



SEARCH and AWARD for THE OUTSTANDING FARMERS OF THE PHILIPPINES

December 31, 2013

JCI Sen. Ryan Ravanzo
National President
Junior Chamber International, Philippines

Attention: JCI Sen. Mark Lester Manalo
National Executive Vice President

Dear Sir,

Greetings from the TOFARM sponsor UHI, the committee, volunteers and partners!

We are formally submitting the TOFARM 2013 terminal report for your acceptance. Generally, the project has been completed as planned and anticipated. As a result, we were able to confer the recognition last November 15, 2013 at the Makati Shangri-La Hotel. We lauded the invaluable contribution of 13 grand winners, 25 finalist and 16 special citation, and 25 Kabalikat (Primary Cooperatives) Partners from Luzon, Visayas and Mindanao. In addition to our recognition program, we are happy to report that we provided free training, lakbay-aral and technical assistance of soil analysis in 14 Regions of the country.

This year, the project created much awareness for the JCI Philippines as an organization of relevance. This is evident of the various articles and media recognition given for TOFARM, this includes the Sept 29, 2013 Manila Bulletin Panorama article.

We are more than willing to present this to you or to any of the national officers should you find it necessary. In addition to the report, We prepared some major lesson's learned in the 2012 and 2013 implementation of the project, recommendation are presented for the approval of the 2014 national board.

Attached herewith is the full report. The related communication templates, various reference documents and media mileage for the JCI will be submitted before January 30, 2014.

In behalf of the TOFARM committee and volunteers,
and in the spirit of transparency!

JCI Mem. Virgilio Jose Cabanlet
National Chairman

Noted By:

Milagros Ong-How
Executive Vice President
Universal Harvester

cc. Members of the 2013 National Board

TOFARM Secretariat

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Kabalikat ng magsasaka

Plans vis-à-vis Accomplishment:

Code	Component/Outputs/Activities	Start	Target End	Date Accomplished	Responsible	Result
1	Initiation					Approval of JCIP National Board
	Lessons Learned and Analysis	Feb 1, 2012	Jan 24, 2013	Jan 27	Com/JCIP	See recommendations in this report
	Conceptualization of New Approach (if necessary)	Jan 25	Feb 28	Feb 28	Com/JCIP	
	Consultations with UHI			Feb 28	Com	Series of meeting held at UHI. Agreement thereof are reflected in this report.
2	Planning					
	Drafting of Activity Schedules, Milestones (2 meets)	Feb 12	Feb 28	Feb 28	Com	
	Presentation to Sponsors	Feb 13	Feb 28	Feb 28	Com	
	Finalization of Activity Schedules, Milestones (2 meets)	Feb 14	Feb 28	Feb 28	Com / UHI	See draft activity schedule for 2013. Progressive elaboration is expected as the program is implemented.
3	Fund Raising Activities (Foundation Activities)					Full funding of the project is covered by UHI. Agreement was UHI to dispense or provide necessary kinds/requirement of the project directly. A foundation is initiated as per NB discussion in 2012 and 2013.
	Close Sponsorship Contracts (MOA Signing)					See MOA 2013
4	Revisit of Search and Award Manual					
	Drafting of Definition of Terms	Feb 19	Mar 12	Mar 12	Com / UHI	
	Drafting of Categories, Criteria	Feb 19	Mar 12	Mar 12	Com / UHI	
	Drafting of Validation Guidelines	Feb 21	Mar 12	Mar 12	Com / UHI	
	Finalization of Manual, Translation to Filipino	Feb 21	Mar 12		Com / UHI	See revised Manual, 2 nd edition March 2013
5	Development of Collaterals (prior to launching)					
	Graphic Design and Layout				UHI	
	Posters		Feb 28	Mar 11	Com	See 2013 poster
	Nomination Form		Feb 28	Mar 11	Com	See 2013 nomination form

