

# Communicating and Advocating Agricultural and Rural Statistics in the Philippines

## A Country Presentation

### Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

UNITED NATIONS ECONOMIC AND SOCIAL COMMISSION FOR ASIA AND THE PACIFIC  
STATISTICAL INSTITUTE FOR ASIA AND THE PACIFIC (SIAP)

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REPUBLIC OF THE PHILIPPINES  
PHILIPPINE STATISTICS AUTHORITY  
PHILIPPINE STATISTICAL RESEARCH AND TRAINING INSTITUTE

# Outline of Presentation

## **PART I**

1. Introduction
2. Process and Practice
3. Key Users
4. Access to Agricultural and Rural (A&R) Statistics

## **PART II**

4. Role of A&R Statistics to National Development Planning and Monitoring

## **PART III**

5. Measures, Tools and Methods
6. Strategies

## **PART IV**

6. Factors Affecting Demand and Use of A&R Statistics
7. Problems and Solutions in Communicating and Advocating A&R Statistics



# PART 1

1. Introduction
2. Process and Practice
3. Key Users
4. Access to A&R Statistics

# Introduction

Agricultural statistics (AGSTAT) is one of sectoral statistics being generated by the Philippine Statistical System (PSS). It ensures its timely and relevant production of statistics.

- PSS is reorganized by virtue of Republic Act 10625 creating the Philippine Statistics Authority (PSA) and the Philippine Statistical Research and Training Institute (PSRTI)
- PSA is a merged body of four agencies, namely National Statistics Office, National Statistical Coordination Board, Bureau of Agricultural Statistics and Bureau of Labor and Employment Statistics
- PSRTI is new agency abolishing the former Statistical Research and Training Center (SRTC).

# Introduction

- Processes that turn data into information before it is disseminated to and utilized by the public.



# Process and Practice

(Data Dissemination, Communication and Advocacy Activities)



# Key Users of A&R Statistics

1. National Government Agencies (especially Department of Agriculture, NEDA, BSP)
2. Legislative offices (Senate and House of Representatives)
3. Local Government Units
4. Academic institutions (including students; private and government)
5. Research Institutions
6. Non-Governmental Organizations (NGOs) and Farmers Organization
7. Foreign embassies and international organizations
8. Private companies
9. Media
10. General public especially famers and fisher folks

# Access to A&R Statistics

- Access to A&R statistics has taken various forms and modes with the Internet as the fastest and most efficient channel.
- NGAs continue to innovate and spend to develop online interactive statistical databases, information systems, ICT applications, and other emerging means to disseminate and communicate statistics
- Statistical information dissemination in the PSS has a general guiding framework in the Government Statistics Accessibility Program (GSAP).
  - GSAP provides general strategies to improve accessibility of statistical products and services in the PSS.

# Access to A&R Statistics

1. PSA and other NGA websites
2. PSA libraries, public assistance counters and information centers
3. Statistical publications and reports
4. Data request-response through phone, fax, and email
5. Special Runs
6. Dissemination Forum
7. Press Releases
8. Print and broadcast media
9. Social media (Facebook)



# PART 2

## Role of Agricultural and Rural Statistics in National Development Planning and Monitoring

# Agricultural and Rural Statistics

Some A&R statistics generated from censuses, surveys and administrative systems are as follows:

- Agricultural structure and resources (e.g. land use, irrigation system, demographic of farmers/fisherfolks/operators, etc.; agricultural and fishery production, e.g., agricultural crops, livestock and poultry, fishery, agricultural services, cost and returns of production and stock/inventories;
- Agricultural marketing, e.g. prices and margins, domestic and foreign trade, supply and value chain, infrastructure and facilities;
- Farmers'/fisherfolks' welfare/household economics, e.g. income, wage rate, consumption, capital formation, access to credit, insurance and guarantees; and
- Land tenure improvement, agrarian justice delivery, and support services delivery

