

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
Sept. 19, 2017



MoCA Family Farm RLearning Center

Brgy. Castillo, Padre Garcia, Batangas
www.mocafarm.com



DA-ATI Region
IV-A

MoCA Family Farm Story:

A Small Family Farm in Padre Garcia, Batangas



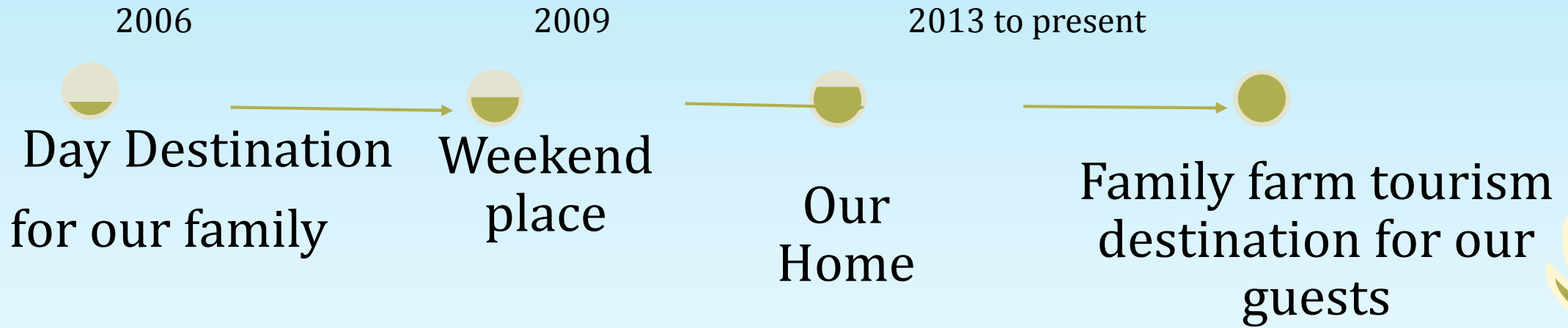
MoCaFarM RLearning Center

www.mocafarm.com



MoCA Family Farm

Before development





The Robby Rabbitry

MoCa Family Farm's 1st project:

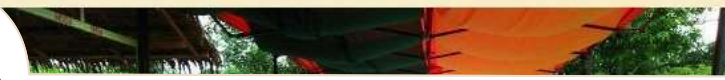
5F's & 1E Model

**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

www.farmtourismphilippines.com



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



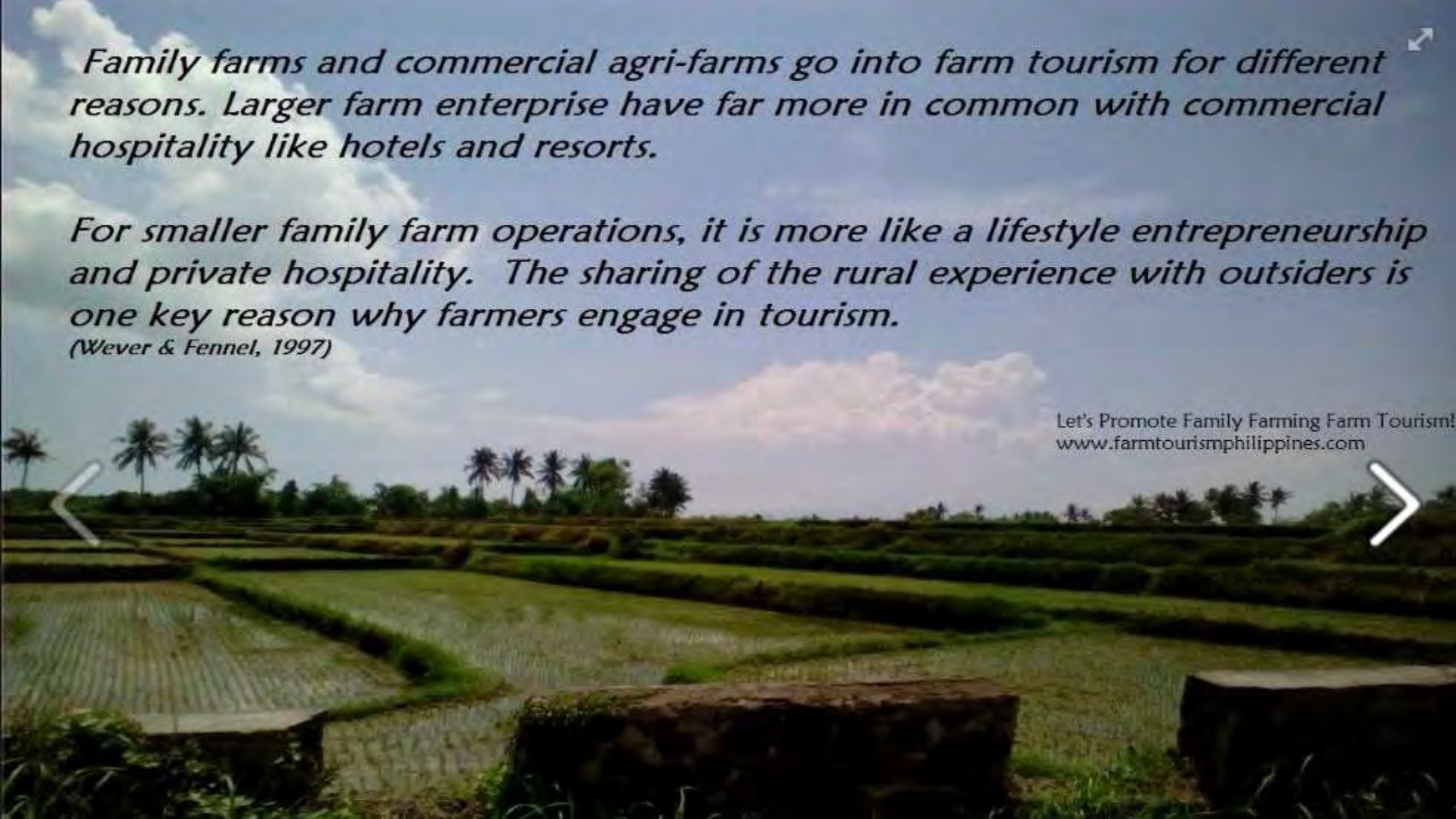
Promote Sustainable Family Farm Tourism for Rural Development.



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 enterprises 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)

Let's Promote Family Farming Farm Tourism!
www.farmtourismphilippines.com



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





TARA NA!
GET-READY NA!

FARM
Tourism Philippines

7th Farm Tourism Stakeholders Meet-up

September 8, 2017
8:30 am - 12:00
Centennial Hall of Hode Palani
De La Salle University - Marikina, Cavite

Pagtatag ng Piling Farmers Organizational Meet-up



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



THE STATE OF SMALL FARMS IN THE PHILIPPINES

presented by: **GIGI MORRIS**
7th National Small Farm Conference
Sept. 20-23, 2016
Virginia, USA









Culture and Family Values as Marketing in Small Family Farm Tourism

BACKGROUND

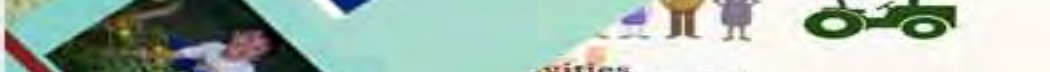
MoCA Family Farm RLearning Center (MFFRLC) is a small farm owned by an American family based in the Philippines. Gigi Morris is originally from the Philippines, husband is from the USA. They are currently working with the University of Nevada Cooperative Extension. Together with their two children, they have been in the Philippines for over 10 years. The farm is home to the Morris family in the Philippines, and is a blend of their Filipino family. When they organize farm tours, they bring their own skills and expertise to the farm and volunteer their time, skills and expertise to the community.

STRATEGY

The cultural and family values that it promotes; Family, community, and education. They are doing farm tourism activities, vegetable production, and other small scale measurable outputs that family can be proud of. "Keep it Small & Simple".

