A MILLION FOR A HECTARE OF ORGANIC RICE

NICASIO F. ENGALLADO
THE PHILIPPINES
THE ROLE OF FARM RESEARCH AND INNOVATIONS

TRANSFORMATION OF MIND-SET

Understanding the “nature of farming” and of “being a farmer”
THE
CHANGE

from “plant and sell” routine

embrace farming as a family enterprise
THE NEW PERSPECTIVE from "production-oriented"

VALUE-ADDING
Being Product-Oriented
“farm to shelves”

enabling small farmers
to command a price
BREAKING THE TRADITIONAL FARMING NORM
through farm base research and innovations
4kgs produces 3kgs roasted rice at 70.00 PHP (1.28 USD) per kg

**RICE BLEND**

**SRP 200 GRAMS**

100.00 PHP (1.83 USD)
or 500.00 PH (18.35 USD) per kg

4 T harvest = 3 T processed

. = Php 500 x 3000 kg
. = **Php 1,500,000** or 27,522.94 USD
BREAKING THE TRADITIONAL FARMING NORM through farm base research and innovations

SALAMAT GID! Thank You