

## PPSA 1ST QUARTER KEY PARTNERS SESSION

February 11, 2021

### Messages Key Highlights

- **Grahame Dixie** (*Executive Director, Grow Asia*)
  - One of the most relevant solutions towards achieving the Sustainable Development Goals, and making changes is through multi-stakeholder partnerships -- orchestrating together towards common goals. PPSA is one of the classic examples.
  - The network operates in three (3) levels: Working Group level where partners come together to find out the key issues and how organizations come work together to come up with solutions that they can never do on their own; Country Partnerships level where PPSA is one of them and; Central Secretariat level, which ensures cross-learning between countries to accelerate the learning and studies issues/programs at a Regional level
  - Grow Asia wants to see Country Partnerships such as PPSA to become autonomous; professional in terms of stakeholder and program management; and financially sustainable.
  
- **Secretary William Dar** (represented by **Director Alicia Ilaga**, *Deputy Spokesperson & Climate Change Resilient Agriculture Office Director*)
  - DA welcomed the renewal of partnership for the growth of the smallholder partners and the agriculture sector.
  - Highlighted the need for more public-private support especially on farm clustering, infrastructure investments, post-harvest processing, logistics, market support, digital agriculture, and climate change adaptation and mitigation measures.
  - Encouraged the development of participatory, sustainable, and smallholder-focused interventions towards transformational and inclusive impact
  - Expressed to continuously support PPSA
  
- **Benjie Yap** (*Chairman, Unilever Philippines* as represented by **Rondell Torres**, *Senior Sustainable Business Manager*)
  - PPSA's multi-stakeholder collaboration has offered solutions to the challenges of the smallholder farmers around good agricultural practices and access to market.
  - Cited the issues of the sector and the challenges due to the pandemic including low productivity, looming food prices, limited purchasing power, and poor market access
  - Enjoined to scale up more partnerships and synergies as one main solution to help smallholder farmers

## PPSA in 2020 Key Highlights

- **Legal Entity**
  - On November 10, 2020, PPSA was officially registered as Grow Asia Philippines, Inc. in the Securities and Exchange Commission. The Philippines Partnership for Sustainable Agriculture (PPSA) will still be used for non-legal purposes.
- **Philippine Action Plan on Family Farming**
  - PPSA was tapped by the Department of Agriculture-Agricultural Training Institute to conduct a series of consultation sessions and planning workshops with various stakeholders from the multi-government agencies, farmer groups, youth organizations, academic and research institutions, and volunteer groups in crafting the National Action Plan on Family Farming. The document is the response of the Philippine government as one of the first members of the International Committee on Family Farming, and as a signatory to the United Nations Decade of Family Farming 2019-2029.
  - PPSA wrote and authored the first draft of the action plan. This became the first direct participation of PPSA to the policy development initiative of the Philippine government.
- **ACIAR-Foodlink Advocacy Cooperative Agribusiness Future Focus Study**
  - On behalf of the Australian Centre for International Agricultural Research (ACIAR), the Foodlink Advocacy Co-operative partnered with PPSA to conduct the series of focus group discussions with a wide range of industry players to understand the issues and challenges along value chains. The result will be a guiding document in planning future research strategies in the Philippines.
- **Value Chain Analysis**
  - PPSA conducted value chain analysis that helped the company to understand buying processes on the ground, issues of farmers, and their needs. Out of this was the recommended solutions that can be used for potential collaborations with various stakeholders.
- **Women's Economic Empowerment in Agricultural Value Chains**
  - The Institute for Social Entrepreneurship in Asia (ISEA) signed a Memorandum of Agreement with PPSA to promote the Benchmarks for Transformational Partnerships and Women's Economic Empowerment in Agricultural Value Chains as a tool to ensure the sustainability and inclusivity of companies and investments along the agricultural value chains.
- **Responsible Agricultural Investment**