FOOD, FUN & LEARNING (F&LE)

Friends & Community



ACTIVITIES EXPERIENCE



KEEP IT SMALL & SIMPLE



Gigi Ponteijos-Morris of MoCA Family Farm RLearning Center, presented at




MoCaFarm RLearning Center

FAMILY. FARMING. FOOD. FUN & EDUCATION

2010

MoCA Family Farm RLearning Center was established in the Philippines.

2012-2014

The Morris family was selected for the 2012-2014 National Small Farm Conference in Virginia, USA.

2015

The Morris family was selected for the 2015 National Small Farm Conference in Virginia, USA.

2016

The Morris family was selected for the 2016 National Small Farm Conference in Virginia, USA.

Dear Ms. Ponteijos-

The 7th National Small Farm Conference is being held in Virginia, USA. We are selected for presentation as a primary presenter, so please prepare a brief project summary in a format similar to the attached sample. Please prepare a brief project summary in a format similar to the attached sample. Please prepare a brief project summary in a format similar to the attached sample.

Virginia Cooperative Extension

COOPERATIVE EXTENSION
VIRGINIA STATE UNIVERSITY

CULTURE & NATURAL RESOURCES

- Small Fruits & Vegetables
- Small Ruminants
- Sustainable & Urban Agriculture
- Specialty Crops
- Forestry
- Greenhouses
- Marketing & Agribusiness

AQUACULTURE

- Aquaponics
- Pond & Cage Culture

YOUTH & CONSUMER SCIENCE

- Child Development
- Financial Management
- Human Health

SMALL FARM OPERATIONS

- Crop Production
- Grant Applications
- Small Farm Business

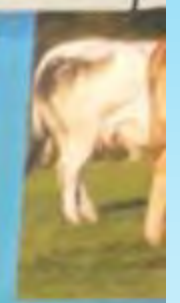
YOUTH DEVELOPMENT

- Citizenship
- Leadership
- Marine Education

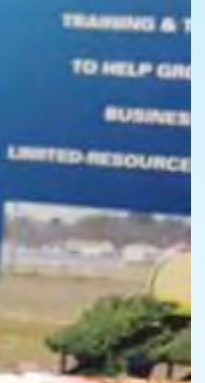
EXHIBITS

College of Agriculture

AGRICULTURE, VSU



Helping Small Farmers Make Big Impact



ARE YOU A 21ST CENTURY FILIPINO FARMER?



**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 SMAL FAMILY FARM CONTRIBUTE IN RURAL DEVELOPMENT?**

UNDERSTANDING SMALL SCALE FAMILY FARMING

Why Small Farms are Real Farms?



Do you know that?

The Philippines has a total of **5.56 million farms/holdings** covering **7.19 million hectares?**



Do you know that?

This means that the average size of a farm in the Philippines, mostly small scale family farms, is **1.29 hectares?**



Do you know that?

Of the total **5.56 million farms** **38% is under half a hectare?**

Source: 2012 CENSUS OF AGRICULTURE (PSA)

Campaign for the creation of Family Farms of the Philippines Agricultural Cooperative

MoCA Family Farm is accredited by



DA-ATI
Region IV-A



DOT
Region IV-A

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

Sustainability Balance



WHAT IS MULTI-FUNCTIONAL FARMER?

