

# Roundup

OFFICIAL NEWSLETTER OF THE PHILIPPINE CARABAO CENTER

## Well-attended 10<sup>th</sup> Gatas ng Kalabaw Festival proves N.Ecija's claim as 'PH Dairy Carabao Capital'

BY MA. CECILIA IRANG



Some 2,000 people attended the 10<sup>th</sup> Gatas ng Kalabaw Festival program in San Jose City, Nueva Ecija last August 10. (Photo by Rbumanlag)

The 10<sup>th</sup> edition of Nueva Ecija's annual "Gatas ng Kalabaw (Carabao's Milk) Festival" was showcased anew last August 10 as the province continues to prove its unofficial claim as the "Dairy Carabao Capital of the Philippines".

With San Jose City acting as host for the second time, this year's celebration coincided with the City's 47<sup>th</sup> charter anniversary with the theme "Sa Bagong Lungsod ng San Jose, ang Lahat ng Mamamayan ay May 'K' – Kalinga, Kalikasan, Kabuhayan, Kalusugan, Kaligtasan", at Kaalaman".

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"The dairy industry is a sustainable source of income for the farmers. It can help alleviate poverty in the country. However, in order to uplift small and medium enterprises such as dairying, we need to have and continue practicing these 'Seven Ms' – right mindset, mastery, mentoring, market-access, money, machines, and models of business".

—Brigida Pili  
DTI-Nueva Ecija Provincial Director

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The participation of schoolchildren in San Jose City highlighted the symbolic “Tagay-Pugay” (milk toast and drinking) ceremony during the 10<sup>th</sup> Gatas ng Kalabaw Festival sponsored by the city government which coincided with the city’s foundation anniversary. The ceremony underscored the significance of multi-sectoral efforts in the increased impacts of the Carabao Development Program in the local dairy industry in Nueva Ecija. (Photo by RBumanlag)

## Well attended... ►

FROM PAGE 1

In partnership with the Department of Trade and Industry (DTI), the annual “Gatas ng Kalabaw Festival” aims to promote carabao’s milk not only for its economic benefits but also for its important contribution to the health and nutrition of small-hold dairy farmers and their families as well as milk consumers in general.

The celebration, which was the most-attended so far with an estimated 2,000 people according to the event organizers, started with a parade. The participants, who donned their cowboy/ cowgirl attires, were officials from government agencies, local government units (LGUs), teachers in private and public schools, and dairy cooperatives from Guimba, Lupao, Aliaga, Llanera, San Jose City, Science City of Muñoz and Talavera towns.

“This year’s anniversary celebration showcases the upcoming activities and programs for the ‘new’ San Jose City in terms of health, shelter, environment, livelihood, security, and knowledge,” newly elected San Jose City Mayor Mario “Kokoy” Salvador said in his opening remarks during the program held

at the city’s gymnasium.

Highlight of the celebration was the symbolic “tagay pugay (*toast of salutation*)”, a simultaneous milk toasting and drinking featuring schoolchildren and representatives from partner private institutions and government agencies. It underscored the significance of multi-sectoral efforts in the increased programs of the local dairy industry in Nueva Ecija.

Nueva Ecija is the National Impact Zone (NIZ) of the Carabao Development Program (CDP) where all supports for a sustainable carabao-based enterprise are being modeled.

Also part of the celebration was the ceremonial slicing of the 115 x 183 x 3.5 cm (LxWxH) *kesong puti* (white cottage cheese) prepared by PCC, which was eventually served with pan de sal as breakfast fare for the participants.

Other activities were ecumenical service, trade fair, jobs fair, products launching of Eastern Primary Multi-Purpose Cooperative (EPMPC), oath-taking of 2016 “Little City Officials”, launching of “Search for Makakalikasang Barangay”, awarding of plaque of

recognition to partner-institutions, and search for “Best cowboy and cowgirl attire”.

PCC was recognized as one of the city’s development partners while EPMPC chairman Melchor Correa won the “Best cow-boy attire” title with a cash prize of Php5,000.


On the other hand, PCC Deputy Executive Director Dr. Felomino Mamuad encouraged everyone in his message to help uplift the dairy industry in the country by patronizing the products from carabao’s milk.

DTI Provincial Director Brigida Pili, meanwhile, made a pronouncement about the province’s possible declaration as the “Dairy Carabao Capital of the Philippines”.

