These vegetable growers monitoring the demo farm in preparation of the first “Harvest Festival” in Lemery, Northern Iloilo last December. (Photo: Dennis Amata, CARE Philippines)

TYPHOON HAÏYAN RECONSTRUCTION ASSISTANCE (THRA) PROJECT

This document presents the cumulative accomplishments of the project, “Typhoon Haïyan Reconstruction Assistance in the Philippines (THRA),” as of end of Year 3. THRA Project is a four-year initiative being implemented by CARE and being funded by the Government of Canada through Global Affairs Canada (GAC).

ABOUT THE THRA PROJECT

The THRA project supports the economic reconstruction of communities affected by typhoon Haïyan which hit the country in November 2013. The project intends to address gender disparities such as devaluing of women’s economic roles, and traditional gender division of labor that relegates women to household management and care work and men to paid work as breadwinners (and therefore viewing women’s income as only supplementary to that of men’s).

Taking off from the gains of its previous livelihoods recovery programming, the project tapped community-based organizations and individual men and women farmers and entrepreneurs who are participating in five focus commodity value chains in three provinces. The commodities are abaca in Antique; cassava and other root crops in Leyte; and herbs, vegetables, and seaweeds in Iloilo.

Using a value chain development approach, the THRA is providing a suite of capacity-building interventions to increase meaningful participation of men and women in economic activities and gain access to business development and financial services. Aside from capacity building, the project is also facilitating enabling environment for enterprise development in favor of men and women farmers and entrepreneurs through collaborating with the government, civil society groups, and the private sector. The ultimate outcome is to improve the economic well-being of men and women. CARE is working with partner organizations: Antique Development Foundation (ADF) in Antique, Taytay Sa Kauswagan, Inc. (TSKI) in Iloilo, and Fatima Multi-Purpose Cooperative (FMPC) in Leyte, in the delivery of project interventions.

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GAC-THRA’s Year 3 accomplishments, milestones and notable outcomes

As of March 2018, a total of 24,302 households or 109,359 people (66% women) have been reached by the project. This is 113% of the global target. Geographical outreach has expanded to 44 municipalities and 563 barangays. The project’s commodity industry focus and value chain development approach have led to the participation of an increasing number of farmers-entrepreneurs.

As of Year 3, 16% or 1,728 males and 14% or 1,512 females are living above the poverty threshold. In terms of geographical location, Northern Iloilo has the highest number of people living above the poverty threshold with 41%, followed by Antique with 32% and Leyte with 27%. Average annual household income across three provinces is P51,339.60, with women (P60,577.04) having higher incomes than men (P42,102.16). Northern Iloilo has the highest income followed by Antique and then Leyte. In terms of commodity areas, vegetable areas have the highest income while seaweeds have the lowest. Of the total, 9% (P4,848.69) of income comes from the focus commodity, with vegetable areas being the highest and herb areas being the lowest. Vegetables is a short-gestation crop with growing market demand. Aside from that, there is increased productivity of vegetables - diversifying types of vegetables, improving farming technologies, expanding areas, and harvesting weekly.

In contrast, there is limited production of herbs because of unstable market. Seaweeds production has also declined due to changing climate conditions (typhoons and prolonged dry season).

By sex, women have lower income in focus commodities, particularly in abaca and cassava. The project’s year 3 saw the increased efforts to more targeted assistance towards productivity improvement, market development and other value chain upgrading initiatives as the delivery of the basic package of capacity-building activities for the target project. Based on field assessments, it was found out that there is high market demand for focus commodities. The problem is on increasing production volume and adhering to quality standards to meet market requirements.

“One of the bottlenecks in the abaca industry in Antique is low productivity in cultivation and fiber extraction. Our mountains are rich in abaca. That’s why we have brought the farmers closer to local government units and agencies so we could address this challenge.”

— Rhodora Pon-an, Executive Director of Antique Development Foundation, Antique
Enterprise Development

As a result of the project’s focused interventions, assisted individual women and men producers and entrepreneurs and community-based organizations are able to increase skills and ability to operate their respective farms/enterprises and participate in their respective agricultural commodity value chain.

- **Agricultural productivity improvement.** The communal demonstration farms set up across the four focus commodities (14 for cassava and five each for abaca, herbs and vegetables) are showcasing good agricultural practices (GAP), technologies and processes that help boost crop yields. For seaweeds, farmers belonging to five out of 11 assisted organizations are practicing Good Aquaculture Practices (GAqP). The project is also supporting the construction of common service facilities (CSFs) and procurement of agricultural machines/equipment. Prototyping and replication of farm and tools are also being done.

- **Compliance with quality standards and access to market.** The project is aiming for GAP certification of 21 demo farms to ensure produce quality and safety and to ensure competitiveness in the market. Before, farmers do not see the value of certification. They also view the application requirements and process cumbersome. Now, because they realized the good earning potential of focus commodities, they are willing to take part and comply with the certification requirements.

