

Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
1100 Quezon City

March 14, 2022

MEMORANDUM FROM THE SECRETARY

TO : **ENGR. PABLO M. MONTALLA**
Director, Bureau of Soils and Water Management (BSWM)

DR. JOHN C. DE LEON
Executive Director, Philippine Rice Research Institute (PhilRice)

DR. ROSANA P. MULA
Director, Agricultural Training Institute (ATI)

MS. CHERYL C. SUAREZ
Division Chief, DA-Agriculture and Fisheries Information Division (AFID)

ALL REGIONAL EXECUTIVE DIRECTORS

SUBJECT : **SCALING-UP OF BALANCED RICE FERTILIZATION TO MITIGATE THE IMPACTS OF RISING FERTILIZER COST THROUGH INFORMATION CAMPAIGNS AND TECHNOLOGY DEMONSTRATIONS**

In our persistent efforts to mitigate the impact of rising fertilizer cost in the country's rice production, farmers' income and food security, you are hereby directed to scale-up the promotion and adoption of balanced fertilization recommendations as packaged by your agencies which could be accessed in the following link, https://drive.google.com/drive/folders/1yssFCo-xiFN-hYnZi5_RIG9K8W9q-L1z?usp=sharing. These fertilizer recommendations are 'farmers' budget-friendly', allowing farmers to choose from the lists of recommendations to adopt depending on their budget and target yield. The updated PalayCheck handout on KeyCheck 5 is also a helpful guide on fertilization.

In view of the above, you are hereby directed to harmonize all efforts in conducting campaigns on "**Abonong Swak** (Swak sa budget, Swak sa Palay)", a cost-effective nutrient management strategy that encourages the use of organic and inorganic fertilizers, using the right element, amount, and timely application. We must also continue to urge farmers to use diagnostic and decision support tools, such as Leaf Color Chart/Computing (LCC), Minus-One-Element Technique (MOET), or Rice Crop Manager (RCM) for more precise fertilizer recommendations.

PARTNERSHIP & ACCREDITATION DIVISION

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Specifically, the following are your specific roles and responsibilities in the campaign of "Abonong Swak":

DA-BSWM

1. Serve as Chairperson of the Nutrient Management Campaign's Technical Working Committee (TWG);
2. Conduct needs analysis in collaboration with ATI, LGUs, and partners;
3. Plan, implement, and allocate funds for the conduct of technology demonstrations;
4. Organize, promote, and implement the project with partners;
5. Provide Subject Matter Specialists (SMS), when necessary;
6. Collate, process, and respond to feedback and queries from farmers;
7. Conduct and package the results of the impact evaluation research of the Nutrient Management Campaign in collaboration with DA-AFID and DA Regional Offices (RFOs); and
8. Allocate funds for the production of campaign materials.

DA-PhilRice

1. Serve as Co-Chairperson of the TWG on Nutrient Management Campaign;
2. Participate in project development and management through the TWG;
3. Organize, promote, and implement the project with partners;
4. Lead content development for the campaign collaterals;
5. Develop learning modules on nutrient management;
6. Collate, process, and respond to feedback and queries from farmers;
7. Allocate funds for the production of campaign materials; and
8. Manage the production and distribution of campaign materials.

DA-AFID

1. Lead in cascading information campaigns to regional information units;
2. Provide necessary still shots, video clips, and/or audio clips for the production of information materials;
3. Conduct and package the results of the impact evaluation research of the Nutrient Management Campaign in collaboration with BSWM;
4. Allocate funds for the production of campaign materials;
5. Manage the production and distribution of campaign materials; and
6. Promote the project with partners.

DA-ATI

1. Assist in the conduct of need analysis in collaboration with BSWM, LGUs, and partners;
2. Package training modules on balance fertilization strategies (BTS) for Farmers Field School (FFS) participants;
3. Include modules of BFS recommendations in the conduct of FFS trainings;
4. Allocate funds for the production of campaign materials;
5. Manage the production and distribution of campaign materials; and
6. Promote and implement the project with partners.





DA-Regional Field Offices

1. Allocate a hectare of rice area for techno-demo for two seasons in area where there is no RCEF Palaysikatan/MOET site;
2. Allocate funds in the establishment of technology demonstration;
3. Allocate funds for the needed inputs and labor based on the detailed budget breakdown and keep all receipts corresponding to payments made related to techno-demo implementation;
4. Establish the techno-demo based on the approved protocol of BSWM, in coordination with the municipal, provincial/city LGUs;
5. Secure the techno-demo from intrusion, theft, damage, and pilferage;
6. Assist BSWM, PhilRice, ATI, and AFID in the gathering of data and other relevant information and in the monitoring of the implementation of the techno-demo;
7. Involve AFID units of the regional office in the planning and implementation of the campaign, including the localization of information material;
8. Submit Liquidation Report to the BSWM; and
9. Mobilize farmers to participate in the campaign.

The BSWM, as Chair of the TWG on Nutrient Management Campaign, is instructed to convene the group immediately to come up with a plan of action and its timeline.

For compliance.


WILLIAM D. DAR, Ph.D.
Secretary 

DEPARTMENT OF AGRICULTURE

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