

Mission accomplished: Wave 10 is food secure for good

March 2025



feed
back



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Wave 10 was a success!

We engaged **6 municipal partners** - the most in one go - and realized the dream of bringing Feed Back to **Cebu**.



In Reina Mercedes, **no one** **needed relief** despite 5 consecutive typhoons!

Storms wreaked havoc during Wave 10—
but families overcame food shortages and price
surges on their own.



A woman with dark hair, wearing a brown t-shirt with a 'Petrol' logo, stands in a lush green garden. She is holding a small cluster of green tomatoes in her hands. The garden is filled with various plants, including tall tomato stalks. In the background, there are trees and a simple wooden structure. The overall scene is bright and natural.

In Ayungon, families opened up a path to earn and grow their **net cash flow** up to **113%**

Average income was P4,300, the
least among Wave 10;
less than a third of poverty line

La Libertad, a four-time partner, tops Wave 10 with highest participation and production!

3 out of 4 families signed up,

92% joined the exchange

By program's end, families have
food for the week and excess 6 kilos
to sell and share with others.



In Bantayan, we proved that anyone can farm

41% of Wave 10 families are from Bantayan

Mostly fisherfolks who live in semi-urban areas
or on remote islets reachable only in high tide



In Santa Fe, barangays **run Feed Back** without LGU support, but results on par with funded ones!



They are first to set up a barangay market in Wave 10 — on week 7 of exchange!

Inabanga, a third-time partner, ran Feed Back **on their own**, only with light ARK engagement!

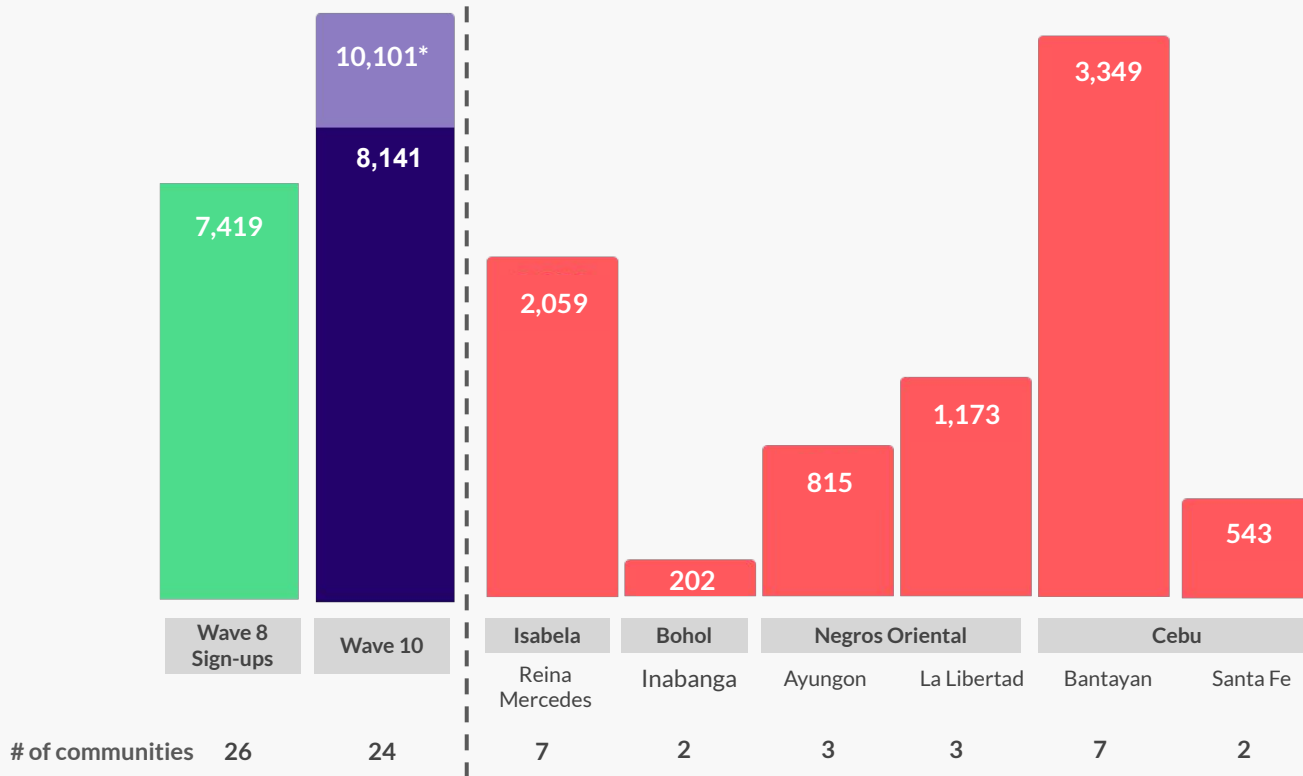
Communities relied on the playsheets, guides, fiestas and one another!

They hit 62% of sign-ups in the first week—a feat usually seen at the end of exchanges and sustained throughout!

Wave 10 Results

8,141 families signed up and received seeds

this is **1.1x** more families than Wave 8 - our biggest wave with 26 communities