“The dairy industry is a sustainable source of income for the farmers. It can help alleviate poverty in the country. However, in order to uplift small and medium enterprises such as dairying, we need to have and continue practicing these ‘Seven Ms’ – right mindset, mastery, mentoring, market-access, money, machines, and models of business,” she emphasized.

She likewise announced that EPMPC bagged the “Best Shared Service Facility” award (Provincial Level) under DTI.

“Why did we obtain this award? It is because of convergence, cooperation, and coordination with all the branches of the national government, LGUs and other agencies,” she said.

The yearly Gatas ng Kalabaw Festival is made possible through a technical working group participated in by DTI, PCC, Department of Agrarian Reform (DAR), Department of Agriculture (DA) as well as the provincial and local government units. It will be hosted next year by Rizal town. 

# Dairy co-op's products penetrate Cabanatuan City market

BY KHRIZIE EVERT PADRE

The Catalanacan Multi-Purpose Cooperative's (CAMPC) dairy products are now ready to cater a wider market through the "Dairy Box Delicatessen" outlet as it opens another branch in Barangay Valdefuente, Cabanatuan City, Nueva Ecija.

The first branch, along Maharlika Highway, Science City of Muñoz, Nueva Ecija was established by PCC as a venue to showcase and sell dairy cooperatives' pasalubong treats and pastries made of buffalo's milk. It is beside Milka Krem, PCC's advocacy hub for dairy products whose grand purpose is to empower dairy buffalo farmers in the province by providing them a steady market for their daily milk produce.

CAMPC is one of the dairy cooperatives being assisted by PCC in its pursuit to establish more carabao-based enterprises in the country and create increased incomes and better opportunities for smallholder carabao raisers and their families. CAMPC is located in Barangay Catalanacan, Science City of Muñoz.

The cooperative was able to demonstrate its capabilities in putting-up a sustainable carabao-based enterprise through the "Dairy Box Delicatessen".

The dairy outlet is an infrastructure and marketing support facilitated by PCC for dairy farmers. It is an avenue to empower smallholder farmers as they are provided with access to the commercial market for greater and more sustainable income.

"Opening a new branch in the heart of Cabanatuan City marked a new milestone in our organization. It's a positive step



Some of the key officials and members of the Philippine Carabao Center (PCC), Department of Trade and Industry (DTI), Central Luzon State University (CLSU) and Catalanacan Multi-Purpose Cooperative (CAMPC) during the grand opening of Dairy Box in Cabanatuan City last August 20. Dairybox was established by the PCC to serve as a venue where dairy farmers could sell and showcase their products in a wider market for greater income. CAMPC hosts the said store. (Photo by CMarcelo)

forward in establishing our own brand and effectively reaching out to more Novo Ecijanos and nearby provinces," CAMPC chairman Leoncio Callo said in Filipino.

In attendance during the grand opening were the CAMPC officers and members, key officials from the PCC, parties from Central Luzon State University (CLSU), Department of Trade and Industry (DTI), Department of Agrarian Reform (DAR), and Chamber of Commerce and Industry.

PCC Acting Executive Director Dr. Arnel Del Barrio expressed his appreciation to CAMPC for pioneering a dairy enterprise that perseveres to further its cooperative's mission and to bring out its offerings to the mainstream market.

On the other hand, DTI Provincial Director Brigida Pili said DTI will continue to provide any assistance to CAMPC as far as its mandate

covers.

"You should always keep in mind the amount of your investment in the "Dairy Box" as this must be doubled and rolled effectively to make the business more sustainable," she gently reminded CAMPC officers.

Jocelyn Ramones, DAR Provincial Agrarian Reform Officer I, said DAR is one with DTI in giving assistance to the coop.

Meanwhile, CLSU President Dr. Tereso Abella said in his message that CLSU will contribute its share through relevant research activities that will seek to improve the shelf life of dairy products. He even shared his interest in coming up with new carabao's milk-based products such as pizza.

