“#IAmHampasLupa: A Young Farmer’s Story on Semi-Mechanized Non-Chemical Black Rice Farming, Processing and Marketing in Pototan Iloilo, Philippines”

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OUTLINE

1. TAOFA advocacy
2. #IAmHampasLupa
3. Semi-Mechanized Farming: Landprep, Planting
4. Black Rice- Bingawan Black by TAOFA
5. Non-Chemical: Seaweeds, concoctions, Bokashi, CRH, Guano
6. Production in 4 croppings: Lessons & Challenges
7. Processing: material recovery(milling), miller
8. Marketing: Millenial Style: FB, Value Adding, personal assurance
9. ROI Computation
10. Other matters
TAOFA: Black Rice Farmers of Zarraga

- 2010: 22 active members, 10 black rice farmers
- 2017: 15 active members, 9 Black rice farmers

Reduction in # due to rise of other Farmer Organizations under DA programs

Natural Black Rice Farming have been an advocacy of TAOFA since 2010 in Zarraga Iloilo with members of farmers within the immediate locality of Bgry. Talibong Zarraga Iloilo.
TAOFA: Talibong Organic Farmers Association
Advocacy: #IAmHampasLupa

-key issues: food, nutrition, agriculture

-food security, food sovereignty

-food=life; consumers as stakeholders

(WE PARTICIPATE IN FARMING, RE-AFFIRM THE VALUE and ROLE OF FARMERS)

-HampasLupa = farming= poor man’s trade

-VB Llorin, GP SEA Philippines
Advocacy: #IAmHampasLupa

Founded: 2015

Supporters and Campaigners: Filipino Youth (role)

- Advocacies
  1. 2016 National Elections
  2. Food Security Policy
  3. Diet for Climate

- Farming as integrative approach to the advocacies
Advocacy: #IAmHampasLupa

Founded: 2015

Supporters and Campaigners: Filipino Youth (role)
Advocacy: #IAMHampasLupa

- Advocacies

1. 2016 National Elections

MAY 9, 2016

#HampasLupaVote

FOR THE FARMERS.
FOR FOOD SECURITY.
FOR ECOCLOGICAL AGRICULTURE.

hampas·lupa

“hit the soil/hit the land”
which in turn means “till the soil” as farmers do.
Advocacy: #IAmHampasLupa

- Advocacies
  1. 2016 National Elections
  2. Phil. Food Policy
Advocacy: #IAmHampasLupa

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Advocacy: #IAmHampasLupa

My Personal Response: Farming as integrative approach to the advocacies

The young biology graduate and senior high school teacher started putting theories on organic farming advocacies into actual practice in 2016 with the guidance of seasoned pillars of TAOFA organic farmers and the learnings from #IAmHampasLupa advocacies.

Family Farming!!!
Couples for Farm
Family Farming!!!
BUFFERZONES

NORTH-WEST side 2017-2018: Diversified crops: on 1m x1m bund: Banana, Moringga, Coconut, *Colocassia*

SOUTH=WEST side 2017-2018: 1m wide x 1m deep settling canal

SOUTH – EAST: Trichantera

NORTH side : 1 m bund; 2 m filter canal
Rice Production phase

• the common problem encountered is the availability of farm help from within the local villagers due to shift in work preferences of the community.

- construction work, motorbike transportation, mall sales personnel, online business
Semi-Mechanized Farming: Land Preparation

Farm mechanization included the use of manual hand tractor or four-wheel drive tractor, use of Carabao or Manual Hand Tractor depending on availability.
Semi-Mechanized Farming: Planting

DIRECT SEEDING

MECHANIZED RICE TRANSPLANTER
Black Rice- Bingawan Black by TAOFA
Non-Chemical: Seaweeds, concoctions, Bokashi, CRH, Guano

LIQUID SEAWEED (w/ Azotobacter)  Mixed: GUANO, VERMICAST, CRH

CARBONIZED RICE HULL

CRH: ANTI -SNAIL

BOKASHI
Production in 4 croppings: Lessons & Challenges

Use of manual and motor driven thresher and blower, hot-air driven raised bed dryer and DOST granted Black rice miller or specially made mobile miller (for unpolished colored rice output) during processing.
Processing:
In the processing phase, availability of Organic Black Rice Miller with quality unpolished rice is one major challenge.

DOST granted Black rice miller (ZARRAGA) or specially made mobile miller (for unpolished colored rice output) during processing.
Marketing: Millenial Style: FB, Value
Adding, personal assurance

DEC.31, 2016
Marketing: Millenial Style: FB, Value Adding, personal assurance

For the marketing phase, the role of social media, specifically Facebook and Messenger played a vital role in product disposal and local consumer mindframing.
Marketing: Millenial Style: FB, Value Adding, personal assurance
The capital to produce 1 kg non-chemical black rice seeds ranges from P19/kg to P50/kg.
In non-chemical semi-mechanized black rice farming, the produce per ha is at 25-30 sacks @ 50kg/sack with capital investment that ranges from P15,000-P45,000/ha.
Additional income & Seed Dissemination

DEC. 29, 2016
CHALLENGES 2016-2018

FLOODING EFFECTS
OPPORTUNITIES
SUPPORT GROUPS