



Department of Agriculture
PHILIPPINE CARABAO CENTER
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PCC - Gender and Development (GAD) Highlights of Accomplishments April 26, 2021

Philippine Carabao Center joined the Philippine Commission on Women (PCW), Department of Agriculture (DA) and other government agencies in the observance of the 2021 National Women's Month Celebration (NWMC) for the whole month of March with the theme **"We Make Change Work for Women"**.

For this year, PCC undertake some activities in line with the objectives of the celebration. The campaign considered the COVID-19 Pandemic and therefore highlights the roles of PCC men and women in providing continuous services to our dairy entrepreneurs that also rise amidst pandemic. Recognition of their active participation as well as the innovations and strategies they generated in order to reboot, grow and survive in battling the effect of the pandemic.

The following activities were organized and conducted by PCC GAD Focal at National Headquarters and by all GAD focals/GFPS members along PCC network.

1. The NWMC started with the kick-off activity by hanging the **2021 National Women's Month Celebration (NWMC) banner** in front of PCC National Headquarters and its 12 regional centers last March 1, 2021. *This banner also served as the backdrop used on photo booth and e-copy version was used during on-line meetings and webinars to further promote the celebration.*

PCC at DMMSU (Don Mariano Marcus State University)



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PCC at USM (University of Southern Mindanao)



- A short Kick-off Program to highlight the NWMC was also conducted and participated by employees observing health protocols during this pandemic. **Ms. Sonia D. Pol** presented the rationale, brief history review and orientation on the foundation of the NWMC for awareness and appreciation of all.

Important role of Women/s was reiterated by the Welcome Message of **Dr. Claro N. Mingala**, Deputy for Production and Operation and further recapped by the take home message from RDD Chief Dr. Eufrocina P. Atabay. The program highlights the Juan and Juana wearing the Best Purple Attire and gifted with Dairy products as token of appreciation. The program was attended by **39 women** and **18 men** with proper health protocol and physical distancing.



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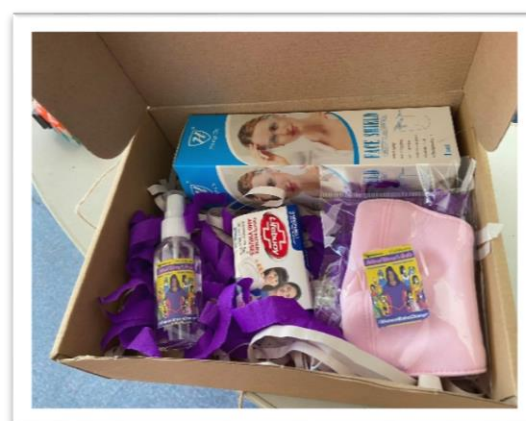




- The program was followed by photo op at the **2021 NWMC Photo booth** that was displayed at the PCC lobby. Photos were taken to commemorate the NWM Celebration and were uploaded on-line via PCC official facebook account by the KMD and ICTS team.



- Gender and Development Advocacy items like pandemic kit and shirts was also distributed to employees to send message of appreciation to their roles to the agency in continuing their services despite health risk, this somehow comforted them and lessen the stress/impact of the pandemic.



**PCC at VSU (Visayas State University)
Distributed Pandemic Kit to Employees**



**PCC at USM (University of Southern Mindanao)
Distributed Pandemic Kit to Employees**



**PCC at CLSU (Central Luzon State University)
Distribution of Pandemic Kit to Employees**



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**PCC at LCSF (La Carlota Stock Farm)
Distributed Pandemic Kit to Employees**



**PCC at CMU (Central Mindanao University)
Employees wearing the 2021 NWM Advocacy Shirt**



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PCC at UPLB (University of the Philippines Los Baños)
Together with Brgy. Batong Malake, Los Baños, Laguna Officials,
distributed carabao's milk for lactating mothers on 10 March 2021 as
part of the celebration of Women's Month.



2. To honor the different roles of women and men in helping their families, communities and the nation in fighting the negative effect of the pandemic in their areas, selection of representatives **#OneDArfulJuan/Juana** from PCC National Headquarters and regional centers was done from March 1-12, 2021.