	Winners Publication		Mar 13	Mar 14	UHI	2013 layout completed
	Billboards					No billboard for 2013
	Web Portals (Updating Nomination and Judging)		Mar 12		Com	Last update was November 2013. Need updating of 2013 winners section (www.tofarm.org)
6	Acceptance of Nomination Period	Apr	Jul 31	Aug 22	Com/JCIP	See master list of 2013 entries
7	Promotion and Marketing Activities	Mar	Jul 31			
	TOFARM 2013 Launch (March 14)		Mar 14	Mar 14	Com/UHI	Mandarin Hotel, Ballroom A, Makati
	Facebook account regularly updated				Com	13,637 likes Over 230,000 reach Over 40,000 talking about it at a certain period Over 500,000 impressions
	Publication of TOFARM 2013				Com/UHI	See media pick-up for March 14 launching
	Notifications and Directives to all LO				JCIP	JCI PEA Points Approved by 2 nd NB
	Memo 1: Turn Over of TOFARM Chairmanship from JCI Mem Rommel M Cunanan to appointed Interim National Chairman JCI Mem. Virgilio Jose Cabanlet		Jun 6	Jun 8		Memo issued to JCIP June 8, released by JCIP June 12, 2013. See Memo 1
	Memo 2: Call for Support and the Approved PEA Points for the TOFARM		Mar 17	Jun 8		Memo originally issued to JCIP March 18. No indication that this memo was disseminated by JCIP Secretariat. Need clarification
	Memo 3: Schedules and New Award Categories		Apr 2	Jun 8		No indication that this memo is disseminated by JCIP Secretariat. Need clarification
	Memo 4: TOFARM Photo & Video Contest		Oct 29			Subject to clarifications.
	Memo 5: TOFARM Awarding November 15, 2013		Oct 29			indication that this memo is disseminated by JCIP Secretariat. Need clarification
	Various Memo on TOFARM Media Pick-UP		Mar			5 emails total. No indication that these were disseminated by JCIP Secretariat
	Provincial Launching (Distribution of Original Plates)	Mar 1	May 31			
	Mar 6 – Pangasinan, La Union		Mar 6	Mar 6	Carol	180 Farmers Coop, JCI, Media, NGA
	Mar 8 – Albay, Camarines Sur		Mar 8	Mar 8	Daryl/Arvin	140 Farmers Coop, JCI, Media, NGA
	Mar 25 - Isabela, Cagayan		Mar 19	Mar 25	Carol	120+107 Farmers Coop, JCI, Media, NGA
	Apr 8 – Misamis Oriental, Bukidnon, Davao (CDO)		Apr 9	Apr 8	JB	213 Farmers Coop, JCI, Media, NGA
	Apr 16 - Regional 7 (Cebu)		Apr 16	Apr 16	JM/Disston	120 Farmers Coop, JCI, Media, NGA
	Apr 17 – Palawan		Apr 17	Apr 17	Daryl/Arvin	105 Farmers Coop, JCI, Media, NGA

