KEY COMMERCIAL CROPS DEVELOPMENT PROGRAM (KCCDP) IMPLEMENTING GUIDELINES

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In order to promote and intensify production of market oriented commercial crops to improve profitability of farmers/orchardists in the identified Key Production Areas (KPA), the following guidelines have been formulated defining the various component of Key Commercial Crops Development Project (KCCDP) to ensure effective implementation of the program by agencies concerned:

I.
Crops Identified

1. Fruits and Nuts

2. Vegetables and Field Legumes

3. Ornamentals and Cutflowers

4. Industrial Crops

4.a coffee and cacao

4.b rubber

4.c white potato

4.d rootcrops (cassava, sweet potato, ubi)

5. Industrial Crops with agency masterplan

5.a sugar

5.b tobacco

5.c coconut

5.d cotton

5.e other fiber crops

KCCDP will focus on 2.5 million hectares for 5 national banner crop groups and DA-RFUs will identify 2 or 3 Regional priority crops based on competitive advantage.

II.

Program Components

1. Research and Development

Technology generation — technology adaptation - technology demonstration shall be undertaken and the Bureau of

Agricultural Research shall be responsible for evaluation of project proposals, allocation of funds and monitoring of research and development projects.

2. Acquisition, Production and Distribution of Seeds/Planting Materials

Only high quality seeds/planting materials of superior crop varieties will be distributed by the program to the identified areas to improve productivity and profitability. The different Research Centers of DA-RFUs and breeding institutions and other seed network should plan their production distribution of seeds/planting materials. Bureau of Plant Industry shall coordinate with DA-RFUs and other private companies/institutions involve in the network.

3. Post Harvest

With National Post Harvest Institute for Research and Extension (NAPHIRE) as lead agency, appropriate post harvest technologies shall be developed and disseminated to promote or enhance farmers participation in agro-processing activities that add value to their farm produce.

4. Training/Extension

Promote human resource development by addressing capability and skills development on commercial crop production including rural entrepreneurship.

The Agricultural Training Institute thru its training network shall coordinate and implement this important component of the program.

5. Small Scale Irrigation Facilities

This will include establishment of effective irrigation facilities as part of one-hectare techno-demos in the different DA-RFUs.

* Small Water Pumps (shallow tube wells)

* Small Farm Reservoir

* SWIPs

The purpose of these is to supply water crops during the dry season to sustain the productivity of crops and enhance crop diversification.

6. Marketing

The KCCDP Marketing components shall be led and coordinated by DA Agribusiness Group in collaboration with DA-RFUs, National Agribusiness Corporation (NABCOR) and other institutions in undertaking either national or international activities on promotion and development of market for commercial crops.

The program shall provide market assistance and information services. It will also support consultative sessions on market related issues.

7. Credit

Innovative/special credit delivery program will be provided in identified production areas or where private sector initiative is lacking.

Guarantee and lending facilities are the two (2) principal instruments to be used to implement the project.

The Agricultural Credit Policy (ACPAC) shall act as the fund manager to the program that will be made available

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through market-oriented financing schemes.

8. Development Communication

A development communication support is imperative to facilitate information exchange among all sectors involved in the KCCDP, i.e., policy makers, producers/farmers, extentionists, LGUs and consumers.

DA Agricultural Information Division will produce package and generate communication materials in various tri-media format, i.e., print, audio-visual and broadcast media.

9. Monitoring and Evaluation

Program implementation will be closely monitored on a regular basis to ensure that the programmed activities are carried out and the objection are attained.

The DA Planning and Monitoring Service in coordination with the agencies involved in the various components including the DA-RFUs will formulate logical monitoring format which must define indicators and targets.

The full support and cooperation of Local Government Units (LGUs) and other institutions must be solicited to efficiently and effectively undertake the implementation of the Key Commercial Crop Program of the MTADP.

This Circular shall take effect immediately.

Adopted: 06 Nov. 1995

(SGD.) ROBERTO S. SEBASTIAN
Secretary

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