The **#OneDArfulJuana** selected from each regional centers talked about how they innovate and strategize just to reboot, grow and survive the effect of pandemic in their household and livelihood. **Nine (9) "Juanas"** stand firm and presented their stories as Champion dairypreneurs.

- **#OneDArfulJuan** on the other hand, is a spot identification of "Juan" working on **un-usual task, doing his share of extra domestic chores**, which are stereotypically labeled as woman's job. The goal was to Champion "**Juan**" who share domestic chores in order to contribute in normalizing the household or task at work. **Five (5) "Juans"** were able to make it as 2021 #OneDArfulJuan.
- All #OneDArfulJuan/Juanas were presented, recognized and honored during the 28th PCC Anniversary celebration last March 29, 2021. All of them received Certificates of Appreciation and token gift products & souvenirs to commemorate the 2021 NWMCelebration.

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OneDARFuJuan
DA-PCC at CENTRAL LUZON STATE UNIVERSITY




Florencio L. Tabon
Animal Caretaker, Dairy Farm, PCC at CLSU

Mr. Florencio "Landing" Tabon has been serving DA-PCC at CLSU as an animal care taker for more than 22 years. Mr. Tabon has the option to feed the pasture other ruminants from the cow, chicken, and turkey raised for the past, but he chose to care for the young calves for the reasons, he manages the cow-calf system, he has a stable and shelter where he sees to it that there are no illnesses to spread to other calves. He has applied the challenge as a dairy farmer, he has been to various seminars, with a course of PCC-DA-PC in Manila, Laguna. He has applied the challenge as a dairy farmer, he has been to various seminars, with a course of PCC-DA-PC in Manila, Laguna. He has applied the challenge as a dairy farmer, he has been to various seminars, with a course of PCC-DA-PC in Manila, Laguna.

Disaster-Driven in a calamity area, he is undergoing the cost reduction program of DAU. Despite his low income, Mr. Tabon said he wanted to see the calamity help and ensure the cow's performance with him as a dairy farmer.




OneDARFuJuan
DA-PCC at CENTRAL LUZON STATE UNIVERSITY




Maricel T. Reyes
Richard Reyes Dairy Farm, San Fernando, Pampanga

Richard Reyes Dairy Farm, a commercial dairy farm, was established in 2008, was affected by the DAU-PC intervention from the start to the end of 2020. During the period of the DAU-PC intervention, Maricel and other parts of the farm had stopped caring for the milk due to the low milk production. However, Maricel and her husband Richard kept the farm. They have used their personal savings of P20,000 and other P10,000 from the husband's savings to buy the cow and milk. They have used their personal savings of P20,000 and other P10,000 from the husband's savings to buy the cow and milk. They have used their personal savings of P20,000 and other P10,000 from the husband's savings to buy the cow and milk.

Maricel says the unprecedented event of 2020-21 was a high risk to both their farm and themselves. She has learned to use milk. Maricel says the unprecedented event of 2020-21 was a high risk to both their farm and themselves. She has learned to use milk. Maricel says the unprecedented event of 2020-21 was a high risk to both their farm and themselves. She has learned to use milk.




OneDARFuJuan/OneDARFuJuan
DA-PCC National Headquarters and Demo Pool



Roderick I. Tallar/Shirley D. Tallar
Tallar's Dairy Farm, San Antonio West, Lupao, Nueva Ecija

The average milk yield of the farm was around 15-20 liters per day. However, after the DAU-PC intervention in 2020, the milk yield dropped to around 10-12 liters per day. The farm was affected by the DAU-PC intervention from the start to the end of 2020. During the period of the DAU-PC intervention, Roderick and Shirley had stopped caring for the milk due to the low milk production. However, Roderick and Shirley kept the farm. They have used their personal savings of P20,000 and other P10,000 from the husband's savings to buy the cow and milk. They have used their personal savings of P20,000 and other P10,000 from the husband's savings to buy the cow and milk.

