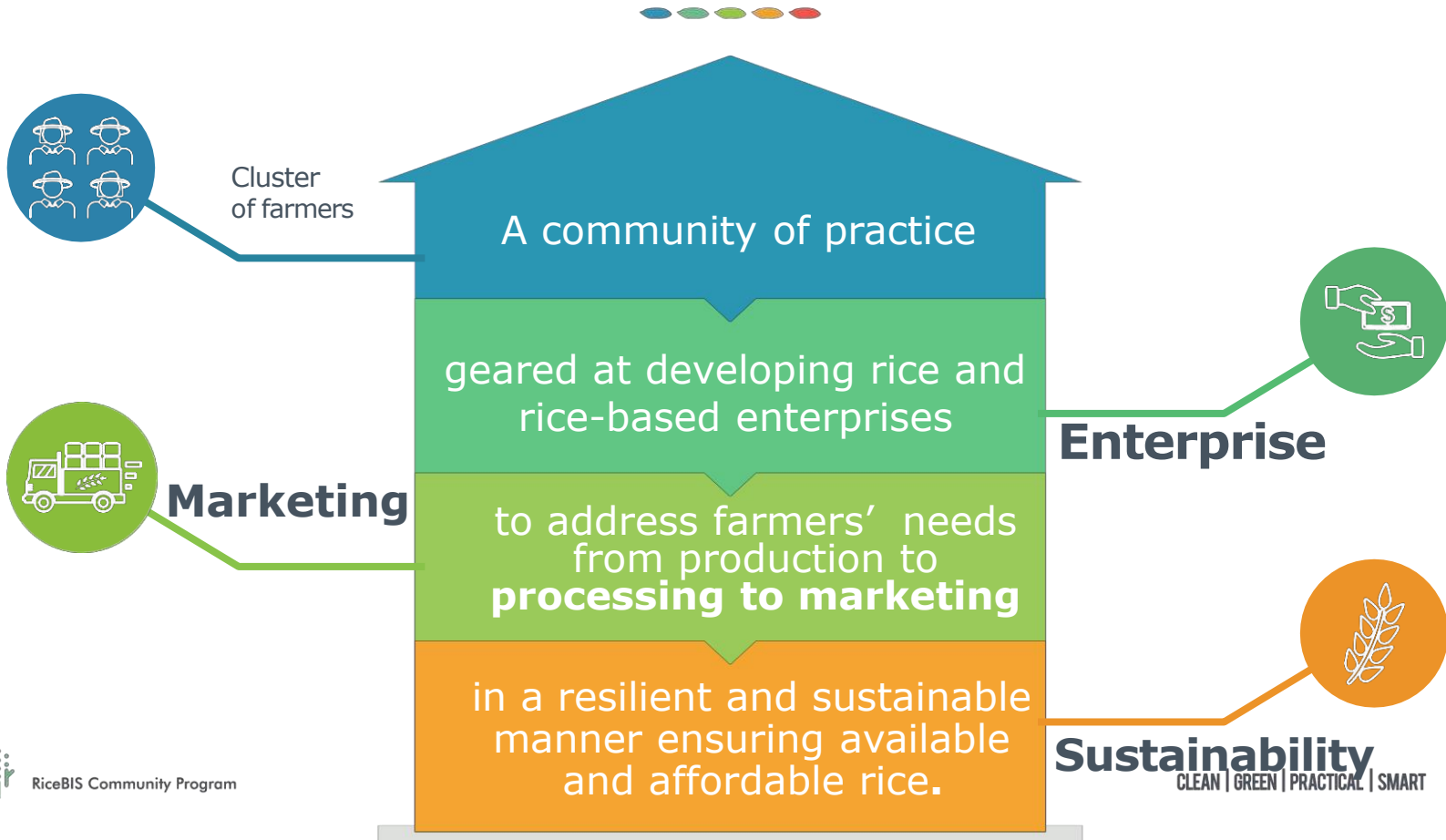


Value-adding

Create new sources of income and generate employment
aside from rice production-oriented activities



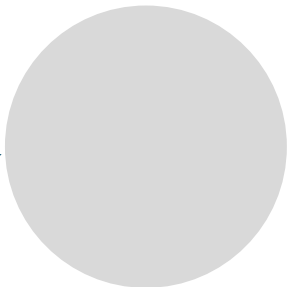
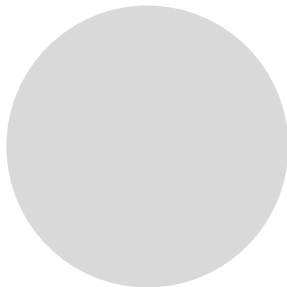
The RiceBIS Community





What did we do?