# Important Uses of Agricultural Statistics

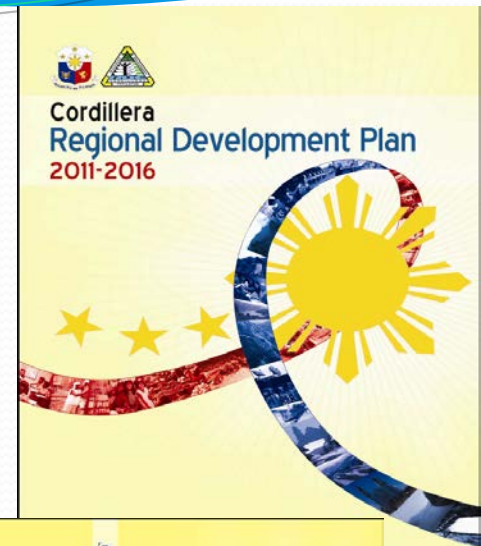
- evidence based decision making for proper planning
- basis for setting up goals and objectives
- identifying constraints and opportunities/strategies
- monitoring of agricultural projects and programs
- impact evaluation and assessment
- guide for policy making/formulation

# Application of Agricultural and Rural Statistics in National and Local Development Planning

Philippine Development Plan (PDP) serves as the country's guide in formulating policies and implementing development programs for the next six years.

PDP contains specific goals, objectives, identification of challenges and strategy formulation, programs and projects geared towards attaining development objectives.

PDP provides a comparison of the actual attainment vis-à-vis the targets



# Agricultural and Rural Statistics Used in National Development Plans

**Table 4.1. Agriculture and fisheries (A&F) sector's contribution to the economy, 2010-H1 2013**

Particulars	Annual growth target 2011-2012, in %	Accomplishments			
		2011	2012	2011-2012 Average	H1 2013
GVA in A&F* (in million PhP and growth (in%))	4.3-5.3	676,075 (2.4%)	695,100 (2.8%)	685,587 (2.6%)	336,591 (1.3%)
Crops	4.9-5.9	333,255 (5%)	347,456 (4.3%)	340,355 (4.6%)	170,810 (-0.5%)
Livestock	1.6-2.6	92,225 (2%)	93,260 (1.1%)	92,758 (1.5%)	45,722 (2.1%)
Poultry	4.2-5.2	71,262 (4.4%)	74,536 (4.6%)	72,899 (4.5%)	36,835 (4.2%)
Fisheries	4.5-5.5	130,529 (-4.3%)	130,032 (-0.4%)	130,280 (-2.3%)	60,148 (4.6%)
% Share to GDP	-	11.4	11	11.2	10.2

*Note: Computed using National Statistical Coordination Board's (NSCB) National Income Accounts; includes only agriculture, hunting, and fishing and excludes forestry*