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OneDARFuJuan
DA-PCC at UP-Los Baños




Catherine A. Santiago
Manager, Rosario, Baskick and Farming Cooperative, Rosario, Batangas

Ms. Catherine A. Santiago is currently the Executive Director and Managing Director of Rosario, Baskick and Farming Cooperative. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.

At the height of the calamity, Ms. Santiago said she was very concerned about the members of the cooperative. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.




OneDARFuJuan
DA-PCC at West Visayas State University



Alicia V. Prado
Wahid, Baybay Dairy Cooperative, Baybay City, Leyte

Alicia Prado started working with the cooperative in 2008. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.

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OneDARFuJuan/OneDARFuJuan
DA-PCC at West Visayas State University



Dionisio L. Capillo Jr. and Wilma C. Capillo
Corporation, Lumbacon, Iloilo

Dionisio Capillo Jr. and Wilma Capillo, members of Lumbacon, Iloilo, started their dairy farm in 2008. They have been serving the cooperative for more than 10 years. They have been serving the cooperative for more than 10 years. They have been serving the cooperative for more than 10 years.

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OneDARFuJuan
DA-PCC at LA CARLOTTA STOCK FARM



Boreen Alicia Gamboa
Manager, Gombao's Farm, Slag, Negros Occidental

Boreen Alicia Gamboa is the Manager of Gombao's Farm. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.

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OneDARFuJuan
DA-PCC at University of Southern Mindanao



Gerard Marvin O. Samson
Daily Processor, DA-PCC at USM, Kibacoran, North Cotabato

Gerard Marvin O. Samson is the Daily Processor at the University of Southern Mindanao. He has been serving the cooperative for more than 10 years. He has been serving the cooperative for more than 10 years. He has been serving the cooperative for more than 10 years.

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OneDARFuJuan
DA-PCC at University of Southern Mindanao



Ma. Elisa "Lisa" M. Paclibar
Corporation, Misamis, Cebu

Ma. Elisa "Lisa" M. Paclibar is the Daily Processor at the University of Southern Mindanao. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.

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OneDARFuJuan
DA-PCC at Mariano Marcos State University



Irene Kaye P. Piojo
Village-based AI Technician, DA-PCC at Mariano Marcos State University

Irene Kaye P. Piojo is the Village-based AI Technician at the Mariano Marcos State University. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.

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OneDARFuJuan
DA-PCC at Ubay Stock Farm



Elisa Florenoso
Mombal, Bohol Dairy Cooperative (BODACO), Poblacion, San Miguel, Bohol

Elisa Florenoso is the Manager of Mombal, Bohol Dairy Cooperative. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years. She has been serving the cooperative for more than 10 years.

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OneDARFuJuan
DA-PCC at LA CARLOTTA STOCK FARM



Hector T. Ringor
Milk Processor, DA-PCC at La Carlotta Stock Farm

Hector T. Ringor is the Milk Processor at the La Carlotta Stock Farm. He has been serving the cooperative for more than 10 years. He has been serving the cooperative for more than 10 years. He has been serving the cooperative for more than 10 years.

He has been serving the cooperative for more than 10 years. He has been serving the cooperative for more than 10 years. He has been serving the cooperative for more than 10 years.

