

## **BIAD 2 Municipalities Comprehensive Project Profile # 7**

### **I. PROJECT DESCRIPTION:**

Project Title : **Mango Production and Marketing forBIAD2**

Project Type : Economic and Technical Assistance

Project Components:

1. Social Preparation
  - Organization of Mango Growers
  - Capacity building
  - Establishment of Coordinating Center
2. Database establishment and management
  - Data gathering and analysis
  - Database establishment
  - Market study and linkaging
3. Operation and maintenance of the center
  - Organization and hiring of staff
  - Identification of tasks and responsibilities
  - Monitoring and evaluation

**II. PROJECT STATUS** : Proposed Project with Project Idea

### **III. PROJECT JUSTIFICATION:**

#### **Project Background**

Bohol Integrated Area Development (BIAD) 2 composed of nine municipalities in the northwestern part of Bohol Province namely: Catigbian, San Isidro, Loon, Calape, Tubigon, Clarin, Inabanga, Buenavista and Getafe. This area considering its proximity to Cebu City with Tubigon Port as the entry point is classified as the economic zone of the Province. One of the major thrusts of the area is to develop the economic activities primarily the agriculture sector. High value crops are prevalent in the area specifically mango which can be converted into a highly commercialized industry. According to the results of the survey there are a vast or large number of fruit bearing mango trees within BIAD 2 municipalities.

However, mango production is sometimes very discouraging when the buying price goes down at very low level because of over supply in a certain period specially during harvesting period of the year. Small mango growers are usually hesitant to produce mango by themselves due to uncertainty of production because of high

production cost and the lack of appropriate technology. Only the big time producers can generate good income thus depriving small growers to add their family income out of their own mango plants themselves.

This emerging problem can be very well addressed if there is an appropriate intervention to be applied including the market situation can be well-managed. The growers will be organized and provided with proper technology trainings, market information and market linkages. Production shall be programmed to avoid over supply and under supply. Any other strategies can be introduced to further improve the system.

To respond to these challenges and good opportunities, BIAD 2 have conceptualized an idea of developing a program concept called Sustainable Mango Production and Marketing for BIAD 2.

### **Project Linkages**

Project linkages shall be established with DTI, DA Agri-business Section, existing mango processing centers, exporters and other private sector.

### **Project Goal**

To establish strong linkage on mango production and marketing.

### **Project Objectives**

- To organize all mango growers in 9 municipalities of BIAD 2
- To establish mango data base on plantation areas, location, production and marketing situation and other relevant information
- To provide appropriate technology trainings to mango growers
- To establish schedule of production for mango to have steady supply of Mango fruits for the whole year round
- To establish a Mango Industry Coordinating office

### **Sectoral Objectives**

The proposed project will contribute to the enhancement of BIAD approach of the Province of Bohol and to establish a mechanism to further improve the economic sector of the province especially the agriculture industry.

### **Regional and National Objectives**

The project generally promotes and enhances the attainment of MDG goals particularly the eradication of extreme hunger and poverty.

#### IV. PROJECT FINANCING

The proposed project is estimated to cost Four Million Pesos (PhP4M) Budgetary Breakdown:

<b>1. Social Preparation</b>	1 million
▪ Organization of Mango Growers	
▪ Capacity building	
▪ Establishment of Coordinating Center	
<b>2. Database establishment and management</b>	2 million
▪ Data gathering	
▪ Database establishment	
▪ Market study and linkaging	
<b>3. Operation and maintenance of the center</b>	1 million
▪ Organization and hiring of staff	
▪ Identification of tasks and responsibilities	
▪ Monitoring and evaluation	
<b>Total Cost</b>	<b>4.0 Million</b>

**Funding Source** : Any interested local/foreign funding institution

#### **Counterpart Funding**

The LGUs in BIAD2 and the Provincial Government thru a Memorandum of Agreement duly ratified by their respective Sanggunian, shall contribute on an annual basis for the operation and management of the Coordinating Center. Indirect equity in the form of technical assistance and trainings from other government agencies like the DTI, DA and the private sector will also be tapped.

#### V. PROJECT BENEFITS AND COST

##### **Economic Benefits.**

Primarily, the project aims to provide better economic returns (income, livelihood, food) to the mango growers and the household beneficiaries that would be the workers or involved in the mango industry. Secondly, this would invite investors and bring in more economic opportunities in the area.