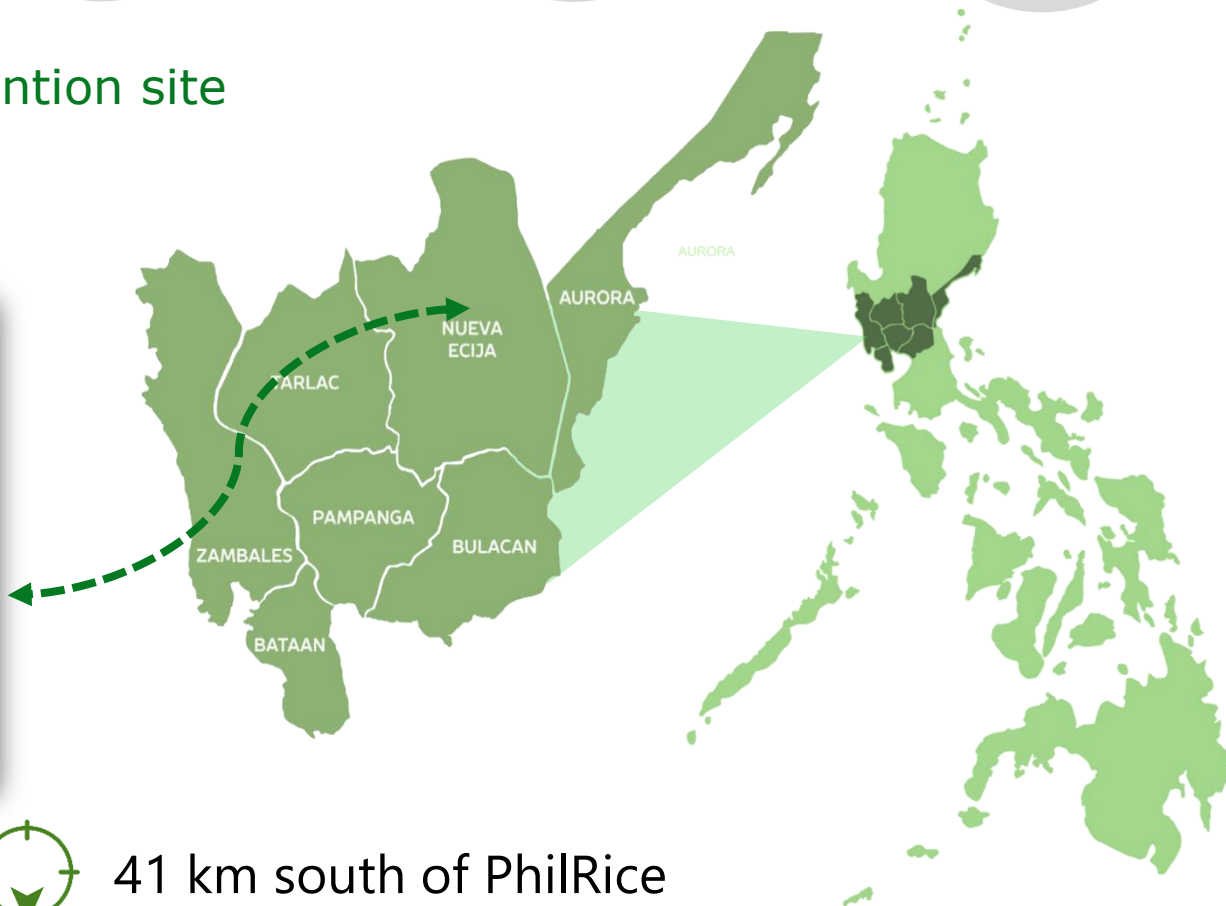




1

Selection of intervention site

RiceBis-Macarse



Macarse, Zaragoza



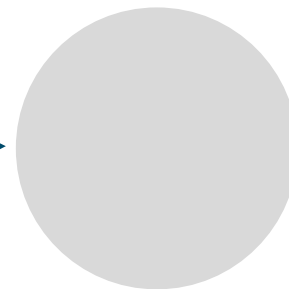
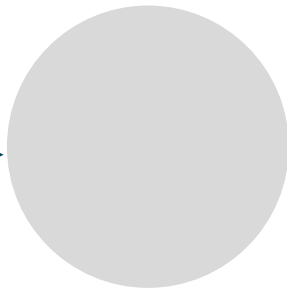
41 km south of PhilRice