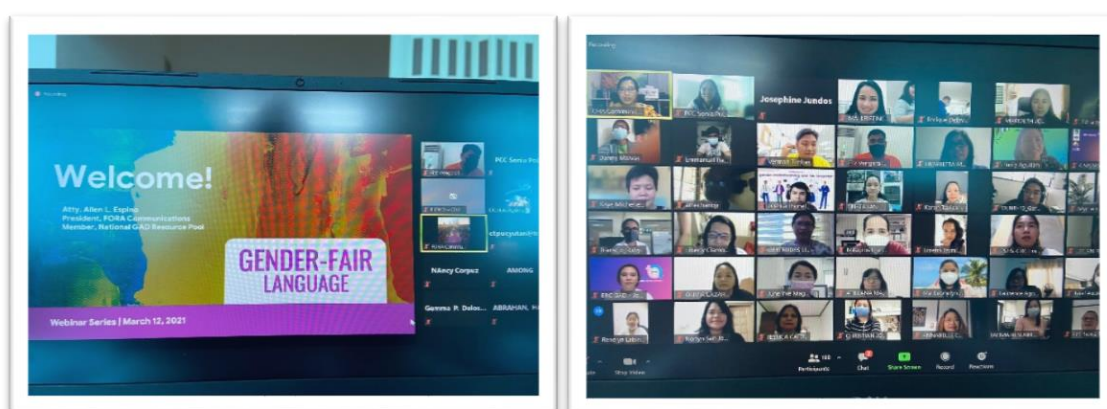


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3. PCC GAD focals participated on the available Webinars being offered by the Philippine Commission on Women (PCW) on-line on the following topics:

Title of Webinar	Date	Participants	
		Women	Men
Gender Sensitivity Orientation	March 4 & 5, 2021	9	2
Gender Fair Communication	March 11 & 12, 2021	7	
GAD Legal Mandates	March 18 & 19, 2021	5	
Orientation on Gender Mainstreaming Evaluation Form (GMEF)	April 08, 2021	21	3
TOTAL		42	5



A total of **47 participants** attended and actively participated on the webinars, with a total of **42 women and 5 men**. The webinars were ideal for all employees, especially GAD Focal Point System (GFPS) members. It encouraged participants to adopt a gender perspective in their personal and professional lives. The focus on the standards of gender-fair communication was the awareness of staff on the practical tips on using gender-fair language in communication materials and issuances. GAD Legal Mandates on the other hand, talked about the local and national policies on gender equality and women's empowerment, as well as promote awareness of participants on the different local laws related to gender-based violence.

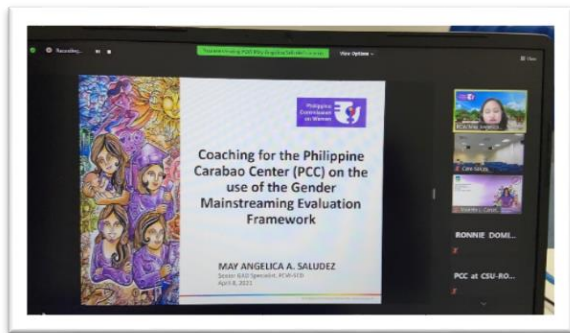
The Webinar hosted by DA-GAD where PCC was scheduled to present last March 31, 2021 at 1:00pm was cancelled by the host due to high cases of COVID in their office and the staff were under quarantine. Ms. Mina P. Abella, Supervising Science Research Specialist and Head of PCC Product Development and Innovation Section supposed to present on-line the **“Hygienic Practices in Processing of Milk and Milk Products”** during the PCC slot on the scheduled webinars.

The success of the 2021 National Women’s Month Celebration (NWMC) for the whole month of March was due to the full support of the Top Management and the dedication and strong commitment of all GAD focals and Center Directors along PCC regional network.

4. Lastly, PCC requested a One Day Virtual Coaching on Gender Mainstreaming Evaluation Framework (GMEF) tool Assessment to Philippine Commission on Women last April 8, 2021. After the orientation, it guided us to conduct a baseline assessment of our gender mainstreaming efforts using the Gender Mainstreaming Evaluation Framework (GMEF) tool.

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Gender and Development (GAD) Focal Point System (FPS) and technical working group (TWG) members convened in a workshop following health and safety protocols to assess the level of the agency's efforts on GAD using GMEF tool. The initial assessment with baseline score will be submitted to the Philippine Commission on Women on May 3 for validation.



After the workshop, the group also laid out plans and activities for the following years to develop gender-responsive policies and program for a more gender-sensitive institution. These activities inspired the group to be included as one of the PCW's GADtimpla in the future, an agency known to mainstream gender and development perspective.

Thank you.

Prepared by:

SONIA D. POL
PDO-II
April 26, 2021

Noted by:

AIMEE T. FULGENCIO
PCC GAD FOCAL

DR. RONNIE D. DOMINGO
Chairperson, GFPS

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