

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?

A man wearing a blue headband, a bright green long-sleeved shirt, and dark pants is wading through a muddy field. He is carrying a large, round, woven basket in his left arm and a bundle of dark, leafy material in his right hand. The background shows a lush green landscape with trees and a small building with a blue roof.

“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

How we did this at Ephrathah
Farms?



How we did this at Ephrathah Farms?

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



How we did this at Ephrathah Farms?

- 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.





How we did this at Ephrathah Farms?

- 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.

How we did this at Ephrathah Farms?

D. Having a Processing, Packaging and Delivery system



How we did this at Ephrathah Farms?

D. Having a Processing, Packaging and Delivery system



- ▶ Farmers delivers fruits and vegetables everyday to Ephrathah Farms.
- ▶ Inspection and Quality control are done
- ▶ 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 of fresh quality fruits and vegetables on daily basis.

How we did this at Ephrathah Farms?

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.

How we did this at Ephrathah Farms?

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.



How we did this at Ephrathah Farms?

- 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.



The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space where the text is placed.

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



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The End

Thank you very much