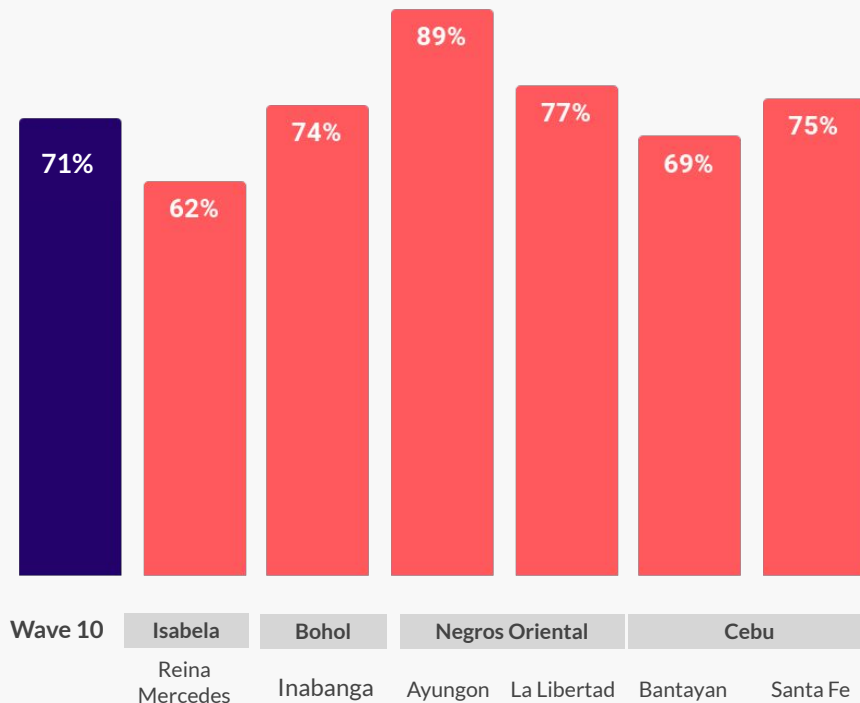


*Target number of families set by partner communities

71% of families attended more than half of the exchanges

Exchanges were promoted by council direct invitation, word of mouth, posters designed by program team

Families joined: FOMO; encouraged by neighbors; chance to get more varieties, and FUN and GAMES

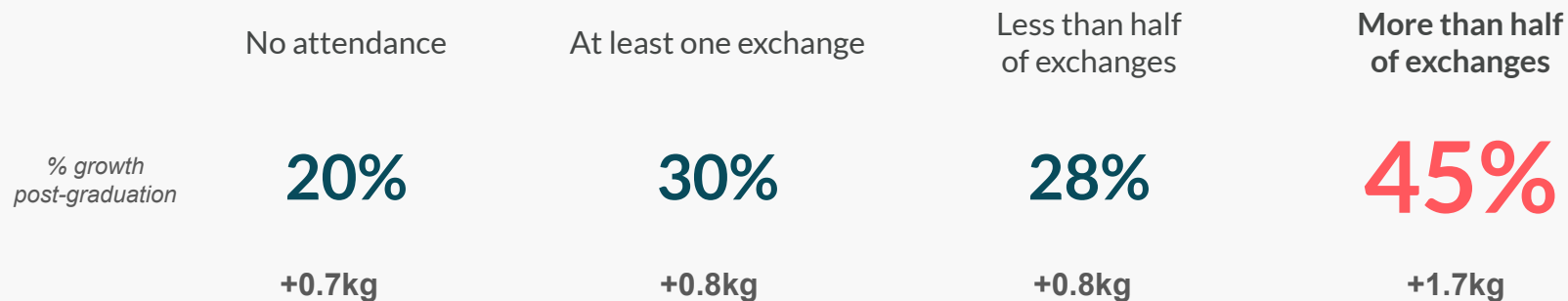


*Families who attended at least 6x of the 10-11 exchanges or 7x of 12 exchanges

Source: Endline Survey conducted in November 2024 with 998 respondents.

...and for families who attended majority of the exchanges, they grew their harvests by 45% even 2-4 weeks **after graduation**

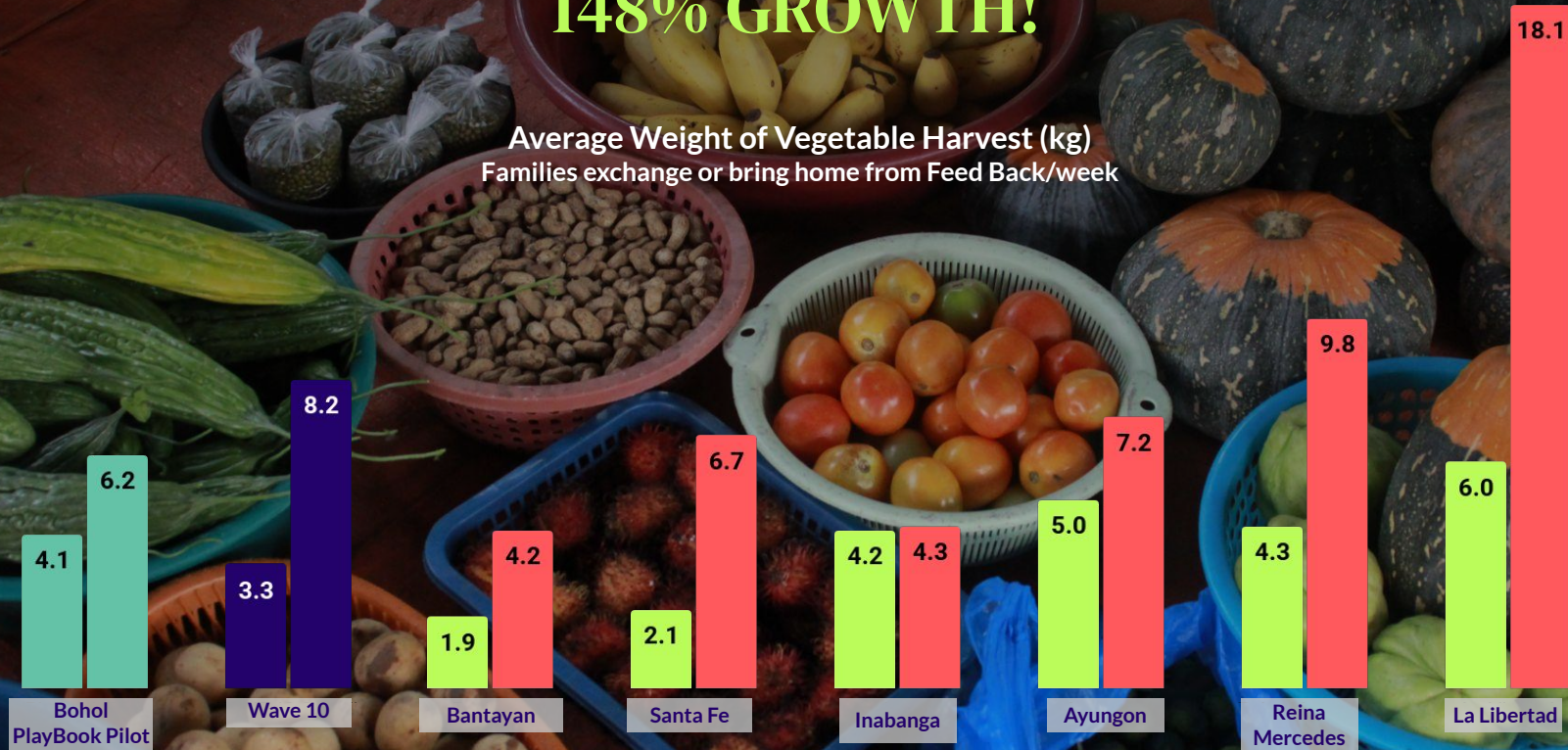
Families continue planting, gardens are thriving!



