

Translating research into practice: The PhilRice experience

Rice-secure
PHILIPPINES

Department of Agriculture
PHILRICE
PHILIPPINE RICE RESEARCH INSTITUTE

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Philippine Rice Research Institute



Vision

Rice-secure Philippines

- Availability
- Affordability
- Accessibility

Mission

To improve the competitiveness of the Filipino rice farmer and the Philippine rice industry and transform it to be more profitable, resilient, and sustainable through responsive, balanced, environmentally sound and partnership-based research, development, and extension.

Core values: RICE

R - Relevance and Responsiveness

I - Integrity and Innovativeness

C - Collaborative and Collective Spirit

E - Excellence and Equity

3 strategic areas

- **Information** that advances knowledge
- **Technologies** that can be used by farmers and can be commercialized
- **Policy recommendations** that effectively address problems and opportunities

We are for quality

PhilRice adheres to a system of quality management, environmental protection, and occupational health and safety in research and development to advance rice science and ensure quality technologies and services.

Our intended outcomes

- Increased productivity, cost-effectiveness, and profitability of rice farming in a sustainable manner
- Improved rice trade through efficient postproduction, better product quality, and reliable supply and distribution system
- Enhanced value, availability, and utilization of rice, diversified rice-based farming products, and by-products for better quality, safety, health, nutrition, and income

Our intended outcomes

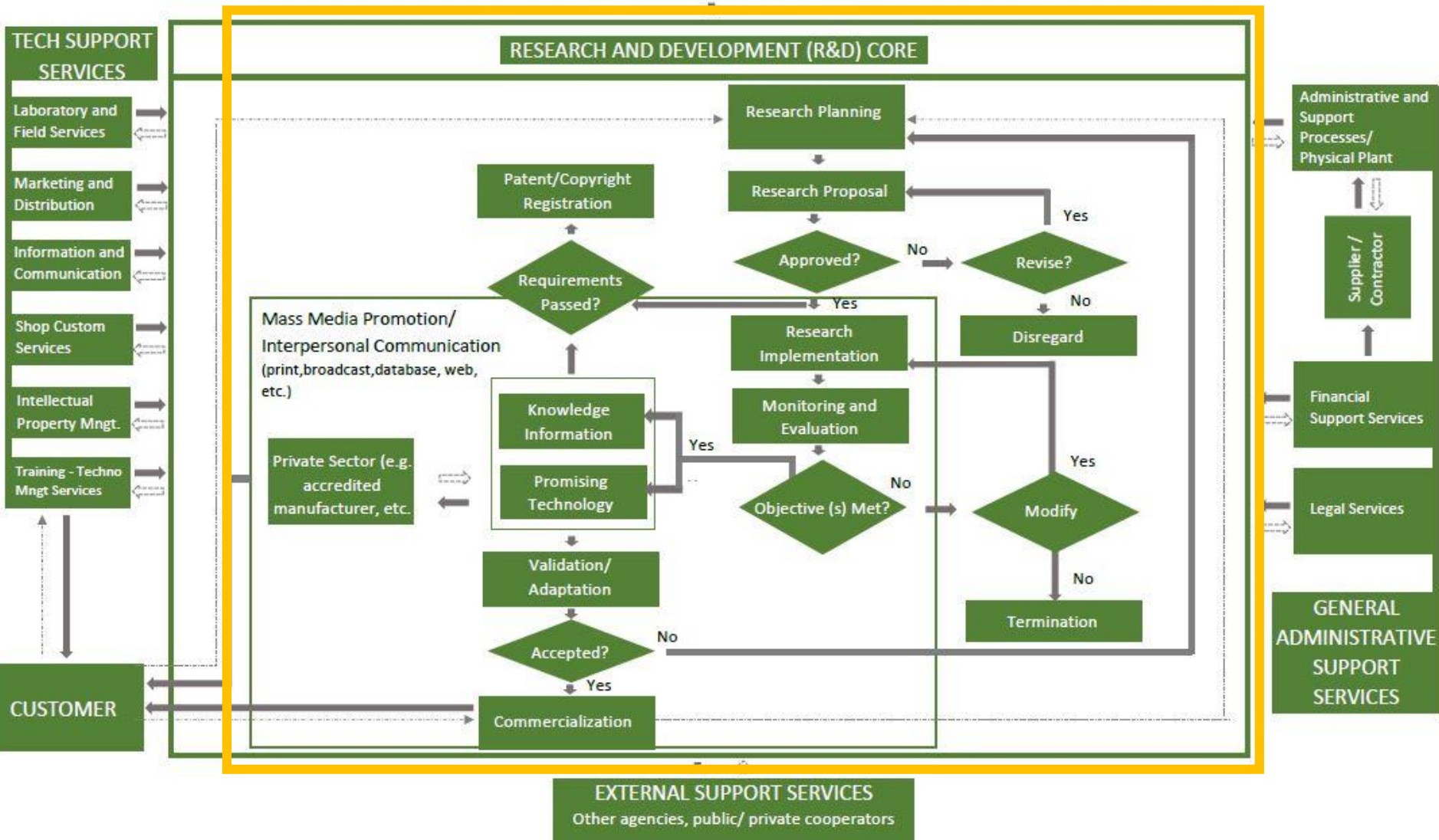
- Science-based and supportive rice policy environment
- Advanced rice science and technology as continuing sources of growth
- Enhanced partnerships and knowledge management for rice research for development (R4D)
- Strengthened institutional capability of PhilRice

