

2005-2007 INTERVENTIONS FOR THE ORGANIC & NATURAL PRODUCTS CLUSTER

VISION:

Product/ Commodity	Goals	Objectives	Interventions & Strategies Needed	Metric/verifiable Source indicator	Time Frame	Accountable Agency
ORGANIC PRODUCTS	Increase in sales.	To establish partnership with foreign certifying body.	Strengthen organic certification program.	15 Companies certified organic.	Continuing	CITEM, Industry
		To develop a marketing plan for domestic & export markets.	Market study to profile organic consumers & demand.	One (1) Market study conducted.	2005	Industry, Pearl 2, DA
			Conduct strategic planning workshop to develop industry development plan.	Workshop to be conducted on February.		
		To generate awareness by developing promotional activities and materials.	Annual staging of BIO-Search.	Bio-Search staged annually.	continuing	CITEM
			Activate participation in local & international fairs & selling missions.	Two (2) Trade Fairs annually	continuing	Industry, CITEM
			Common Website to facilitate marketing.	Website developed.	2005	Industry, CITEM

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		To promote & increase organic capabilities thru seminars, training activities & consultancy programs.	Conduct of Inspectorø Training course.	One (1) Inspectorø training course conducted.	2006	CITEM, DA-AMAS, ATI Inspectors.
		To utilize foreign post in gathering market info.	Attendance to foreign seminars.	One (1) foreign seminar attended.	Continuing	Industry
	Market data gathering & intelligence.	To develop buyerø data base & establish contacts.	Foreign post to send list of prospective buyers & products they import.	List of foreign buyers sent/ Database updated regularly.	Continuing	FTSC, PITC, CITEM, BM & Industry.
		To gather information on supply & demand	Meetings set with buyers.	Minimum of 2 buyers who placed orders.	July-Dec.2005	FTSC, PITC, CITEM, BM & Industry.
		To organize a technical advisory group that will assist in the conversion period as well as appropriate adoption of technology.	Resource mapping.	Additional 10 selected provinces identified.	2005	CITEM, DA, LGU & Industry.
	Technology support to organic farmers.		Identify local experts who can form the technical advisory group.	Technical advisory group identified.	Continuing	BM
				Identified the SCUs		

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		Provide training & technical assistance to farmers, agri-entrepreneurs, traders, LGUs, housewives (RICs) & farm youth (4-H Clubs).	Link with R & D Institutions & State Agricultural Colleges & Universities that have organic farming technologies.	& R & D Institutions. Five (5) trainings conducted.	Continuing	BM, CITEM DA-ATI, AMAS
	Increase awareness of farmers, traders, LGUs & consumers on organic farming.	Increase production areas of certifiable organic crops.	Conduct training & technology demonstrations on different aspects of organic farming in all regions.	Organic areas identified by DA 1% of total agri-hectarage converted	2006	DA, BPI
	Strengthen production of certifiable organic crops		Strengthen linkages in organic farmers.			DA-BPI
ORGANIC RICE	Establishment of a Philippine National Standards or Organic Rice.	To seek support & advocate for the development of the national standards for organic rice.	Strengthen existing Technical Working Group (TWG) for the Organic Rice Industry.	Government participation in the TWG-Organic Rice led by PDA (NGO)	2005	TWG, DA-BAFPS, GMA-Rice PDAP, BM
		To comply with Philippine National	Compliance/Adoption of PNS for organic rice	Inspection & certification		Certifying Body, BM, CITEM, DA-

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		Standards on Organic agriculture & processing.		conducted, Organic certificate issued.		BAFPS
	Increase production/ supply capacity.	To intensify information campaign to encourage farmers to convert into organic.	Publicity & promotions, orientations, seminars.	Articles & write-ups, seminars conducted in various provinces.	Continuing	Industry, CITEM, PIA, DA
		Orientation seminars for Internal quality Control System.	Conduct of seminars in 5 areas in various provinces.		July-Dec. 2005	DA
	Increase sales	To generate export sales.	Regional clustering of organic farmers.	7 clusters identified nationwide/ US\$ IM Export sales	2005 onwards	TWG, BM, CITEM, Industry
			Compliance to international standards & requirements.	Data gathered	2005	CITEM, DA-BAFPS, BPS, Industry
	Baseline information on organic fertilizers.	To gather data of producers of commercial organic fertilizers.	Data gathering	Standards developed.	2005	CITEM, DA-BAFPS, BPS, Industry, FPA
		To establish standards for organic fertilizers.	Standards development with consultations.	Export of 10,000 mt or 150M nuts	2005	Industry