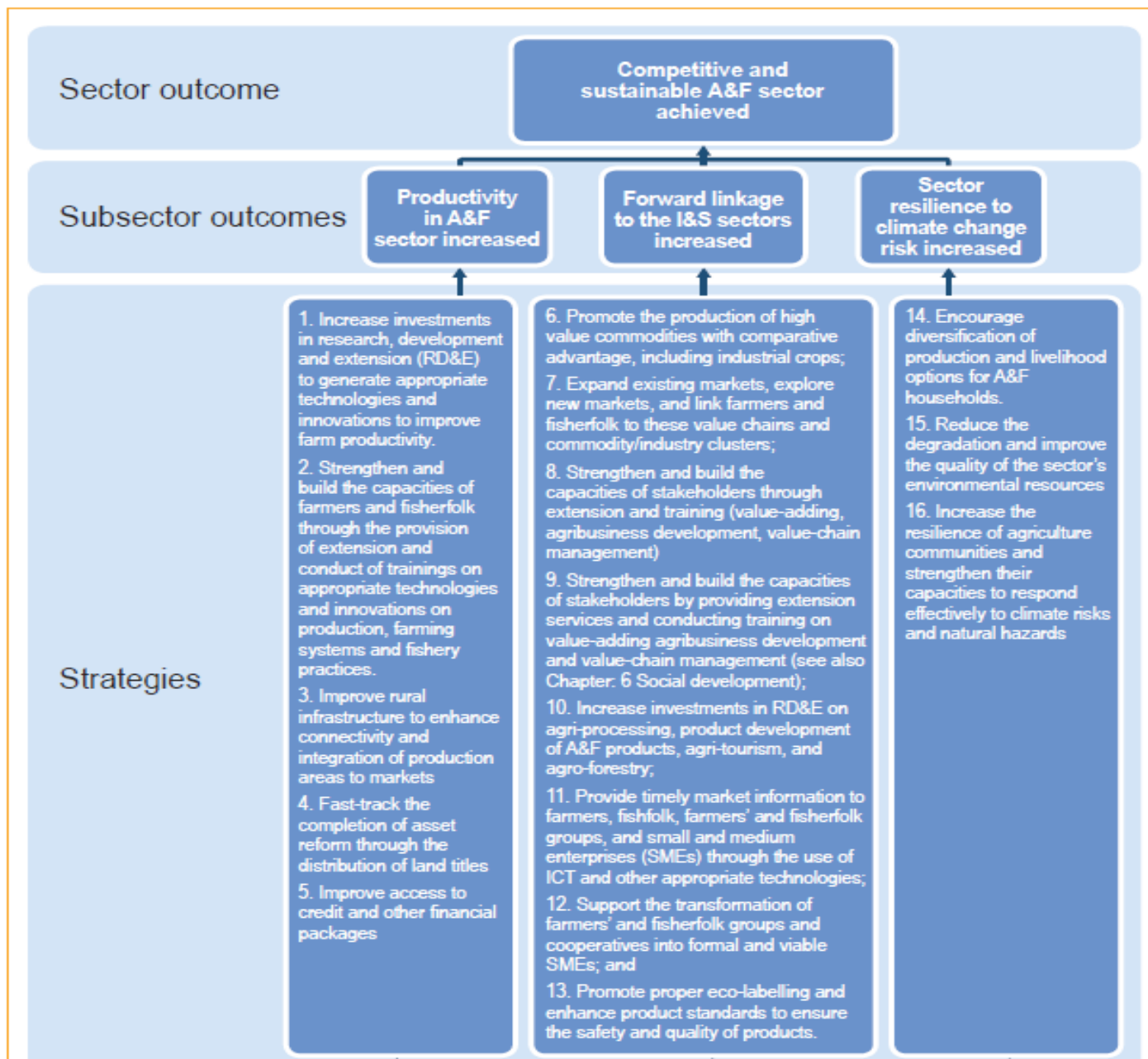
Indicators	Baseline (2012)	Annual Plan targets				Assumptions and risks
		2013	2014	2015	2016	
Sector outcome: Competitive and sustainable A&F sector achieved						
A&F GVA increased (in million PhP)	695,100	3.5-4.5	3.2-4.2	3.3-4.3	3.5-4.5	• Budgetary allocations and reforms in the sector are implemented
Crops	347,456	4.5-5.5	4.0-5.0	4.0-5.0	4.0-5.0	
Livestock	93,260	1.2-2.2	1.2-2.5	1.5-3.0	1.6-3.5	
Poultry	74,536	4.2-5.2	4.2-5.2	4.2-5.2	4.2-5.2	
Fisheries	130,032	1.5-3.0	1.5-2.5	2.3-3.0	2.8-3.5	
Value of agricultural exports increased (in million US\$)	5,004	9.5-10.5	9.5-10.5	9.5-10.5	9.5-10.5	
Labor productivity in A&F sector increased (in PhP)	57,797	2.0-5.0	2.0-5.0	2.0-5.0	2.0-5.0	