- PPSA will pilot a series of case studies featuring companies and investments that (abides) to the [ASEAN Guidelines on Promoting Responsible Investment in Food, Agriculture and Forestry](#). Grow Asia spearheads this at the regional level while the Swiss Agency for Development and Cooperation (SDC) and the World Bank supports this initiative.
- PPSA is the founding member of the Responsible Agricultural Investment Advocacy Forum, alongside the main convenor, AsiaDHRRA and PhilDHRRA, and other organizations such as the UN Food and Agriculture Organization, Agricultural Training Institute, and PAKISAMA.
- **Webinar Series**
  - Two (2) webinar series were conducted that aimed at providing new knowledge and fresh insights on pressing issues in agriculture, as well as on issues surrounding crop-based and thematic areas. Different industry players and experts were invited to share on (1) Biosecurity Threats in Agriculture Webinar Series which included fall armyworm, African swine fever, and avian flu and; (2) the PPSA Working Groups Learning Series which included commodity-based discussions on coffee, corn, fisheries and vegetables, and thematic ones on food safety, and on developing and monitoring value chains.
- **New Communication Platforms**
  - PPSA created different platforms to ensure that the knowledge obtained from the webinar series, and all other knowledge and learning initiatives of the platform are accessible to the public. Channels included:
    - [Website](#)
    - [Youtube Channel](#)
    - [Spotify Podcast](#)
    - [Linkedin Page](#)
    - [Viber Community](#)

## Presentation of Plans

- **Presentation of the PPSA Customer Interest Survey results**
  - Respondents were mostly from the government and agribusinesses, with few from civil society organizations, non-government organizations, research, academe, and other sectors.
  - On Stakeholder Engagement and Networking: Networking at the National Level as the top interest of partners
  - On Learning and Knowledge Exchange: Partners were very much interested in Learning through Philippine-based events/workshops; and Learning from other partners in the PPSA and Grow Asia networks. Cited were the webinar series, case

studies at the regional level and access to the World Economic Forum knowledge exchange.

- On Performance Management: Partners wanted more Support with a framework for performance monitoring. Cited the Responsible Agricultural Investment guidelines and the partnership with ISEA on benchmarking tools
- On Valuable Membership Service Recommendations: Partners wanted to see a Knowledge hub on agricultural practices and global trends.
- **PPSA Strategy**
  - Cited the Philippine Business for Social Progress (PBSP) and the Pilipinas Kontra Gutom (PKG) as examples of multi-stakeholder collaboration These organizations became successful because of the Shift where they have clear visions and achievable targets; because of the Stake where people see benefits in joining the organization.
  - PPSA, especially at the time of pandemic, needs to have clear targets and goals to anchor the change to contribute to sustainability
  - Big Idea: Imagine, if Philippine agribusinesses and agriculture-based organizations work together towards an ambitious goal of transforming all Filipino farmers into market players?
  - Target of no poor farmer, and by 2030, there will be no hungry and poor farmer in the Philippines
  - Why partner with PPSA? It is multi-stakeholder and inclusive, has a wide network of national and international partners, has technical and enabling environment expertise, purposeful, smallholder-focused, believes in partnerships, and aims to be sustainable.
  - Strategic Areas
    - Learning - continued knowledge and learning initiatives such as webinar sessions, case studies and other research activities and publications
    - Relationships - market linkage, network scaleup, working groups facilitation
    - Impact - technical assistance, consultancies, collaborative inclusive value chain projects
  - Moving Forward plans
    - Knowledge Generation and Sharing - examples are inclusive business 101, webinar sessions and confessionals, etc.
    - Building Partnerships - external relations, market linkage, stakeholder mapping and database, network support and collaborative projects
    - Sectoral Interventions - roadmap support, policy recommendations
    - Promotions and Advocacy - social media maintenance, media partnerships
  - PPSA wanted to leverage agricultural research by strengthening partnerships with research and academic institutions.
- **Next steps in administrative agenda**
  - Formalization of Working Groups and Committees - this will be done through board resolutions as needed as a legal entity
  - Election of Board of Trustees
  - New Membership Structure - the new membership tiers and structures were changed to be more flexible and with added benefits