- **Processing and value-adding activities.** Women and men are engaged in processing and value-adding activities for abaca fiber, dried seaweeds and herbs, and dried cassava chips and granules. Farmers and entrepreneurs, especially women, are also engaged in small-scale activities supported by the project to produce the following: vegetable pickles and noodles; seaweeds snack chips, noodles and pickles; herbal soaps, liniments, pillows and drinks; and cassava snack chips and delicacies.

- **Mainstreaming of cross-cutting themes (gender and Disaster Risk Reduction-Climate Change Adaptation -Environmental Management (DRR-CCA-EM and governance).** Compliance to certifications (GAP, GAqP and Rainforest Alliance) and overall DRR-CCA-EM practices ensure environmental protection and conservation of natural resources. Farmers learned about DRR and CCA practices (preparedness and planning for disasters and risks, absorption of shocks, and adoption to evolving conditions as a result of climate change) to protect their respective farms and enterprises.

In order to increase resilience of enterprises and households, training on Business Continuity Planning and Community-based Vulnerability and Capacity Assessment have been conducted.

“Through CARE’s project, we were able to prove that women are not just for household chores but can also support the needs of our livelihoods and empower other women in our community.”

Daisy Albaao, Agdaliran, San Dionisio, Northern Iloilo —
Access to business development and financial services. With the improved skills and confidence in managing enterprises, male and female producers and entrepreneurs were also able to access various types of BDS and FS that sustain their respective farms or enterprises and protect them from risks. Survey showed that there are 82% males and 87% females who were able to access such services. Range of BDS helps improve the performance of farms or enterprises, and gain access to and improve their ability to compete in the market. Men and women farmers across project areas were able to access GAP and GApP training and additional crop and seaweeds agricultural productivity improvement. For financial services, a total of 2,803 (1,397 males and 1,406 females) across the project areas were able to enroll in crop insurance and life insurance from the Philippine Crop Insurance Corporation (PLIC) as of Year 3.

Target 21 demonstration farms will be GAP certified; it will be a support to resilient livelihoods and value chain along side with season-long training and other technical training.

Number of GAP adopters are expected to increase in year 4 from last year's 4,337 women and men producers and entrepreneurs across five value chains.

Enterprise participation in the Value Chain

Survey showed that 96% males and 94% females became aware of the range of players along the value chain. On the other hand, there are 17% males and 20% females who are able to develop or establish linkages within the value chain compared to 5% (both 5% for males and for females) from the baseline.

These results can be attributed to the following project activities: community-level value chain analysis workshops, community meetings and awareness sessions conducted by the value chain clusters, functioning lead enterprises and value chain clusters, and linkages with BDS and FS providers and market players.

Through the informal or loose value chain clusters performing specific functions, farmers were introduced to and were able to connect with other farmers from specific value chains. Functions include supply of planting materials and other inputs, establishment and management of demo and other communal farms, use of CFs and agricultural machines such as cassava solar dryers and granulators, processing activities such as abaca stripping, and sub-consolidation and marketing. In marketing, survey showed that 98% of total females and 95% of total males were able to establish linkages. A little over half of farmers (53%) supply their produce to sub-consolidators which the project helped establish. The percentage of total men and total women who does negotiation activities increased from 24% (20% males and 27% females) during the baseline to 43% for Year 3. On the other hand, 95% (94% males and 95% females) said their negotiation skills have improved as a result of participation in the project compared to the 80% target.

“We are very thankful to CARE and its donor for helping us recover. Life was pretty tough after Haiyan because we literally lost everything but then we were able to get back on our feet faster than we had imagined.”

— Cirioaco Liporada, President of IFAH in Hagsam, Jaro, Leyte

Cassava farm owned by a member of the Mamanwa Tribe Association in the municipality of Almería, Biliran — an expansion area of Fatima Multipurpose Cooperative (FMPC). (Photo: Dennis Amata, CARE Philippines)
Capacity building of business development and financial service providers

Based from the assessments and community validation, 17 (85% of global target) identified Business development service (BDS) and Financial service (FS) providers offer gender-responsive and risk-informed products and services to women and men.

They provide products and services appropriate to the needs of men and women. Financial products and services cater to the needs of men and women like agricultural loan, microfinance, savings, and micro insurance. Training content addresses challenges on agricultural productivity, enterprise management, and various value chain challenges from input supply to marketing. BDS & FS provider staff provide sufficient support and assistance to men and women. Staff are capable and effective in delivering services in general. Services are provided in an honest and efficient way. They equally value the feedback of women and men clients and set up a feedback mechanism that is well publicized and easy to use. Clients are satisfied with the services and the response to feedback. Twenty-three (115% of global target) products and services assessed as of reporting period are gender-responsive and risk-informed. They ensure that products and services are accessible to both men and women. Providers conduct awareness raising and information campaign and outreach to promote its products and services.

