

Isabela partners food secure, healthy, and connected to long-term market

Feed Back Plus shows how communities can solve for food security and create new business

WAVE 9 Isabela Champ's Call
February 6, 2024 | 8 am PST



Agyamanak Unay Champions and Communities for bringing Feed Back Plus to Isabela!



Perfection
of Man



Isabela dreamed of **new income** **and to source food directly from** **their own communities**

Farmers monocrop rice, corn, and tobacco, and wanted new and consistent source of income.

Vegetables come from afar (Baguio, Nueva Vizcaya) making nourishing food expensive and inaccessible.

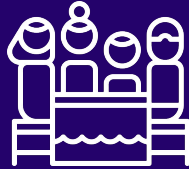
Half of the municipalities had 2x the malnutrition rate than national average

Isabela set out (and achieved!) their dreams of securing food, health, and income

Feed Back Goals



Secure food at home
for at-risk families



Solve for hunger
and improve nutrition



Farm diverse &
chemical-free crops

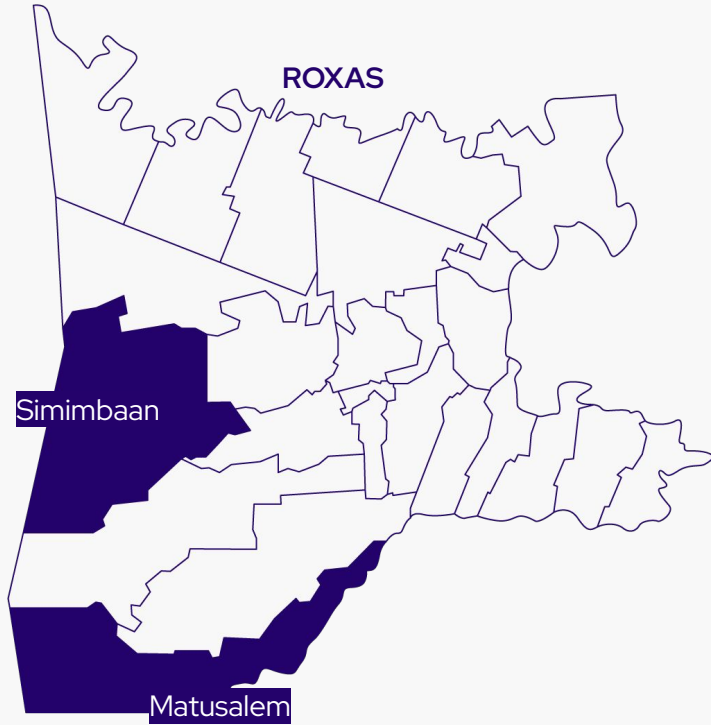


Generate savings and
new income

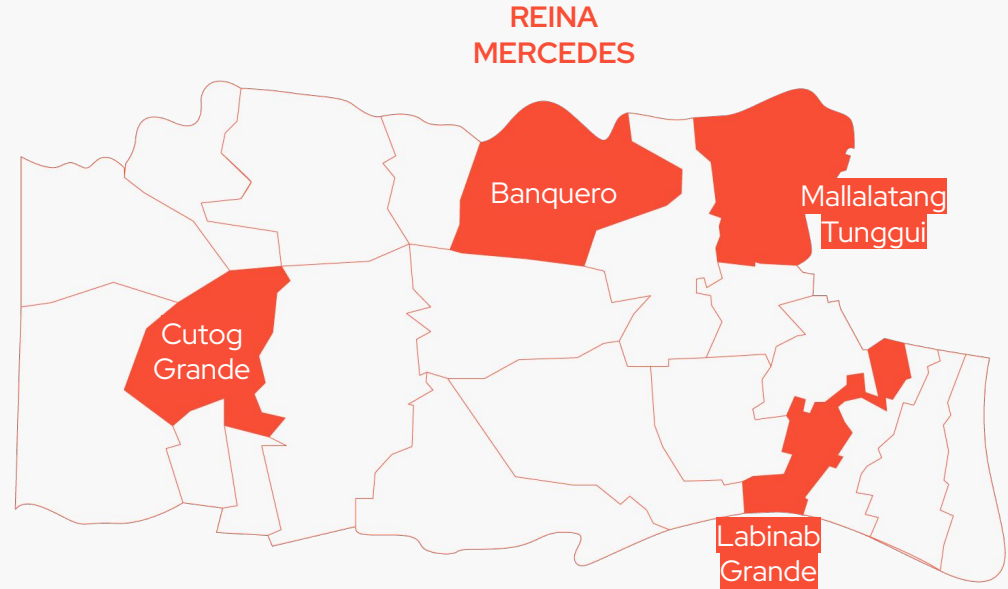


Promote participation
and teamwork

Together, we reached **2,507** families (65% of pop)
