

From

IMITATION

to

INNOVATION

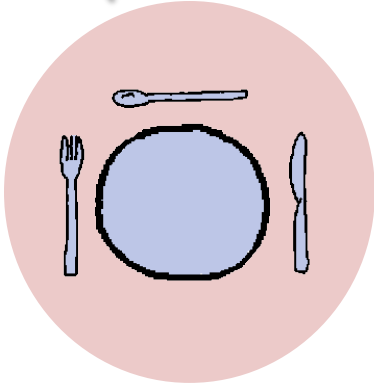
By Dr. Mary Ann P. Sayoc
General Manager, East-West Seed Company, Inc.

Women Connect: Women to Women (W2W) Mentoring Part II
Philippine Trade Training Center, Pasay City
8 November 2011

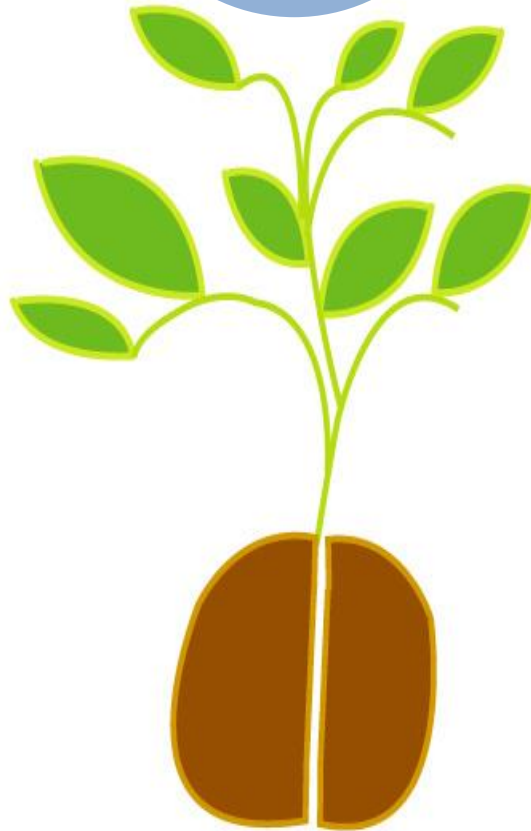
Clothing



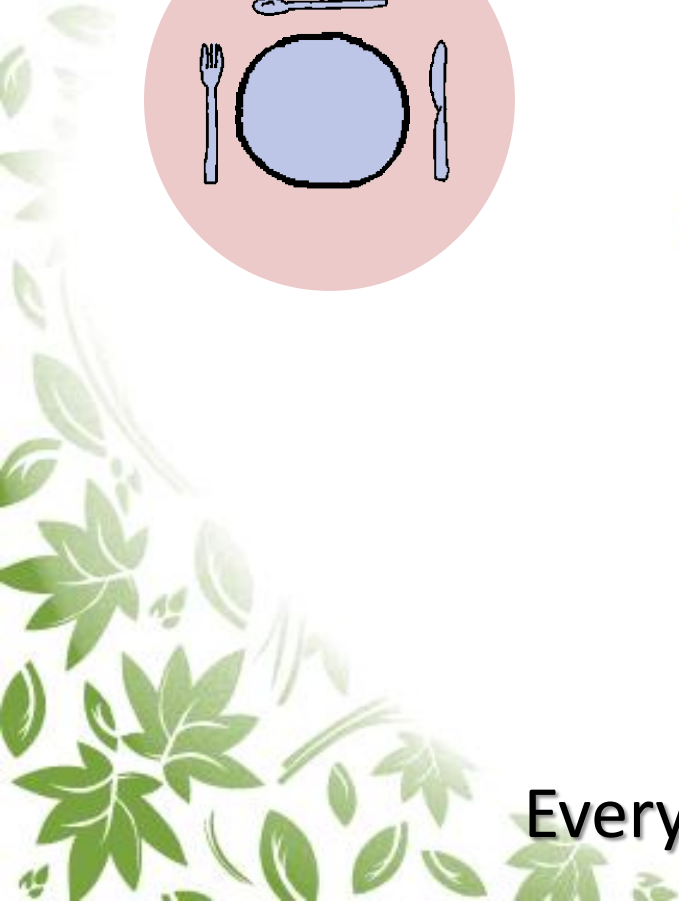
Food



Shelter



Everything starts from SEEDS





Vegetable seeds were mostly farm-saved

Seed companies were mostly seed traders importing in bulk and repacking seeds

1982

Establishment of East-West Seed

Vegetable farmers had low productivity because seeds were not suited to Philippine farming conditions

Vegetable seed varieties in the market were not disease-tolerant

Challenge #1:

East-West Seed will not be like the existing seed companies. It will develop its own varieties.

Sacrifice short term gains and go for long term gains.





... : In 1982, established R&D station in Lipa City with three young breeders fresh from college and a consultant who was the best in his field.



