



SanCa Gaceta

An In-house Documentation of Desarrollo Project Operations & Updates

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Muscovado de SanCa Production & Ownership Turn-over to Farmers: An Act of Empowerment

The production of Muscovado de SanCa as one of the major products of SanCa branding is one of the major activities under the Expected Result-2 of the Desarrollo Project dubbed “**DESARROLLO DE LA AGROINDUSTRIA EN SAN CARLOS MEDIANTE LA DIVERSIFICACION DE CULTIVOS**”. This product falls within the agricultural diversification in terms of use and application. Under the mono-crop sugarcane economy the single product application and utilization is limited to conventional sugar that can be used for direct human consumption and industrial use or purposes. However, the entrance and introduction of muscovado in the commercial and specialty market, it is classified as natural and healthy food.

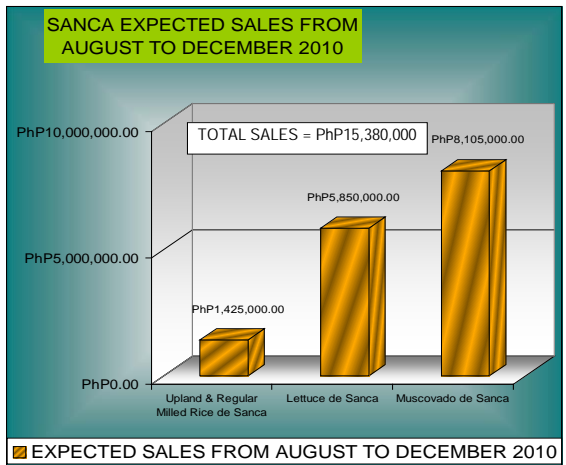


Unfolding our dreams . . .

A dream has unfolded through JFLFI’s initiative in partnership with Fundacion Codespa for the establishment of the Agricultural processing facility that would house all of the SanCa agricultural processed products.

SanCa Major Products	Expected Sales from August to December 2010
1. Muscovado de SanCa	8,105,000.00
2. Upland and Regular Milled Rice de SanCa	1,425,000.00
3. Lettuce de SanCa	5,850,000.00
Total Expected Sales	15,380,000.00

The maiden production and operational mode of SanCa Muscovado Facility situated in APTC-2, Brgy. Prosperidad, Translink Highway, San Carlos City, Negros Occidental shall be on its maximum utilization performance with five (5) to ten (10) ton per month beginning the month of August 2010. This is a requirement to address the marketing demand and engagement that shall be consummated on the early part of July 2010. It is envisioned to have a projected sales target of P15.380 Million from August to December 2010 with three (3) major SanCa agricultural products, namely: Muscovado, Rice and Lettuce. The Muscovado de SanCa Product however, shall be enjoying the highest expected sales for the period. However, this would be a major concern as it calls for an immediate facility upgrading the soonest in order to address the volumetric demand and market requirements. Currently, six (6) marketing agreements have been signed and an additional four (4) engagements are in the offing on the early part of September or late part of August 2010.



be under the ownership of the SanCa FOODS, Inc. Being a network-owned facility, it is likewise being planned out to convert the muscovado operation into a producer’s cooperative. Under this juridical personality, the entity shall be availing tax holidays i.e., import tax-related exemptions and other tariff-related issues. This is the SanCa direction towards the attainment of empowerment instilling to the farmer-members value of themselves as the master of their own destinies. ♦

Moreover, it is likewise envisioned that before the end of the 3rd quarter, the ownership turnover of the entire Muscovado Facility shall



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Initial SanCa Marketing Engagements: The Beginning of the Future

A total of six (6) commercial companies and entities are being viewed to finally enter into a formal marketing agreement with SanCa FOODS before the end of July 2010. A total of another four (4) commercial corporations who have access to export market, particularly muscovado products shall likewise be engaged within the period of August and September 2010. Based on the initial marketing engagement as verbally agreed with SanCa Officers through the facilitation of JF Ledesma Foundation's senior staff, a total of P11.525 Million sales are realizable before the end of December 2010.

However, given the finalization of another four (4) commercial institutions, it is being projected to achieve total expected sales by P15.3 Million for the next six (6)

COMPANY NAME	VOLUME OF ORDER						SALES (IN PESOS)			TOTAL SALES
	MUSCOVADO		RICE		LETTUCE		MUSCOVADO	RICE	LETTUCE	
	Qty	Unit	Qty	Unit	Qty	Unit	Php85,000 / ton	Php1,900 / bag	Php90 / kilo	
Exodus Foods	15	tons	200	bags	30,000	kilos	1,275,000	380,000	2,700,000	4,355,000
SanCa Eco-Café	20	tons	400	bags	10,000	kilos	1,700,000	760,000	900,000	3,360,000
Farm, Inc.	15	tons	50	bags	10,000	kilos	1,275,000	95,000	900,000	2,270,000
MUTEC	-	-	100	bags	-	-	-	190,000	-	190,000
Carmel's	-	-	-	-	10,000	kilos	-	-	900,000	900,000
Welynn's	-	-	-	-	5,000	kilos	-	-	450,000	450,000
TOTAL	50	tons	750	bags	65,000	kilos	Php4,250,000.00	Php1,425,000.00	Php5,850,000.00	Php11,525,000.00