How do we translate?

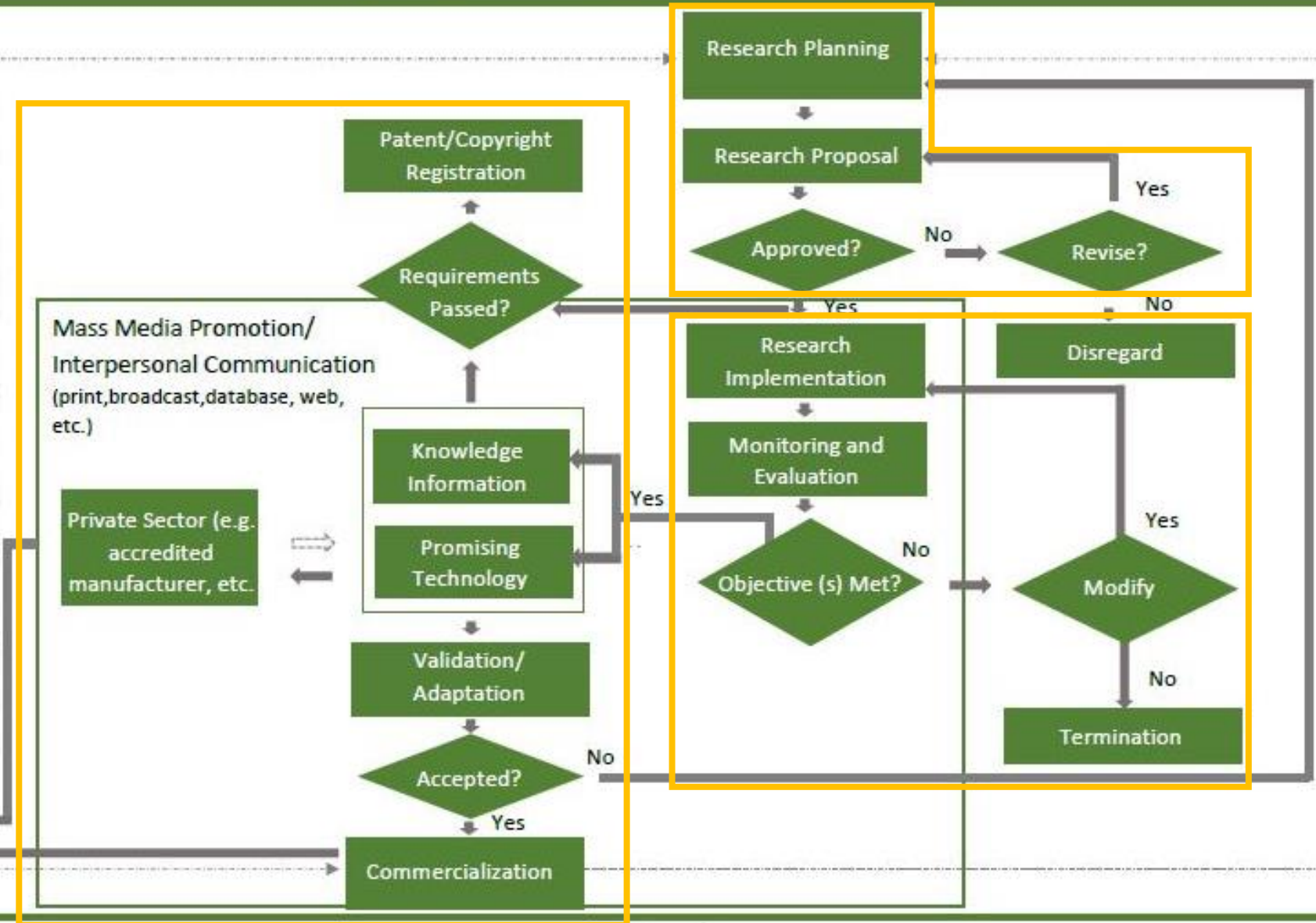
The PhilRice Way. . . .