The first five years:

- No sales
- No cash coming in
- Germplasm collection
- Knowing the market/ consumer preference
- Farming systems
- Marketing channels



 In 1987, developed the first hybrid bittergourd (*ampalaya*) in the Philippines and in Southeast Asia



R&D became EWS's distinctive competence, introducing five varieties each year







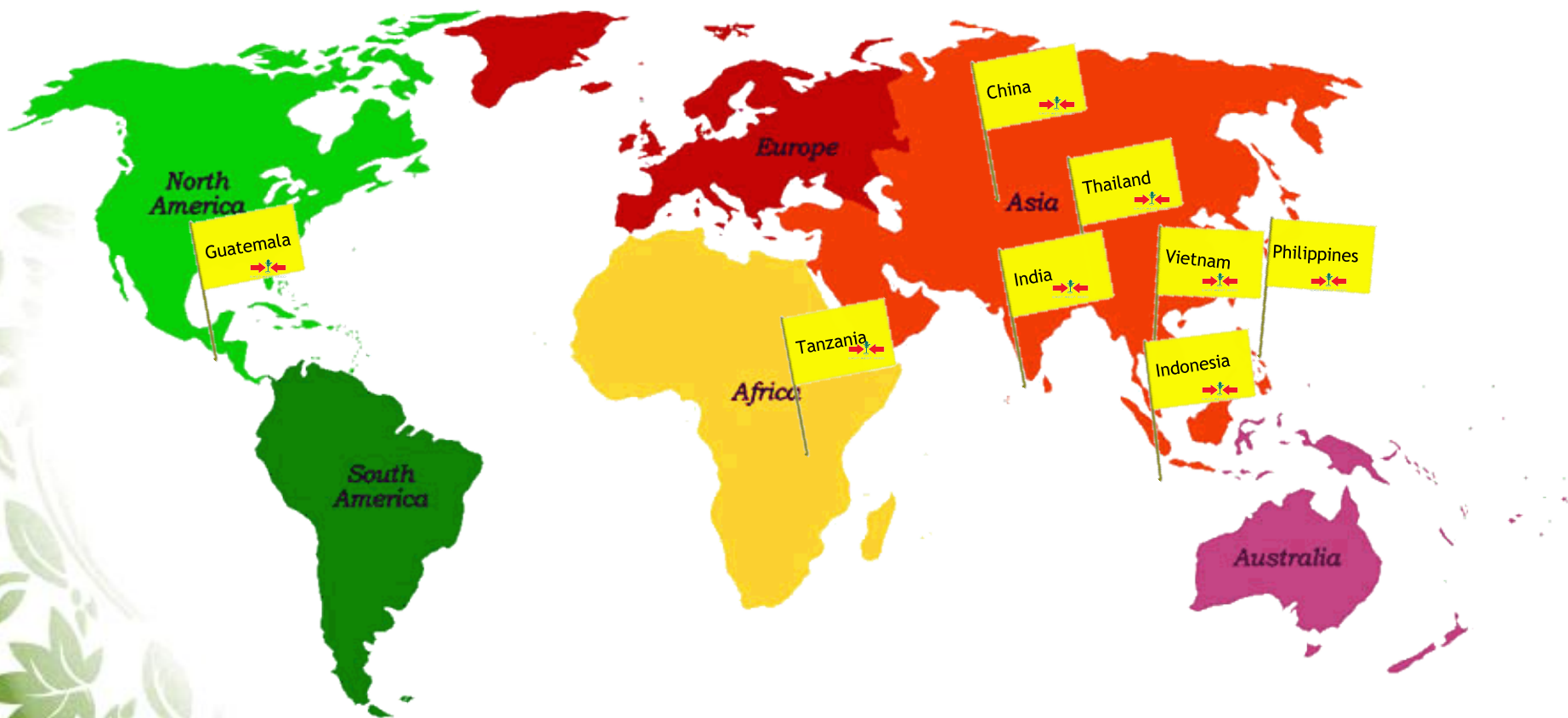
Jade Star F1, the first hybrid bittergourd in the Philippines and in Southeast Asia



East-West Seed Market Share



The East-West Seed Group



Challenge #2:

Farmers' poor access to modern farming technology

Providing good quality seeds is not enough to develop the vegetable industry.





👨‍🌾 : To innovate is to challenge the status quo

👨‍🌾 Production technology is equally important

👨‍🌾 Good cultural management practices are needed to realize the maximum potential of the good genetics in the seeds

👨‍🌾 Agricultural extension services lost focus after the devolution.



In 2000, EWS established the Technology Transfer Department (TTD) which privatized extension services in vegetable production.



- TTD activities included:
- Public-Private Partnership projects (Farmers' Field Schools) in the Bondoc Peninsula, Zambales, Bohol, Leyte, and Samar)
 - Access to credit
 - Link to marketing channel

