SMALL FAMILY FARMS AND THEIR MULTI FUNCTIONAL ROLES IN INCLUSIVE & SUSTAINABLE AGRICULTURE AND RURAL DEVELOPMENT.

presented by
Gigi, Bobby, Robby

SEARCA Agriculture and Development Seminar Series
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MoCA Family Farm Story:
A Small Family Farm in Padre Garcia, Batangas

www.mocafarm.com
MoCA Family Farm

Before development

2006
Day Destination for our family

2009
Weekend place

2013 to present
Family farm tourism destination for our guests

Our Home
The Robby Rabbitry

MoCa Family Farm’s 1st project:
5F’s & 1E Model

FAMILY. FARM. FOOD. FUN. FAITH & EDUCATION
Located in the rural town of Padre Garcia, MoCA Family Farm RLearning Center is run and operated by Filipino-American family, Gigi, Bob, Robby & Bobby. Their family is active in the promotion of family farming, advocates sustainable family farm tourism. They managed their small scale family farm based on their 5Fs & 1E core priorities; FAMILY, FARMING, FOOD, FUN, FAITH & EDUCATION.

We are a small-scale family farm!!
What do we offer in MoCA Family Farm?

“We don’t offer farm tours, we offer family farming learning experience.”

PARK
SWIMMING POOL
ZIPLINE
WHAT IS FARM TOURISM?

MoCA Family Farm & RLearning Center

Farm tourism is the enterprise of attracting guests/tourists to visit

A family farm, ranch, or any agricultural, horticultural and agribusiness operations for the purpose of

- enjoyment
- education
- participation in farm activities and/or other attraction offered

Promote Sustainable Family Farm Tourism for Rural Development.

Policy-makers (Government & LGUs), Media & Communications Sector, Destination Management Sector (Tour Operators, etc.)

To provide supplemental income to the farmer/farm operator.
Agritourism

• Family Farm Agritourism &
• Commercial Farm Agritourism
Family farms and commercial agri-farms go into farm tourism for different reasons. Larger farm enterprise have far more in common with commercial hospitality like hotels and resorts.

For smaller family farm operations, it is more like a lifestyle entrepreneurship and private hospitality. The sharing of the rural experience with outsiders is one key reason why farmers engage in tourism.

(Wever & Fennel, 1997)
So when you visit our small family farm, you can spend the day and join us in our day to day family farm activities.

- Bread-making
- Seed Propagations
- Harvesting (seasonal)
- Food Preservation such as pickling, drying, fermenting, etc.
- Or simply enjoy a relaxing day with our family.
Reaching out to the Farming Community
Pamilyang Filipino Farmers
The answer to sustainable future is the return to family farming.

1st National Small & Family Farming; New & Beginning Farmers' Conference
March 20-21, 2017

www.smallandfamilyfarmersconference.com
Helping Small Farmers Make a Big Impact.
ARE YOU A 21ST CENTURY FILIPINO FARMER?

PAMILYANG FILIPINO FARMERS

The 21st Century Farmer is a Multi-functional Farmer
“SMALL FAMILY FARMS AND THEIR MULTI FUNCTIONAL ROLES IN INCLUSIVE & SUSTAINABLE AGRICULTURE AND RURAL DEVELOPMENT.”

- WHAT IS A SMALL FARM? WHAT IS A SMALL FAMILY FARM?
- WHAT DOES IT TAKE TO BE A MULTIFUNCTIONAL FARMER?
- HOW CAN SMALL FAMILY FARM CONTRIBUTE IN INCLUSIVE AND SUSTAINABLE AGRICULTURE?
- HOW CAN SMALL FAMILY FARM CONTRIBUTE IN RURAL DEVELOPMENT?
Small Farmers as defined in RA 7607 Magna Carta of Small Farmers

“Small farmer” refers to natural persons dependent on small-scale subsistence farming as their primary source of income and whose sale, barter or exchange of agricultural products do not exceed a gross value of One hundred eighty thousand pesos (P180,000) per annum based on 1992 constant prices*.