across 6 communities from Roxas and Reina Mercedes



ISABELA



Capturing those most in need: those who joined Feed Back were below the poverty threshold

81%

Earn an income below
Isabela's poverty
threshold of P14,787

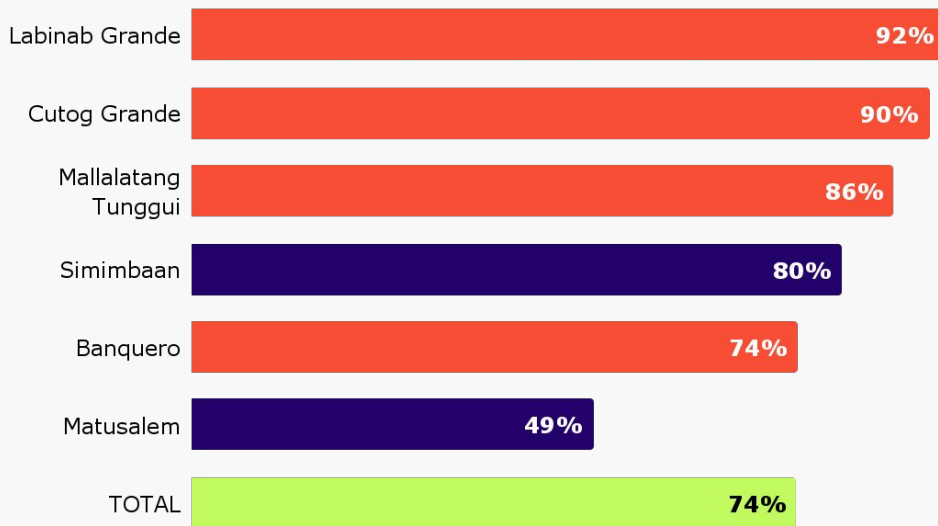
*Based on the Baseline and Endline Survey conducted in July and October 2023 with 248 respondents.
Poverty threshold based on PSA Isabela First Semester Poverty Statistics, released March 25, 2022.*

1,856 families or 74% of those who got seeds joined the exchanges

Families who joined the exchange accessed more vegetables and created diversity.

They get to **experience fun** firsthand, **share and bond with their ka-barangays**, and **build weekly routines** that lead to healthier habits like planting, sharing planting techniques, and eating more vegetables.

% Participation among Sign-ups



Families brought home **6.1 kg**
of nourishing food every week,
reclaiming food security



13 = per family per week
meals

Feed Back enables a family of four to eat 3 nourishing meals for 4.5 days! Aside from additional meals, the nutritional value and richness grows as well.