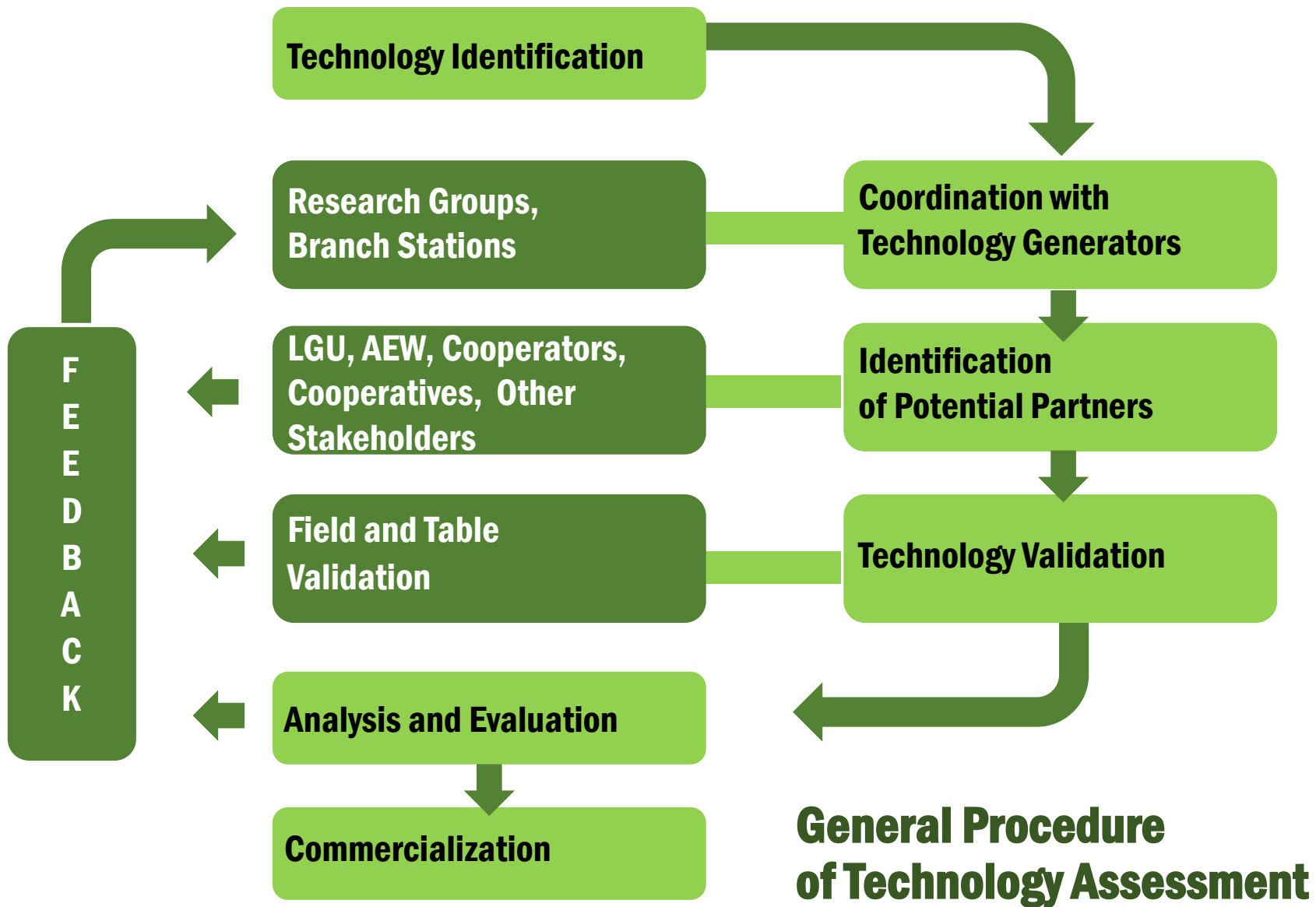
R&D Business Plan

High Level Decision-Making