Farmers' Needs

- Technical training
- Financing
- Distribution



EWS's Response



- Government agencies
- Donors
- Finance Institutions



- Farmer Field Schools



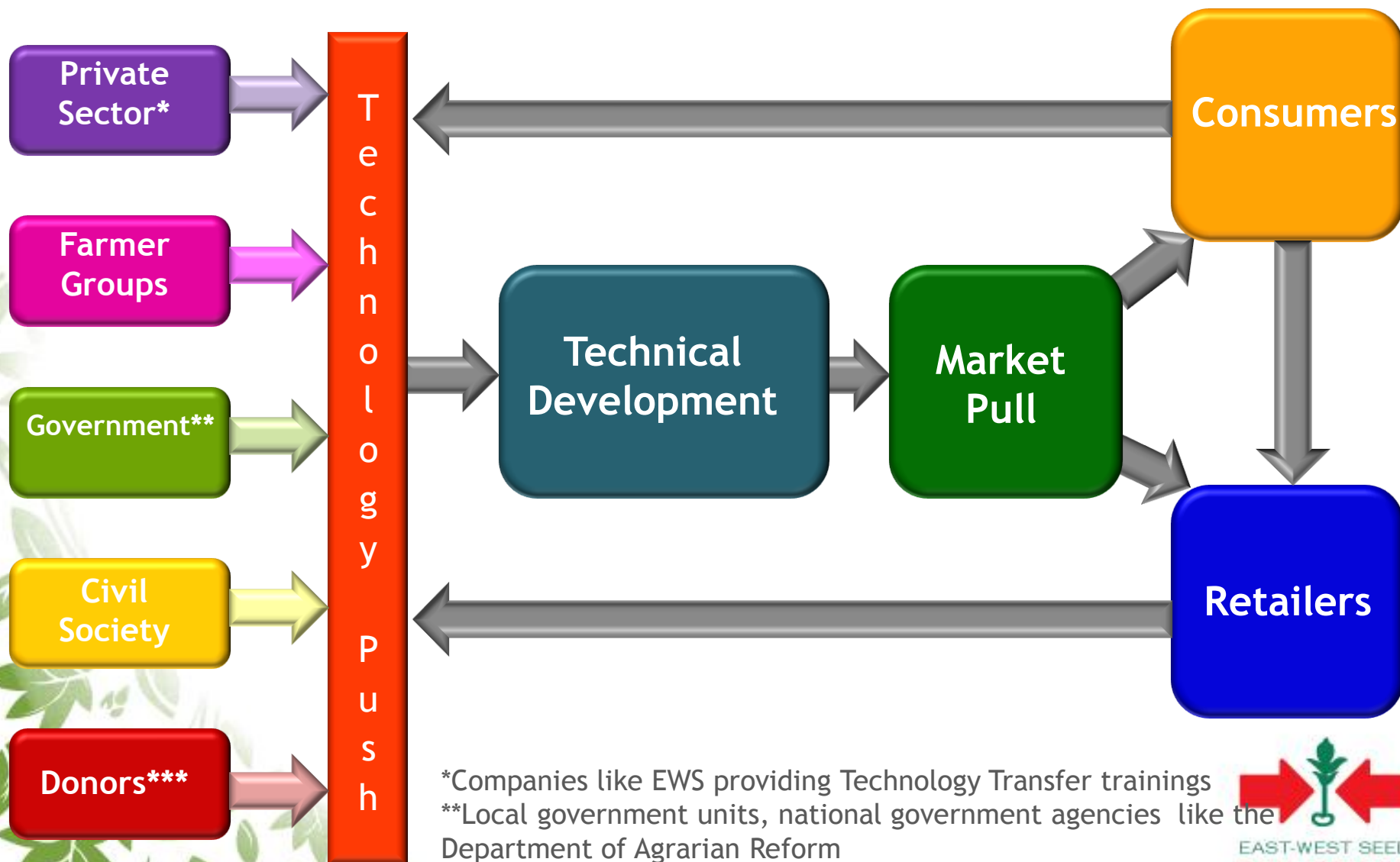
- Linkage with micro - finance institutions



- Linkage with the market - consolidators, processors



Farmer Field School Framework



*Companies like EWS providing Technology Transfer trainings
**Local government units, national government agencies like the Department of Agrarian Reform
***International funding agencies like DEG and ADB

FARMERS' FIELD SCHOOL

- Serves as training ground for farmers and extension workers
- Conducted for 16 weeks (follows the life-cycle of a vegetable crop from seed sowing to harvesting)
- Includes lecture-discussion and 4 days of actual field work
- Reinforced with regular visits to individual farmer fields
- Designed to be low-cost (no setting up of permanent structures required; done in village halls and schools; participating farmers' fields used as demonstration farms)



Extension Workers and Farmer-paratech

- promising graduates trained as Farmer-paratech to serve as first line of extension workers at village level
- Trained for 3 cropping seasons (18 months)
- Each has a counterpart of 7 farmers per training batch
- One extension agent is expected to train at least another 300 farmers a year.



EWS Field Marketing Representatives (FMR)

- At the end of the training, each area handed over to FMRs who will assist farmers who may need technical assistance



