

The National Cold Chain Program

An Overview



EDNA M. MABEZA, Ph.D.

Regional Director

*Department of Agriculture - Regional Field Office XIII
Butuan City, Philippines*

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Situationer of Agriculture Sector Competitiveness

**Based on the UNDP funded project, A Logistical
Evaluation Of Philippine Agriculture (2005)....**

- **The Philippine Agriculture is eroding competitiveness manifested by:**
 - **Low productivity**
 - **Poor quality**
 - **High production cost**

Situationer of Agriculture Sector Competitiveness

Reasons:

- Inadequacy of competitive assets
(Infrastructure, transportation,
communication, technology, human and
financial resources)**
- Inadequacy of competitive processes (quality,
responsiveness, reliability)**

Situationer of Agriculture Sector Competitiveness

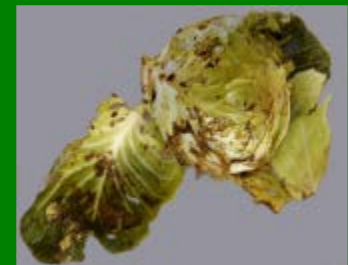
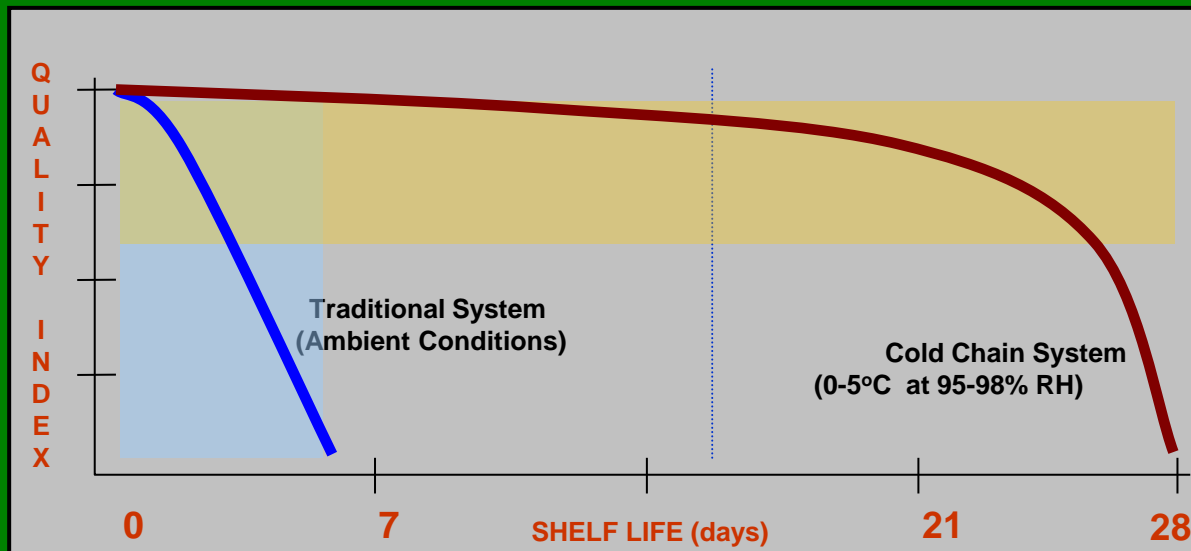
Inefficiencies in the perishable agri products sector.
Huge postharvest losses quantity and quality-wise.

For fruits and vegetables:

Quantity losses have been estimated as high as 40 percent valued at 30 billion pesos annually (USAID Study, 1993)

Situationer of Agriculture Sector Competitiveness

Market quality and Shelf life can only last for less than a week when potential can reach as long as 4 weeks.



Situationer of Agriculture Sector

Competitiveness

Inefficiencies in the perishable agri products sector.
Huge postharvest losses quantity and quality-wise.

For meat and meat products:

Poor meat quality of transported live hogs due to stress, sunburn, hematoma, and other physical impairment during transport.



Situationer of Agriculture Sector

Competitiveness

Inefficiencies in the perishable agri products sector.
Huge postharvest losses quantity and quality-wise.

For fish and fishery products:

- Losses in fish and fishery products have been reported to be more than 50%.
- Poor quality due to uncontrolled handling temperature (Ice). About 40% (Visayas) of fish captured is salted rather than sold in chilled or frozen form.



