



DEPARTMENT OF
ENVIRONMENT AND
NATURAL RESOURCES
LOW INCOME UPLAND
COMMUNITIES PROJECT

MAY 21 1991

Special Order
No. 476
Series of 1991

Subject : Authorizing the Low Income Upland Communities Project (LIUCP) personnel and the partner Non-Government Organizations to Attend a Trainor's Training Workshop on the Fundamentals of Agro-Forestry Marketing

1. In the interest of service and as part of the Low Income Upland Communities Project (LIUCP) Agro-forestry, Livelihood and Cooperative Development component, the Project is hereby authorized to hold a Trainor's Training Workshop on the Fundamentals of Agro-Forestry Marketing.
2. The Training Workshop will be held from May 27 to 30, 1991 at the Conference Room of the Student Union Building, University of the Philippines at Los Banos, College, Laguna. The activity shall be administered by the Department of Agricultural Economics, College of Economics and Management, University of the Philippines at Los Banos.
3. At the end of the Workshop, the participants shall be able to:
 - a. Understand the concepts and scope of marketing and its role in upland development;
 - b. Acquire a basic working knowledge of the following :
 - i. market research
 - ii. tools for market analysis
 - iii. formulation of marketing policies and
 - iv. strategies for market improvement
 - c. Assist/facilitate in the marketing training/education of the Project beneficiaries.

4. Participants of the Training Workshop shall include the following :

a. Provincial Project Management Office

Oriental Mindoro	1. Cresencia Ines-Comia
	2. Ronaldy Arce
	3. Emmanuel Baldos
	4. Jun Tropia
	5. Ricardo Natividad
	6. Majeline Francisco
	7. Hernan Salvio
	8. Teddy Magcamit
	9. Emily Galarosa

Occidental Mindoro	1. Arnold Christine Aleman
	2. Florentino Enrile
	3. Edwin Sansano
	4. Diosdado Torrado
	5. Josephine Tacmo

b. Provincial Environment and Natural Resources Office

Oriental Mindoro	1. ISF Officer
Occidental Mindoro	2. ISF Officer

c. Partner Non-Government Organizations (one each)

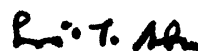

Community Organizing Supervisor
Training Specialist

5. Expenses to be incurred in the said activity shall be chargeable against the Project funds subject to the usual accounting and auditing rules and regulations.
6. This order takes effect only for the purpose and duration herein specified.



VICTOR O. RAMOS
Undersecretary for
Field Operations

Recommending Approval :


LIRIO T. ABUYUAN
Assistant Secretary for Foreign-
Assisted and Special Projects 





**PROPOSED TRAINORS' TRAINING ON AGRO-FORESTRY MARKETING
FOR NPO, PPMO AND NGO STAFF UNDER THE LIUCP/DENR**

- I. **ADMINISTERING AGENCY:** Department of Agricultural
Economics
College of Economics and Management
UP at Los Baños
- II. **SPONSORING AGENCY:** Low-Income Upland Communities
Project
Department of Environment and
Natural Resources
- III. **VENUE** CEM/SU
College, Laguna
- IV. **DURATION:** Four days (May 27 to 30, 1991)
- V. **RATIONALE AND OBJECTIVE:**

Past experiences indicate the lack of emphasis on the marketing aspects of many developmental projects and programs in agriculture and forestry sectors. Sustained productivity and improvements of farmers' income largely depend on an efficiently functioning marketing system. But this is often neglected among small farmers in the agro-forestry sector of the upland communities.

Appropriate marketing program and strategies should be designed and implemented to overcome existing marketing constraints for agro-forestry products of farmers in the upland communities. Such need is presently being addressed to by LIUCP,

a DENR-executed Project in Mindoro provinces implemented in collaboration with NGOs.

Considering the complexity of the marketing system for agro-forestry products and lack of expertise among the PPMO staff and NGO field staff, training is an important component of the LIUCP Marketing Program.

This trainors training program on marketing is intended to provide adequate training to those who are currently (and will be) involved in LIUCP/DENR programs aimed at increasing agro-forestry production and promoting the welfare of the upland farmers. This training should enable the participants to become better equipped and prepared in assessing the marketing needs and problems of upland farmers and in assessing marketing situations so that appropriate strategies and plans for marketing improvement may be formulated.

At the end of the training workshop, the participants shall be able to:

- a. Understand the concepts and scope of marketing and its role in upland development;
- b. Acquire a basic working knowledge of the following:
 - i. market research
 - ii. tools for market analysis
 - iii. formulation of marketing policies and
 - iv. strategies for market improvement

- c. Assist/facilitate in the marketing training/education of the Project beneficiaries.