Indicators	Baseline (2012)	Annual Plan targets				Assumptions and risks
		2013	2014	2015	2016	
<b>Yield of major commodities increased (in metric ton per hectare)</b>						<ul style="list-style-type: none"> <li>Farmers, fisherfolk and their organizations adopt sustainable, productivity-enhancing technologies and innovations</li> </ul>
Palay	3.84	4.2	4.4	4.5	4.53	
White corn	1.65	1.8	1.8	2.0	2.08	
Yellow corn	4.09	4.4	4.6	5.0	5.16	
Banana	20.36	22.5	23.2	23.9	24.57	
Coconut (copra)	0.88	0.9	0.9	0.9	1.00	
Pineapple	41.06	41.9	43.1	44.4	45.66	
Mango	4.07	4.6	4.8	4.9	5.06	
Sugarcane	61.34	58.6	62.8	66.9	71.20	
Cassava	10.23	13.8	16.4	18.3	20.23	
Coffee	0.74	0.8	0.8	0.9	0.88	
Cacao	0.52	0.6	0.6	0.6	0.70	
Rubber	2.52	3.46	3.59	3.62	3.62	
<b>Volume of production increased (in '000 metric ton)</b>						
Hog	1,974	2,013	2,057	2,109	2,172	
Chicken	1,479	1,562	1,651	1,747	1,852	
Commercial fisheries	1,042	1,070	1,102	1,135	1,169	
Municipal fisheries	1,281	1,306	1,332	1,361	1,392	
Aquaculture fisheries	2,542	2,599	2,657	2,717	2,784	
<b>Level of post-harvest losses reduced (in %)</b>						
Rice	16.5 (2010)	15.6	15.1	14.6	14.1	
Corn	7.2 (2009)	7.1	7.0	6.9	6.9	
Fisheries	25.0 (2008)				18.0	
Banana	16.0 (2009)	14.5			13.0	
Mango	30.0 (2009)	27.2			24.0	
Rice self-sufficiency ratio increased (in %)	95.0	100.0	100.0	100.0	100.0	

Indicators	Baseline (2012)	Annual Plan targets				Assumptions and risks
		2013	2014	2015	2016	
<b>Total land distribution under CARP (in hectares)</b>						
DAR	115,099	160,000	240,707	180,707	121,877	
DENR	95,214	90,000	90,000	36,974		
Subdivided and re-documented collective CLOAs into individual titles (in hectares)	38,866	79,119	215,020	203,331	204,332	
Proportion of farmer/fisherfolk borrowers obtaining loans from formal sources increased (in %)	57.0 (2008)				85.0	
<b>Sector outcome B: Forward linkage to the I&amp;S sectors increased</b>						<ul style="list-style-type: none"> <li>Farmers, fisherfolk and their organizations adopt sustainable, productivity-enhancing technologies and innovations</li> </ul>
<b>Proportion of industrial crops to total crop production increased (in %)</b>						
Abaca	0.1	0.2	0.2	0.3	0.4	
Cacao	0.1	0.5	1.0	1.5	2.0	
Coffee	0.1	0.5	1.0	1.5	2.0	
Oil palm	0.6	1.4	2.1	2.9	3.6	
Rubber	0.5	1.0	1.5	2.0	2.5	
Sugarcane	30.5	32.0	34.0	36.0	38.0	
Tobacco	0.1	0.2	0.3	0.4	0.5	
<b>Volume of industrial crops production increased (in '000 metric tons)</b>						
Abaca	68.5	69.0	69.4	69.9	70.3	
Cacao	4.8	4.9	4.9	5.0	5.0	
Coffee	88.9	89.8	90.7	91.6	92.6	
Oil palm	531.3	559.7	589.6	621.1	654.3	
Rubber	443.0	451.6	460.36	469.3	478.4	
Sugarcane	26,395.9	28,260.3	30,256.4	32,393.5	34,681.5	
Tobacco	48.1	51.54	55.25	59.23	63.49	
Private investments in agri-related activities increased (in million PhP)	5,172	6,207	7,448	8,938	10,725	