Source: Endline Survey conducted in November 2024 with 998 respondents.

Produce brought to the exchange leaped from 3.3 to 8.2 kilos in just 10 to 12 weeks- 148% GROWTH!

Average Weight of Vegetable Harvest (kg)
Families exchange or bring home from Feed Back/week



Not counting harvest directly consumed at home or sold.

Week 1 Graduation

On average, communities exchanged **31 varieties** of fruits and vegetables per week

MUNICIPALITY	AVERAGE # OF VARIETIES	VEGETABLE	FRUITS	FEED BACK SEED VEGETABLES*
Reina Mercedes	30	18 (58%)	12 (42%)	10 (56%)
Inabanga	28	19 (68%)	9 (32%)	9 (43%)
Ayungon	31	23 (68%)	8 (32%)	13 (57%)
La Libertad	41	25 (62%)	16 (38%)	12 (48%)
Bantayan	28	18 (64%)	10 (36%)	11 (61%)
Santa Fe	26	11 (42%)	15 (58%)	7 (64%)
WAVE 10 Average	31	19 (62%)	12 (38%)	11 (54%)

La Libertad is highest at 41.
Upland farming communities

Sta Fe has the least at 26.
Coastal and island communities

Feed Back seeds accounted for 54% of
what was exchanged!



Variety of food consumed is directly linked to reducing malnutrition (UNICEF 2024 Child Nutrition Report)



At first, my four children did not like to eat vegetables. They often ate fried eggs. But now, I'm impressed with how willingly they eat vegetables like pinakbet. Now, they don't get sick as often and have gained weight.

**Nilsa Cuevas, Brgy Banban, Ayungon
Negros Oriental**



Source: What are healthy diets? Joint statement by the FAO, UN, and WHO. 2024

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75% of families who did not join
Feed Back but got seeds, planted!

Of them, 87% were able to harvest.

23% were able to sell

3% were able to share to neighbors and relatives

They could not join Feed Back because:
competing work priorities,
harvest just enough for family, and
unaware of Feed Back schedule.





New markets: in Balidbid, Feed Back families sold vegetables at the weekly *tabo*

Balidbid set up a weekly Saturday Market, continuing even after Feed Back.

This market provides Feed Back families with a platform to connect with buyers and sell their produce

Nora Batiancilla is a Feed Back member who is making the most of this opportunity– in one sale she earned **P1,300 (\$22)**, 2.3x daily wage of P 573 (\$10).

Brgy. Balidbid
Santa Fe, Cebu

Composting ensured they can sustain their gardens...

60% of families

using homemade fertilizers

77% of families

using homemade pest-control sprays

750 families joined the compost contest and produced 12,493kg of compost to use in their gardens, and sell to neighbors

...and secure an additional income stream

Single parent, dual income -- Rowena Dayucos from Atabay doubled production and started income streams from both farming and composting



As a Barangay Health Worker earning P250 weekly, I increased my income by planting vegetables. Before Feed Back, I harvested 5-10kg per week, but with extra seeds, I expanded my garden to produce 15-20kg weekly. My income has increased by P500-P800 from vegetable sales and P600-P800 from compost sales

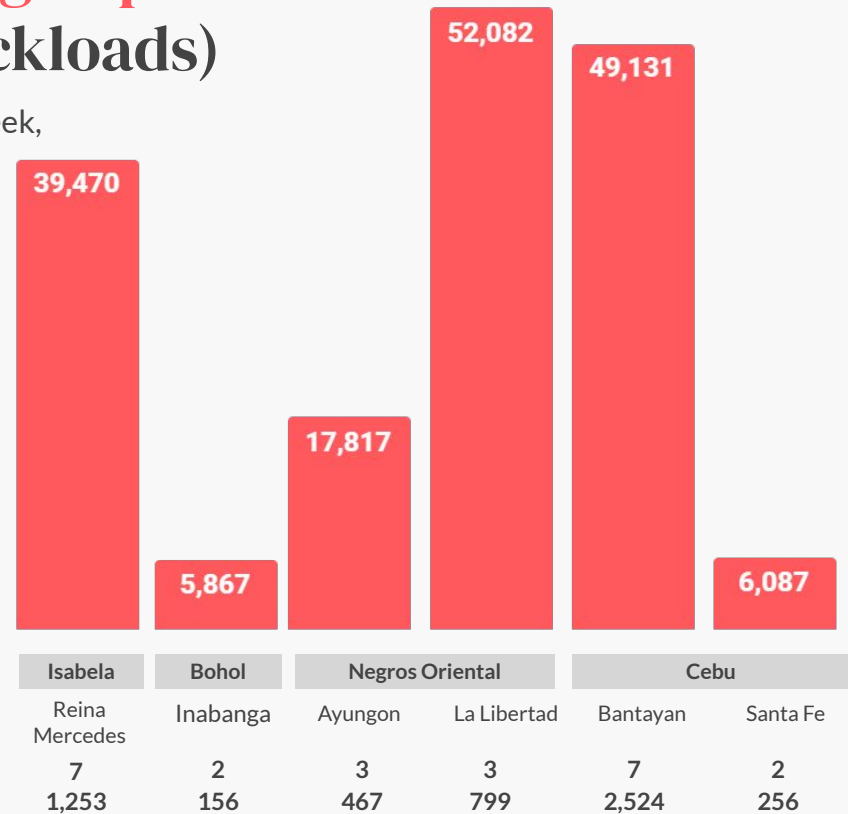
Rowena Dayucos, Brgy Atabay, Ayungon
Negros Oriental