	Apr 18 - Laguna (Calamba)		Apr 18	Apr 18	Daryl/Arvin	84 Farmers Coop, JCI, Media, NGA
	Apr 19 – Leyte, Biliran (Tacloban)		Apr 19	Apr 20	JM/Disston	270 Farmers Coop, JCI, Media, NGA
	Apr 27 – Quezon (Lucena) (official end of 2012 activities)		Apr 27	Apr 27	Daryl/JP	95 Farmers Coop, JCI, Media, NGA
	May 10 – Camarines Sur (Naga)		May 10	May 10	Daryl/JP	134 Farmers Coop, JCI, Media, NGA
	May 28 – Nueva Vizcaya (Bayombong)		May 28	May 28	JP/Carol	147 Farmers Coop, JCI, Media, NGA
	May 31 – Davao DS/DN/OR, Compostela Valley (Davao)		May 31	May 31	JB/JM	132 Farmers Coop, JCI, Media, NGA
	Regional Promotion, and with 3rd Party NGOs, GAs	Jun 1	Dec 30			
	June 11 – Bataan, Zambales (Balanga)		June 11	June 11	JP/Carol	120 Farmers Coop, JCI, Media, NGA
	July 4 – Capiz, Aklan, Antique (Roxas)		July 4	July 4	JM	265 Farmers Coop, JCI, Media, NGA
	July 11 – Mindoro Island (Sablayan)		July 11	July 11	Arvin/Carol	280 Farmers Coop, JCI, Media, NGA
	July 15 – Bulacan, Pampanga (Malolos)		July 15	July 15	JP/Carol	230 Farmers Coop, JCI, Media, NGA
	July 25 – S. Cotobato, Sarangani, S. Kudarat (GenSan)		July 25	July 25	JB/JM	280 Farmers Coop, JCI, Media, NGA
	Aug 6 – Ilocos Sur (Vigan)		Aug 6	Aug 7	Carol	236 Farmers Coop, JCI, Media, NGA
	Aug 7 – Ilocos Norte (Laoag)		Aug 7	Aug 6	Carol	346 Farmers Coop, JCI, Media, NGA
	Aug 13 – La Union (San Fernando)		Aug 13	Aug 13	Carol/JP	314 Farmers Coop, JCI, Media, NGA
	Dec 6 – Zamboanga Peninsula (Dipolog City)		Dec 6	Dec 6	JB/JM	310 Farmers Coop, JCI, Media, NGA
Note: See compilation of registration forms, pictures of video from TOFARM secretariat						
	TOFARM Bid to AsPac		May 13	May 12	RMC/Anna	Supervised by NP Ryan and NED Lanie. Copies uploaded to AsPac
	Distribution of Poster / NomForm / Fliers	Apr	May 31	Dec 31	Com/JCIP	(Initial 5k Poster, 1k NomForm) 200 posters and 5 NomForm on hand
	Promotion (TV Guestings, Radio Guestings)	Jan 1	Dec 31		Com/UHI	See media mileage report and clippings
8	Recruitment, selection and appointment of Prelim Judges and Main Judges	May 1	Jun 30			
	Recruitment / Nomination of Judges			July 30	Com/UHI	
	Shortlisting and Selection of Judges			Aug 30	Com/UHI	
	Approval and Appointment of Judges			Aug 30	UHI	See list of Prelim Judges / Board of Judges
	Orientation of Judges			Aug 27	Com	Aug 27, 4pm Makati Shangri-La Room A. See Judges Kit
9	Validation Period / Screening	Jul 1	Aug 30			
	Distribution/Assignment of Entries to Prelim Judges			Sept 1	Com	See Prelim Category Distribution List
	Download of Instructions			Sept 2	Com/UHI	See Prelim Judges Kit

	Shortlisting of Entries			Sept 25	Com	See 2013 Finalist
10	Judging	Sep 1	Sep 30			Schedule of Judges
	Workshop with Judges on Manual				Com	Sept 16, 2013, 4pm Makati Shangri-La Room A. See judges kit
	Presentation of Results, Final Deliberation with Stakeholders				Com/UHI	Oct 1, 2013, 9am Makati Shangri-La Room A. See judges kit
11	Awarding		Nov 15			Makati Shangri-La
	Procurement of Trophy and Plaques for the Judges				UHI	UHI provided all the trophies, plaque, etc. See honoree list
	Presentation of Judges and Awardees Ball				Com/UHI	Nov 15, 2013, Awarding Ceremonies Makati Shangri La Rizal Ballroom
	Presentation of Awards at the Malacanan				JCIP	No activities here
	Publication of Awards Result				UHI	2013 winners publication is pending approval of UHI
12	Post Project Activities	Dec 1	Dec 30, 2013			
	Post Award Meeting and Evaluation				Com/UHI	Scheduled January 2014
	Drafting of Post Project Report				Com	Draft completed November 30, 2013
	Presentation of Project				Com	Pending schedule with JCIP national board 2013
	Sub-activities initiated by UHI for TOFARM					
	Photo-Contest	Oct 15	Dec 30, 2013	On-going	UHI	An activity of UHI for TOFARM as part of their promotional effort of TOFARM. The pictures will be used for TOFARM collaterals. See document
	Back-To-Farm (Balik-Saka)	Nov 10		On-going	UHI	An activity of UHI to support the rehabilitation of provinces affected by typhoon Yolanda. Most recent activities was the donation of vegetable seeds to various communities in Leyte. See documents