## Open Forum Summary of Discussions

### Suggestions on PPSA's Service Offerings to Partners and Members

- **Ensuring alignment with government programs:** Given PPSA's knowledge of the directions of each working group, PPSA can sieve all programs being offered by the government to identify which are aligned with the initiatives of the working groups and of PPSA's partners. Activities can then be migrated to align with the government programs, making project implementation easier given the support from various sectors. Thus, PPSA can be the 'gatekeeper' so its partners can already act on projects. The first quarter of the year is critical in identifying where various organizations can participate and direct efforts to.
- **Sharing information and updates on new or upcoming laws and regulations:** There might be new house bills, rules, or IIRR that might affect the crops and crop groups. It is imperative that partners are given a preview of those upcoming regulations and support from the government. PPSA can be the advanced eyes for its members. PPSA can also organize sessions to discuss the provisions where we may be requested to present a position paper, which can be the voice of the partnership platform.
- Promoting synergy: PPSA can continue establishing partnership platforms between and among the PPSA members to eventually help rural communities.
- **Helping look for partners:** Organizations would like to leverage on the linking being done by PPSA since companies are also looking for like-minded partners who can also support us as we aim to increase the yields and income of farmers.
- **Networking among members:** PPSA can also be the platform where each of these organizations is introduced with other partners for possible collaborations/projects specifically in terms of their respective business operations. Because at the end of the day, a lot of the end users would also want to take full advantage of their participation in PPSA and the linkages that PPSA brings to the table for companies to collaborate are important.
- **Initiating, facilitating, and scaling up impactful projects:** From the responses of the companies, we have seen that we can really enhance the partnerships that we have, tapping into each other's networks and complementing resources on technology and knowledge. There might be an opportunity to have a more impactful project and enhance those being operated on different scales, scopes, and objectives to be more needs-based by properly understanding the proper products and services we all can offer to our target stakeholders.

### Areas of Focus

- **Food Systems:** While PPSA is pushing for a farmer-centric approach, PPSA can open up into a broader food system approach especially since most of the issues are to be connected towards the markets and the consumers.
- **Digitalization:** Because of PPSA's strength in terms of knowledge sharing and digitalization, it can be a big help to focus on the digitalization of agriculture. For example, when farmer groups avail of loans, they are now required to apply online so we have to gear the farmers towards being familiarized with the digital technologies.
- **Climate Resilient Technologies and Discussions:** One of the areas we can collaborate on would be on technologies, practices, and risk-based approaches for financing that could help reduce the losses and damages from these climate-related events.
- **Food Security Framework:** We make the most impact when we are most aligned and complementary of the efforts, priorities, and resources of the government (DA). Once programs are anchored to the food security framework of the Department of Agriculture and

there are many elements to it, PPSA and its partners can agree on what can be done given a specific timeline, limitations, and constraints. There should be an honest assessment of the network, and its partners, capacity, resources, and limitations.

- **Determining Gaps:** PPSA has a wide and broad view of developments in the sector. Where we might make the most impact is on looking at issues and opportunities and identifying which we do not do.

### Roles in other movements (eg. Pilipinas Kontra Gutom)

- PPSA can help propose how to make the big tasks more achievable and the efforts of the substreams to be more focused so that eventually, workstreams and substreams can complement and interface with one another.

### On Income Streams

- **Membership Contribution.** The membership tiering is something companies can explore with partners to continue to be part of a valuable network.
- **Grant Proposals.** At this time, organizations are really selective and are trying to be frugal in their engagements and contracts. But there is value in jointly applying for donor projects since the value of this network is the diversity of partners. This might have appeal for potential donors.
- **Event Sponsorships.** We can run events and generate sponsorships from co-members. These events will also provide opportunities for sponsors to present their companies to the participants.
- **Project Fees.** Fees can also be requested for clients who would want to maximize the partnership platforms and/or participate in projects.
- **Project Collaborations.** Companies will always be open to collaborating for projects as long as they are in line with the company's aims and programs (example is Unilever's Future Foods Initiative) and are relevant to visions on product portfolio.
- **Mapping of existing resources.** Given the effects of the pandemic which limits the funding and other resources of various organizations, it is important to utilize PPSA's resources and the existing resources of its partners.
- **In-Kind Contributions/ Counterpart.** In terms of sponsorships, there are a lot of potentials but these may not come in the form of cash value but can be through resources, systems, and experts.
- **Engagement and Fundraising Strategies.** The more that we can specify the need for income-generation activities, then we can have more flexibility in translating to either a business-to-business need or a business-to-consumer ask. The challenge is moving beyond asking for sponsorships but more on looking at tactics and strategies for engaging consumers would also be useful in generating much needed resources for PPSA especially if directed towards farmer support, farmer education, and market access. Giving more details to fund needs would be a good step forward in terms of crafting engagement and fundraising opportunities.
- **Collaboration with other business organizations.** Various business organizations also have agricultural committees. PPSA can also open up to their Philippine-based organizations and see opportunities to create fund generation and program-based linkages. This might present opportunities to consolidate costs and revenues.
- **Adding benefits on reputation-building and media values.** On value adding, PPSA can look into adding media values as benefits to offer similar reach via different channels so

companies can tap their media budgets or paid communications for their memberships to PPSA.