70 minutes



57 farmer members



2 Focus group discussion



60% Male
40% Female

15
farmer leaders

53 y/o
93% Married

Data collected:



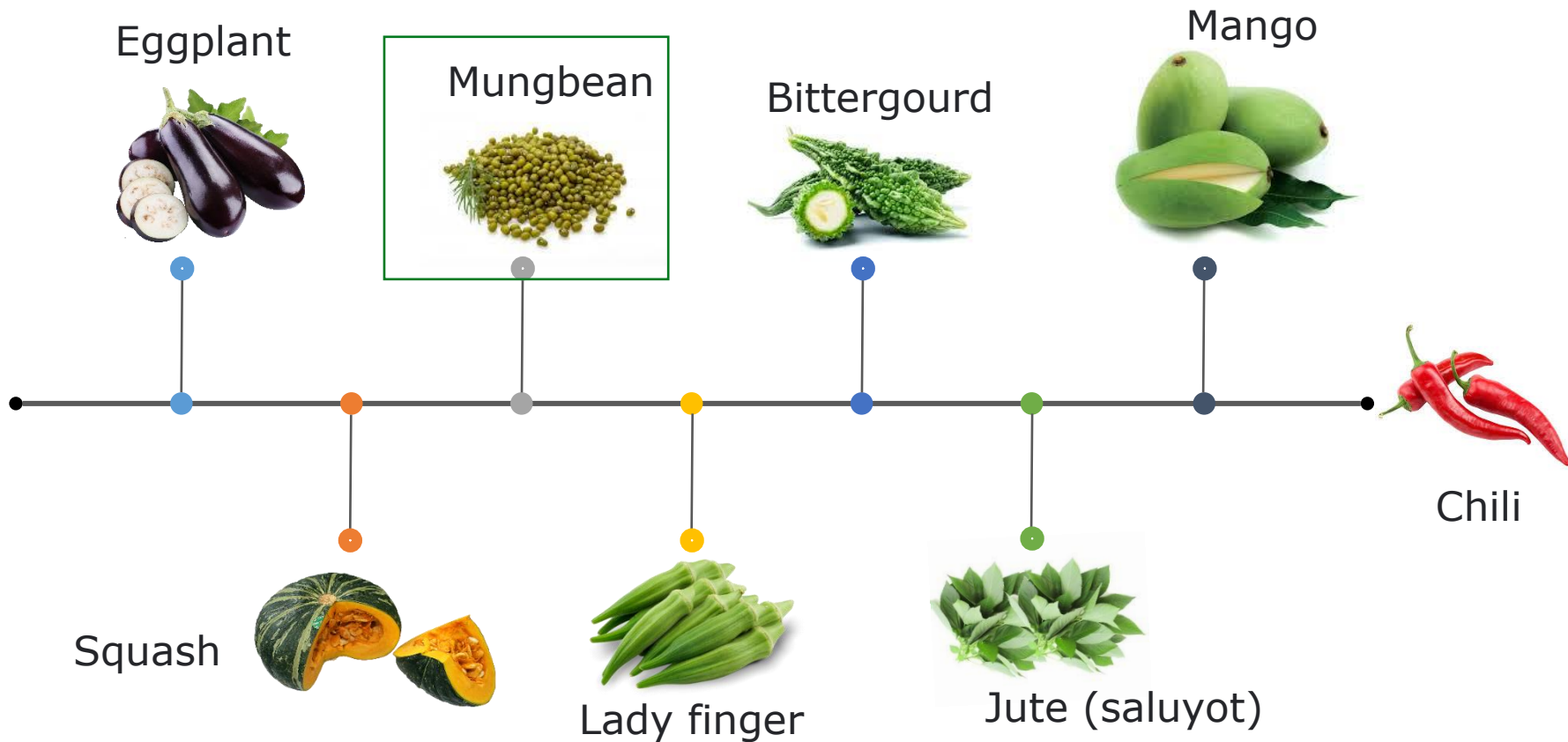
Rice-based product ideas



Locally-produced crops



Macarse Farmers' Produce



3 rice-based product ideas:

rice ball or rice suman
stuffed with local
vegetable crop,
particularly mungbean

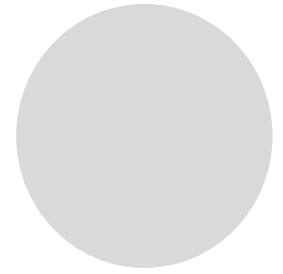


coffee-like
rice-based
beverage



rice spring roll
wrapper stuffed with
mung bean and
other vegetables





3

Product development, training & entrepreneurial stimulation



✓ Food quality & safety

✓ Packaging & Costing

✓ Marketing strategies

✓ rice ball with mungbean

✓ shangrice

✓ rice and mungbean coffee-like beverages

"The Farmer's Chosen Products"



Rice brew



Mungbean brew

- The women enthusiastically chose a coffee-like product, which they specifically called as "rice coffee."
- Perceived it to provide a lot of health benefits
- Associated it as being one of the reasons why their ancestors lived longer than the recent generation.