EAST-WEST SEED

Mga Gabay sa Pagtatanim ng Gulay sa Panahong Off-Season

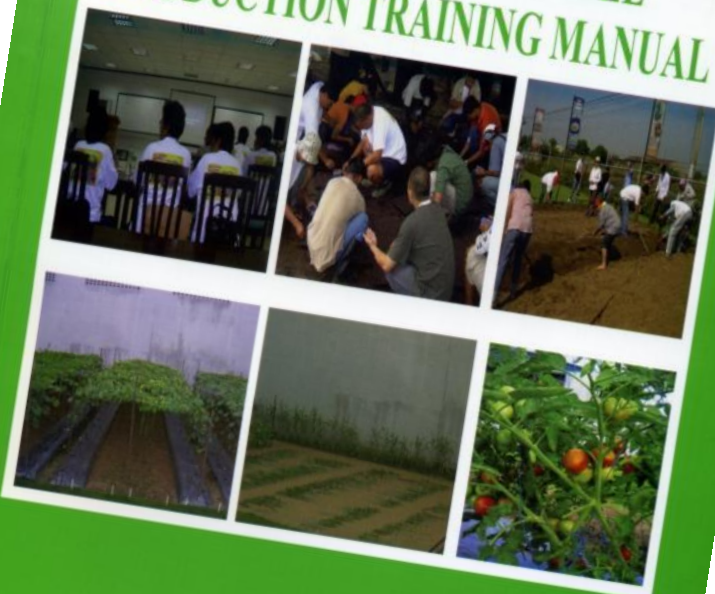


DEG
NEW BANKENGRUPPE



East West Seed Company, Inc.
Philippines

OFF-SEASON VEGETABLE PRODUCTION TRAINING MANUAL



EAST SEED
PHILIPPINES







MOA Signing on the municipal level of a joint venture of Australian Center for International Agriculture Research (ACIAR), East-West Seed Company, Visayas State University (VSU) & City Government Unit Of Maasin City & Macrohon, Southern Leyte & Bato & Hilongos Leyte



FFS graduates of Brgy. Duale, Limay, Bataan during their graduation and harvest festival last December 6, 2010.



Hon. Jose Enriquez Garcia III "Joet" Garcia, City Mayor of Balanga, was amazed on the highly prolific hybrid tomato-DIAMANTE during the FFS Graduation and harvest festival in Brgy. Cupang, Balanga City, Bataan.



Consultation meeting with the Cambodian community in the province of Kampong Cham was conducted to create awareness on the upcoming East West International-Asian Development Bank's Tonle Sap Technology Demonstration (EWIT-ADB TSTD) Vegetable Program in Cambodia.



Young Cambodians keenly observing the transplanting of crucifers as EWPH-TTD staff demonstrates to EWIT-Cambodian staff, farmer and monks during the conduct of FFS Train the Trainers Program in Siem Reap, Cambodia.

Challenge #3:

Low per capita
vegetable consumption
in the Philippines



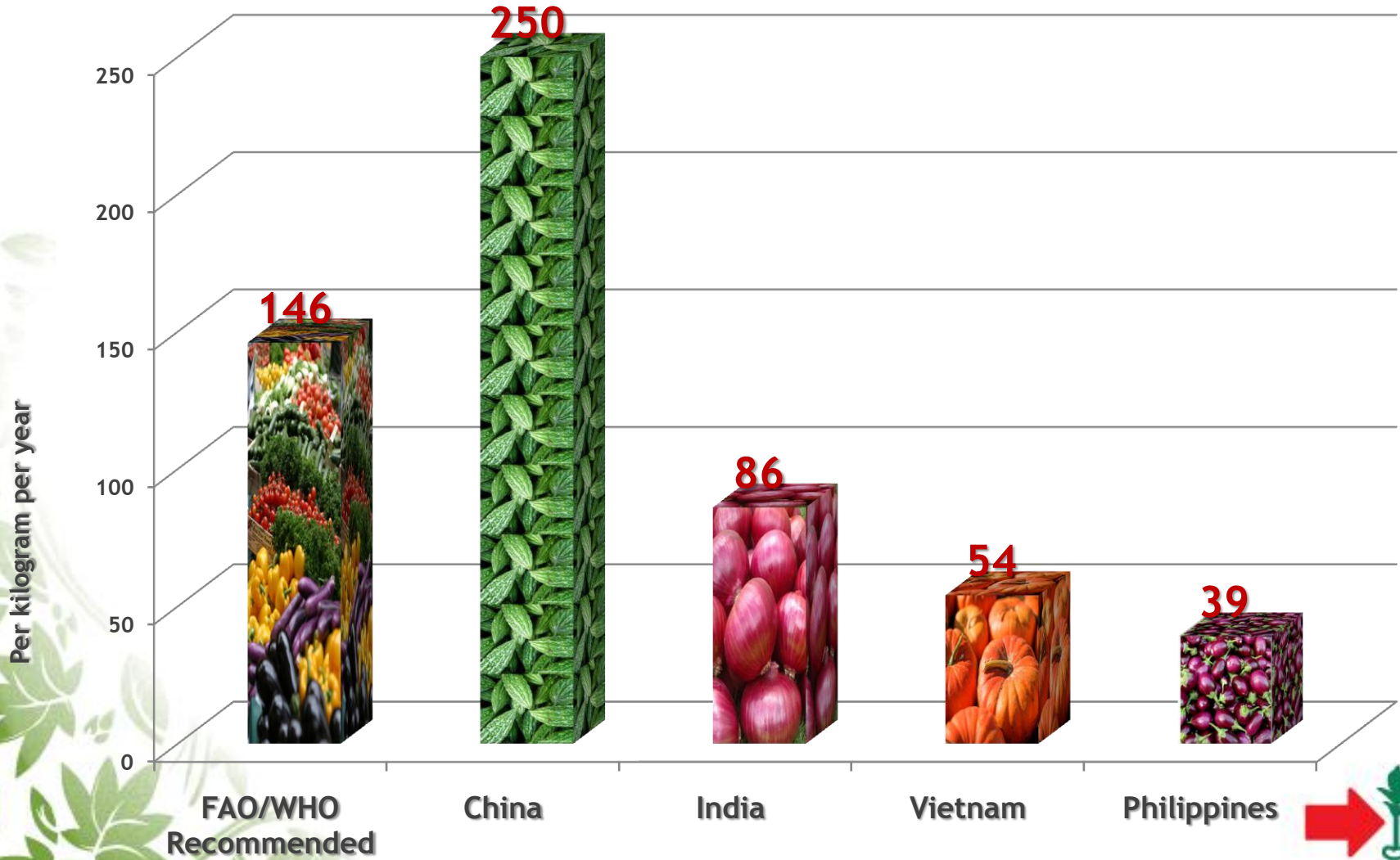
*We can encourage the whole
community to learn and appreciate
the value of growing vegetables and
promote healthy eating habits*