Dr. Reynato Arimbuyutan, chapter president of the Chamber of Commerce and Industry and

# PCC, McBride Corporation ink partnership on development, marketing of carabao's milk products

BY CHRISALYN MARCELO



Dr. Arnel Del Barrio (in white polo), PCC acting executive director, and Mr. Harvey Keh, (3<sup>rd</sup> from right), vice president for operations of McBride Corporation, signed a memorandum of agreement on August 12 at the PCC-Manila Liaison Office in Quezon City. Flanking them are Dr. Annabelle Sarabia, PCC Research for Development division chief, and Karla Pastore Keh, wife of Harvey Keh. The MOA signing was witnessed by some PCC staff which includes Honey Lyn Palileo (1<sup>st</sup> from left), Honorato Baltazar (in sky blue polo shirt), and Ms. Mina Abella (1<sup>st</sup> from right). (Photo by CMarcelo)

**The PCC forged an agreement with McBride Corporation last August 12 to help develop and promote the local dairy industry by helping Filipino farmers achieve sustainability in dairy entrepreneurship. This will be made possible through assistance in the areas of research for development, product development and marketing of carabao's milk products.**

Dr. Arnel Del Barrio, PCC acting executive director, and Harvey Keh, vice president for operations of McBride Corporation, formalized the partnership through a Memorandum of Agreement (MOA) signing at the PCC Manila Liaison Office in Quezon City. As witnesses were Karla Pastore Keh, wife of Keh, and Dr. Annabelle Sarabia, PCC's

Research for Development division chief.

McBride Corporation is a trusted private company that provides high quality plastics packaging in the ASEAN Region. It also carries other product lines that address the needs of the following industries: food and beverage, chemical, agriculture, pharmaceutical, and household products.

As stipulated in the MOA, McBride Corporation will help improve the competitiveness of PCC-assisted dairy associations and/or cooperatives through development initiatives along the aspects of research and marketing. "The role of PCC in this agreement is to collaborate with McBride Corporation in developing appropriate protocols for the processing of quality carabao's milk

products, to supply milk to the corporation, and to cooperate for the promotion and marketing of these products," Dr. Del Barrio said.

Keh, on the other hand, said his company will be in-charge of the following: putting up necessary storage facility including refrigerated transport vehicles for milk products, forming a product development team that will develop appropriate protocols for market-driven carabao's milk products, and promotion and marketing of these products.

He likewise added that his company will allocate 50% from the net sales of these products to serve as Dairy Development Trust Fund that will be used as capability-building fund, among other forms of assistance, for the dairy farmers. ®

# PCC, SEARCA increase farmers, CBED coordinators' business literacy thru 'BIZ Talk' activity

BY CHRISALYN MARCELO



**PCC Planning and Information Management Division Chief Dr. Liza Battad discussed the importance of "Value Chain Analysis (VCA) Team Business Talk: Business Workshop and Project Viability Analysis" before the "BIZTalk" participants last August 5 at the PCC National Headquarters and Gene Pool, Science City of Muñoz, Nueva Ecija. (Photo by CMarcelo)**

**Another "BIZ Talk" activity titled: "Value Chain Analysis (VCA) Team Business Talk: Business Workshop and Project Viability Analysis" was conducted at the PCC National Headquarters and Gene Pool in Science City of Muñoz, Nueva Ecija last August 3-5.**

"BIZ Talk", an abbreviated form for Business Talk, is a series of activities conducted by the Planning and Information Management Division (PIMD) to enhance the business sense of farmers, PCC Carabao-based Enterprise Development (CBED) coordinators, and other industry partners related to the CBED Program being implemented by PCC.

The said BIZ Talk was organized by PCC-PIMD in partnership with the Southeast

Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA).

PIMD Chief Dr. Liza Battad said the activity was an opportunity for the participants to improve their current businesses in the processing and marketing of milk and meat products. She added it is also a venue to mentor the CBED coordinators to teach business to farmers.

Mr. Zadieshar Sanchez, Administrative Officer IV of PIMD, served as the speaker during the activity. Sanchez explained topics on Basic Business and Financial Concepts, Product Costing, Pricing and Discounts Offering; Breakeven Point; Elementary Marketing Principles; and Cost and Benefit Structuring of a Processing Plant.

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## Sultan Kudarat farmers set to receive buffaloes from PCC

BY LUDIVINA ESTIMO

**Dairy farmers in Sultan Kudarat are bound to receive 20 head of buffaloes after having undergone a social preparation training (SPT) conducted by the Philippine Carabao Center at University of Southern Mindanao (PCC-USM).**

The SPT, conducted last June 30 to July 1, aimed at developing the commitment of the beneficiaries to the program. Officers and members of Barangay Margues Dairy Farmers Association are set to receive the buffaloes this year after meeting all the requirements of being the program beneficiaries.