Project Funds Reports and Expenditure Summary:

All activities are fully subsidized by the sponsor. A sponsor representative is assigned to every activity and directly disburses any cost associated. No fund is given or managed by any member of the JCIP committee.

Due to issues on TOFARM funding within the JCI organization, the sponsor is not inclined to download any fund to avoid further issues;

Summary of Media Mileage contribution of TOFARM to JCI Philippines (report by Larc & Asset):

January 24, 2013 to February 2013 (Plus special feature articles, page placements, presence of photos, premium display, etc.)

Medium	Media Value	PR Value
Print	273,868.25	821,604.75
Online	18,381,673.50	55,145,020.50
Total	18,655,541.75	55,966,625.25

March to April 2013

Medium	Media Value	PR Value
Print	218,435.16	4,040,753.52
Television	250,000	750,000
Radio	660,660	1,891,890
Online	15,264,535.14	45,793,605.42
Total	15,482,917.30	49,843,329.94

May to July 2013

PRINT

	MEDIA VALUE	PR VALUE
MAY	60,038.00	725,044.00
JUNE	108,629.28	644,463.52
JULY	30,360.96	273,248.64
TOTAL:	199,028.24	1,642,756.16

ONLINE

	MEDIA VALUE	PR VALUE
MAY	30,000.00	90,000.00
JULY	173,000.00	519,000.00
TOTAL:	203,000.00	609,000.00

Note: See attached media pick-up and report

Outstanding Issues and Recommendations since 2012:

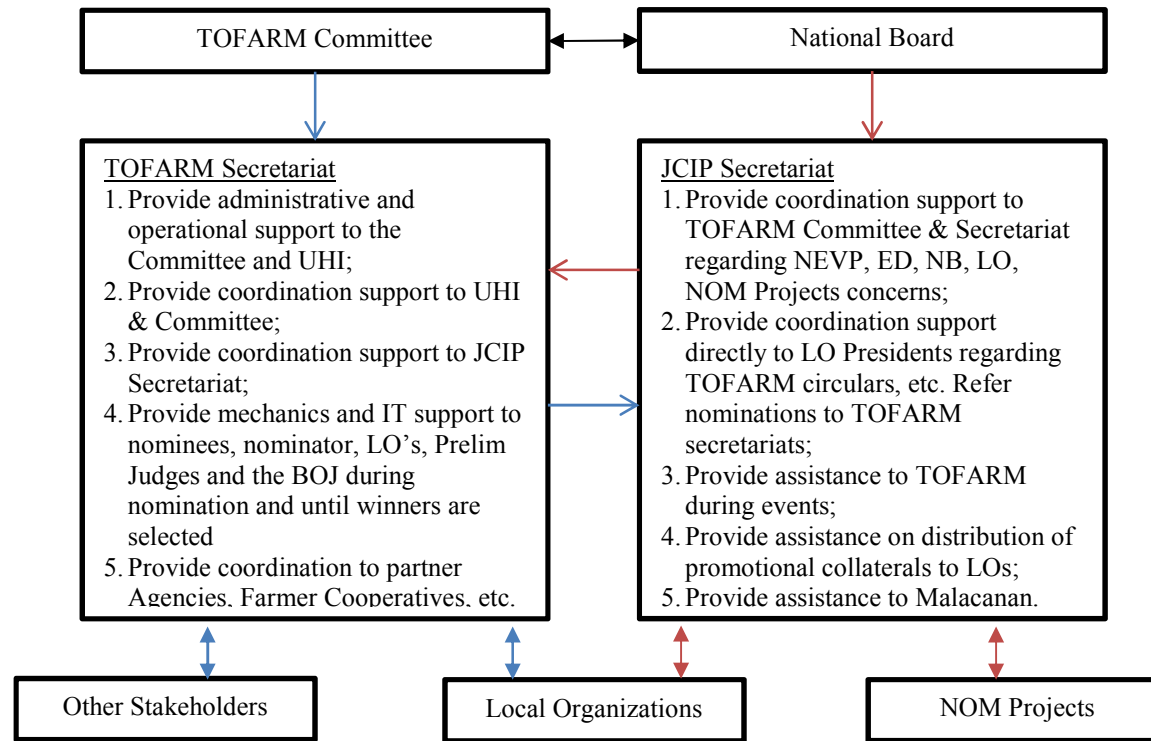
1. If there are issues with the TOFARM committee members, I believe these should not affect the project / program in general. We will gladly answer all concern in the right/official forum. May I recommend that the National Board thru the office of the NP and NEVP should facilitate the mechanics of the program to the LO Presidents and support the realization of TOFARM Goals and Objectives for the benefit of our poor farmers;
2. The TOFARM committee is cooperating and will continue to cooperate with the NB. The committee is under the JCIP control and we will oblige to the desires of the NB. As a matter of fact, we consistently submit reports, communications for request and other support, receive and implement directives from the NB, coordinate activities with local chapters and area/regional officers, conduct the event following JCI protocol, attend and present to the NB. May we recommend that regardless of opinions or personalities, the NB thru the office of the NP and NEVP, officially seek the support of the LO presidents thru the usual channel of AVP and RVPs. It would be more helpful if the Memos of the TOFARM are disseminated to the JCI membership on time;

2012/2013 Recommendations for 2013/2014 that requires attention***“Major Lesson’s Learned and Recommendations for approval of the NB 2013 or 2014;***

1. *Evident to the 2012 TOFARM, only 32 LO (65 entries) participated with 14 invalid entries. All 32 LO’s were directly tapped by the TOFARM committee, output by LOs is much lower this year 2013, almost half of the entries came from LGU and NGO partners. Thereby conclusive enough to say that the revival year was highly dependent to the TOFARM Committee effort on promotions and personal relations.*

At the time, JCIP national board could not guarantee full support, much more, LO's cannot be compelled to commit submission of entries. To improve the situation this coming 2014, may we recommend the following for approval of the national board 2014 to ensure sufficient number of entries, encourage joint activities between LOs, and retain the interest of our sponsors to continue supporting this worthwhile JCI program;

- a. Memorandum to all LO's to appoint a project chairman in charge of looking for a suitable nominee, writing the scrapbook and ensure submission thereof to the TOFARM before July 31, 2014. This could ensure at least 1 entry per LO's;*
 - b. TOFARM has implemented a competition between LO's for the Top 3 TOFARM Agriculture Champion Award for best agriculture project in their community. There is a mechanics, facility to select the winner. The award is conferred during TOFARM awards. This 2013, this was not properly disseminated to LO presidents/chapters and no entries was received. It is recommended that this is fully supported by JCIP and promoted thru proper channel;*
 - c. The Top 3 TOFARM Agriculture Champion Award for RVPs having the most number of finalists and the Top AVP (1 only) for the TOFARM Champion Award with most number of entries for the TOFARM 2013 was an interesting part of the TOFARM 2013. It is recommended that this is fully supported by JCIP and promoted thru proper channel;*
- 2. There has been some noticeable misunderstanding between TOFARM and JCIP Secretariat on various aspect of the project implementation since 2012. This was communicated many times but no actual resolution by JCIP is implemented. To ensure better cooperation and harmony this year 2014, may we recommend the following functional delineation for approval of the national board.*