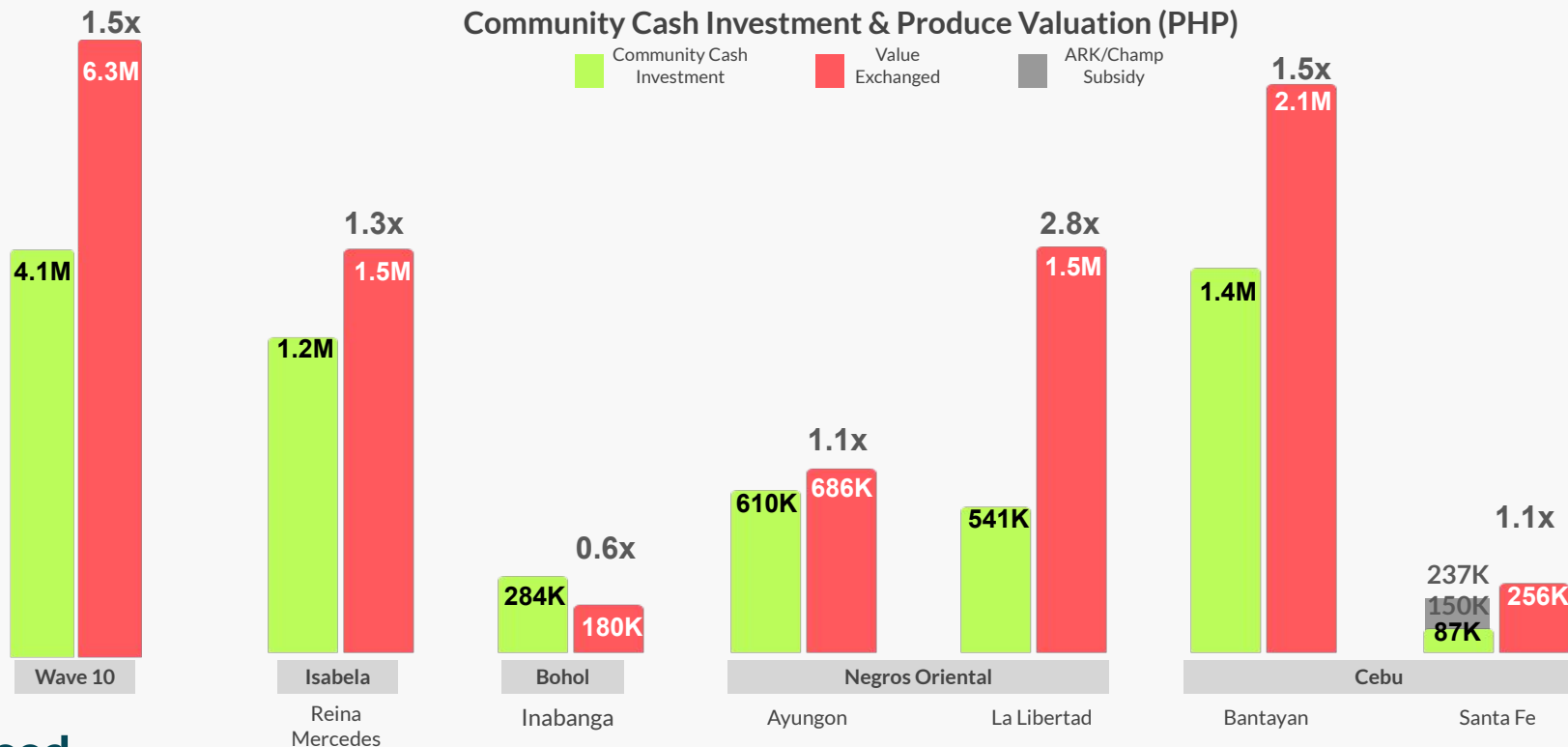
W10 Families exchanged 170,454 kg of produce in just 10 exchanges (about 57 truckloads)

La Libertad farming families led production with avg 10kg/basket/week, which is nearly double Reina's harvest which got affected by typhoons. Bantayan production driven by POP.

Inabanga and Santa Fe only had 2 communities with fewer families/community



Total vegetables contributed and exchanged were valued at **P6.3M**, which is **1.5x return on community's collective cash** investment (P4.1M)



Excludes value of harvest consumed at home or sold.

*Community = Municipal and Local Villages

Based solely on the value of vegetables exchanged over 10-12 weeks, the LGU and the barangays' collective cash investment was matched 1.5x.

It excludes value of harvest consumed at home or sold, savings from transportation, savings and income from using and selling compost.

Adding the estimated value of produce and new inputs used at home or sold, and transport savings in 10-12 weeks generated **P28M new impact value**, or **6.8x** the community's collective cash investment

All Communities	PHP	ROI
LGU Cash Investment	2,968,690	
BGY Cash Investment	1,161,395	
Total Community Cash Investment	4,130,085	
Vegetables exchanged (direct)	6,272,241	1.5x
Food savings and vegetables sold (est)	12,438,786	3.0x
Fertilizers sold and savings (est)	6,231,273	1.5x
Transport savings (est)	3,142,177	0.8x
Total New Impact Value	28,084,477	6.8x

*Not counting the prospective and long-term impact from sustaining the gardens: food savings, new income, reduction in hunger and malnutrition, savings from using organic fertilizers, and pesticides

For 2 to 4, refers to additional or growth in rate of production, sales, and savings, comparing baseline & endline

Values were computed based on the weekly tracking of exchange data, and baseline and endline survey

DRIVERS

#1 Vegetables exchanged (direct)	<i>based on total market value of all vegetables shared during the 10 - 12 weeks of community exchanges</i>
#2 Food savings and vegetables sold (est)	<i>based on estimated savings from reduction of food purchases among families within the 10 - 12 weeks</i> <i>based on estimated income from selling their vegetables</i>
#3 Fertilizers sold and savings (est)	<i>based on estimated income from selling homemade fertilizers</i> <i>based on the estimated savings in fertilizer expenses through the use of homemade fertilizer</i>
#4 Transport savings (est)	<i>based on estimated transport savings from no longer going to the market to buy vegetables</i>

*Slide 21 presents the community's ROI based solely on the value of vegetables exchanged over 10 to 12 weeks. Slide 22 expands this by including estimated returns from food savings, fertilizer income and savings, and transportation savings, derived from baseline and endline surveys.