The personnel involved in the Department of Agriculture-Local Government Unit also joined the recipients in the SPT. It is expected that a common understanding of the appropriate practices required in dairy buffalo management will be established after the training. It also ensures that the qualified recipients of buffaloes under the Carabao-based Enterprise Development (CBED) program are prepared to take on their new responsibility as farmer-trustees cum dairy entrepreneurs.

Through their active participation in the various workshops and activities conducted during the SPT, the farmers expressed their excitement and readiness in the program.

Mr. Jeffrey Rabanal, training coordinator; Ms. Mary Joy Paman, CBED coordinator; and Ms. Raquel Bermudez

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## Sultan Kudarat... ▶ FROM PAGE 5



**Dairy farmers in Sultan Kudarat went through various group activities during the social preparation training. The training included assessment of their readiness and commitment to the Carabao-Based Enterprise Development (CBED) program. (Photo by LEstimo)**

community organizer, all PCC-USM frontline development officers, served as the resource speakers.

The Provincial Veterinary Office (PVO) through the newly appointed Provincial Veterinarian Dr. Edwin Nacito, extended its all-out support to the program by committing to

a sustainable partnership. The PVO will also give free biologics for the animals.

A closing program, attended by municipal agriculturist Rainier Cachero and other DA personnel, capped the two-day SPT which was funded by the LGU of Esperanza through Mayor Helen Latog. ®

## CAMPC... ▶ FROM PAGE 3

Small and Medium Enterprise Development Council in Nueva Ecija emphasized some concerns of prolonging the shelf life of dairy products and the need to sell them out daily.

He said much work has yet to be done and several challenges have to be met in order to attain the goal that needs to be achieved and that the Nueva Ecija Chamber of Commerce can surely be of critical assistance.

The Dairy Box sells products such as espasol de leche, bibingkang gatas, macaroons, bibingkang kanin, sweet macapuno, fresh milk and choco milk. Processed in CAMPC's dairy plant in Catalanacan, these products are labeled with the brand name "Milkcreations".

It also carries products by other local entrepreneurs from Nueva Ecija and Region 2. such as Chicha-rabao, Eriel's Silvanas, leche flan, dulce de leche, processed honey, chili garlic, turmeric, yogurt, mozzarella cheese, and kesong puti. ®

## PCC, SEARCA... ▶ FROM PAGE 5

Samuel Potante, chairman of General Trias Multi-Purpose Cooperative in Cavite, said the training helped them understand how a CBE should be conducted. He said he specifically liked topics on what are the requirements in the business, how to market products, how to look for store location, how to compute the return of investment, and how to compute costing of products based on inputs.

"The activity was meaningful because we learned a lot from it. We're so happy that we were

given the opportunity to be one of the participants in this activity," he said in Filipino.

Dr. Arnel Del Barrio, PCC acting executive director, emphasized that the activity was a good venue for the participants to appreciate their contribution in achieving the goal of the Department of Agriculture in the production of sufficient and affordable food.

The newest BIZ Talk activity was based on the result of SEARCA's study on "VCA for Carabao Milk and Meat Product" which aimed to strengthen the weaker link in the dairy value chain such as

addressing the need of farmers for processing equipment and increased business literacy.

The participants were composed of 39 dairy farmers from 13 PCC-assisted dairy cooperatives in Luzon and 16 CBED coordinators from PCC at Don Mariano Marcos Memorial State University (DMMMSU), PCC at Central Luzon State University (CLSU), PCC at Cagayan State University (CSU), and PCC at University of the Philippines Los Baños (UPLB). ®

# PCC-PCAARRD collaborative projects undergo review for initial implementation

BY PAUL JOHN VILLAMOR

**Additional equipment and upgrading of facilities necessary to implement the project: “Strengthening institutional capability to improve reproductive efficiency, milk quality and safety in water buffaloes” was discussed and agreed upon by collaborating partners (Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development and PCC) in an inception meeting held at the PCC headquarters, Science City of Muñoz, August 18.**

The said meeting which is a follow-up of the first inception meeting in February 10 this year reviewed the guidelines, expected outputs, schedule of activities, and possible problems that may be encountered further leading to a need of upgrading.