3. *Writing nomination entries is critical to the quality of selecting the winners. This is usually near the end of the nomination period. Unfortunately, the timing in both years is alongside the deadline for the JCIP awards, TOYM, TOCP and alike. This may have significantly used the resources of LOs that deter them from giving time to TOFARM entries. Last 2013, the deadline for submission of entries is moved to July 31, however, the same issues remains. To ensure JCIP could perform its obligations with the sponsor for TOFARM, it is recommended that the LO project chair appointed should be diligent enough or have a sense of commitment to facilitate these entries.*
4. *Having other institutions supporting TOFARM is a force multiplier. This will allow a much wider reach and impact of the project to the community, far and beyond JCI areas. It is strongly recommended that this year, a formal MOU is forged with TOFARM with other national organizations.*

5. *The JCI is limited to only 180 communities. Part of TOFARM objectives is to propagate its ideals to the farthest areas of the country. Related activities to negate this concern have been implemented this year across 14 regions and this was seen to be very effective based on statistics. To ensure further advancement in this aspect, it is recommended to conduct more provincial tours outside of the JCI reach this coming 2014.*
6. *There have been some confusion on who should be invited during awarding of TOFARM, whether the nominator appearing in the document or the person who discovered the nominee and prepared the scrapbook. As per agreement with the sponsor, non-JCI members will be encouraged to nominate directly.*
7. *The TOFARM sponsor UHI received numerous solicitations from JCIP and LOs. Please take note that UHI is sponsoring TOFARM already and is not in any way obliged to provide support for other projects. As per advise of UHI, they will reject outright any request of solicitation from JCIP other than TOFARM.*
8. *The sponsor has expressed dissatisfaction with the performance of JCIP as an organization in terms of compliance with the 2013 contract. The sponsor is recommending that the new NB 2014 should submit a new sponsorship proposal that will address the following issues;*
 - a. *Setup of a performance benchmark by JCIP to measure the level of participation of the organization. The suggestion is the submission of at least one entry by 80% of registered LOs in good standing.*
 - b. *Proposal counterpart activities to promote TOFARM within the organization and with its other undertakings;*
 - c. *Provide a facility or a body, other than the JCIP TOFARM committee, to settle all dispute promptly within the organization regarding TOFARM issues and release resolutions, directives or communication to concern groups or individual.*
 - d. *There have been some unnecessary discussions of issues in the social media regarding TOFARM, most have been reckless, unfounded and malicious. It is requested that such must be refrained to avoid negative perceptions on the project and or to individuals. In such events or circumstances, the national organization must facilitate formal writing of the issue for the resolution of the body required in item c of this section. We need to observe the highest level of professionalism in the undertaking of TOFARM.*
 - e. *UHI have been very active and speedy in promoting TOFARM and its objectives, as such, the JCIP as an organization must be responsive to the requirement of TOFARM without delay. It is demanded that any request must be given due response within 5 to 7 days upon communication thru emails or facsimile.*

- f. There have been some noticeable double standards of rules and other requirements from the TOFARM project vis-à-vis other projects of JCIP. It is recommended that whatever is required from TOFARM must also be required to other projects, else, the same consideration must be extended for TOFARM.*
- g. TOFARM committee members are required to report in NB meetings, and in one case a UHI representative was required to appear in a NB meeting, hence, it is required that the JCIP should likewise provide copies of NB or Execom minutes of meeting to UHI for proper documentations within 7 days after the meeting.*

UHI however, maintains its commendation with the effort made by NP Ryan Ravanzo, some members of the National Board 2013, the TOFARM JCIP Committee and volunteers and the Local Organizations who supported the TOFARM.

