LOCAL ECONOMIC DEVELOPMENT

"Solving Poverty thru Agri-entrepreneur"

as a private investor

# Background

- Born from a poor farmer family of five (5) children
- Blessed with parents who considered education as a way to escape poverty
- Parents who put value to hard work and fear of the Lord
- Parents who trained all children to work and love farming

# Background

- Retired from practice of civil engineering
- Returned to the farm (where I was born) after 35 years leaving construction business and turned to farming.



# What inspiration drove us to focus on upgrading lives of farmers in our community?

# "The hardworking farmer MUST be FIRST to PARTAKE of the crops" 2 Timothy 2:6

What inspiration drove us to focus on upgrading lives of farmers in our community?

- Are the farmers paid the correct value of what they produce?
- Does these hardworking farmers benefit from their produce?
- Do they receive the value that give them the purchasing power to afford and access quality and nutritious food at all times?

### **Observation Process**

To understand and discover with the poor farmers in the community, I personally watch and inspect with attention to details what their practices are and discovered the following



#### **Observations**

- No Access to good Market
- No financing and Technology change
- Fragmented and lacks economic organization
- Farm gate prices are determined by traders who have
  - 1) Funds
  - 2) Logistics
  - 3) Market Connections
- High cost of transportation

An Agri Entrepreneur's role (Social Responsibility) is to help the poor farmers access good market by consolidating their products and sell directly to consumers.

#### The Guiding Strategy:

\* Inclusive market-oriented development

#### PRINCIPLES

- a) Markets motivate growth
- b) Innovation accelerates growth
- c) Inclusiveness ensures the poor farmer's benefit



A. We look for good market (SM). Good market motivates us to grow and produce more than the minimum market requirement







- B. We did season long training for vegetable production in partnership with LGU, SM Foundation, Harbest Agribusiness and DA
  - In order to accelerate growth and production, more organized farmers must be involved.
  - We trained over 170 small farmers who completed the course.









- C. Among the active farmers, we agreed on a very good fixed price per kilogram of product they will plant.
  - Giving the farmers higher share of the value of their product.
  - Providing the farmers fund for their operational needs at no interest. Payable when they start producing.
  - To produce what the market requires, each farmer is assigned the type of vegetable & fruits to plant.

D. Having a Processing, Packaging and Delivery system





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Farmers delivers fruits and vegetables everyday to Ephrathah Farms.

PACKAGING

Inspection and Quality control are done

PROCESSING

- Immediate payment of veggies and fruits to the farmer
- Processing and Packaging of produce are done by workers in an airconditioned room to maintain its freshness.

**DELIVERY** 

Delivery of fresh quality fruits and vegetables on daily basis.

- E. Display and monitoring
  - Ephrathah merchandizer makes sure that fruits and vegetables displayed are of good quality at least cost.
  - Ephrathah farms has the lowest price veggies among other consolidators because we have our farmers while they buy from traders.

- F. Happy Farmers / Happy Investors
  - Happy farmers because they benefit from the hard work not the traders.
  - Happy farmers because now they can send their children to college and hope to have a future agri-investor in the family
  - Happy agri-investor because we made a big difference in the lives of poor farmers and community.



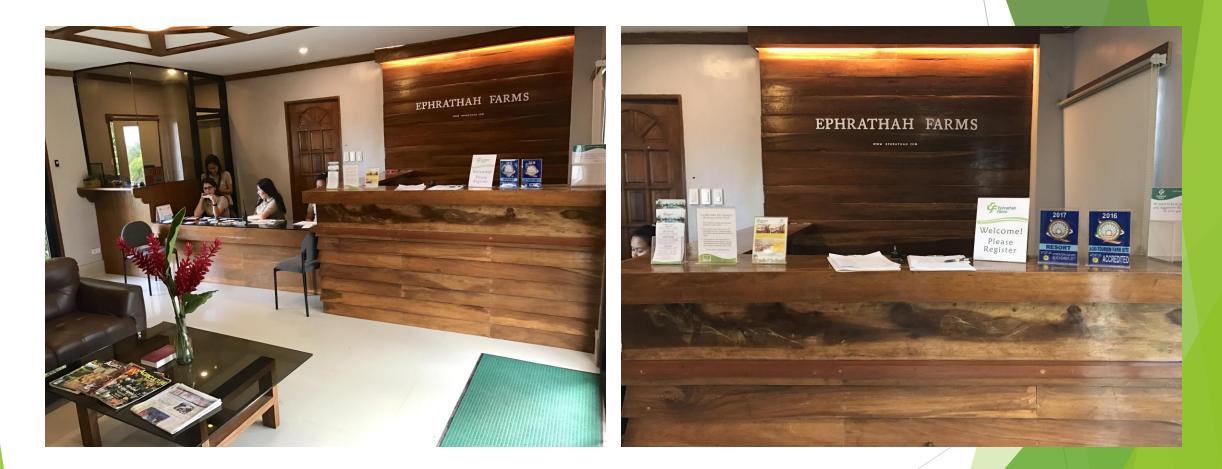
- G. This becomes real because Ephrathah Farms put importance to values (Spiritual) formation
  - All workers (75) prays and attend bible study for one (1) hour (On paid time) every Monday morning to start the week right with God.