*The baseline and endline surveys were conducted in July and November 2024 with 998 respondents.

Wave 10 Communities gear up to sustain and scale impact!

2 Gardening ordinance

Communities in Inabanga

13 2025 Funding for inputs

7 communities in Bantayan,
2 communities in Inabanga,
4 communities in Reina Mercedes

6 Nurseries to secure seeds

3 communities in Bantayan,
(Bantigue, Loyong Baybay, Ticad)
2 communities in Sta Fe and
1 community in La Libertad

9 Market connection

7 communities in Reina Mercedes,
2 communities in Ayungon and Sta Fe

13 Post-graduation Exchanges

7 communities in Bantayan, 1 community
in Ayungon, 1 community in Sta Fe, 1
community in Inabanga and 3
communities in Reina Mercedes

14 Self-led Feed Back

Reina Mercedes and Bantayan LGU

Bgy Ticad's Transformation

Ticad, a semi-urban coastal community in Bantayan, thought securing food from within was just a dream

Half of 2,049 families live in congested informal settlements and swamp areas

81% live below the poverty threshold (about P15K / \$250/month).

Only 10% of families had gardens

Brgy. Ticad
Bantayan, Cebu

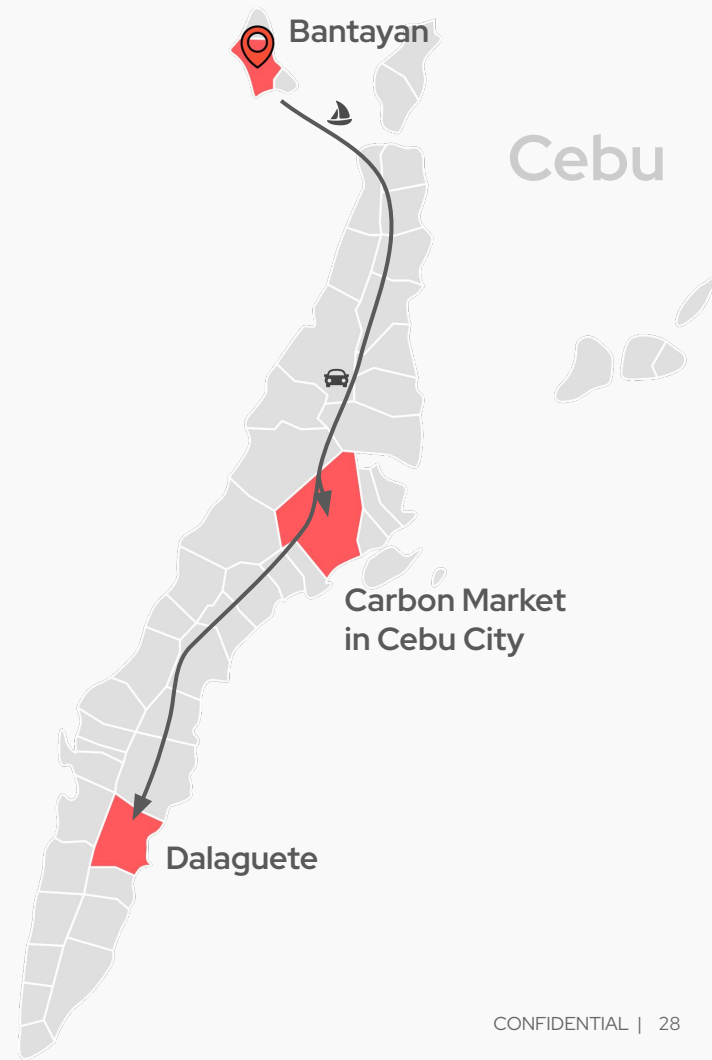


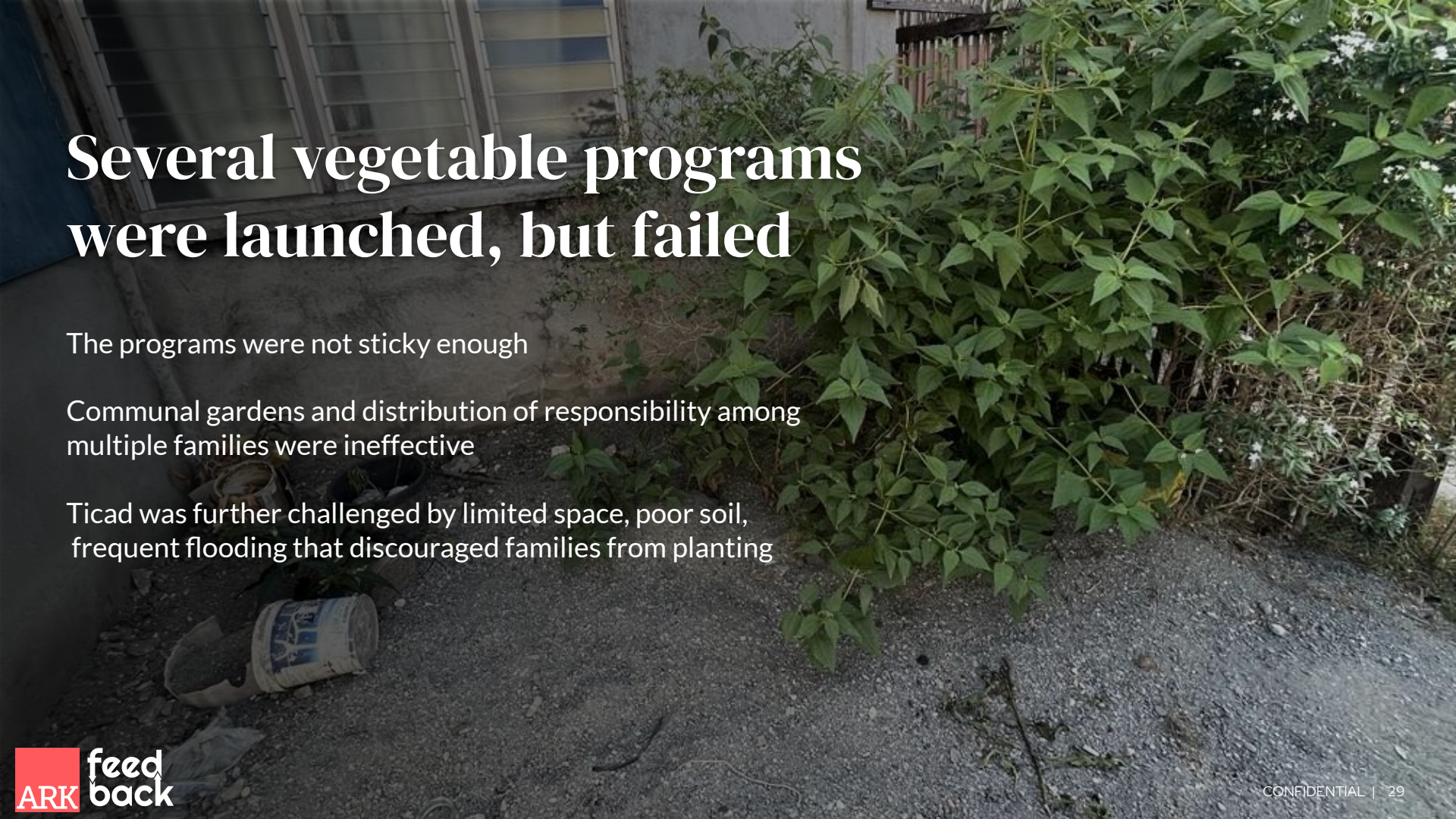
Vegetables are difficult and expensive to obtain

Scarcity. Only 1 municipality (Dalaguete) in Cebu mainly produces vegetables.

Imported from afar. Families buy from Carbon Market in the city, which imports from Mindanao and Negros Occidental

Transport to buy food = to a day's wage





Several vegetable programs were launched, but failed

The programs were not sticky enough

Communal gardens and distribution of responsibility among multiple families were ineffective

Ticad was further challenged by limited space, poor soil, frequent flooding that discouraged families from planting

When Ticad council learned about Feed Back, a light bulb turned on!

The **behavioral change** aspect of the program and **close impact tracking** was what they needed.

Indeed, Ticad's week 1 of Exchange was a success!

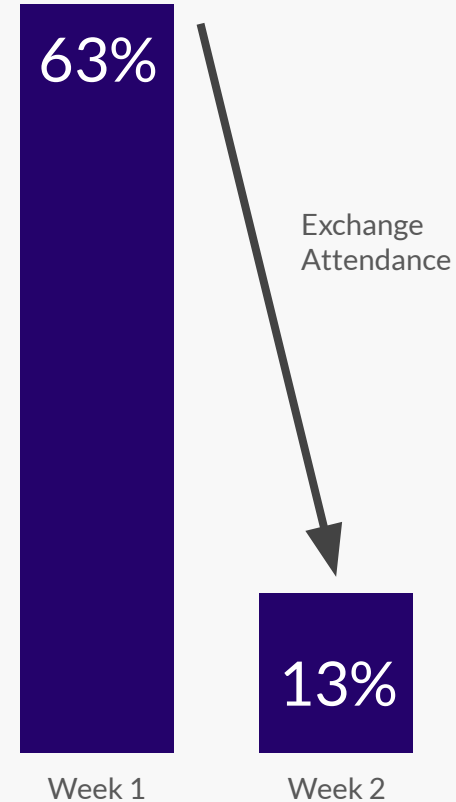