- Promote increased vegetable consumption through:
 - Tanim sa Kinabukasan vegetable school garden
 - Tie-up with government and private enterprises
 - Showcasing off-season vegetable production through techno-demos in non-traditional places like military camps, urban, subdivisions, churches, container gardening, edible landscaping

Per Capita Consumption of Vegetables



FAO/WHO
Recommended

China

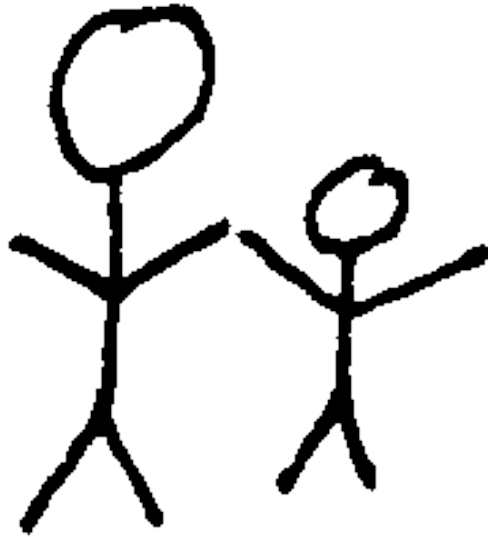
India

Vietnam

Philippines

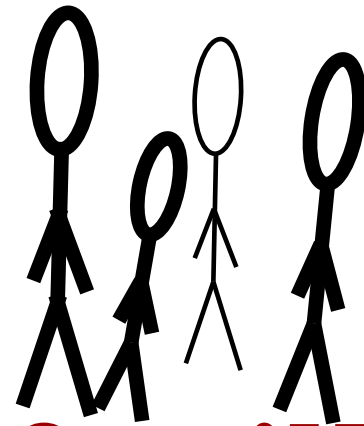


EAST-WEST SEED
PHILIPPINES



3.41 million

grade schoolers growth stunted



2.9 million

grade schoolers underweight

Tanim sa Kinabukasan



a **corporate social responsibility** project of EWPH, aimed at public schools, in collaboration with public elementary schools, local government units, and the **Synergeia Foundation**



aims at **teaching kids** improved techniques of planting vegetables and eventually influencing them to love eating their greens.



aspires to encourage the whole community to learn and **appreciate the value of growing vegetables** and **promote healthy eating habits**



to ensure sustainability of the project, EWPH is allocating **one peso** from every small pouch and *bulilit* can sold



	2010 Existing	2011 New	Total
LUZON	22	31	53
VISMIN	17	18	35
TOTAL	39	49	88

Duties and Responsibilities of TSK Partners

East-West Seed: provision of farm inputs, technology transfer, teacher training

Schools: provision of site, crop management, maintenance of school garden

LGU: logistical support, community involvement

Synergeia: identification of school beneficiaries, media and PR



CLASSROOM TRAINING TO HANDS-ON APPLICATION





LAND PREPARATION /PLASTIC MULCHING/TRANSPLANTING





SEEDLING MANAGEMENT





CROP MANAGEMENT





Corporate Social Responsibility – Vegetable Gardening in schools



Parents, teachers, students, local officials, visitors from nearby municipalities attend TSK Community Day



Parents marvel at their children's vegetable patch!



Parents were inspired to plant vegetables at home..



a day of fun learning and bonding for the community..



COOKING CONTEST!



LAUNCHING
MEMORANDUM OF AGREEMENT

January 12, 2010
Kaliwanagan Elementary
San Jose City, Nueva Ecija

ukasan



Parents participated in the cooking contest using vegetables harvested from their children's garden. The best cooks in the community showcased their recipes and everyone partake of the delicious food. This will encourage increase of vegetable consumption! Photo shows Mayor Marivic Belena and her Vice Mayor sampling the sumptuous meals! Cash Prizes were awarded to the winners!