The exchanges led to food diversity and a sharing of **83 kinds** of vegetables and fruits

The top 5 vegetables exchanged are **patola, talong, upo, sitaw, and okra**

Through Feed Back, Isabela catalyzed a brand new local food supply by producing an **EXCESS** of **51,671 kg** of organic fruits and vegetables in 15 weeks





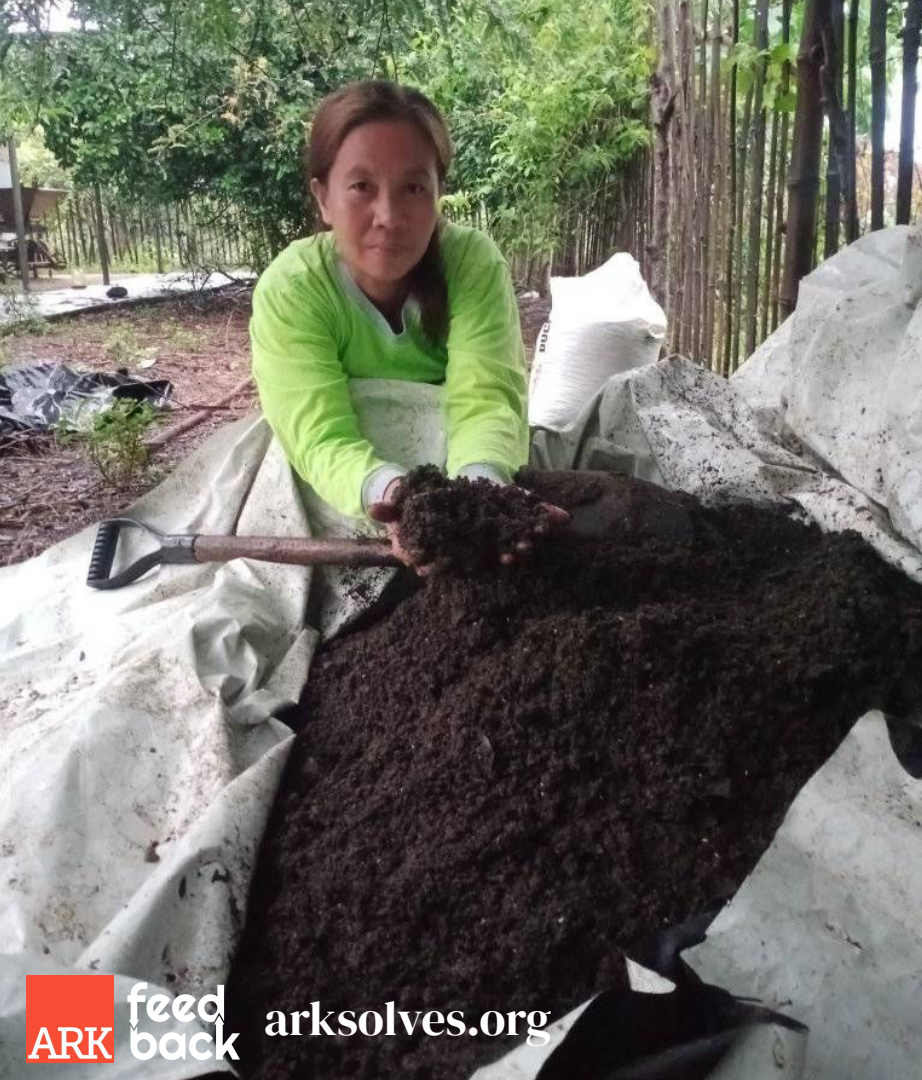
Families can now cook Dinengdeng and Pinakbet sourced from their own backyard gardens



“Iyong dala ko na saging, kalamansi at
upo napapalitan ng marami at
iba-ibang gulay na pang-pakbet --
sitaw, talong, ampalaya.

Geraldine Descargar
Feed Back Participant,
Simimbaan

”



From **chemical** to **organic** **farming** made possible through Feed Back

Isabela farmers are used to commercial and chemical farming.