In their excitement, they held six vegetables Exchanges from Friday to Sunday in the first week, reaching **381** families or **63%** of their sign-ups



....but the council got physically exhausted!

Come Week 2, the council ran only one round of Exchange across the village

This resulted in a drop in participation





With timely impact tracking, they were able to reset strategies for week 3 and sustained performance until graduation!

- ✓ Collaborated closely with ARK & the local government unit
- ✓ Restructured operations, activated volunteers to lighten their load
- ✓ Closely monitored performance, did one final outreach to families



Dream to reality: Ticad transformed tiny and swampy spaces to blooming gardens

They signed up **742 families**

94% of those who signed up joined the Exchange

Shared over **14K** kg of vegetables valued at
P632K or **\$11K** in 11 weeks!

Kap Eva is inspired by Ticad's transformation.

Before Feed Back, Kap Eva was already an advocate of backyard gardening. She dreamed of every family securing their food from their backyards.



Kap Anna Eva Almares,
Ticad, Bantayan, Cebu

“Joining ARK has given me confidence in our community; people are planting and ensuring they have food.”

People saw different alternatives to provide food for their children. They don't need to rely on just the sea, but they can also start in their own homes.”

Families beating the odds and securing food in islet barangays

Challenges like limited space, saline water, and tidal flooding made Ma'am Dorotea hesitant to join Feed Back, believing gardening was futile.

Despite her reluctance, Feed Back manager Doris continued visiting her. With encouragement from Ma'am Dorotea's daughter, she was finally convinced to accept the seeds and start a backyard garden.

Within 10 weeks, her garden produced 32.7kg of food, twice the average yield, providing three days' worth of food.

Now, her family enjoys regular meals, even when her husband can't fish, and has built savings, stretching their monthly P2,000 (\$36) income.