THE OUTSTANDING FARMERS

The Search and Award for “The Outstanding Farmers of the Philippines” is a program of the Junior Chamber International Philippines (JCIP) and the Universal Harvester, Incorporated. JCI Philippines is the same highly respected organization that brought “The Outstanding Young Men of the Philippines (TOYM)” and “The Outstanding Filipino (TOFIL)”

The search and award for farmers is an initiative since the early 70's by the Jaycees (now JCI Philippines). An award program in recognition of the resiliency, ingenuity, and the strength of our hard working Filipino farmers. The program is anchored in promoting farming in the youth sector in all regions. The search will be inclusive and participative, expanding from public to private sector stakeholders in agriculture, fisheries and livestock. This project is open to all Filipino farmers, fisherfolk, animal raisers, cooperatives, farm communities, organizations, education/academe, agriculture scientist, LGUs and public employees, and business entities in both rural and urban areas/centers.

GOAL OF THE PROGRAM

Goal: Foster steady increase of youth venturing in the agriculture sector, invigorating investment and scientific advancement to achieve sustainable food supply;

OBJECTIVES OF THE PROGRAM

1. Institutionalize the initiative for the search and award;
2. Achieve private and public sector participation in the annual search and award, and establish a much wider scope and reach;
3. Safeguard the interest and welfare of the agriculture sector;
4. Promote farming as a noble and profitable endeavor;
5. Promote the agriculture sector best practices, techniques and technology;
6. Raise funds to support capacity building and laboratory facility for the farmers;
7. Establish relevant impact of the project through advocacy and support to i) food supply conservation, ii) patronage in Filipino produce;
8. Recognize the outstanding individuals and groups in the field of agriculture from the various sectors in the country

CATEGORIES & CRITERIA

Farmer (<i>Rice, Corn, Coconut, Sugarcane High value crops, organic, etc.</i>)	Woman Farmer (<i>same as Farmer, but exclusively for female gender</i>)	Agriculture Cooperative (<i>Exclusive to Agriculture Cooperatives only</i>)
Fisherfolk (<i>cultured, captured, etc.</i>)	Young Farmer (<i>Female or Male Farmer within 18 to 40 years old</i>)	Family Farmer (<i>Family, Relatives, Farm Community</i>)
Livestock (<i>large & small animal, etc.</i>)	Agriculture Innovator (<i>Educator, Inventor (Scientist), Public Employees, etc.</i>)	Local Government Unit (<i>Programs, Projects, LGU operated Facility, etc.</i>)
Agri-Entrepreneur (<i>Entrepreneur, Businessman, Trader, etc.</i>)	Urban/City Farmer (<i>Whose farm is located in Cities only</i>)	Agriculture-Initiatives (<i>Private Organization, NGOs, Institutions, etc.</i>)

People's Choice (Online Poll thru FACEBOOK)

The winner of this category shall be solely based on the number of votes / likes garnered through the TOFARM website or Facebook. Nominee may promote their bid.

2012 AWARD PRIZE

Individual Category will receive Php50,000 cash each winner	All winners will receive the iconic 12' TOFARM Plate. See figure at the website;
Group Category will receive Php100,000 cash each winner	

EVALUATION OF NOMINEE

Evaluation and Judging shall be anchored on the JCI Creed. The nominee must have demonstrated an exceptional dedication and diligence in their work of life in the field of agriculture that has meaningful (tangible or intangible) contribution to their community, the agriculture industry as well as to the country.

WE BELIEVE:

That faith in God gives meaning and purpose to human life;
That the brotherhood of men transcends the sovereignty of nations;
That economic justice can best be won by free men through free enterprise;
That government should be of laws rather than of men;
That Earth's great treasure lies on human personality;
And that service to humanity is the best work of life.

The complete set of criteria in each category can be found in the website (www.tofarm.org). Each criterion is further explained with minimum required information content for the documentation, and this information is also available by downloading the complete manual.