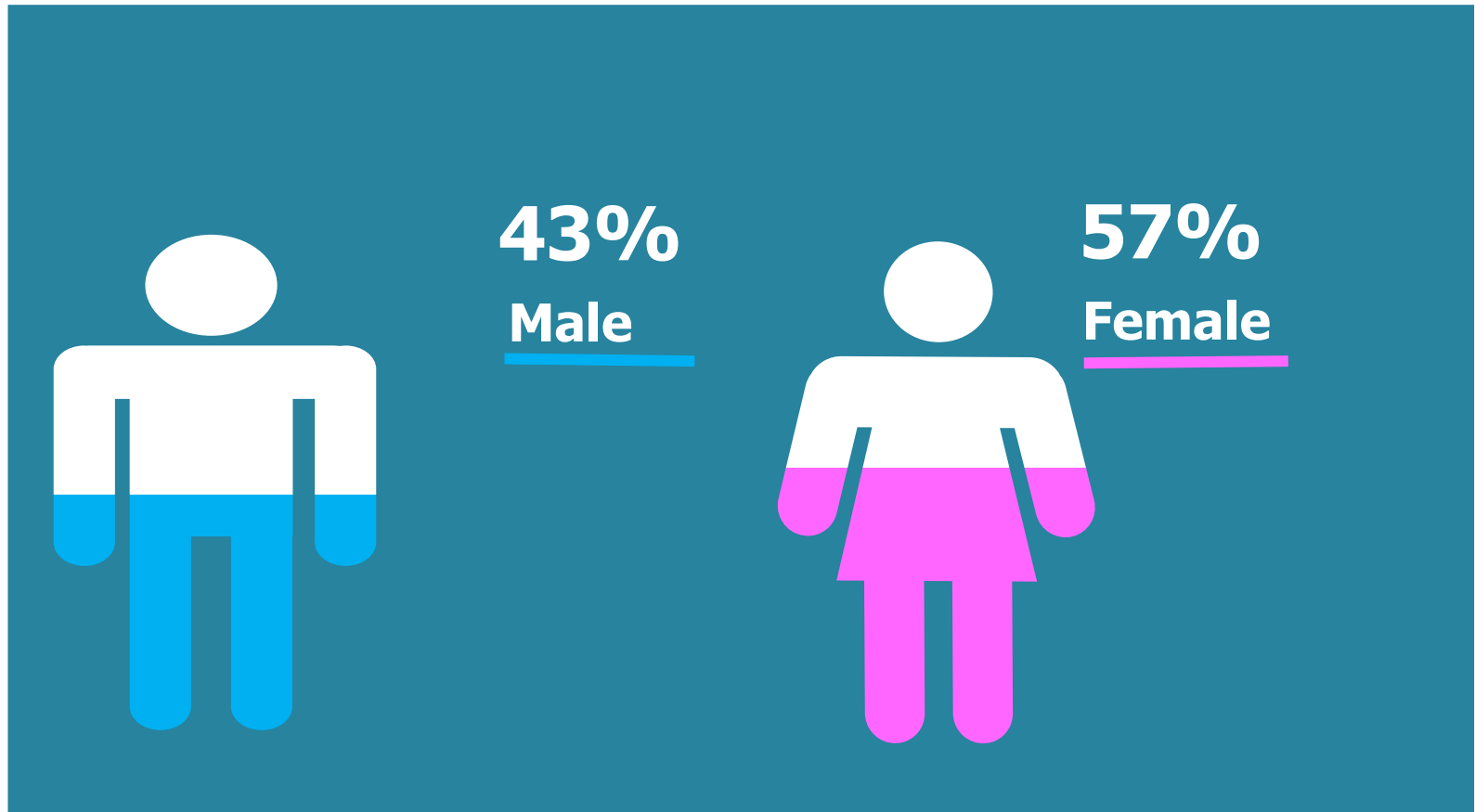
Consumer Sensory Evaluation



- n=30; 21-68 yo
- Panelist: 15 PhilRice staff & 15 RiceBis-Macarse members
- 5-point unipolar likert-type scale