RESEARCH AND DEVELOPMENT (R&D) CORE





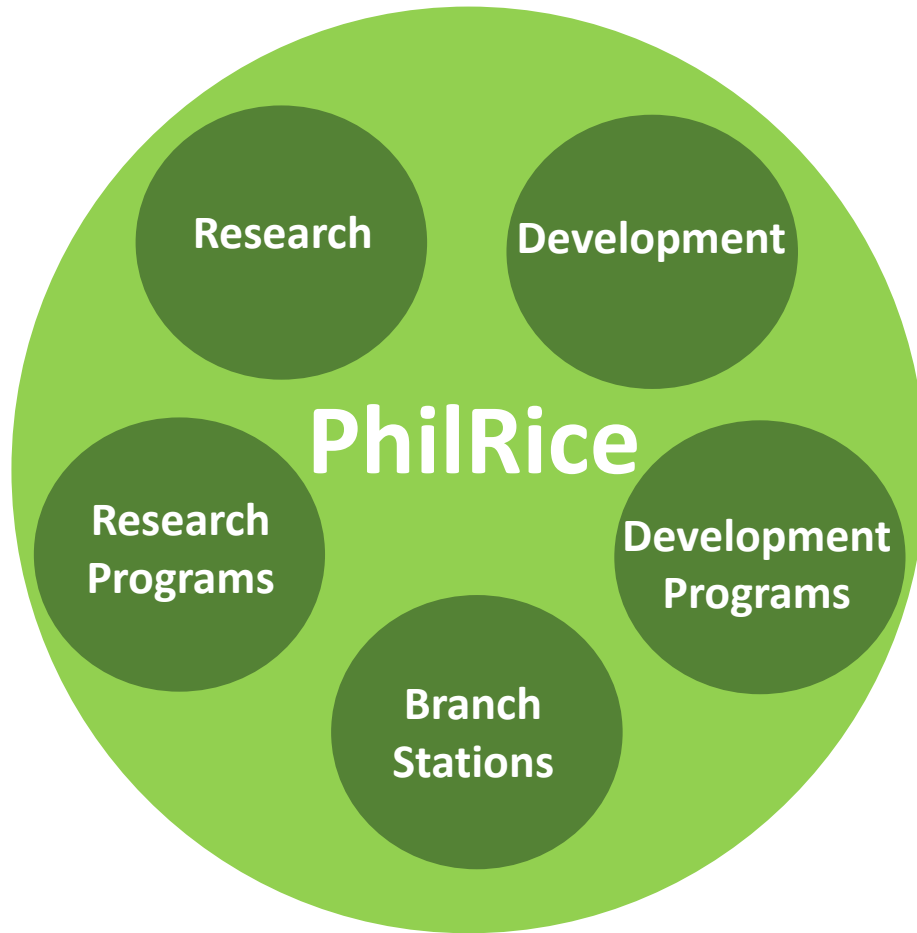
Now, reaching out...