With Feed Back Plus, not only did they see the importance of organic farming and feeding their families safe produce but they learned that it's **possible to create their own organic inputs.**

47 families learned how create their own organic compost. Alma Pascua of Simimbaan sold **6 sacks (50kg/sack) of bokashi for P2,100.**



Ang anim na sako ay naging pera na! Lubos ang aking kasiyahan at pwede din itong pagkaabalahan at pagkakitaan sa hinaharap

Alma Pascua, Simimbaan



Families are proud that their organic produce can also nourish other families

Families previously reserved their organic produce for personal consumption but now, with a **program and market that values organic**, they produce and share more nourishing food to neighbors, buyers, and feeding program beneficiaries.

Proud kami sa aming mga tanim na gulay dahil maganda ang kalidad nito... Masaya kami dahil ligtas ang aming gulay sa mga kemikal at nakakapagpakain ng ibang mga pamilya lalo na mga bata.

Kap Rolly Gumbi, Barangay Captain of Banquero



Gardens and diverse vegetables lead to P775/mo (\$13.78) in cash flow or new income

A conservative 14% increase in household cash flows

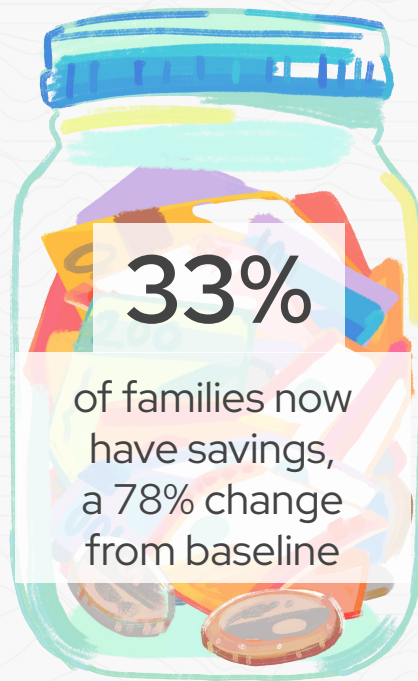
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Per month	Before	After	Savings
Garden Produce/Food Savings	P 744	P1,042	+ P 298
Sales from Harvest	P 501	P 971	+ P 471
Transportation Expense for Buying Food	(P 497)	(P 493)	+ P 6
Total Monthly Increase in Cash Flow			P 775

Feed Back led directly to increase in savings



Before Feed Back



After Feed Back



Sobrang nasisiyahan,
nakakaaliw at nakakaalis
ng stress [ang
programa]. Higit sa lahat,
nakakatipid ako sa pang
araw-araw naming ulam.

Arlene Julian,
Mallalatang Tunggui



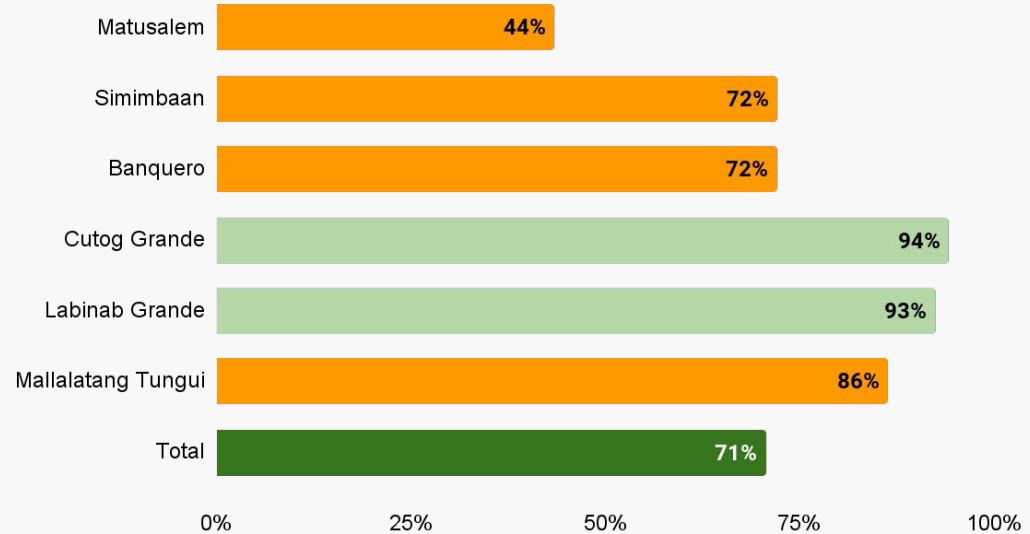
*Based on the Baseline and Endline
Survey conducted in July and October
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Feed Back Plus captured **7 out of every 10** at-risk families