BUSOG, LUSOG, TALINO (BLT)



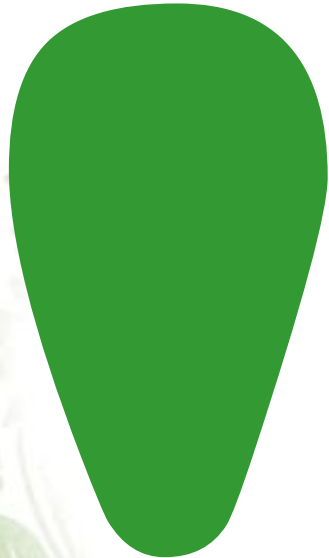
A school-based feeding program which aims to increase retention rate and improve academic performance among students of public schools in Grades 1 and 2



OH MY **g**ulay!



a call-to-action, initiated by Sen. **Edgardo Angara**, to address the problem of **hidden hunger** in the Philippines



a simple, powerful, and urgent message that talks about **solving micronutrient deficiency** by eating vegetables



gives the popular text slang **“OMG”** a spin by expressing action and excitement, and making eating vegetables cool



teaches kids, in an accessible way, about the **health benefits of eating vegetables**



OMG! Components

Component	Consortium Member
Multi-media campaign	Viva Entertainment, MediaCom, GMA Network, TV5, ABS-CBN, Agents International
School feeding program	<p>Public: DepEd, DOH, DSWD, DOST-FNRI, National Nutrition Council, IPNAP, Nutrition Center of the Philippines, Philippine Association of Nutrition, UP-College of Food Science and Nutrition, PUP-College of Nutrition</p> <p>Private: Fonterra, Nestle, Unilever, Abbott, Novartis, Wyeth</p>
Distribution of vegetable seeds and seedlings in schools and communities	<p>Public: Bureau of Plant Industry, Department of Agriculture</p> <p>Private: East-West Seed,</p>
Adopt-a-School	<p>East-West Seed</p> <p>Corporate sponsors: Banco de Oro, Sunwest Group Holdings, Asian Terminals, Aboitiz, IPNAP</p>

TSK Cost Estimate per School

- Farm inputs
- Tools
- Seeds and seedlings
- Fertilizers
- Crop protection
- Training materials
- Technical coordinator

P65,000

for a 1,000 sq-m school vegetable garden

ITEMS	Quantity	Unit Cost	AMOUNT (Ps)
Garden Tools/Container pots			
Shovels	10	200	2000
Sprinklers	5	150	1500
Hand Sprayers	10	120	600
Trainers (for gardening)	5	47	470
Seeds (2-3 for gardening)	100	165	825
Seedlings	100	10	1000
Plastic Mulch (1.2x400m)	250	4	400
Fertilizer Expenses (est)		0.2	50
Peat Moss	1	2000	2000
Trellising Expenses	2	726	3000
Crop Protection			2000
Labor Expenses (Honorarium for Lecturers)			2000
Labor Expenses (extra for land prep, trellising)			5000
Garden House (optional)			14000
MANAGERS/WEAVERS			2000
SIGNS			500
FRAMERS			2000
TRAINING KITS	100		2500
Flip Chart	100	120	3000
Flipchart Stand		60	3000
TSK Manuals (1 color, book pag)	1		12000
Invitation Letters	1		6000
Food/Snacks		10000	
Cooking Contest	200	1000	10000
Miscellaneous		150	1000
ESTIMATED COSTS			30000
			1500
			25000
			15000
			10000
			60797

- 40 schools adopted by the private sector for SY 2011 - 2012
- Donors include:



IPNAP



aboitiz
Foundation

With the full support of and in coordination with DepED led by Bro. Armin Luistro







Oh My Gulay!
Be on Top with Kamote Tops!

Kung gusto mo maging on top
Try mo, kamote tops
Mayaman sa iron and vitamin A
Para maging matalino at alerto everyday
I reach for the top, with kamote tops!

Sarah Geronimo
Singer/Actress



Oh My Gulay!



Oh My Gulay!
Hataw sa Sitaw

To be the next big star ba ang trip mo?
Matibay dapat ang pangangatawan mo.
Kaya ako, favorite ko ang kangkong.
Siksik sa calcium straight to the bone.
Intense lagi ang performance ko.
Kasi ayos na ang buto-buto!

Jay Perillo
Singer



Oh My Gulay!



Oh My Gulay!
Anti-Disease ang Kamatis

Ang kamatis, sa Vitamins A at C ay siksik
Para katawan natin di magiging sick
Kaya sa mga pro-health at anti-disease
You can never go wrong with kamatis!

Sam Pinto
Actress



Oh My Gulay!



Oh My Gulay!
Hataw sa Sitaw

Pag may performance ako, palaging hataw
Dahil sa paborito kong sitaw
Punong puno ng Vitamin B
Na tumutulong magbigay saakin ng energy
Para onstage man o hindi, hataw lang lagi!

Mark Bautista
Singer/Actor



Oh My Gulay!



Oh My Gulay!
Eye Love Kalabasa

All eyes love Kalabasa
Dahil siksik sa beta-carotene at Vitamin A
Tumutulong magpalinaw ng mata
I only have eyes for Kalabasa!

Anne Curtis
Actress/Host



Oh My Gulay!

Oh My Gulay!
Showtime na Ang Ampalaya !

Nag-text sa akin ang sister kong si Vice.
Bigya n ko daw siya ng beauty advice.
Sabi ko, ampalaya ang kelangan mo.
Pampakinis ng kutis dahil rich sa Vitamin C.
Para anywhere and anytime;
Ready for showtime!

Abby Bautista
Child Actress



Oh My Gulay!