Capacity building of local government units

All of the ten focus municipalities have enforced gender-responsive programmes based on their respective Gender and Development (GAD) Plan and Budget. Eight of these 10 municipalities have sought additional technical assistance from CARE to make their respective plans more gender responsive. Most of their projects are supportive of the specific commodity value chains. These interventions are usually women-focused, examples of which include financial assistance for female farmers’ capital augmentation, provision of seeds and other farm implements, and conduct of additional technical and agricultural training. Beyond the GAD Plan and Budget, municipalities also have the initiative to link the farmers to necessary agencies or to the provincial government to acquire the specific support they need.

“ Our lives changed because of CARE. We have source of income now. We can increase our income if we will focus more. We will not starve; we can eat three times a day. Before, we only buy guinamos (fermented fish). Now, we can afford to buy fresh fish. ”

Roger Quinto, Marapal, Lemery, Northern Iloilo —
THRA’S YEAR 4 PLANS AND STRATEGIES

Building on the ongoing initiatives and gains of the past three years of implementation, the year 4 annual work plan focuses on further consolidating efforts towards sustaining project results and multiplying impact. CARE and FPs will carry on in intensifying and deepening the capacity strengthening of women and men beneficiaries and their collectives by further reducing gender barriers, addressing the remaining constraints and challenges that are crucial in achieving more gender equal and effective participation in the value chains.

In line with the value chain upgrading plans and the intent to develop resilient livelihoods in assisted communities, the project will continue to provide essential training, technical assistance, woman-friendly tools/equipment, structures and other relevant support towards improving productivity, market competitiveness and enhanced access to client-oriented and gender-responsive BDS and FS services. The project will continue to monitor and technically assist collectives of women and men beneficiaries to efficiently operate their enterprises. Likewise, the project will prioritize efforts to further the women’s leadership roles, recognition for CBDP’s fee-for-service, linkages, networking and collaborative initiatives with relevant BDS and FS providers as well as with the ten LGUs in focus municipalities.

With equal importance in Year 4 implementation is the focus on institutional strengthening of lead enterprises as well as ensuring appropriate project management system and level of capacity of project staff to effectively undertake planned activities and achieve targets.

Continuing enhancement in Monitoring, Evaluation, Accountability and Learning (MEAL) approaches and capacity strengthening on coordination of project activities among facilitating partners’ staff and CARE project team will also be an important part of implementation.

As the project comes to an end next year, the last two quarters of project implementation will be focused on gathering, analyzing and consolidating data/information for the final report writing. Relevant studies, learning workshops and exit forums will be conducted with representatives of beneficiaries, intermediaries and other key stakeholders to formalize project closure, share accomplishments and learning as well as generate shared forward plans per value chain among stakeholders to sustain the gains of the project.

Also, a national-level forum with the Project Steering Committee (PSC) members, representatives from other GAC partners, NGOs and other donor agencies will be held to share the project outcomes, good practices and learning and sustainability plans beyond life of project.

With CARE’s abaca project, women have become more productive and are able to contribute to the household."

— Corazon Umaldi, Pasu-Jungao, Hamtic in Antique
This infographic summarizes the accomplishments of the project, Typhoon Haiyan Reconstruction Assistance (THRA), being implemented in the three covered provinces namely: Antique for abaca, Leyte for cassava and other root crops, and Northern Iloilo for herb, vegetable and seaweed.

24,302 women and men producers and entrepreneurs reached as of January 2018 or 113% of the global target. Of this, 66% are women.

- 22,007 (7,004 men and 15,003 women) trained on community-based enterprise development (90%)
- 16,690 (4,536 men and 12,154 women) trained on values formation (69%)
- 2,575 couples attended couple sensitization sessions (15%)
- 111 (43 men, 68 women) community-based development facilitators (CBDFs) providing services to the assisted communities
- 33 (14 men and 19 women) CBDFs has been formally recognized by the local government units (LGUs)

- 34,763 (37% are women) producers and entrepreneurs received technical assistance on value chain-related challenges.
- 18,887 (47% are women) producers and entrepreneurs were oriented on value chain and analysis workshops.
- There are 213 functional value chain collectives across three provinces.
- There are 6 community value chain studies completed: Abaca, Cassava and other root crops, herbs and moringa, vegetable and seaweed.
- 5 marketing strategies developed for focus value chains.
- There are 21 formal agreements made between collectives and market institutions.

There were 23 business development and financial service (BDS & FS) providers assessments conducted.

There were 436 female and male staff of 21 BDS and FS providers trained on mainstreaming disaster risk reduction (DRR) and gender in the programming.

The project has influenced LGUs to have more women representatives in the Municipal Development Council (MDC). At present, there are 135 women representatives.

LGUs were able to formulate 17 policy proposals in support of the focus commodities.
The Typhoon Haiyan Reconstruction Assistance (THRA) Project has covered 513 barangays in ten focus and 34 non-focus municipalities in the provinces of Antique and Iloilo in Region 6 and Leyte in Region 8.