From laboratories and experiment fields to farmers' rice environment?

How?

For whom?

The business as usual

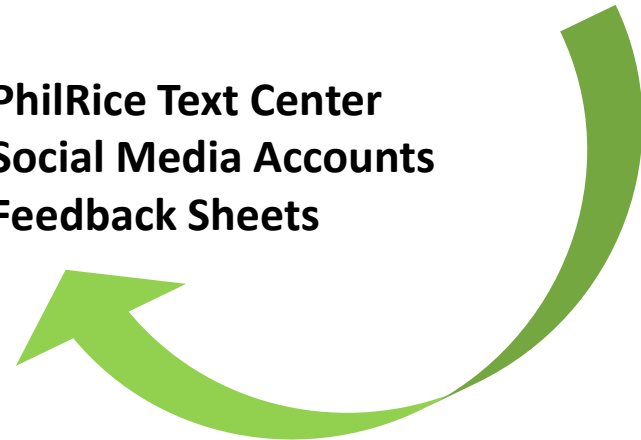


Training programs
Campaigns
Publications
PhilRice Text Center
Pinoy Rice



**FARMERS
and other
Stakeholders**

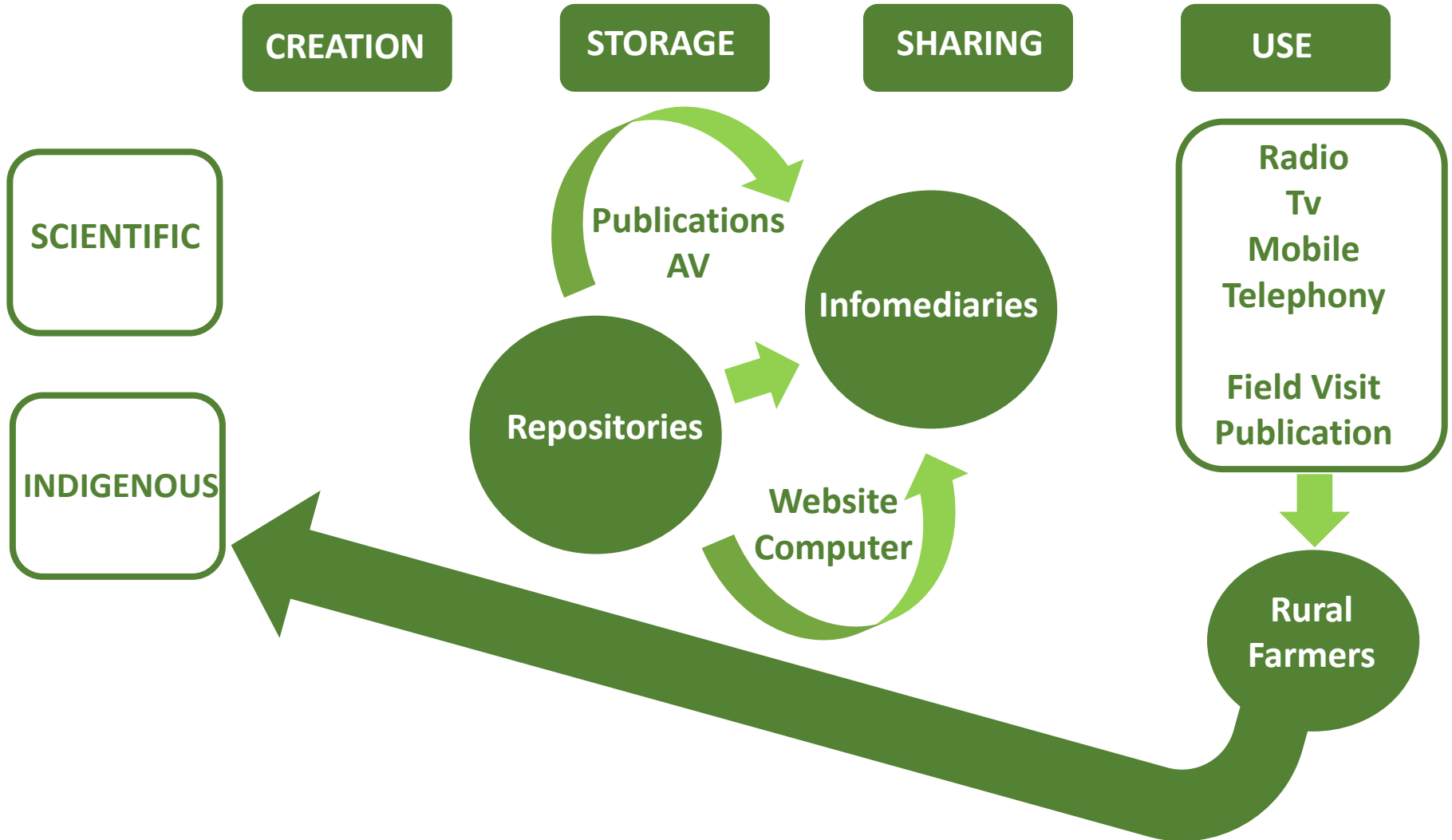
PhilRice Text Center
Social Media Accounts
Feedback Sheets