"Small agricultural producer" refers to any self-employed individual who, by himself or with his family, provides the primary labor requirement of his business enterprise or one who earns at least fifty percent (50%) of his gross income from the payment, proceeds or income of the labor he provides.

*DAR and DA are supposed to make a regular periodic review of income level taking into account the effects of changes in inflation, devaluation and consumer price index.
Are you a Small Farmer or a Large Farmer?

The farmer who thinks he or she would be more successful if they just had more land and more capital is a large farmer at heart, no matter how small the farm.

The farmer who is always trying to figure out how he or she might be able to make a better living on less land and less capital is a small farmer at heart, no matter how large the farm.

- John Ikerd on Small Farms are Real Farms
True family farms represent a way of life rather than just a means of making an economic living.

How can we meet the needs of the present without diminishing opportunities for the future?

Sustainability is inherently multifunctional in that it has three key dimensions: ecological integrity, social equity, and economic viability.

Only farmers that manage multifunctionally are capable of farming sustainably and thus deserving of the historical high esteem of family farming.

- John Ikerd
WHAT IS MULTI-FUNCTIONAL FARMER?

PAMILYANG FILIPINO FARMER

WHY DO WE FARM?
The Right Approach to Farming

Farming is not just about food security. It has been the logical justification for farm policies in the past.

With growing ecological and social equity concerns, a more encompassing farm approach or policy for the future is agricultural sustainability.
The concept of agricultural multifunctionality is introduced in order to describe the fact that the true sense of the agriculture must meet the functions of:

- Economic Viability
- Ecological integrity
- Social Equity (socio-cultural)
- Agricultural Multi Functionality

FOOD SECURITY
These functions include aspects related not just with food security but also environment and territory, employment, human resources and work, food safety and quality, animal welfare, biological diversity, cultural preservation and economic sustainability of the rural regions among others.

Finally, we explore the evolution that agricultural production systems have had from a productivist focus toward a model where the new paradigm is the multifunctional agriculture, where farmers have multifunctional roles.
TYPICAL AGRICULTURAL PRODUCTION OPERATIONS

FARMER

- Basic farm inputs (such as fertilizers, herbicides, soil amendments, etc.)
- Farm tools and equipment
- Farm supplies, such as seeds, seedlings, seedling bags, seeds, trellising materials, etc.
- Labor
- Farm produce such as vegetables and fruits, chicken and eggs, pig meat, etc.

MARKET
Diversified Multi-Functional Agribusiness Operations

21st Century Farmer

- Basic farm inputs (such as fertilizers, herbicides, soil amendments, etc.)
- Farm tools and equipment
- Farm supplies, such as seeds, seedlings, seedling bags, seeds, trellising materials, etc.
- Labor/Skilled Agri Workers
- Farm produce such as vegetables and fruits, chicken and eggs, pig meat, etc.

Multiple Market

General Consumers Market

Fellow Farmers/Cooperative

FARM TOURISM OPERATIONS

Experience

Education

Entertain
Family Farms — beginning and experienced — are critical to creating rural prosperity in our country. Farmers must learn to meet the needs of the present without demeaning the needs of the future. Farmers face unique challenges and require education and training to ensure their sustainability. Always remembering that sustainability is about: Ecological Integrity, Social Equity and Economic Viability.
ARE YOU FARMING FOR HOBBY?

ARE YOU FARMING FOR PROFIT?

ARE YOU FARMING FOR SUSTAINABILITY & RURAL DEVELOPMENT?
FROM FARMING FOR FUN... TO FARMING FOR PROFIT... TO FARMING FOR SUSTAINABILITY
Working with women group in your own local rural communities
Diverse Farm-related Activities

Fun Classroom Lectures!

Farmers & Chefs cookbook!

Herb-flavored bar drinks!
Experience a small-scale family farming lifestyle at our family farm!

Learning AGRI is fun!!
Bob Morris