Ma'am Dorotea Batiandila
Bgy. Suba, Bantayan

Bgy Santor's Transformation

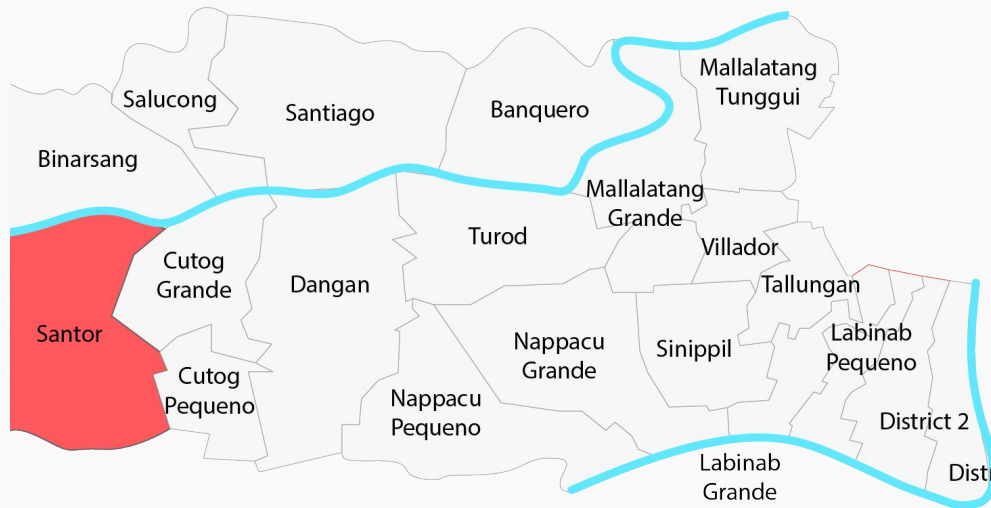
Santor wanted to beat hunger and provide new income

A semi-urban poblacion community

Mostly farmers, farm laborers, and construction workers

They plant rice, corn, and tobacco using chemicals

Families earn an avg of **P5,900/month** and many were still hungry



Santor almost did not push through

Not all council members were wanting to commit and do Feed Back

They ask: *Why is there a need for Feed Back?*





Kap Enteng dreams big for his community

Kap Enteng has served since the 90s as a tanod, Kagawad, and now Kapitan.

He wanted to rid of delinquency, for families to eat healthy and to farm naturally

As ABC President, juggling multiple roles, Kap Enteng missed the Feed Back exchanges



MidPoint Fiesta was pivotal in Santor's turnaround

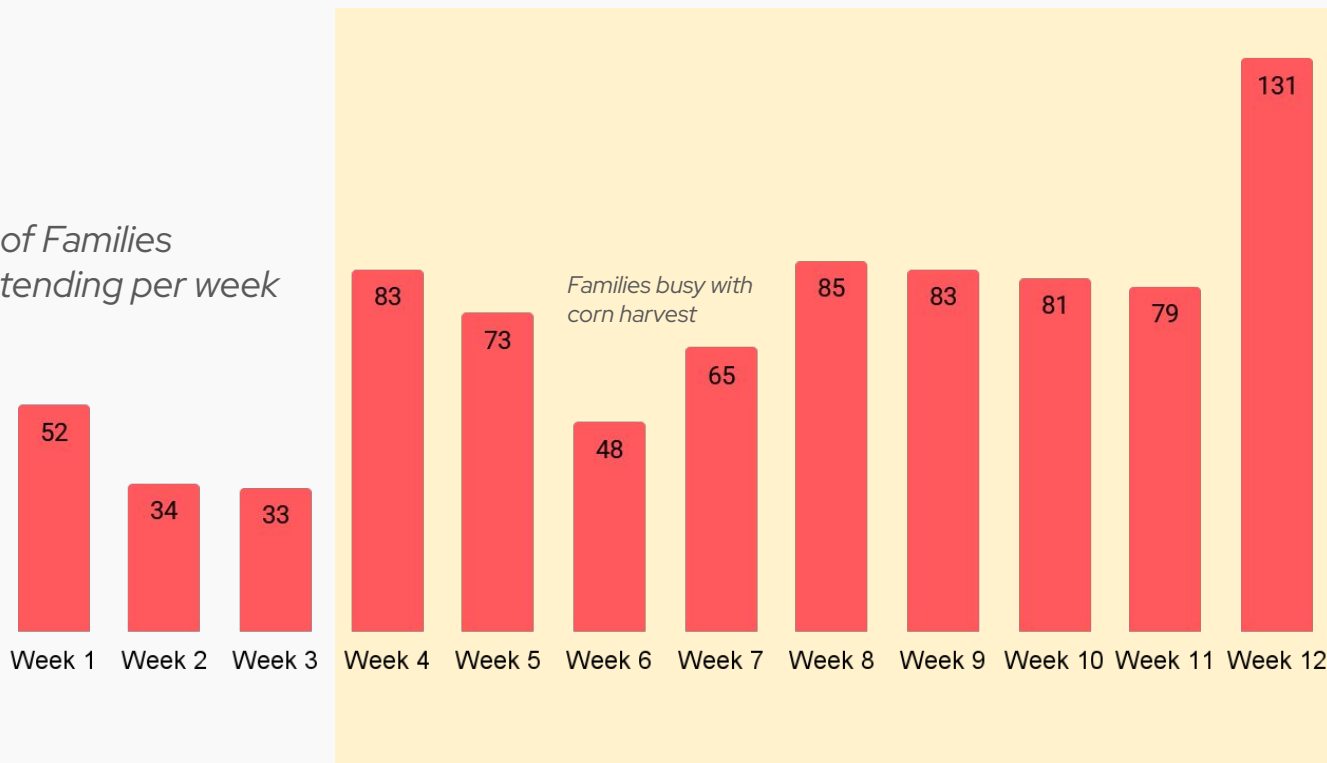
ARK shared that families were bringing big baskets of veggies, but more participation was needed.

This lit a fire in Kap Enteng to reach more families and prove Santor is a vegetable producing community!

He became more active in the Exchanges, brought more prizes, and coordinated with his council to pick up families and make announcements.