In Isabela, at-risk families are those whose monthly income fall below the poverty threshold of P14,737

The program occurred during El Nino drought and protected the families against hunger and malnutrition.

Cutog Grande and Labinab Grande reached 94% and 93% of at-risk families.



Isabela is first to pilot the **Feed Back Plus** market connection

The Plus or **Market Phase** is 7 weeks of market development so that families can become ARKpreneurs who will have new source of consistent income

Due to challenges in change of leadership post-elections, which happened right as the program transitioned, Mallalatang Tungui did not proceed with Plus.



Exchange
10 weeks
8/7-10/9



Market Connection
7 weeks*
10/9-12/4

**with pauses due to election*

Creating a path for 157 ARKpreneurs

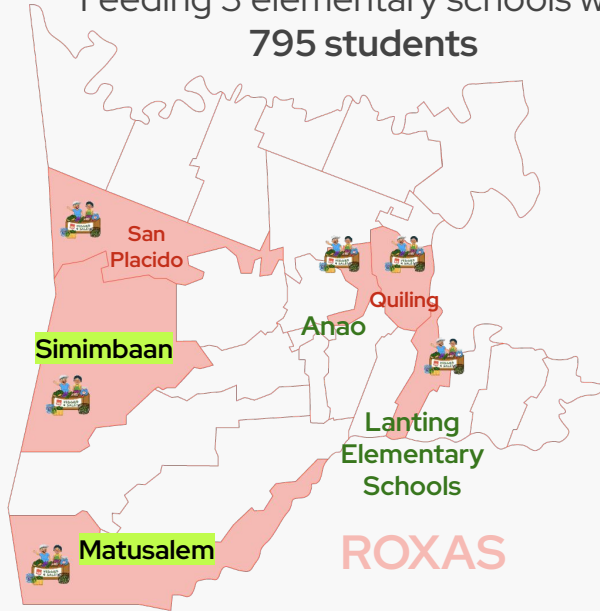
Around 8% of families signed up as ARKpreneurs. Among the sign-ups, 40% remained active suppliers.

Barangay	Feed Back Families	# of Plus Sign-Ups	% of Reach	Active Suppliers
Matusalem	261	49	19%	10
Simimbaan	620	22	4%	15
ROXAS	881	71	8%	25
Banquero	460	32	7%	13
Cutog Grande	159	10	6%	5
Labinab Grande	165	27	16%	20
Mallalatang Tungui	191	17	9%	-
REINA MERCEDES	975	86	9%	38
ISABELA	1,856	157	8%	63

The municipal partnership created a consistent, long-term market that enables them to supply beyond the barangay