Oh My Gulay! Dugong Malunggay

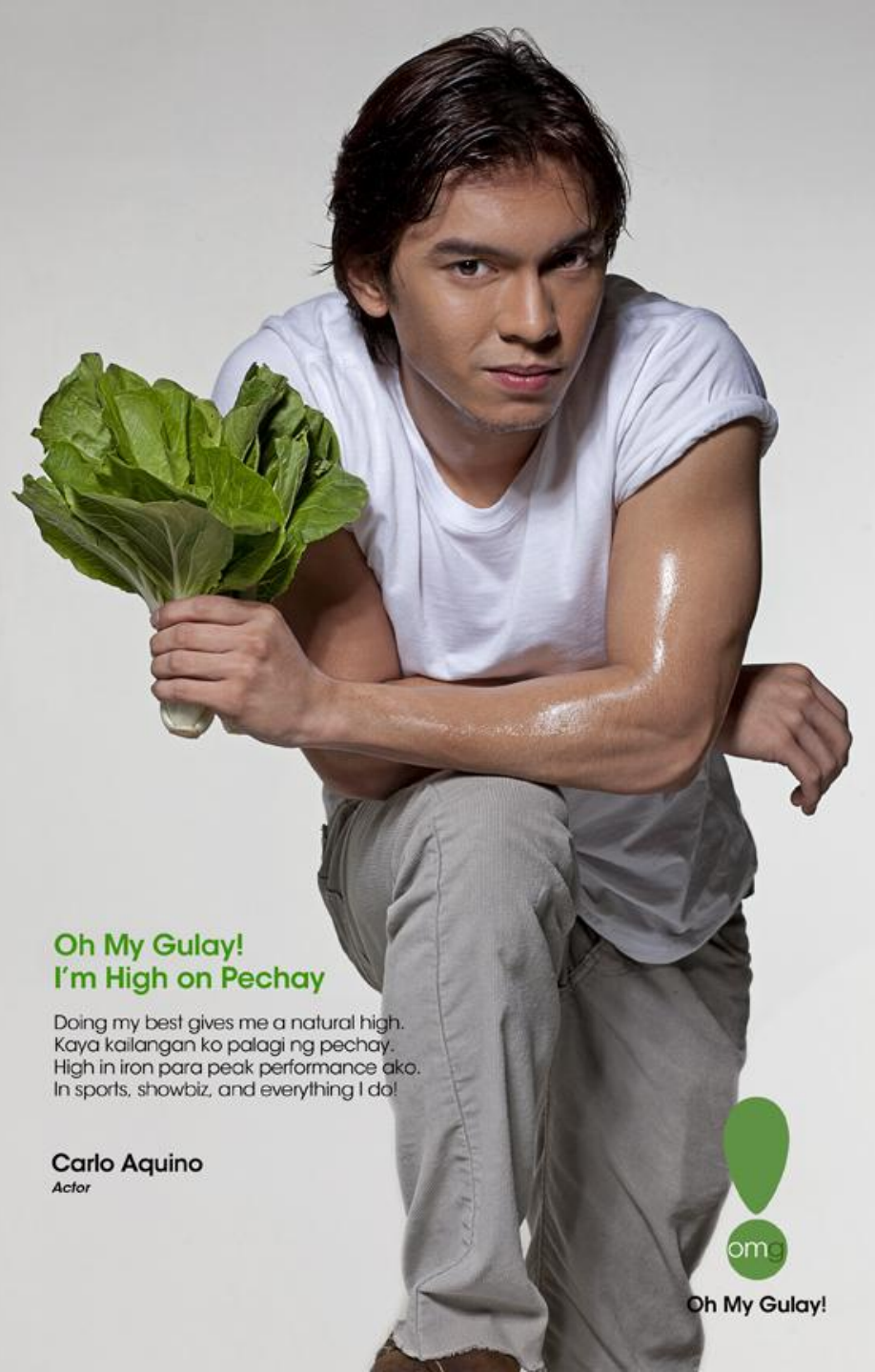
Kung malasog na dugo ang gusto mo
Malunggay na maraming iron ang kainin mo
Tinaguriang "nature's most nutritious food"
Sabi ni mommy, ito ay very good.

That's why I'm proud to say,
Dugong Malunggay ako all the way!

Giselle Sanchez
Actress



Oh My Gulay!



Oh My Gulay! I'm High on Pechay

Doing my best gives me a natural high.
Kaya kailangan ko palagi ng pechay.
High in iron para peak performance ako.
In sports, showbiz, and everything I do!

Carlo Aquino
Actor



Oh My Gulay!



**Oh My Gulay!
Mongo-go-go**

Pampalakas ng muscles kaya laging on the go
Yan and bigay ng paborito naming monggo
Punong puno sa protina, sarap araw-arawin
Mongo-go-go! Yan ang sigaw namin!

xlr8 Dancers



Oh My Gulay!



Blue Ocean Strategy

St. Jude Village Vegetable Project

EWPH in partnership with the City government of San Fernando Pampanga put up a vegetable demo right in the middle of the village's jogging oval. Many residents are now interested in vegetable gardening. Mayor Oca Rodriguez vowed to disperse vegetable seeds and Farm ready seedlings to allow every household to plant vegetables in their homes. The residents are very happy about the aesthetic transformation of their village and they now enjoy affordable vegetables that are fresh clean and healthy. Mayor Oca plans to replicate this project in the other 150 subdivisions of San Fernando. To encourage residents to plant vegetables in idle lands, the mayor said they will slap higher taxes for lands that remained idle.... The event was covered by ABS CBN and CLTV 36.