More families attended from weeks 4-10, reaching 131 by graduation

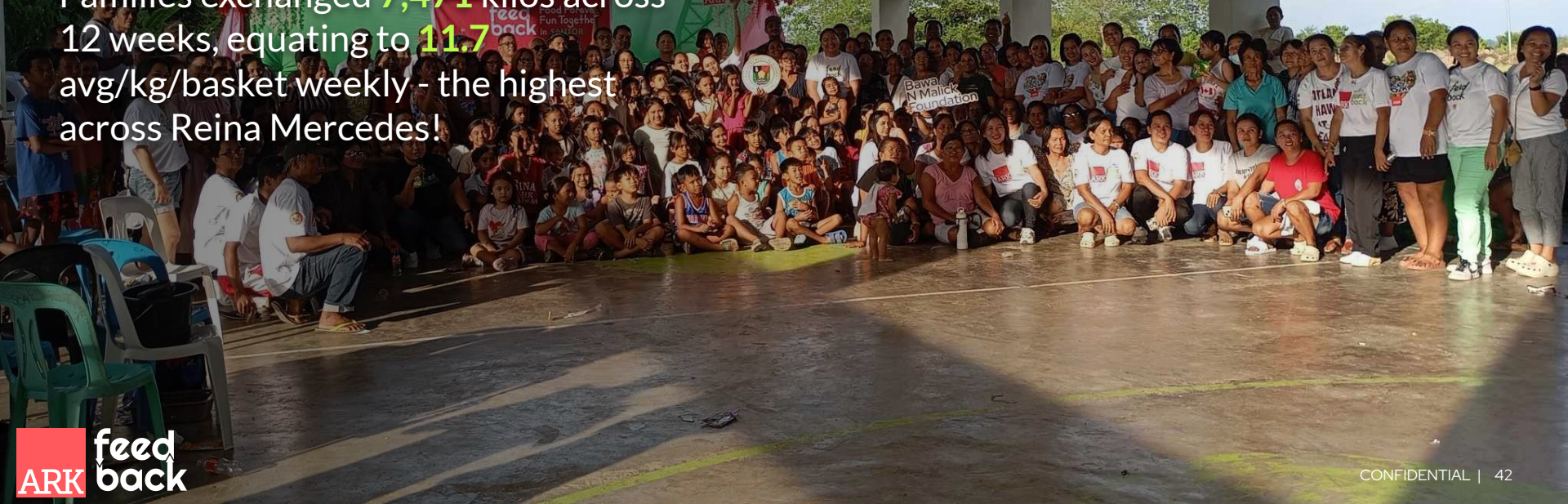
*# of Families
attending per week*



Santor's Comeback and Strong Finish

With 2 weeks extension, Santor reached **54%** of their sign-ups.

Families exchanged **7,471** kilos across 12 weeks, equating to **11.7** avg/kg/basket weekly - the highest across Reina Mercedes!





Families want to sustain their gardens and additional income stream

Ma'am Nora Daluidao of Santor made **71 kilos** of bokashi with her team. Together, they won Best Quality Compost after learning through the Playshop and Playsheets.

She plans to continue making bokashi after the program to help her with new income

Innovations

W10 Barangays: Stronger Together

Graduate Kapitans from Wave 9 **never missed an exchange**. They danced, helped run games, sang karaoke and supported their mentee kapitans all the way!

Program team members also joined each others' exchanges: they learnt different *diskartes* and *pakanas* that they brought back to their communities.



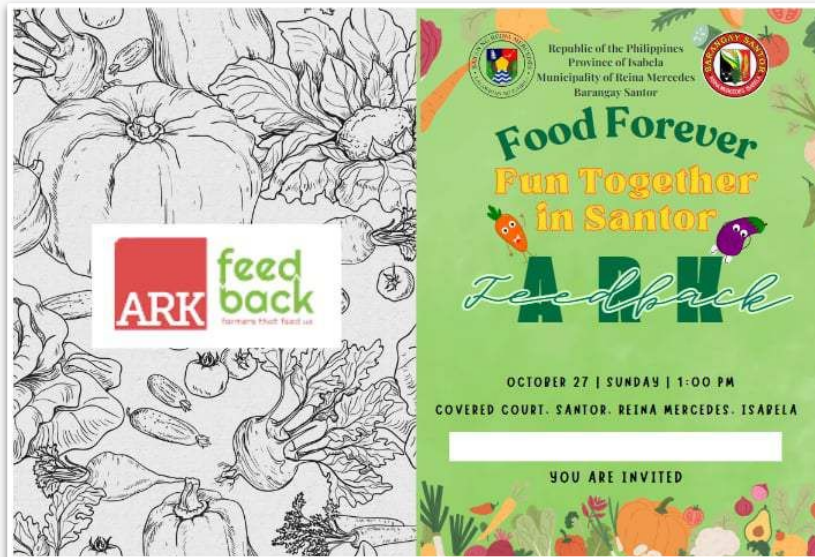
Kap Eric with his guide, Kap Dodoy of Mallalatang Tunggui (W9 Graduate)



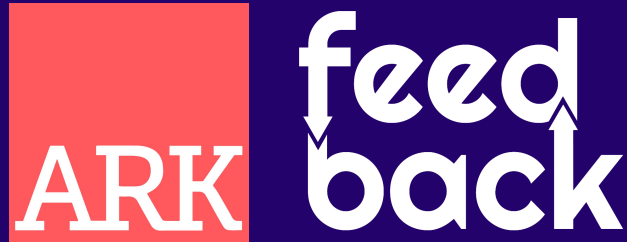
Kap Enteng with his guide, Kap Rolly of Banquero (W9 Graduate)

Barangays **WOW**-ed with weekly invitations

Program teams created fun, colorful and vibrant programs and invitations to share with families.



Thank you, partners!



arksolves.org

Thank you for fueling Wave 10



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Mayors, thank you for your leadership and commitment!



Malou Respicio-Saguban
Reina Mercedes, Isabela



Jono C. Jumamoy
Inabanga, Bohol



Dennis N. Amancio
Ayungon, Negros Oriental



Emmanuel L. Iway
La Libertad, Negros Oriental



Arthur E. Despi
Bantayan, Cebu



Ithamar P. Espinosa
Santa Fe, Cebu