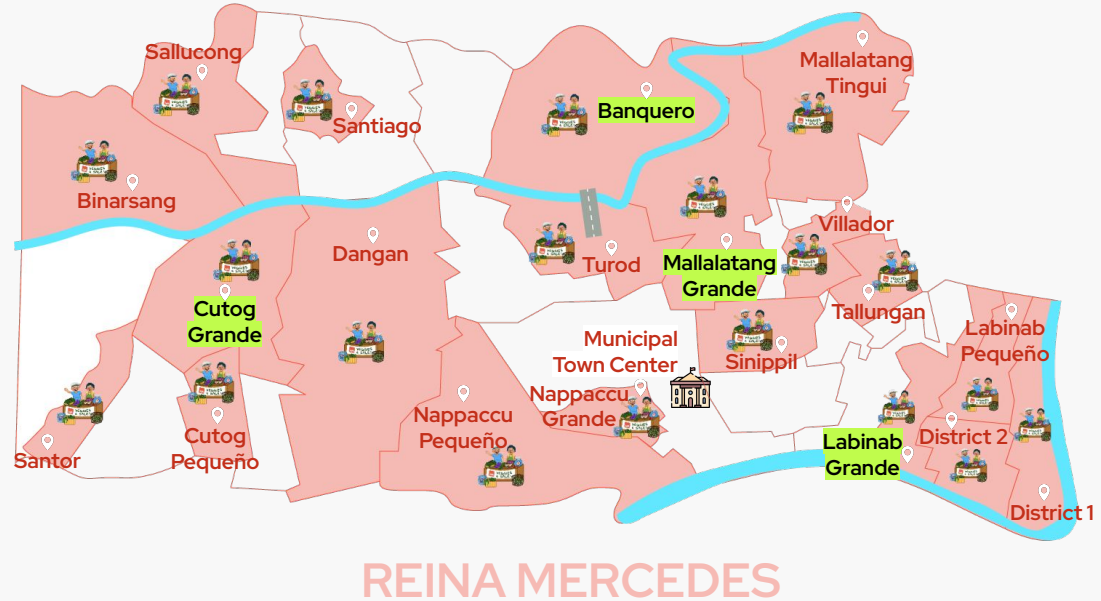
Roxas' Feeding Program

Feeding 3 elementary schools with
795 students



Reina Mercedes' Daycare Feeding Program

Feeding 27 Daycare Centers with 874 kids





For 7 weeks after the exchanges, ARKpreneurs earned **P92,379 in total**, with an average of **P1,476 per supplier**

Supplied
5.5 kg

*of organic vegetables to
LGU Feeding Programs
every week*

Serving
1,699
children
in total



From Exchange Participant to **ARKpreneur**

Nanay Corazon was one of the first to raise her hand to become an ARKpreneur.

She earned **P1,859** from selling **43 kg of kalabasa**, and never missed a delivery! She went from peddling her veggies to being a consistent supplier.