EWPH MGB in the middle of jogging oval



Vegetables harvested from the demo Sold out during Agrilakad.

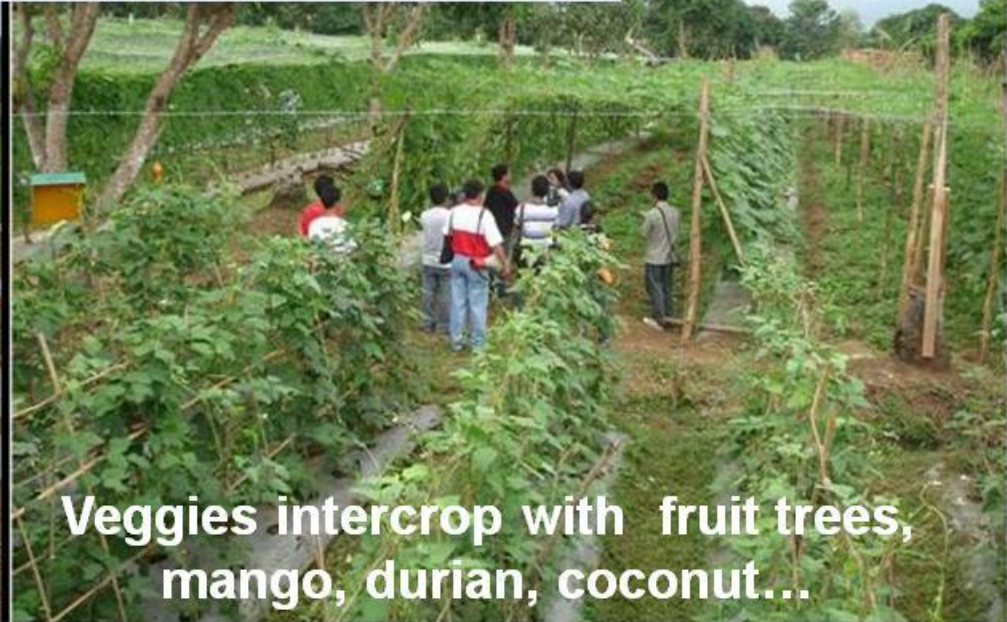
Mayor Oca inspires residents to plant vegetables



Penetrating New Markets



Veggies in rice, corn, sugarcane...



Veggies intercrop with fruit trees, mango, durian, coconut...



Home backyard gardening..



Community gardens, subdivisions...

Penetrating new segments



Bridging peace through vegetable growing



Philippine Military and

MILITARY CAMPS

Partnering with religious, media in providing support to communities affected by the prolonged

Cagayan Province Disaster Relief & Food Self-Sufficiency Project (Cagayan Province Disaster Relief & Food Self-Sufficiency Project) Charities / ABS-CBN, Phil. Marines / Farm-Ready & East West Seed.



ABS-CBN tv crew



CHURCHES/NGOs

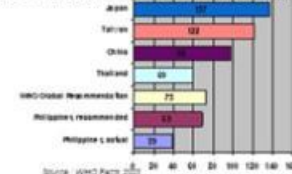


URBAN Areas

Ano ang situasyon ngayon?



PHILIPPINE PER CAPITA VEGETABLE CONSUMPTION vs. RECOMMENDED INTAKE & OTHER ASIAN COUNTRIES



Gawing masaya ang buhay at masaganang buhay... HALINA at MAGTANIM ng GULA AT...
 Saan saan paedeng magtanim?



OTHERS

East-West Seed Core Values





.....

We believe in being the farmer's best friend, listening closely to them, understanding their needs, being flexible and adaptable in working with them, offering our best solutions to improve their income, and delivering quality in everything we do.



Learning and Innovation

We are constantly excited about research, exploring new approaches, building an environment for creativity, anticipating and adapting to continual change, learning and applying new technologies, and generating novel, innovative and relevant solutions.





We strive to serve a greater purpose in our work. We enjoy the company of our competent colleagues, discover our unique strengths, develop our capabilities, seek opportunities to learn and grow, and build open communication. We relish challenges, we have fun and we recognize each others' efforts. We work as a team, and together we celebrate our achievements.

Some East-West Seed Innovations



BONITO F1 - The first hybrid *pinakbet* type ampalaya



GALACTICA - The only *namamarako*-tolerant ampalaya variety in the market



White ampalaya



Ampalaya with warty exterior



HIMALA - round upo



SUPREMA - a breakthrough variety for its disease tolerance and high yield



PRIMO - the only off-season onion variety in the market



MINYA - Green eggplant



RAVEENA - variegated white and purple eggplant

Great innovators/innovations



Thomas Edison



Steve Jobs



Michael Dell



Ford's assembly line



Amazon's revolutionary online bookstore



Cebu Pacific as PH's first low-cost airline



Innovation distinguishes between a
leader and a follower.

Steve Jobs

Every new thing creates two new
questions and two new opportunities.

Jeff Bezos (Founder, Amazon.com)



Thank you!