Our audience

- rice and rice-based farmers?
- seed grower cooperatives?
- policy makers
- agricultural extension workers?
- researchers, scientists, students?
- community leaders/local officials
- rice consumers?

The business as usual



Knowledge creation

- PhilRice is the lead agency for rice research and development
- Conscious effort to involve the farmers in our technology generation process
- RDEAP and more (e.g. Rice-based Farm Households Survey, the PhilRice Text Center, and during technology trials)

Knowledge storage

- Cloud storage system
- Dedicated computers
- Knowledge product generation is embedded in our culture
- Good working relationship between scientists and development workers

Online portals: www.pinoyrice.com



The screenshot displays the Pinoy Rice Knowledge Bank website. At the top left is the logo for PINOY RICE KNOWLEDGE BANK, featuring a stylized rice plant. The main header image shows a woman in a pink shirt and a traditional conical hat working in a rice field. Below the header, there are three navigation tabs: RICE PLANT (dark blue), HOT RICE (green), and RICE TALK (yellow). A vertical sidebar on the left contains social media icons for Facebook, Twitter, Google+, LinkedIn, and Instagram. The main content area features seven circular icons representing different aspects of rice production: SEEDS (a rice grain), LAND (a field), PLANTING (a seedling), NUTRIENT (a fertilizer granule), WATER (a water drop), PEST (a beetle), and HARVEST (a bundle of rice). Each icon is accompanied by its respective label in all caps.

Online portals: www.dbmp.philrice.gov.ph

The screenshot shows the PHILRICE DBMP website. At the top, there is a green header with the PHILRICE logo and the text 'Department of Agriculture'. Below the header is a navigation menu with links: HOME, SEED INFORMATION, SERVICES, QUERIES, GIS MAPS, ACCESSORIES, PALAYSTAT, SITEMAP, and CONTACT US. There are also 'LOGIN' and 'REGISTER' buttons. The main content area features a central 'SEED INFORMATION' section with a description: 'A dual mode link to display all accredited seed growers in a municipality. Displays all approved varieties and their corresponding characteristics'. Below this are four circular icons representing different services: a green circle with a rice leaf, an orange circle with the PHILRICE logo, a blue circle with a wrench and screwdriver, and a red circle with a magnifying glass. Each icon is accompanied by a text box describing a service: 'PALAYSTAT' (An interactive web-based system that aims to provide an easy access to the outputs of the Rice-Based Farm Household Survey (RBFHS)), 'SERVICES' (An online guide to identifying the soil characteristics of a given location and its recommendation. An informative fact sheet of BLB, Blast and Stemborer. A collection of helpful bioinformatics links.), 'ACCESSORIES' (An online access of PhilRice accessories.), and 'QUERIES' (A search engine for the Question and Answer database received thru online query and through PhilRice text center).