##### **Social Benefits.**

The project is expected to improve and increase the household income within the BIAD and improve environmental and resource management to sustainable level. Better environmental conditions leads to higher self esteem of communities thus improve rural living standards and reduce the impact of poverty.

### **Social and Economic Cost.**

The project has positive benefits both socially and economically hence no possible opposition since the project has no negative impact to the community.

### **Ecological Benefits**

Mango production enhances biodiversity and it serves as a buffer zone and vegetative cover in the open areas. The plantation does not only provide livelihood opportunities to farmers and entrepreneurs but also fast-track the greening program of the provincial government. Mango trees are attractive, sturdy and highly-resistant shelterbelt against strong winds that makes it a good reforestation species.

## **VI. PROJECT IMPLEMENTATION**

### **Responsible Agency**

The member LGUs in BIAD2 thru an adhoc team composed of the Technical Staff of the Office of the Provincial Agriculturist and representatives from the member LGUs shall be responsible for the implementation of the project. The coordinating center shall be established in strategic location and subject to further discussion and agreement by the adhoc team/body.

### **Implementing Schedule**

The project will be implemented in two years time and the details of the project implementation will be prepared once the funds is available.

<b>Major Components/Activities</b>	<b>Investment Requirements</b>		
	<b>BIAD LGUs</b>	<b>Donors</b>	<b>Total</b>
1. Social Preparation	100,000	900,000	1,000,000
2. Database Establishment and Management	200,000	1,800,000	2,000,000
3. Operation and Maintenance	100,000	900,000	1,000,000
<b>T o t a l</b>	<b>400,000</b>	<b>3,600,000</b>	<b>4,000,000</b>

### **Administrative Feasibility.**

NGO-managed project with linkage with DA/OPA/DTI and in close coordination, monitoring from the advisory body of BIAD 2 LGU representatives and Provincial Government.

**Legal and Political Feasibility.**

The proposed project has no legal and political impediments.

**Social Acceptability.**

The project has positive benefits to the farmers and no opposition is expected.

**Project Monitoring and Evaluation.**

BIAD 2 municipalities shall established a team to developed a monitoring and evaluation mechanism and tools to measure the progress of specific project designed, project output and outcomes. The intention of the M & E is to provide information regarding the result of the project that needs immediate action or decision so as not to disrupt project execution. It is an effective management tool for the local project level and higher project management to gauge the performance of the project. A

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## WHY Bohol Integrated Area Development (BIAD)?

The clustering of municipalities in BIAD started way back in the 1980's when a team of experts from the Japan International Cooperation Agency (JICA) undertook a Master Plan Study of the Bohol Integrated Area Development Project. The bases for the clustering were practical considerations such as geographic proximity to each other, shared natural and agricultural resource base, and local economy and industry, among others.

It was recognized that through an inter-LGU mechanism, such as the BIAD, every municipality can stand to benefit from such clustering. Specifically, the BIAD grouping will generate the following advantages:

- economies of scale from pooling of resources;
- more effective environmental management;
- stronger lobbying power especially for Official Development Assistance (ODA) and National Government Agency (NGA) support;
- inter-LGU exchange and cooperation (i.e., personnel and institutional development, etc);
- enhanced planning systems (i.e., urban development, transportation, etc.);
- enhanced revenue and investment generation;
- sound policy reform as a result of LGU collaboration; and,
- collaborative tourism development efforts.

### Objectives of the BIAD System

The BIAD System serves as the structural and operational umbrella from which priority, high impact projects for the Bohol Province are identified.

### Municipalities in the BIAD System

The BIAD cluster that was initially identified in the 1980's remains to this day. The following table shown below lists the BIAD composite municipalities.

- BIAD 1** Alburquerque, Antequera, Baclayon, Balilihan, Corella, Cortes, Daus, Lila, Loay, Loboc, Maribojoc, Panglao, Sevilla, Sikatuna and Tagbilaran City
- BIAD 2** Loon, Calape, Tubigon, Clarin, Inabanga, Buenavista, Getafe, San Isidro and Catigbian
- BIAD 3** Alicia, Bien Unido, Mabini, Pres. Garcia, San Miguel, Talibon, Trinidad and Ubay
- BIAD 4** Anda, Candijay, Dimiao, Duero, Garcia-Hernandez, Guindulman, Jagna and Valencia
- BIAD 5** Batuan, Bilar, Carmen, Dagohoy, Danao, Pilar, Sagbayan and Sierra Bullones