Assessors profile

- 21-68 years old
- 15 PhilRice staff and 15 RiceBis farmers





Rice brew

PhilRice Staff

RiceBis Farmers

Both

Overall acceptability:

3.7

4.5

Acceptability index

73.3%

90.6%

Male AI:

80%

Female AI:

84.6%

- Rice brew obtained a like moderately (**3.7**) to like very much (**4.5**) acceptability rating
- Rice brew is acceptable to PhilRice (**73.3%**) and RiceBis farmers (**90.6%**)
- Rice brew had the highest acceptability index (AI) for both male (**80.0%**) and female (**84.6%**) respondents

Scale: 1-I do not like it all; 2- like slightly; 3- like it moderately; 4- like it very much ; 5- like it extremely

AI ≥ 70% means the product is acceptable in terms of its sensory attributes





PhilRice Staff

RiceBis Farmers

Both

Mungbean brew

Overall acceptability:

2.9

3.8

Acceptability index:

58.67%

76%

Male AI:

64.62%

Female AI:

69.41%

- Mung bean brew obtained a like slightly (**2.9**) to like moderately (**3.8**) acceptability rating
- Mung bean brew is acceptable only to RiceBis farmers (**76%**)

Scale: 1-I do not like it all; 2- like slightly; 3- like it moderately; 4- like it very much ; 5- like it extremely

AI \geq 70% means the product is acceptable in terms of its sensory attributes



Willingness to buy



80% PhilRice Staff

93.33% RiceBis Farmers



60% PhilRice Staff

66.67% RiceBis Farmers

- Most respondents from RiceBIS Farmers (93.33%) and PhilRice (80.00%) were willing to buy rice brew
- Majority (60-66.7%) were also willing to buy mung bean brew.



4 Product packaging, market testing & branding



Consulted the DTI Provincial Office for the packaging, product development ideas, branding, and marketing of the rice and mung bean brew



Soft launching at Farmer's Day Fair





The Birth of Macarse Brews

PINAAGBUKLOD NA ADHIKA
AGRICULTURE COOPERATIVE

MACARSE
MUNG BEAN BREW
Your Coffee Alternative

No preservatives
Ingredient:
Roasted Mung Bean

In cooperation with:
PHILRICE
PHILIPPINE RICE RESEARCH INSTITUTE

Manufactured by:
Pinaagbuklod na Adhika
Agriculture Cooperative,
Brgy. Macarse, Zaragoza,
Nueva Ecija, Philippines
+63 955 557 1803

NET WT _____
Mfg. Date: _____ Expiry Date: _____

PINAAGBUKLOD NA ADHIKA
AGRICULTURE COOPERATIVE

MACARSE
RICE BREW
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NET WT _____
Mfg. Date: _____ Expiry Date: _____



Soft Launching/Market Testing



- All Macarse brews were sold out during the Farmer's Fair (44 packs of rice brew and 42 of mung bean brew at Php15 per pack with three tea bags per pack).

Product Launching of Macarse Brews



Packaging (sachet) and launching of *Macarse* Brews participated in by the RiceBIS-Macarse women, PhilRice researchers and development workers, and stakeholders

Summary and Conclusion

- Vegetables were the commonly produce aside from rice.
- Based on the community's suggestion, preferences, and experience beverages from rice and mung bean were the value-added products that encouraged participation and enterprise engagement.
- Rice and mung bean brew can be a viable rice-based enterprise and source of additional income for the community

Recommendation

- Ensure sustainability and impact - conduct post-intervention activities and evaluation of the project.



Current undertakings

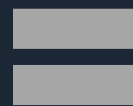
- Upscale production and marketing of Macarse brews by the women members of the cooperative for institutional buyers



2019 Farmer's Day at PhilRice



Sustainable
enterprise



Value-added
product



Commitment



Tha



PhilRice Text Center
0917-111-7423



rice.matters



PhilRiceTV



www.philrice.gov.ph
www.pinoyrice.com



prri.mail@philrice.gov.ph



Costing

Cost

Selling Price



= Php 2.99

Php 5.00

*Three (3) grams of rice



= Php 11.01

Php 20.00

*Three (3) Teabags



= Php 85.05

Php 100.00

*Seven (7) packs/sachets



Initial Production Costing

Cost

Selling Price



= Php 4.44

Php 5.00

*Three (3) grams of rice



= Php 15.80

Php 20.00

*Three (3) Teabags



= Php 118.60

Php 100.00

*Seven (7) packs/sachets