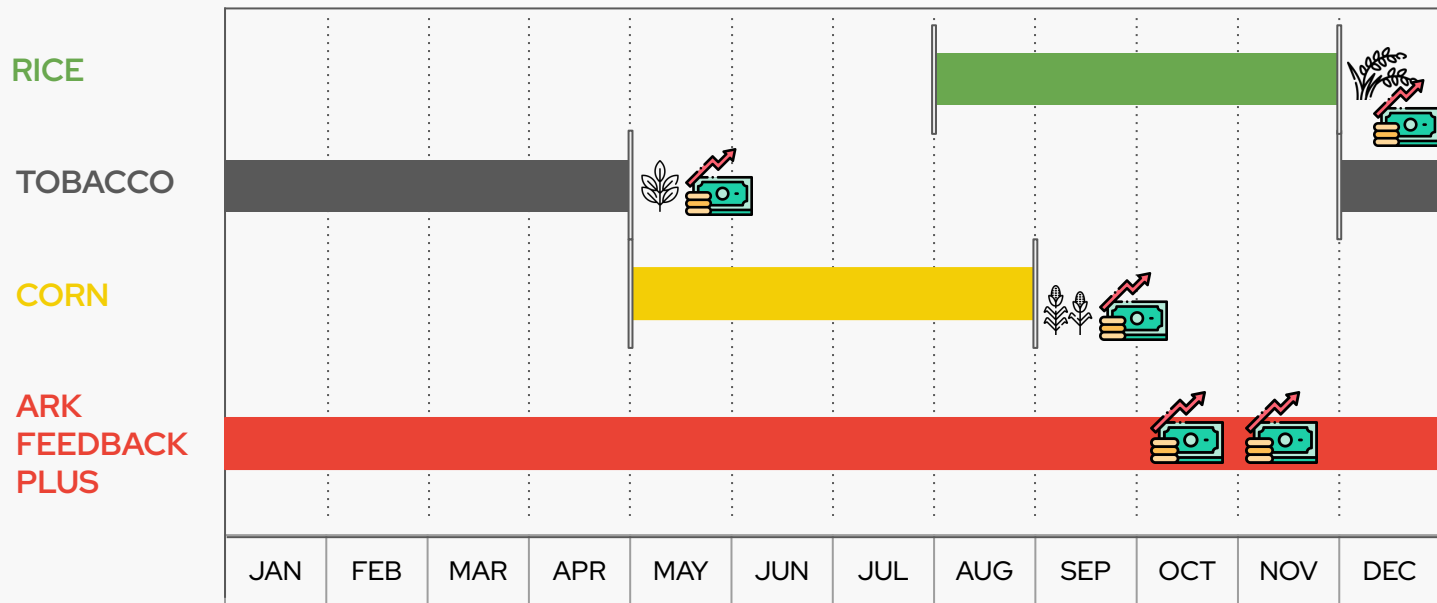


Hindi na ako natatakot magtanim ng marami kasi may aasahan nang kukuha. Hindi na para sa pamilya ko lang ang mga gulay, para sa iba na din... Worth it ang pagod ko sa pagtanim at pag aalaga sa mga gulay ko kapag nabebenta ko ito.

Corazon Juan, Cutog Grande



This allows communities to sell diverse, fast-growing vegetables, **creating year-round income** vs monocrops



Both Municipal Feeding Programs and 5 barangays want to continue the supply relationship

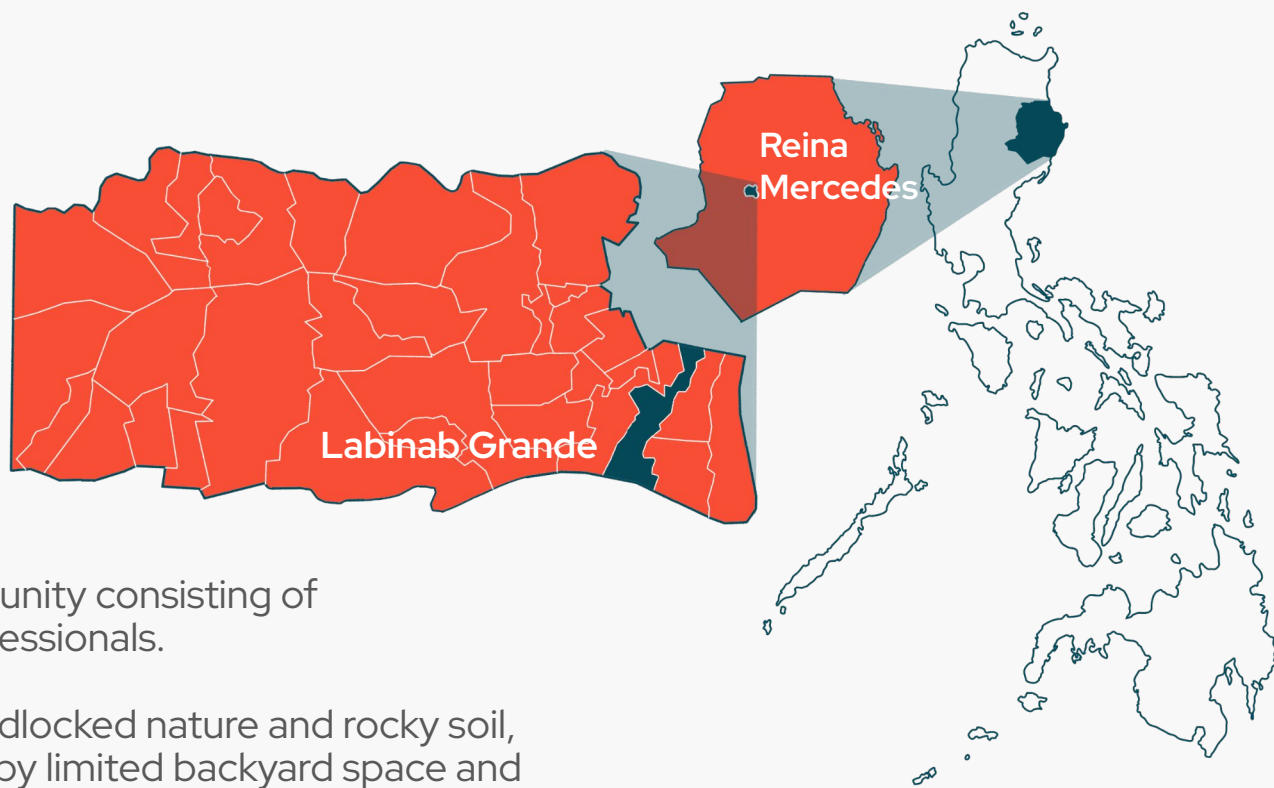
LGU Reina Mercedes is ready to receive supply for their ongoing Daycare Feeding Program, and Public Market opening in March.