VI. COURSE OUTLINE

	<u>Topic</u>	<u>No. of Hours</u>	<u>Resource Persons</u>
A.	Overview of Agricultural Marketing System, and Mindoro Upland Marketing Situation	2	Sardido
	1. Importance of marketing in upland development		
	2. The upland agricultural marketing system		
	3. Marketing problems, questions and decision in the uplands		
	4. Approaches to the study of marketing		
	5. Agricultural marketing policies, program and strategies		
	6. Marketing situation in the uplands of Mindoro		
B.	Demand and Supply Analysis for Agro-forestry Products	6	Lantican/Pabuayon
	1. Basic concepts of demand/supply		
	2. Factors affecting demand/supply		
	3. Demand/supply elasticities		
	4. Methods of demand projection/supply estimation		
	5. Supply and demand application		

- | | | | |
|----|---|---|----------|
| C. | Price Analysis | 4 | Pabuayon |
| | 1. Price determination | | |
| | 2. Geographical price differences | | |
| | 3. Price variation over time | | |
| | 4. Price differentials by grades/
form of the products | | |
| | 5. Methods of price analysis | | |
| | 6. Price indices | | |
| | 7. Price and market forecasting | | |
| D. | Marketing Channels, Margins
and Costs | 4 | Elauria |
| | 1. Definition and concepts | | |
| | 2. Geographical product flow | | |
| | 3. Product flow through various
marketing agents | | |
| | 4. Estimation of marketing margins
and empirical example | | |
| E. | Market Improvement and
Development | 4 | Piadozo |
| | 1. Rapid marketing appraisal | | |
| | 2. Identification and formulation
of strategies and programs | | |
| | a. Production programming | | |
| | b. Cooperative marketing and
bargaining association | | |
| | c. Standardization/grading
and village level
processing | | |
| | d. Public intervention in
pricing and marketing | | |

F. Operationalization of the LIUCP
Marketing Program

4

Sardido

1. Background and perspectives
2. The marketing program
 - a. Rationale, scope, objectives and strategies
 - b. The program thrusts and activities
 - c. Program organization and management

**SCHEDULE OF ACTIVITIES
TRAINORS TRAINING**

**Fundamentals of Agro-Forestry Marketing
University of the Philippines at Los Baños
College, Laguna
May 27 - 30, 1991**

Day 1, Monday, May 27

Afternoon

- 1:00 - 5:00 Arrival, Registration and Billeting of Participants (ACCI Dorm, UPLB Campus)
- 5:00 - 7:00 Opening Program (Session Hall, 2nd Floor Student Union [SU] Bldg., across ACCI Dorm)
- 7:00 - 8:00 Dinner (Dining Hall, 1st Floor, SU Bldg.)
- 8:00 - 10:00 Participants Orientation and Building of Learning Groups

Day 2, Tuesday, May 28

Morning

- 8:00 - 10:00 TOPIC A: Overview of Marketing and the Upland Marketing Situation in Mindoro
- 10:00 - 10:30 Group Dynamics Group 1
- 10:30 - 12:00 TOPIC B: Demand and Supply Analysis of Agro-Forestry Products (with Examples/Illustrations/Exercises)
- 12:00 - 1:00 LUNCHBREAK

Afternoon

- 1:00 - 1:30 Icebreakers Group 2
- 1:30 - 4:00 TOPIC B: Continuation
- 4:00 - 4:15 Break
- 4:15 - 6:15 TOPIC B: Continuation

6:15 - 7:00 : Freetime

7:00 - 8:30 Dinner

8:30 - 10:00 Socials

Groups 1 & 2

Day 3, Wednesday, May 29

Morning

8:00 - 8:30 Recap of Previous Lectures

8:30 - 10:30 TOPIC C: Price Analysis (with Examples/Illustrations/Exercises)

10:30 - 10:45 Break

10:45 - 12:00 TOPIC C: Continuation

12:00 - 1:15 LUNCHBREAK

Afternoon

1:15 - 1:30 Icebreakers

1:30 - 2:30 TOPIC C: Continuation

2:30 - 4:00 TOPIC D: Marketing Channels, Margins and Costs

4:00 - 4:15 Group Dynamics/Merienda

Group 4

4:15 - 6:45 TOPIC D: Continuation

6:45 - 8:30 Dinner/Freetime

8:30 - 10:00 Socials

Groups 3 & 4

Day 4, Thursday, May 30

Morning

8:00 - 9:00 Recap of Previous Lectures

9:00 - 12:00 TOPIC E: Market Improvement and Development (with Examples/Illustrations/Exercises)

12:00 - 1:00 LUNCHBREAK

Afternoon

1:00 - 2:00 TOPIC E: Continuation

2:00 - 6:00 TOPIC F: Operationalization of LIUCP Marketing Program

6:00 - 7:00 Closing Program and Awarding of Certificates

7:00 - 8:00 Dinner

Day 5, Friday, May 31

Campus Tour

Leave for Mindoro

/SOA.DOC/kaj (LIUCP 2)

**PATUNGONG UP LOS BANOS
MULA BATANGAS PIER**

1. Mula Batangas Pier, sumakay ng bus hangang Tanauan, Batangas. (Pamasahe, P20.00)
2. Mula Tanauan sa tabi ng gasolinahan (Petron), sumakay ng jeep, Crossing, Calamba, Laguna (P7.00). Malapit sa Police Station.
3. Mula Calamba, sumakay ng jeep patungong UP College (P5.00). Bumaba sa ACCI Dorm, tingnan and guhit.