Department of Agriculture
PHILRICE
Database and Management Portal

LOGIN REGISTER

HOME SEED INFORMATION SERVICES QUERIES GIS MAPS ACCESSORIES PALAYSTAT SITEMAP CONTACT US

SEED INFORMATION

A dual mode link to display all accredited seed growers in a municipality.
Displays all approved varieties and their corresponding characteristics

PALAYSTAT

An interactive web-based system that aims to provide an easy access to the outputs of the Rice-Based Farm Household Survey (RBFHS)

SERVICES

An online guide to identifying the soil characteristics of a given location and its recommendation. An informative fact sheet of BLB, Blast and Stemborer. A collection of helpful bioinformatics links.

ACCESSORIES

An online access of PhilRice accessories.

QUERIES

A search engine for the Question and Answer database received thru online query and through PhilRice text center

Online portals: www.riceinfo.ph

The screenshot shows the PRISM website interface. At the top left is the PRISM logo (Philippine Rice Information System). To the right are navigation links: News, Events, Gallery, Contact us, Log In, and a search icon. Below these are main menu items: HOME, ABOUT US, OUR REACH, OUR PARTNERS, and DATA PRODUCTS. The central banner features five icons in a sequence: a field (WHERE), a calendar (WHEN), a farmer (WHAT), a rice plant (WHY), and a farm with a house (HOW). Each icon is accompanied by a question. To the right of the icons, the text reads: "PRISM provides the information to address these questions." The banner is set against a background of green hills and includes left and right arrow navigation symbols.

PRISM
Philippine Rice
Information System

News Events Gallery Contact us Log In

HOME ABOUT US OUR REACH OUR PARTNERS DATA PRODUCTS

WHERE
... is rice grown?
... do problems occur?

WHEN
... is rice grown?
... do problems occur?

WHAT
... was the yield?
... did the farmer do?

WHY
... was the
yield affected?

HOW
... can we improve
management and yields?

PRISM provides
the information to address these questions.

Knowledge sharing

- Training programs, field-based sharing mechanisms
- Campaigns
- PhilRice Text Center, online knowledge portals, social media sites
- Online press releases and broadcast releases

Campaigns

Year Launched	Title	Details
Early 2000	Save rice, save lives	Giving importance to rice and rice production
2004	Dagdag ani, dagdag kita, mag-hybrid rice na!	Hybrid Rice Commercialization Program advocacy support
2004	Online campaign on rice production	Open Academy for Philippine Agriculture, cyber communities
2007	Kering-keri	Pest management
2008	Boo-boo! Rat!	Rat management
2012	Infomediary campaign	Engaging the youth in agriculture
2012	Balay, bigas, kanin, 'wag kayanin	Bid to rice self-sufficiency through managing rice demand
2013	National Year of Rice	
2014	Be RICEponsible	
2015	Rural Transformation Movement	Catalyzing transformation in communities

Knowledge and information use

- Integrated management system
- Feedback collection is deeply embedded in our operations
- Feedback sheets, stories, through the PTC, survey are the methods used

