The City of Butuan, Philippines, is developing an **innovative and inclusive agri-business ecosystem** that will increase **local vegetable supply** through sufficiently and sustainably produced vegetables marketed at reasonable prices using technological innovations.
THE PROBLEM WE WANT TO SOLVE

- Vegetable market prices in Butuan are **24-77%** higher than other cities
- Vegetable self-sufficiency is low at **18.72%** (2021)
- Only **400** of the 12,000 farmers in Butuan City produce vegetables

**Supply of locally-produced vegetables is low and costly for consumers**

Farmers do not have the knowledge, access to finance or support (production services/supplies) required to operate profitably or at scale

Farmers are unable to access farmgate prices that are high enough to incentivize an increase in vegetable production

Farmers are exposed to a lot of pricing volatility and lack market data. This uncertainty prevents large scale, long-term production planning
Target 2.3
By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

Target 12.8
By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Local Action:
By 2025, we will increase the average farmer’s income through adoption of efficient, higher-yield and climate-resilient production practices and access to fair markets.

By 2025, we will increase the consumption of vegetable-based dishes through readily available and affordable vegetables and access to more choices of vegetable-based dishes.
THE SOLUTIONS

**Action ONE:**
Access to production support
Farmers’ capacity development

**Action TWO:**
Digital platform to initiate contracts
Physical platform to fulfill contracts

**Action THREE:**
Link with markets
Markets’ capacity development

**Action FOUR:**
Engage stakeholders
Promote vegetable consumption

---

**AgriBloom**
Strengthening Farmers’ Capacities
- Farmer-Producers,
- Farmer Cooperative and Associations (FCA)

**AgriHub**
Making everybody in Agriculture win
- Supply Agreement (Farm-gate Price)
- Marketing Agreement (Social Retail Price)

**AgriMart**
Empowering Trade Partners
- Vendors/Retailers
- Modern Trade
- Institutional buyers
- e-Stores
- Restaurants

**AgriComms**
Energizing AgriBOOST Consumers and Communities
- Social Media
- TeleRadyo
- School-on-the-Air
- Community
- Sectors
- Culinary

---

Enterprise Resource Planner (IT Backbone Solution)
**WORKING IN PARTNERSHIP WITH**

<table>
<thead>
<tr>
<th>PARTNER</th>
<th>FUNCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>National government agencies</td>
<td>Access to capacity development and facilities resources</td>
</tr>
<tr>
<td>Academic institutions</td>
<td>Access to capacity development resources</td>
</tr>
<tr>
<td>Private seed companies</td>
<td>Access to advanced products to introduce to farmers</td>
</tr>
<tr>
<td>Local retailers and food establishments</td>
<td>Potential market channels for the consolidated fresh produce</td>
</tr>
</tbody>
</table>
THE SOLUTIONS  AgriBOOST

Backward Resource Support  Forward Market Linkages

DA, ATI, PhilMech, NIA, DTI, DOST, TESDA, Academe, City Government of Butuan, Private Sector, Social Enterprises, NGOs

- Tech support (access to technology, finance, and market)
- Production input
- Organizational Dev't

AgriBloom
Strengthening Farmers’ Capacities
- Farmer-Producers,
- Farmer Cooperative and Associations (PCA)

Supply Agreement
(Farm-gate Price)

AgriHub
Making everybody in Agriculture win
- Infrastructure support
- Tools and equipment
- Technology
- Public-Private Partnership

Marketing Agreement
(Social Retail Price)

AgriMart
Empowering Trade Partners
- Vendors/Retailers
- Modern Trade
- Institutional buyers
- e-Stores
- Restaurants

Enterprise Resource Planner (IT Backbone Solution)

AgriComms
Energizing AgriBOOST Consumers and Communities
- Social Media
- TeleRadyo
- School-on-the-Air
- Community
- Sectors
- Culinary
Butuan City’s agricultural extension workers and AgriBOOST staff visited partner-farmers’ fields and provide technical advice on vegetable production.

Farmers participating in the AgriBOOST Farmers Field School performed the production practices discussed during the lectures.
Staff of the Gawad Kalinga CDFI, the interim AgriHub operator, processed the vegetables delivered by partner-farmers. Vegetables are cleaned, sorted, classified and placed in crates ready for pick-up by our partner-market channels.
Farm produce are displayed at the Project’s market stall, *Veggie Fresh*. Butuan consumers can browse and buy the displayed vegetables. *Veggie Fresh* is operated by TAVECC, our partner-vendor group.
Partner-academe, FSUU, hosted the AgriBOOST Culinary Show showcasing different alternative dishes prepared solely from vegetables.

Partner-market channel, Boun Gusto, integrated unto their menu these alternative dishes.
CHALLENGES AHEAD

1. Non-delivery of committed vegetables
   - Follow-up and/or validate farmers’ production areas
   - Provide technical advice on farmers’ production schedule

2. Slow processing time due to insufficient equipment and tools
   - Procure new vegetable processing line, equipment and tools

3. Existing market channels unable to absorb farmers’ surplus production
   - Expand market channels
WHAT’S NEXT?

1. Scale operation
   - Encourage per farmer production commitment
   - Engage more farmers
   - Expand market channels

2. Improve processes
   - Refurbish pilot AgriHub facility
   - Provide more efficient processing tools and equipment
   - Improve quality control standards

3. Analyze outputs and outcomes
   - Collect and process partners’ (farmers and market channels) feedbacks and experiences
   - Document and promote best practices
   - Collect and analyze market data
THANK YOU!

Brenda Dimas, Project Supervisor,
Butuan Global Mayors Challenge project
brenda.dimas@undp.org