PAMILYANG FILIPINO FARMER



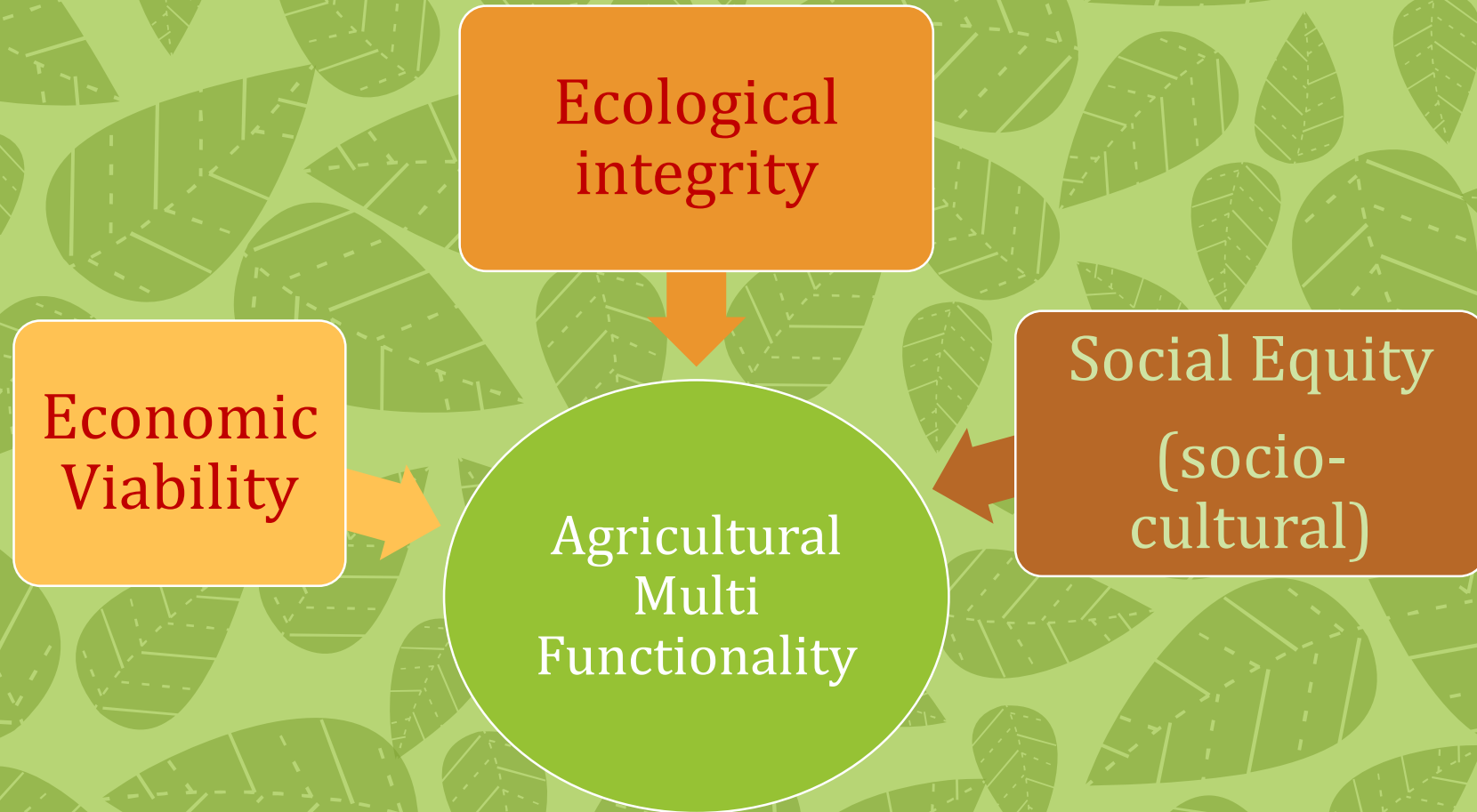
WHY DO WE FARM?

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 :