The collaboration project was subdivided into five component studies: development of feeding protocols and practices to support the nutritional requirements of dairy buffaloes with Dr. Daniel Aquino as the project leader, reproductive management program of water buffaloes under the supervision of Dr. Edwin Atabay, animal health care technologies and practical farm practices led by Dr. Michelle Balbin, milk quality and safety assurance from farm to milk processing plant headed by Ms. Mina Abella, and strengthening of the Carabao-based Development Program in San



**The review of the PCAARRD-funded “Strengthening the institutional capability to improve reproductive efficiency, milk quality and safety in water buffaloes” was attended by (from right to left) PCC Acting Executive Director Dr. Arnel Del Barrio, PCAARRD Institutional Development Division head Dr. Juanito Batalon, and PCC Scientist I Dr. Edwin Atabay, at the PCC Livestock Biotechnology Center (LBC) in Science City of Muñoz, Nueva Ecija. (Photo by PJVillamor)**

Agustin, Isabela led by Dr. Annabelle Sarabia.


PCC acting executive director Dr. Arnel del Barrio presented the current accomplishments of the project after six months of implementation and said that PCC is on track based on its commitments.

Dr. Edwin Atabay, overall head of the PCC-PCAARRD collaboration project, explained the distribution of Php10,730,000 approved budget for needed equipment. He said the fund will be utilized to acquire milk analyzer worth Php8,500,000; portable ultrasound machine, Php800,000; direct tube mixer, Php500,000; centrifugal evaporator with pump, Php500,000; centrifuge table top, Php200,000; pipettes, Php150,000;

and multi-channel pipette, Php80,000.

PCAARRD, on the other hand, through Engr. Wilmar Lastimoso, Senior Science Research Specialist of the Institution Development Division (IDD) reminded PCC project leaders on the monitoring and evaluation of the project, funding management and procurement procedures.

A site visit to the location of the five projects was also scheduled in the inception meeting.

PCAARRD officials who also attended the meeting were Dr. Juanito Batalon, director of IDD, Dr. Synan Baguio from Livestock Research Division, and IDD administrative assistant V Ms. Eleanor Ocampo. 

# PCC, partners launch school-based milk supplementation program

BY MA. THERESA SAWIT



Schoolchildren in Licaong Elementary School, joined here by representatives of PCC's partner agencies, gathered at the school gymnasium for the ceremonial milk toast. The activity was part of the launching of the school-based 120-day milk supplementation program which is aimed at reducing the incidence of undernutrition in the Science City of Muñoz and documenting the effect of milk on the children's nutrition. (Photo by MTSawit)

**Children are said to be the hope of the nation. It is, therefore, relevant to say that providing for their better nutrition is a wise development investment for their future.**

As an immediate response to this cause, PCC and its local partners launched a 120-day milk supplementation program last July 29. Its partners are the local government unit, Barangay Licaong Health Office, Licaong Elementary School (LES), Majestic Christ Church (MCC) and Licaong Parents-Teachers Association (PTA).

The launching was part of the National Nutrition Month celebration at LES to reduce the incidence of undernutrition in the Science City of Muñoz. The event highlighted a dance contest,

ceremonial milk toast, and slogan and poster making contests.

In his message, Dr. Felomino Mamuad, PCC deputy executive director, thanked the various sectors who expressed their willingness to take part in the operationalization of the program. He underscored the importance of collective action and partnership in addressing the issue of undernutrition and in sustaining the livelihood of Filipino farmers.

Prior to the formal launch of the program, the City and Barangay Health Office conducted deworming activity in the school. They also committed to provide nutrition education and to monitor the anthropometric (height and weight) measurement of the schoolchildren.

PCC, on the other hand, conducted a "Milk Pasteurization Training for PTA" to capacitate parents and teachers on proper handling and pasteurization of milk.

PTA's counterpart in the program is the daily pick-up and pasteurization of milk from PCC. MCC, on the other hand, pledged to conduct activities that can help nurture the values and character of the schoolchildren.

The program, which will run from August 2016 to January 2017, will serve as an initial study to document the effect of milk on children's nutrition and school performance. This is in preparation to the national government's plan of institutionalizing milk feeding in the country. 