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VIRGIN COCONUT OIL	Increase supply of world demand.	To increase export level by 20% (4.5M liters)	Increase awareness in the health benefits of the virgin coconut oil. Dissemination of scientific awareness/evidence of the virgin coconut oil for the treatment of infectious diseases.	Information disseminated	2005 onwards	Industry
	Enhance quality of Virgin Coconut Oil.	Define the technology for the production of virgin coconut oil as accepted by the foreign market.	Identify appropriate technology for export market. Adopt a Philippine National Standard (PNS) which will conform local VCO to food safety standards following the CODEX Alimentarius.	Appropriate technology identified. 1.PNS signed & promulgated. 2.All producers complied with the PNS-VCO 3.Seal or the certificate of compliance issued.	2005	DOST-TAPI
			Formulate National Dietary Policy qualifying the usage of saturated fats coming from virgin coconut oil.		2005	Industry, DOST
			Request inclusion in the		Position paper	2005

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			2005 Investment Priority plan (IPP)	submitted to BOI.		VCO, Phils., BOI
Organic Coffee	Philippines as one of the exporters of organic coffee.	To develop the organic coffee industry.	Compliance to Philippine National Standards (PNS) on green coffee beans & PNS on OA & Processing.	Complied to PNS	2005-2007	BPS, Industry
		To intensify information campaign to encourage farmers to convert into organic.	Orientation seminars for Internal Quality Control System	Five (5) areas are identified. Two (2) areas for Pilot Testing.	2005	LGU-Bulacan, Cavite, ICOCA, CITEM, BM, DA-BPI, SCUs, Industry Assn.
			Conduct of 2 nd National Organic Agriculture Planning Conference.		July-Dec. 2005	DA-BAFPS
		To generate export sales.	Compliance to international requirements & standards.	Organic certificate issued. US\$5000,000 for the 1 st year.	2005	Industry
		Orientation seminars for internal quality control system	Seminars in 5 areas conducted 2 areas for pilot testing		2005 2005	DA DA
ORGANIC MANGO	Philippines to supply organic mango.	To develop the organic mango industry	Develop standards for organic mango.	PNS developed, tested &	2005	DA-BAFPS, CITEM, BM,

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				disseminated		NGO, LGUs
			Organize suppliers/ exporters thru clustering.	Areas identified thru clustering.	2005	Industry
		To develop propagation & cultivation protocol based on organic principles.	Create TWG to R & D the protocol.	Cultivation guidelines developed & tested.	2005	Industry, NGO, BM, CITEM
ORGANIC MUSCOVA DO SUGAR	Increase production & sales.	To develop the organic muscovado sugar industry.	Resource Mapping.	Producers identified.	2005	SRA, CITEM, BM
			Quality Audit: product & manufacturing plant/ facilities (GMP compliance)	Assessment conducted in five (5) areas nationwide.	2005	SRA, BFAD
			Standards development.	Producers complied.	2005	DA-BAFPS, SRA, BM, CITEM
		To generate export sales.	Market information	Buyers list provided.	2005	Attaches-Trade & Agriculture
			Installation of Internal Quality Control System.	IQCS installed & inspected.	2006	Technical Advisory Group, CITEM, BM
			Compliance to international requirements	Certificate issued & US\$1.0M in sales.	2006	International Body