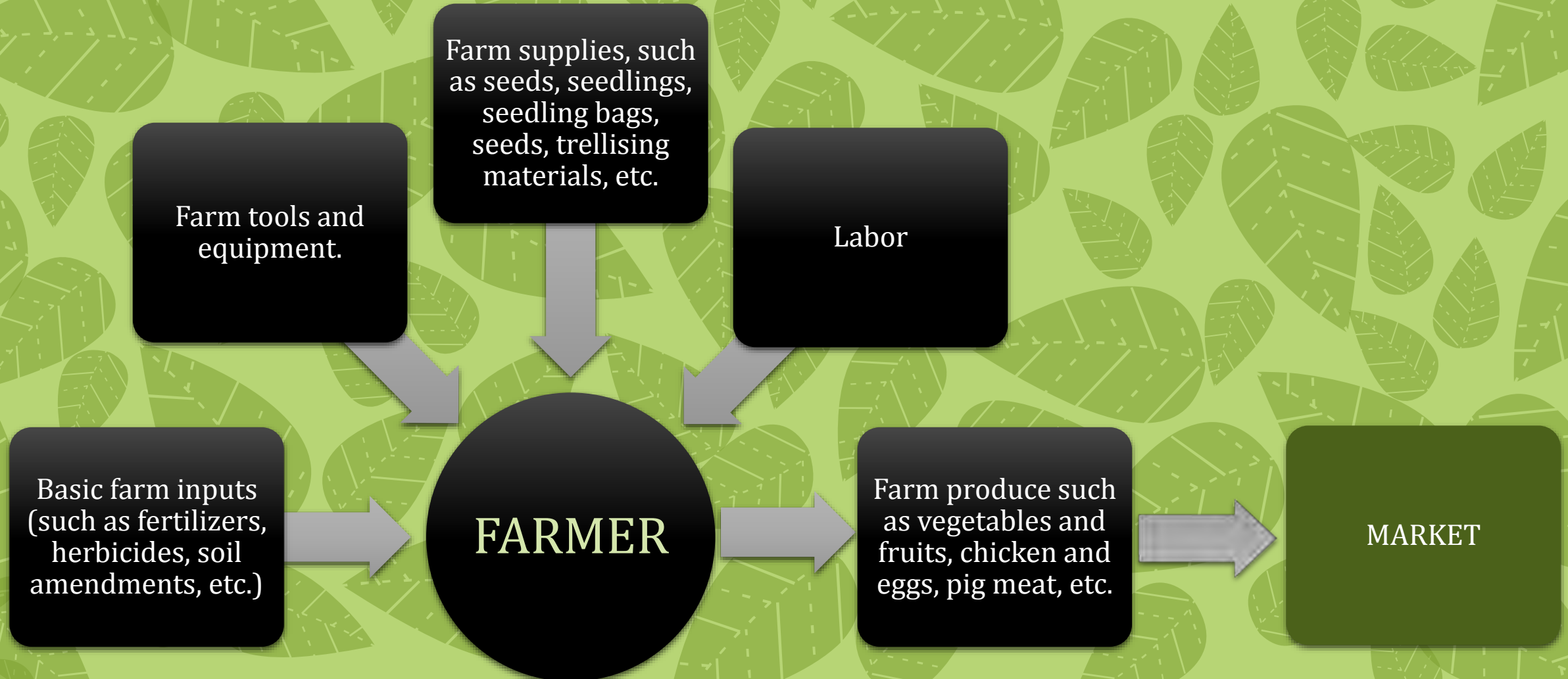
FOOD SECURITY

These functions includes 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.