**CONTRACT FOR TRAINER'S TRAINING
ON THE FUNDAMENTALS OF AGRO-FORESTRY MARKETING**

KNOW ALL MEN BY THESE PRESENTS:

This CONTRACT entered into in Quezon City, Philippines, this _____ day of _____, 1991, by and between:

The Department of Environment and Natural Resources (DENR) thru the Low-Income Upland Communities Project (LIUCP), with principal office at 4th Floor MacDouton Building, 768 East Avenue corner EDSA, Quezon City, represented by its Assistant Secretary, MS. LIRIO T. ABUYUAN (hereinafter called the DENR-LIUCP); and

The Department of Agricultural Economics of the University of the Philippines at Los Banos (UPLB) College of Economics and Management (CEM) with principal address at University of the Philippines at Los Banos, College, Laguna (hereinafter called the contracted party).

W I T N E S S E T H:

- A) Whereas, the Department of Agricultural Economics of the UPLB College of Economics and Management undertakes instruction, research and extension and has fields of specialization in agro-forestry marketing and has been involved in conducting marketing trainings for local and international agencies;
- B) Whereas, the Low Income Upland Communities Project (LIUCP) of the Department of Environment and Natural Resources (DENR) has requested the services of the Contracted Party to package a Trainer's Training Course on the Fundamentals of Agro-forestry Marketing;
- C) Whereas, the Trainer's Training aims to build and strengthen the capability of the Project implementors to support/assist in the marketing aspect of the Project in line with its agro-forestry, livelihood and cooperative development components.

11/27-91

NOW, THEREFORE, WE, Prof. Danilo L. Evangelista of the Department of Agricultural Economics of UPLB-CEM and representative/s of the LIUCP - DENR do hereby agree as follows:

A. The Department of Agricultural Economics of the College of Economics and Management, UPLB shall be responsible for the following:

1. Conduct a four day live-in training course on the fundamentals of agro-forestry marketing for the implementing personnel of DENR - LIUCP from May 27 to 30, 1991 at the University of the Philippines, Los Baños, College, Laguna.
2. Development of training curriculum and schedule based on the identified training needs of the staff;
3. Facilitation and training management of the entire training course - from preparation to evaluation;
4. Identification and invitation of resource persons for the training;
5. Reproduction of training materials and visual aids;
6. Formulation of training evaluation schemes;
7. Documentation of the entire training course and writing of Terminal Report;
8. Provision of board and lodging of staff, resource persons and participants;
9. Provision of training kits, supplies and material; and
10. Reservation of the venue for the training.

B. The DENR - LIUCP shall be responsible for the coordination and selection of participants.

C. **Training Budget-** The training expenses shall not exceed the estimated budget of P 60,000.00 broken down as follows:

1. Professional Fee	P 21,000.00
to include:	
o designing and development of training curriculum and schedule	
o development of training materials and aids	
o honoraria of resource persons	
o overall management of the training course	
o preparation/documentation of training proceedings/report	
2. Board and Lodging (including 5 training staff)	
(P250 x 33 pax x 4 days)	33,000.00
3. Conference Room rental (P 350/day x 3 days)	1,000.00
4. Supplies and Materials	5,000.00

TOTAL	P60,000.00

D. **Mode of Payment**

The DENR through the LIUCP shall make necessary fund releases based on the following:

50 % upon signing of Contract and submission of Training Schedule, Design and Attendance

50 % upon completion of training

E. This Contract shall take effect upon the signing of document by the representatives of the Contracted Party and the DENR - LIUCP.

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be signed in their respective names as of the day and year first above-written.

FOR THE DENR - LIUCP :

FOR THE DEPARTMENT OF
AGRICULTURAL ECONOMICS,
UPLB COLLEGE OF ECONOMICS
AND MANAGAMENT :

LIRIO T. ABUYUAN
Assistant Secretary for
Foreign-Assisted and
Special Projects

PROF. DANILO L. EVANGELISTA
Chairman

WITNESSED BY:

LUIS P. ELEAZAR
Project Director, LIUCP

ROME R. HUELGAS
Chairman, Extension Committee
Department of Agricultural
Economics

A C K N O W L E D G M E N T

REPUBLIC OF THE PHILIPPINES)
QUEZON CITY) S.S.

BEFORE ME, personally appeared this _____ day of May 1991, Prof. Danilo Evangelista with Residence Certificate No. 19434443 K issued at Los Banos, Laguna on April 1, 1991 and MS. LIRIO T. ABUYUAN with Residence Certificate No. _____ issued at _____ on _____, to me known to be the same persons who executed the foregoing contract of training, and they acknowledged to me that the same are their own free and voluntary act and deed of the entities they represent.

WITNESS MY HAND AND SEAL, on the date and place above written.

Notary Public

Doc. No. _____
Page No. _____
Book No. _____
Series of _____

\cntr-ttfafm-lip