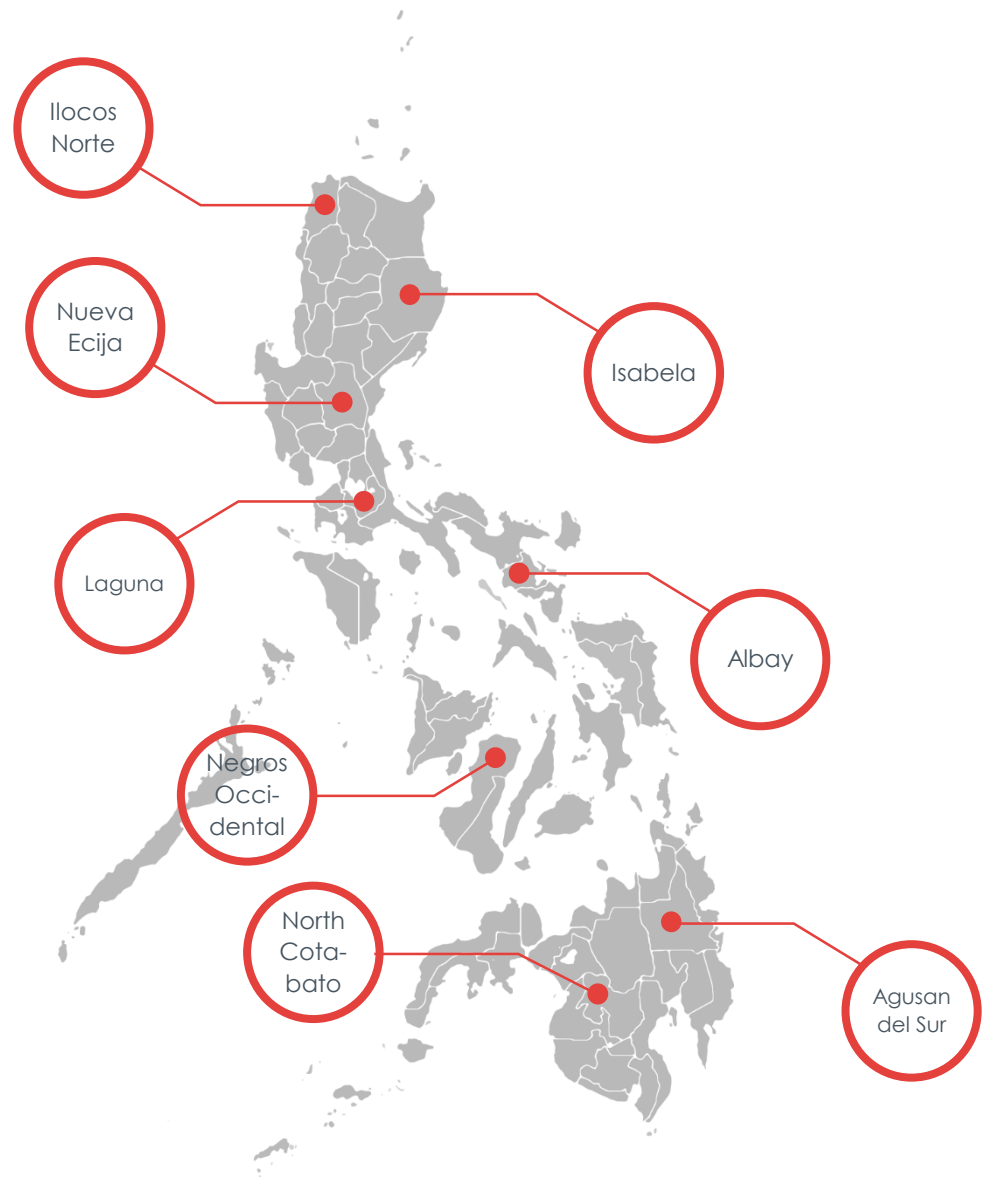
The business “unusual”

- Shift in development framework from **production-driven** to **market-driven**

Agroenterprise Development



Rice Hubs



Impact pathway

- partnerships-heavy,
- community-centric, and
- participatory

To lead to lasting impacts in the future



“reaching out and translating our results into their useful and relevant practice”



Call or text:
PhilRice Text Center

0920 911 1398

-  pinoyrice.com
- philrice.gov.ph
-  [rice_matters](https://www.facebook.com/rice_matters)
-  [@rice_matters](https://twitter.com/@rice_matters)