LGU Roxas will resume School Feeding Program and buy supply again in May.

Transformation of Labinab Grande



Labinab Grande had to overcome environmental hindrances



Labinab Grande is a small community consisting of monocroppers and working professionals.

Already disadvantaged by its landlocked nature and rocky soil, Labinab was further challenged by limited backyard space and the droughts and typhoons brought on by El Nino



Feed Back introduced **possibility and innovation**

Through Feed Back, families started planting more vegetables in their backyards – across 40 varieties, including upo, kangkong, and eggplant.

They learned to be **resourceful and creative**, planting in sacks and containers.

The municipality rallied for a **second round of seedling distribution**, giving hope to families heavily affected by drought

They were inspired by other vegetable producing barangays. **They wanted to show that they can do it too and they did!**

Labinab Grande leaped from 21% to 81% participation and finished strong

The council's recommitment and leadership re-ignited the families' commitment to join the Exchanges

They experienced a dip mid-exchange because of fear of disqualification among running council members and environmental challenges

They came back stronger and really made Exchange a barangay celebration of their productivity and unity





Senior citizens are **socially healthier** and more **physically active** during Exchange

Actively participating senior citizens represented 39% of the participants --they loved to dance and play games that brought them back to their childhood



Masaya akong nakiki-salamuha sa katulad ko na ring senior citizens. Natutuwa ako at iba ang saya na dulot sakin every time na uma-attend ako dito.

Josefina Domoro, 79-year old Feed Back Participant
Attended 10/10 Exchanges

After Feed Back Plus, Labinab Grande families are now **consistent and committed producers**

Labinab has 20 active ARKpreneurs (32% of total active suppliers) - **the most number of ARKpreneurs across 5 barangays.**

Families now earn additional income from produce harvested from their backyard gardens.

In 5 deliveries, each Labinab Grande ARKpreneur earned an average of **P259** every week.



Kapitan Dodoy saw his barangay transform and now leads by example



“
Noon mga 60% ang may backyard garden, ngayon mga 90% na. Noong una medyo alangan ang mga tao dahil sa kapos na area ng pagtataniman, pero nung sinabi naming pwede ang vertical at container gardening gaya ng plastic, paso, at tela, ginawa naman nila.

Marami ang natutong magtanim ng gulay para hindi na sila bumili sa palengke at walang insecticide dahil ito ay delikado lalo na natuto kaming gumawa ng organic fertilizer. Hindi na namin kailangang bumili.

Ngayon, gusto naming kumuha ng pwesto at magbenta sa bagong palengke ng Reina Mercedes. Sisimulan namin sa aming council para gagayahin kami ng aming constituents.

Dodoy Pascual
Barangay Captain, Labinab Grande

Agyamanak unay!



Perfection
of Man



Rotary
Club of Makati



SANTEH
FEEDS CORPORATION