Indicators	Baseline (2012)	Annual Plan targets				Assumptions and risks
		2013	2014	2015	2016	
Annual proportion of fram households' income to total income decreased (in %)	48.5 (2011)	Decreasing per year	Decreasing per year	Decreasing per year	Decreasing per year	<ul style="list-style-type: none"> <li>Climate change adaptation programs are mainstreamed and implemented in all government programs.</li> </ul>
Number of farmers with risk insurance increased	311,388	497,037	795,259	1,272,415	2,035,864	

**Figure 4.3. Strategic framework on competitive and sustainable agriculture and fisheries (A&F) sector**



# Regional Development Plan

## Macroeconomic Targets, CAR: 2011-2016

Indicator	Actual 2009	Forecast 2010	Target						AAGR (2011-2016)
			2011	2012	2013	2014	2015	2016	
<b>Gross Regional Domestic Product by Major Sector (In million pesos) (Low and High Growth)</b>									
GRDP	31,547	32,461-32,776	33,725-34,380	35,039-36,064	36,706-38,141	38,223-40,391	40,434-43,180	42,819-46,161	4.9-6.1
AFF	4,368	4,521-4,565	4,724-4,816	4,937-5,080	5,159-5,360	5,160-5,708	5,452-6,136	5,806-6,597	4.2-6.5
Industry	19,166	19,645-19,837	20,333-20,729	21,044-21,662	21,991-22,854	22,981-24,111	24,245-25,678	25,578-27,347	4.7-5.7
Services	8,014	8,294-8,375	8,668-8,835	9,058-9,321	9,556-9,927	10,082-10,572	10,737-11,365	11,435-12,218	5.7-6.7
<b>Sectoral GVA and GRDP Growth Rate (In percent)</b>									
GRDP	2.0	2.5-3.5	3.5-4.5	3.5-4.5	4.5-5.5	4.5-5.5	5.5-6.5	5.5-6.5	
AFF	(1.8)	3.5-4.5	4.5-5.5	4.5-5.5	5.5-6.5	5.5-6.5	6.5-7.5	6.5-7.5	
Industry	2.1	2.5-3.5	3.5-4.5	3.5-4.5	4.5-5.5	4.5-5.5	5.5-6.5	5.5-6.5	
Services	4.1	3.5-4.5	4.5-5.5	4.5-5.5	5.5-6.5	5.5-6.5	6.5-7.5	6.5-7.5	
<b>Employment by Major Sector (In thousand persons)<sup>4/</sup></b>									
AFF	366	371	379	387	390	401	411	420	2.1
Industry	66	69	72	76	80	85	89	95	5.8
Services	247	253	265	275	291	300	310	322	4.0
Total	679	694	715	738	761	786	810	837	3.2
Job Generation		15	22	23	23	25	24	27	
Labor Force Participation Rate (%)	66.6	67.4	65.5	66.0	66.5	67.0	67.5	68.0	
Employment Rate (%)	95.4	94.9	94.8	95.0	95.2	95.5	95.7	96.0	
Unemployment Rate (%)	4.6	5.1	5.3	5.0	4.8	4.6	4.3	4.0	
Underemployment Rate (%)	17.6	15.7	16.5	15.0	15.0	14.0	12.0	10.0	



# PART 3

## Current Measures in Place to Communicate and Advocate A&R Statistics

# Measures, Tools and Methods

- Web posting (CountrySTAT Website, BEANS (BAS Electronic Archiving and Network Services, and LPI-EWS (Livestock and Poultry Information and Early Warning System Webpage)
- Print and broadcast media dissemination
- Conduct of Users/Dissemination Forum
- Conduct of Appreciation-Orientation Seminar
- Data use in researches as published in a recognized/refereed journal
- Presentation to convention and conferences
- Presentation to symposium in SUCs/HEIs
- Conduct of Annual National Statistics Month every October
- Advance Release Calendar

# Strategies

1. Communicating and advocating agricultural statistics cover a wide range of audience and should not discriminate among users.
2. Web posting of agricultural data/microdata and metadata including reports and publication
3. Adoption of policies on data and microdata production, documentation, dissemination and archiving.
4. Producing and disseminating various agricultural publications that contains agricultural production, survey results, and other highlights of the performance of the Philippine agricultural sector.
5. Strengthening and widening the linkage and network with PSS partners and stakeholders



# PART 4

## Factors affecting demand and use of Agricultural Statistics

# Factors Affecting Demand and Use

- Existing and new policies, programs, projects and researches
- New and emerging statistical development like climate change and disaster risk management reduction indicators, gender and development etc.