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ORGANIC FRESH VEG.	Philippines TO supply export market of organic vegetables	To develop the organic vegetables industry. To generate export sales.	Resource mapping. Market information. Installation of Internal Quality Control Systems. Compliance to international requirements & standards.	Producers identified. Buyers list provided. ICQS installed. Certificate issued; US\$1.0M	2005 onwards 2005 2005 2005	DA-BPI, CITEM, BM Attaches- Agriculture & Trade Technical Advisory Group, CITEM, BM International Body
Medicinal Plants	To generate investment in revenues & employment Standards development	To encourage businessmen to invest in medicinal plants (Lagundi, Sambong, Yerba Buena, Tsaang Gubat, Acapulco, Ampalaya, Banaba, etc.) To have the AO for Herbal Medicine signed by BFAD	Conduction of Business Forum. Publicity & promotions. Adoption of the AO for Herbal Medicine.	Business forums conducted. Articles & write-ups AO for Herbal Medicine signed	Continuing On-going 2005	DOH, BOI, BM, CITEM, Industry DOH, BOI, BM, CITEM, Industry BFAD, Industry, BM

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	Integration of Herbal Industry players. Increase efforts on product development	Review of the draft AO for traditionally used herbal medicine products.	Industry consultations for the draft AO.	Industry consultations done.	2005	DOST, Pharmacopea
		To develop a structure that will integrate both private & government sector.	Establishment of a national Coordinating Body for the herbal Industry.	National Coordinating body established; industry consultations held.	2005	Industry, BM, CITEM, DOH, DOST
		To identify list of herbal products & medicinal plants with socio-economic potential.	Market research to identify opportunities.	10 herbal products & medicinal plants identified with market opportunities.	2005 onwards	Industry, BM, CITEM, DOST, DOH, SCUs
		To develop propagation & cultivation protocol.	Creation of a TWG to develop the protocols.	TWG created.	Continuing	Industry, BM, CITEM, DOST, DOH, SCUs
		Identify appropriate technologies to improve quality for collection, handling, transporting & packaging.	Conduct product development improvement.	New products developed & improvement of existing products.		DOST, Industry, BM, CITEM
		To develop the herbal industry development plan thru an integrated effort.	Conduct strategic planning workshop to develop the plan. (Synchronize plans with the NCMT)	Herbal industry development plan finalized 1st semester.	2005	BM, CITEM, Industry, DOH, DOST, DENR

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	Finalize industry development plan	Industry consultation for the draft AO Conduct product development Standards formulation & development w/ consultations	Industry consultations done New products developed & improvement of existing products Standards developed		Within 6 months Within 6 months Within 6 months	DOST DOST DOST
Essential Oils	Standard formulation/development Increase in sales	To formulate/develop Phil. standards for Ylang-ylang, citronella, lemongrass & patchouli oils. To develop a marketing plan for domestic & export markets. To generate awareness by developing promotional activities & materials. To establish linkages with personal care product industry,	Standards formulation & development with consultations. Market study to profile demand on essential oils. Annual staging of techno-forum, exhibits, etc. Strengthen partnership with the stakeholders of the industry.	Standards developed. Market study conducted. Techno-forum/exhibits staged annually. Linkages established	2005 2005 continuing Continuing	ITDI-DOST, BPS, CITEM, Industry ITDI-DOST DOST/ITDI/TAPI DOST/ITDI

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	<p>Production of globally competitive essential oils.</p> <p>Increase research on product development.</p>	<p>essential oils importers/exporters, pharmaceutical/ flavors industry, etc.</p> <p>To increase production output of producers/processors</p> <p>To produce high quality essential oils.</p> <p>To identify appropriate technology for product development/improvement</p>	<p>To provide adequate technology.</p> <p>To provide adequate technology.</p> <p>Conduct product development & improvement.</p>	<p>Technology provided.</p> <p>- do ó</p> <p>New products developed & improvement of existing products.</p>	<p>continuing</p>	<p>DOST/ITDI</p> <p>- do ó</p> <p>- do ó</p>
		<p>Conduct business forum</p> <p>Publicity & Promotions</p> <p>Market research to identify opportunities</p> <p>Creation of TWG to develop the protocols</p> <p>Conduct strategic</p>	<p>Business forums conducted</p> <p>Articles & Write-ups</p> <p>10 herbal products & medicinal plants identified w/ market opportunities</p> <p>TWG created</p> <p>Herbal industry</p>		<p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p>	<p>DOH ó BFAD</p> <p>DOH ó BFAD</p> <p>DOH ó BFAD</p> <p>DOH ó BFAD</p> <p>DOH - BFAD</p>

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		planning workshop to develop the plan.	development plan finalized 1 st semester			