

# **THE CULTIVATORS**

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# WHY AGRICULTURE

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- **Source of raw materials for the manufacturing sector**
- **Provides jobs**

**(Philippine Statistics Authority data showed that 9.7 million Filipinos were employed in the sector in 2019. Contribution to employment is at 22.9%)**

# WHY AGRICULTURE

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- **Contribution of the sector to gross domestic product has been declining (From 20% a decade ago, the Agriculture, Fisheries and Forestry sector's contribution to GDP has fallen to around 10% as of 2021)**

# **FINDING HIDDEN GEMS**

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## **➤ Know the terrain**

**The island of Luzon is home to a number of “topnotchers” in Philippine agriculture: rice, abaca, corn, vegetables, hogs, and chicken.**

# **FINDING HIDDEN GEMS**

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**NUEVA ECIJA** in Central Luzon is the country's rice granary because it is the top producer of the staple.

**CATANDUANES** in the Bicol region is first honor when it comes to producing abaca. The Philippines is a “market mover” in abaca trade because it supplies 85% of the world's requirements.

# **FINDING HIDDEN GEMS**

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**CAGAYAN VALLEY** is the top producer of corn in the Philippines.

**CORDILLERA ADMINISTRATIVE REGION** is the country's leader in vegetable production.

**CALABARZON or Region 4-A** is the hog-raising champion of the Philippines.

# **FINDING HIDDEN GEMS**

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**CENTRAL LUZON** is the number one chicken producer in the country.

- **Establish a network of sources that you can tap for stories**

**(Examples: State universities and colleges, traders, farmers' groups, and cooperatives)**

# **POLISHING HIDDEN GEMS**

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- **Details will make your stories “sexy”**
- **Use data**

**(Primary sources: Philippine Statistics Authority, Department of Agriculture and its attached agencies, regional offices of the DA, local government units)**

# POLISHING HIDDEN GEMS

BM REPORTS

## Can 13-year-old manual save PHL from bird flu?



BY JASPER Y. ARCALAS · AUGUST 21, 2017


Nonie Reyes

In Photo: A man sells chickens via a bicycle's sidecar in Jaen, Nueva Ecija, on August 16. The Department of Agriculture has named Nueva Ecija as one of the areas with a reported outbreak of the bird-flu virus. The government is now applying protocols based on the "Avian Influenza Protection Program [AIPP] Manual of Procedures," formulated 13 years ago, to address the outbreak that began in San Luis, Pampanga.



### Part Two

IT took only one word to make a 13-year-old white manual gathering dust in a shelf into the government's "bible" against

 [businessmirror.com.ph](http://businessmirror.com.ph)

# POLISHING HIDDEN GEMS



BUSINESS



## Australia asks PH: Will you eat Joey?

AUG 5, 2012 9:35 AM PHT



Australia wants to export kangaroo meat to the Philippines, but it is uncertain whether the latter will ever allow it

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