### Other Suggestions

- **National Action Plan:** Explore on what can be done given PPSA's work on the National Action Plan for Family Farming.
- **Common Targets:** To have a dent in the agriculture sector, there should be scale. We need to have common objectives cut across all crops.
- **Baseline income:** A suggestion is to run a survey of what matters for the Filipino farmers and fisherfolks. We might look into coming up with a net income for farmers that is greater than the provinces' poverty threshold. Without a numeric target, we cannot guarantee the happiness and satisfaction of farmers.
- **Yields:** We can also decide on commonalities on the yield targets.
- **Consolidated Asks:** We can have common, focused requests for the government, which is crucial now with the upcoming national elections.
- **Roadmap Support:** The DA and DTI gathered to look at the Philippine Coffee Roadmap to have targets for the next two years. PPSA can do something per working group and as a network.
- **Support to Agriculture Startups:** PPSA can help partners synergize with other organizations and scale up programs. The network can explore how it can enable the agri startups by providing technical support for partners either directly or through linkages with partners who can also provide support to these organizations.
- **Low Carbon Practices:** As the government is also moving towards the direction of low carbon, resilient, and progressing farming practices, it might be useful to think about ways we can look at low carbon practices.
- **On Topics for Learning Sessions:** On food loss and waste; Farm diversification activities

### On the nomination of the new Private Sector Co-Chair

- Ruth Novales (Nestle Philippines) seconded the nomination of East-West, particularly Dr. Mary Ann P. Sayoc as the next Private Sector Co-Chair, citing Dr. Sayoc's work with the Agriculture Sub-Committee of the European Chamber of Commerce of the Philippines where she sits as its Vice-Chairperson.
- Grahame Dixie gave his huge thanks to Unilever Philippines for the work that it has done for PPSA; to the enthusiasm and insights, and the understanding of the sector. He also seconded the nomination of East-West citing the company's role in the Grow Asia network and in the vegetable sector across the region
- **Message highlight: Dr. Mary Ann P. Sayoc** (*Public Affairs Lead, East-West Seed, and PPSA incoming Private Sector Co-Chair*)
  - Dr. Sayoc talked about a short encounter with Secretary Dar in Batangas where she announced that they will be working closely together because of her new role of the Co-Chair of PPSA.
  - Despite the changes in PPSA since it was established, it remains true to its mission as a multi-stakeholder platform that catalyzed collaborations and actions in supporting agricultural development

**LIST OF ATTENDEES**

<b>Name</b>	<b>Organization/Affiliation</b>
William Dar (Representative: Dir. Alicia Llaga)	Department of Agriculture
Mary Ann P. Sayoc, DVM	East-West Seed
Angel Bautista	Nestle Philippines
Ruth Novales	Nestle Philippines
Recher Ondap	Bayer Philippines
Bryan Rivera	Bayer Philippines
Darwin Flores	SMART Communications
Mai Alagcan	ACIAR
Pedris Orencio	SEARCA
Menchie Lagman	DLSU
Sharon Gulmatico	Morination Agricultural Products
Alessandro Marini	IFAD
Natcha Tulyasuwan	Barry Callebaut
Toby Goodroad	Yara Philippines
Ariel Cayanan	Department of Agriculture
Rey Chiang	Biotech Farms
Elvin Uy	PBSP
Kat Mercado	Pilmico Foods Corporation
Lavin Gonzaga	Unilever Philippines
Rondell Torres	Unilever Philippines
Anton Palo	Foodlink Advocacy Co-operative
Dove Subingsubing	Evident Communications
Pranav Sethaputra	Grow Asia
Grahame Dixie	Grow Asia
Joanna La'O	Jollibee Group Foundation
Alvin Mercado	Unilever Philippines