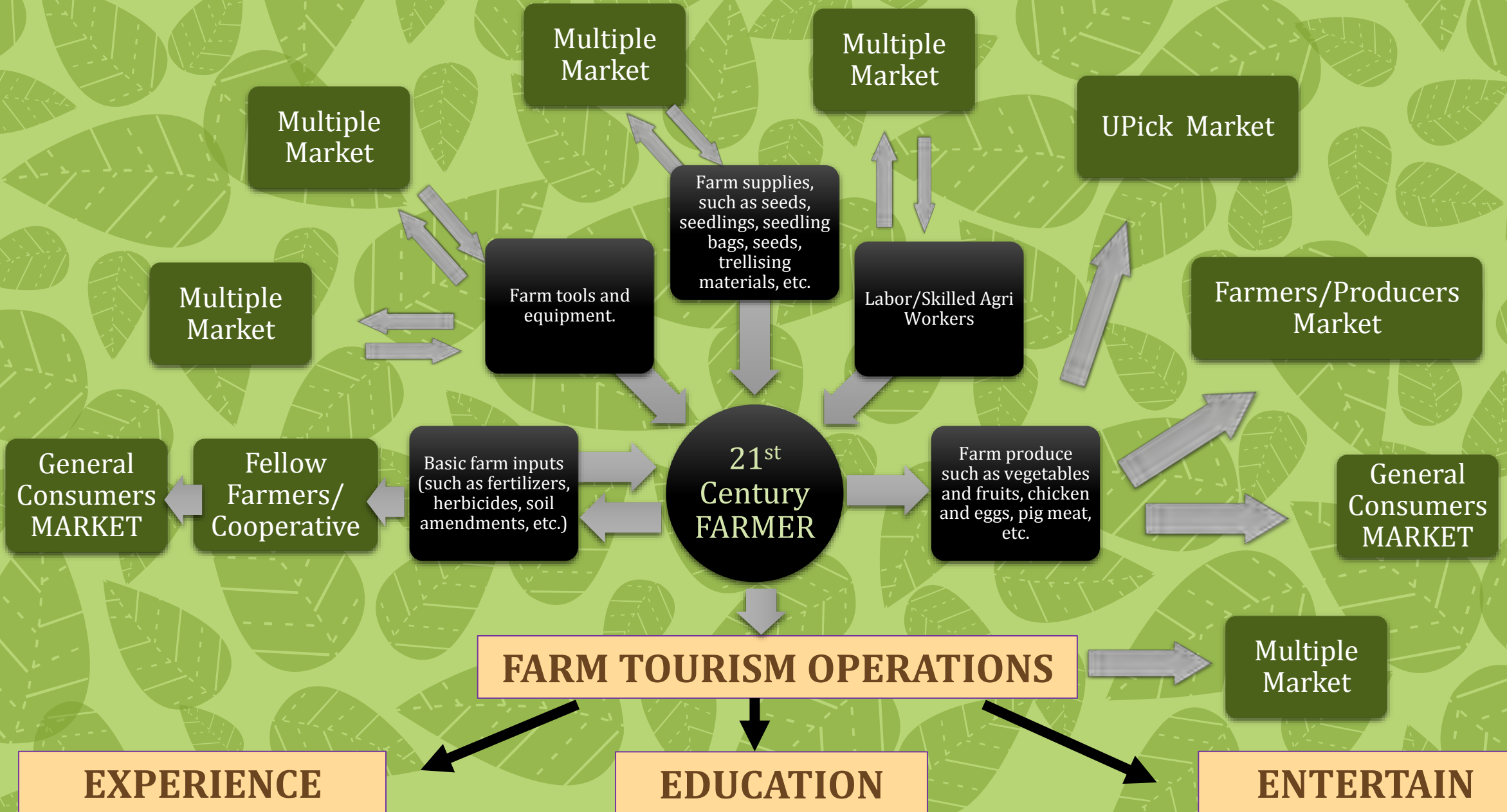
Finally, we explore the evolution that agricultural production systems have had from a productivist focus toward a model where the new paradigm is the multifunctional agriculture, where farmers have multifunctional roles.



TYPICAL AGRICULTURAL PRODUCTION OPERATIONS



DIVERSIFIED MULTI-FUNCTIONAL AGRIBUSINESS OPERATIONS



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?**



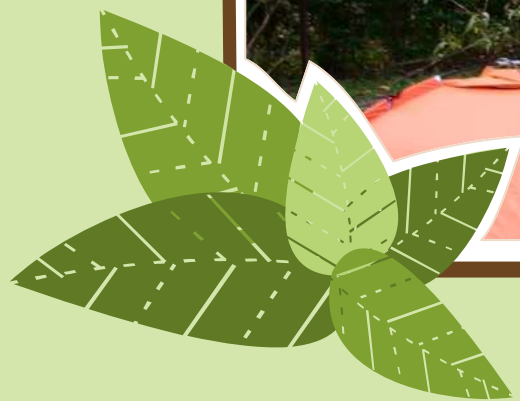
FROM FARMING FOR FUN... TO FARMING FOR PROFIT... TO FARMING FOR SUSTAINABILITY



Working with women group in your own local rural communities



FARM TOURISM ACTIVITIES IN MOCA FAMILY FARM RELEARNING CENTER



Diverse Farm-related Activities

Fun Classroom Lectures!



Farmers & Chefs cookbook!



Herb-flavored bar drinks!



The MoCA Family Farm RLearning Center



**Experience a small-scale family farming lifestyle
at our family farm!**



**Learning AGRI
is fun!!**





Bob Morris