# PART 4

## Some Challenges and Possible Solutions in Communicating and Advocating A&R Statistics

## PROBLEMS

1. Accessibility of statistics remains a challenge to many users, especially those at the local levels or areas away from national and regional government centers.

## SOLUTIONS

- Development of an integrated statistics web portal to facilitate consolidation, sharing and dissemination of available data and metadata in the PSS
- Development of a data network to facilitate sharing among producers and users in government
- Adoption of standards and mechanisms for data sharing and exchange, e.g., SDMX
- Periodic dialogue and advocacy among key statistical data producing agencies for regular/sustained dissemination of statistics on the Internet

## PROBLEMS

2. The continued expansion of the population, households, and industries over time has put more strain on the statistical system for the collection of timely, reliable, and accurate data.

## SOLUTIONS

1. Adoption/Application of technological innovation in data collection processes in censuses, surveys, and administrative based data systems
  - Implementation of web-based surveys/online questionnaires/reporting
  - Use of mobile and handheld devices and other data capture technology, etc.
  - Use of GIS-based maps in designing master sample frame for census and surveys

## PROBLEMS

3. Despite progress in the timeliness of some statistical indicators, some agricultural statistics are still generally perceived to be tardy or outdated by the time data becomes available to users.

## SOLUTIONS

- Statistical processes need to be enhanced to increase effectiveness and efficiency and improve timeliness and punctuality of statistics.
- Systems need to be standardized and updated periodically to ensure continuous usability of data.

## PROBLEMS

4. Risk of losing valuable/vital historical statistical information resources of the PSS.

## SOLUTIONS

- .Establishment of an integrated statistical archive/data warehouse for the PSS
- More concrete policy and technical tools for data preservation and protection are needed to safeguard the country's statistical legacy.

## PROBLEMS

5. Need to further improve statistical and technical skills of MSAs and key data producers in the better management and dissemination of statistical information

## SOLUTIONS

- Continuous technical skills development program must be institutionalized to keep abreast with evolving technology, e.g. data collection, processing, dissemination, and communication, systems design, and data documentation, archiving, and ware housing, etc.

## PROBLEMS

6. Current ICT resources in the PSS are inadequate. There is no sustainable strategy for adopting innovation and updating systems to improve data collection, processing, archiving, and dissemination.

## SOLUTIONS

- Large-scale statistical activities such as censuses and surveys depend heavily on ICT and recently, other technology such as GIM/GIS, remote sensing, etc.. These require massive capital outlay/investment. Currently, there is no dependable and sustainable scheme for upgrading of such resources, both hardware and software.

## PROBLEMS

7. Need to enhance statistical information dissemination and communication strategies

## SOLUTIONS

- Increase media releases and citations of statistics in news articles
- Adoption of current/popular technology/ modes to expand reach of statistics, e.g. social networking, RSS feeds, mobile edition of website
- Increase use of appropriate data visualizations and info graphics for better communication of statistics, e.g. GIM/GIS - based data presentation, dynamic charts, etc.

## PROBLEMS

7. Need to enhance statistical information dissemination and communication strategies  
(*continuation*)

## SOLUTIONS

- Development of user-oriented/thematic statistical outputs, e.g., thematic information materials
- Conduct of regular media briefings, press conferences, statistics appreciation seminars, and users-producers forums
- Proactive dissemination of revisions and updates along with data and metadata releases



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