# Ephrathah Farms Setup as an Agri-Tourism Farm

#### Front Desk / Reception Area



#### Store & Souvenir shop



#### Hotel Accommodation





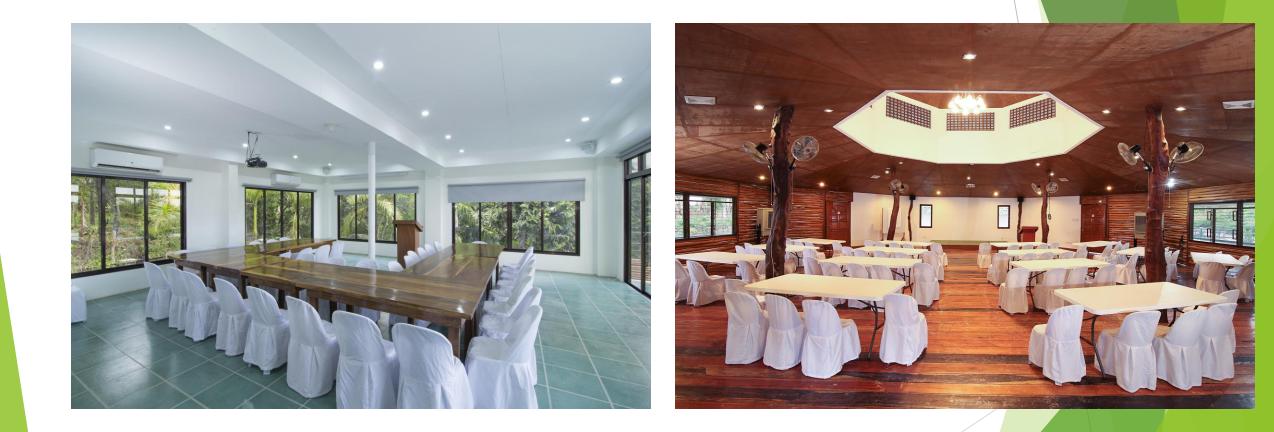
#### **Dormitory Accommodation**



#### Restaurant



#### **Training Venues**



#### **Adventure Activities**

► Zipline ► Rapeling ► Wall Climbing Mountain Bike ► Fishing ► Swimming

#### Zipline / Wall Climbing / Rappelling







#### Fishing



#### Mountain Biking



#### Swimming Pool



#### Public Pool



#### Farming Concerns



#### Poultry



#### Native Pigs



#### Aquaculture



#### **Vegetable Production**









#### Red Lady Papaya





#### Dragon Fruit

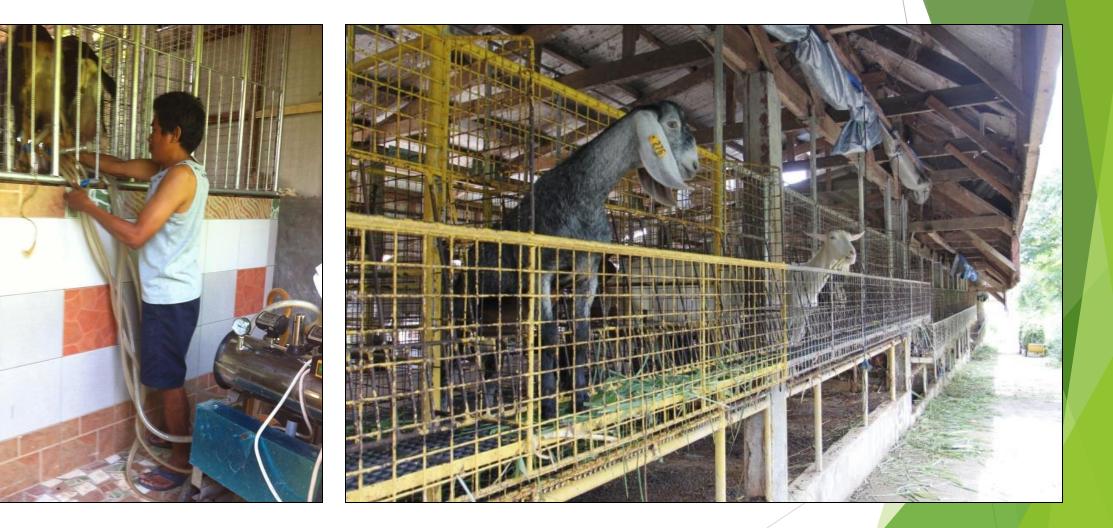




#### Greenhouse



#### Goat



#### Wedding Destination Venue



# The End

Thank you very much