months beginning the month of July 2010. This is a huge work on the part of the Desarrollo Program Staff and its marketing efforts to realize the Expected Results (ER) – 2 before the winding up of JFLFI-Fundacion CODESPA partnerships. However, realizing these expected sales and maximizing its benefits, improvement of the current Muscovado Facility as well as the other features of its cooking chamber requires substantial resource amounting to almost a Million Peso as additional capital expenditures. Such intervention shall definitely maximize the SanCa Muscovado Facility's designed and utilization capacity. ♦

Visit of CODESPA Representatives and other Partners

The 28 – 30 June 2010 visit of Ms. Esther Santos, CODESPA Asia Pacific Head and Ms Patricia Martin, CODESPA Technical Advisor based in CODESPA Madrid, Spain had provided the JFLFI Program Staff the required technical inputs and the sharpening of direction for the remaining months of Desarrollo engagement entered into by and between JF Ledesma Foundation and Fundacion CODESPA. The emphasis of the meeting discussion was biased to the expected indicators of key results areas and other projected deliverables. This would position the program in a strategic manner where its expected results shall be achieved and realized as targeted.



One of the major areas of discussions is the up scaling of marketing engagements as well as its corresponding sales performance giving emphasis on high moving products such as rice, lettuce and muscovado. Processed products are being positioned in a specialty market where marketing agreements with EcoVillage Stores nationwide



Products on the go...

- Muscovado Powder
- Ginger Powder
- Matunggay Powder



under a specialty classification shall be worked-out. The EcoVillage Store's representatives had likewise visited the Agricultural Productivity Training Center – 2 and the SanCa Office last 29-31 May 2010. The visit was a confirmation of what they have heard and learned about the program and its potential opportunities in helping the small and upland farmers under the framework of social enterprise. ♦



The SanCa Soil and its Power

Under EO 841 and Organic Agriculture Act of 2010 (RA 10068), the Philippine government declares its state policy to promote and develop organic agriculture (OA) in the country. Here, the term "organic farming" evolves on three issues: 1) the non-usage of chemical inputs in terms of fertilizer, pesticides, herbicides, etc.; 2) it has to be non-GMO - meaning, no use of genetically modified organisms; and, 3) the issue of sustainability, i. e., a farming system based on renewable resource. There has been a significant increase in the hectareage under organic management in the Philippines. From 3,500 hectares and 500 farms in 2002-2003, the area expanded to 14,134 hectares and 34,990 farms in 2004 (IFOAM, 2004-2006). Despite this increase in coverage, the organic area was estimated to be 0.12% only of the total agricultural land in the country.

In many ways, organic farming adopts the technology on Low External Input Sustainable Agriculture (LEISA) especially in such areas as:

crop establishment, control of weeds and pests, soil and water management, and soil fertility enhancement. Towards this end, the San Carlos Farmers Organization and Organically Designed System, Inc. (SanCa FOODS) has developed an organic soil media known as SanCa Soil. SanCa Soil is a precursor in increasing organic matter application utilizing the Low and Reduced External Inputs for Sustainable Agriculture. For many decades that Negros has been planted with sugarcane, the soil has become acidic and this is an innovative way on how to enrich the soil.

Made from locally available materials, SanCa soil helps build good soil structure that will create healthy plants organically. By using SanCa soil, the amount of harmful synthetic chemicals that contaminate the environment will be greatly reduced. SanCa Soil is rich in beneficial microorganisms (BMO) that convert energy and nutrients from one form to another making them available to plants. All plants, grass, shrubs and crops depend on this dynamic exchange (also called the soil food web) for their nutrition. Beneficial microorganisms build good soil structure so water and air can reach the roots in the proper proportions. Good soil structure creates an environment of healthy microbes that will protect plants from pest and disease. Most importantly

beneficial microorganisms make nutrients in the soil available to plants without needing man-made synthetic fertilizers.

With elements consisting of carbonized rice hull (CRH), animal manure and rock phosphate, SanCa Soil can be used as soil media or applied as organic fertilizer. As organic fertilizer, SanCa Soil is derived from animal, plant and mineral resources that work with organic matter to feed the soil and stimulate plant growth. As soil media, it improves biodiversity (soil life) and long-term productivity of soil; has permanent lifespan, its mineral content buffers pH content, airflow is consistent over time, readily absorbs water even after extensive dry periods, and one-time low installation cost.

SanCa Soil contains adequate amount of macronutrients (N-P-K), micronutrients and trace elements which energizes vegetative growth, produces expansive roots, flowers, fruits and viable seeds, and promotes resistance to stress and diseases, among others. For more details, please contact Mr. Intoy Alfaro, JFLFI-ARDEP's Officer of the Day In-Charge. ♦