Situationer of Agriculture Sector Competitiveness

Inefficiencies in the perishable agri products sector

- **Limited market expansion (domestic and export)**
 - Most agricultural produce are sold in the rural areas in which they are grown resulting to oversupply and low price when they could have been shipped to very lucrative markets in Metro Manila and other metropolitan centers here and abroad
- **Limited value adding activities (processing)**

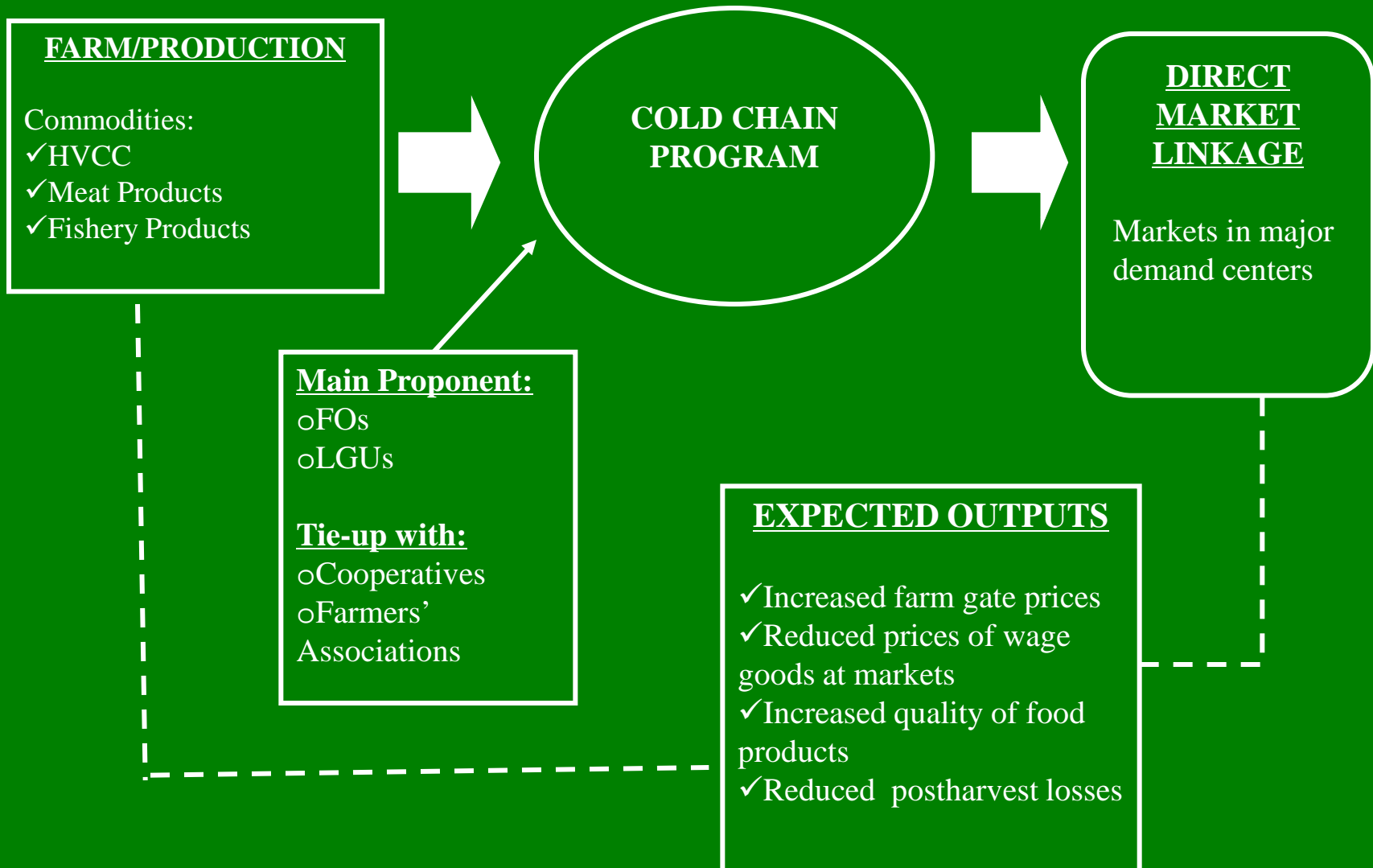


IMPERATIVE

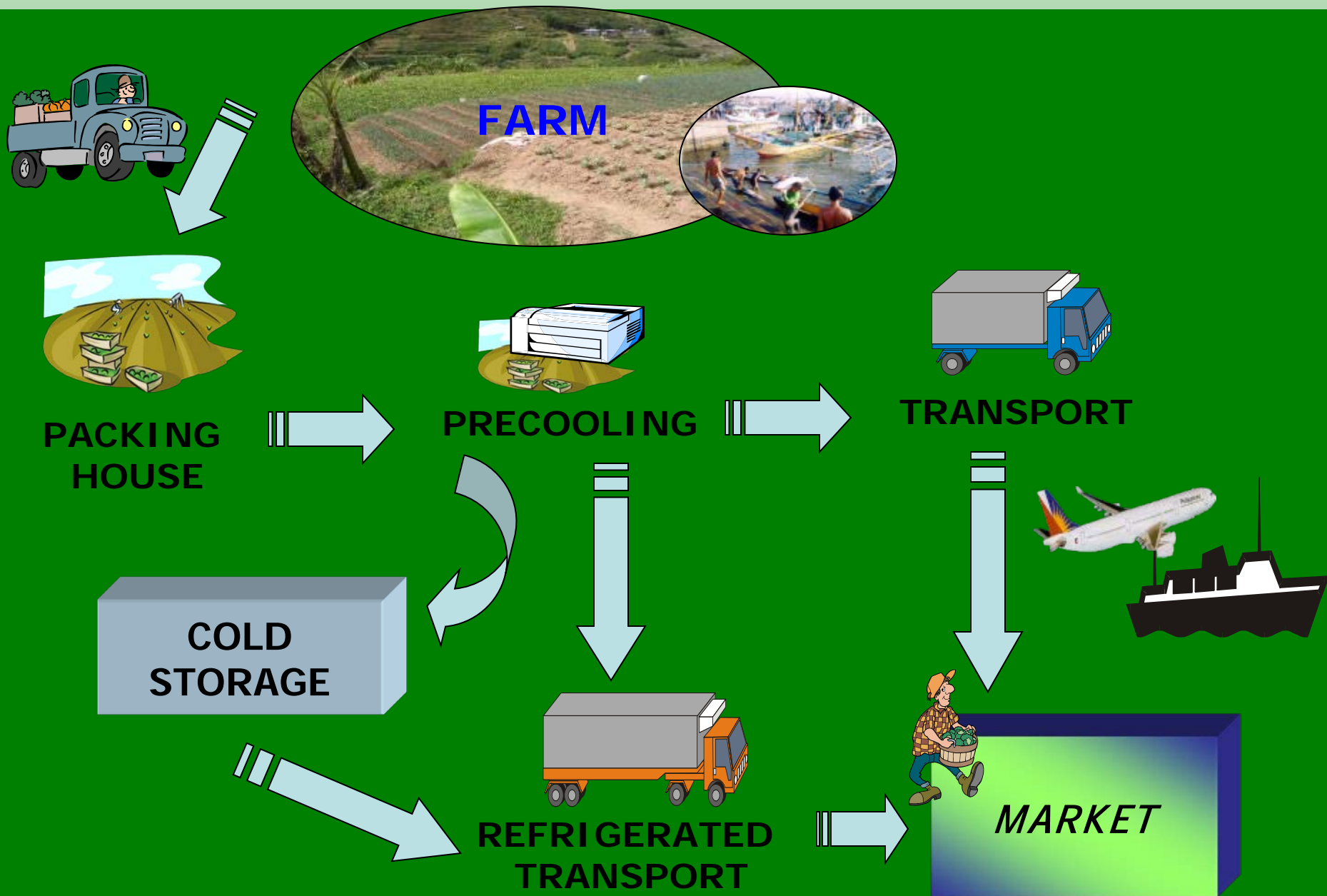
The establishment of a COLD CHAIN SYSTEM in strategic areas that would maintain the quality and quantity of perishable goods from the farm to the market to ensure a stable supply and prices of food commodities in the market and, consequently increasing productivity and improving income.



OPERATIONAL FRAMEWORK



COMMODITY FLOW in a COLD CHAIN



Implementation Strategies



LGU-led program implementation



Area-based approach



Productivity improvement



Counterpart scheme



NATIONAL COLD CHAIN PROGRAM

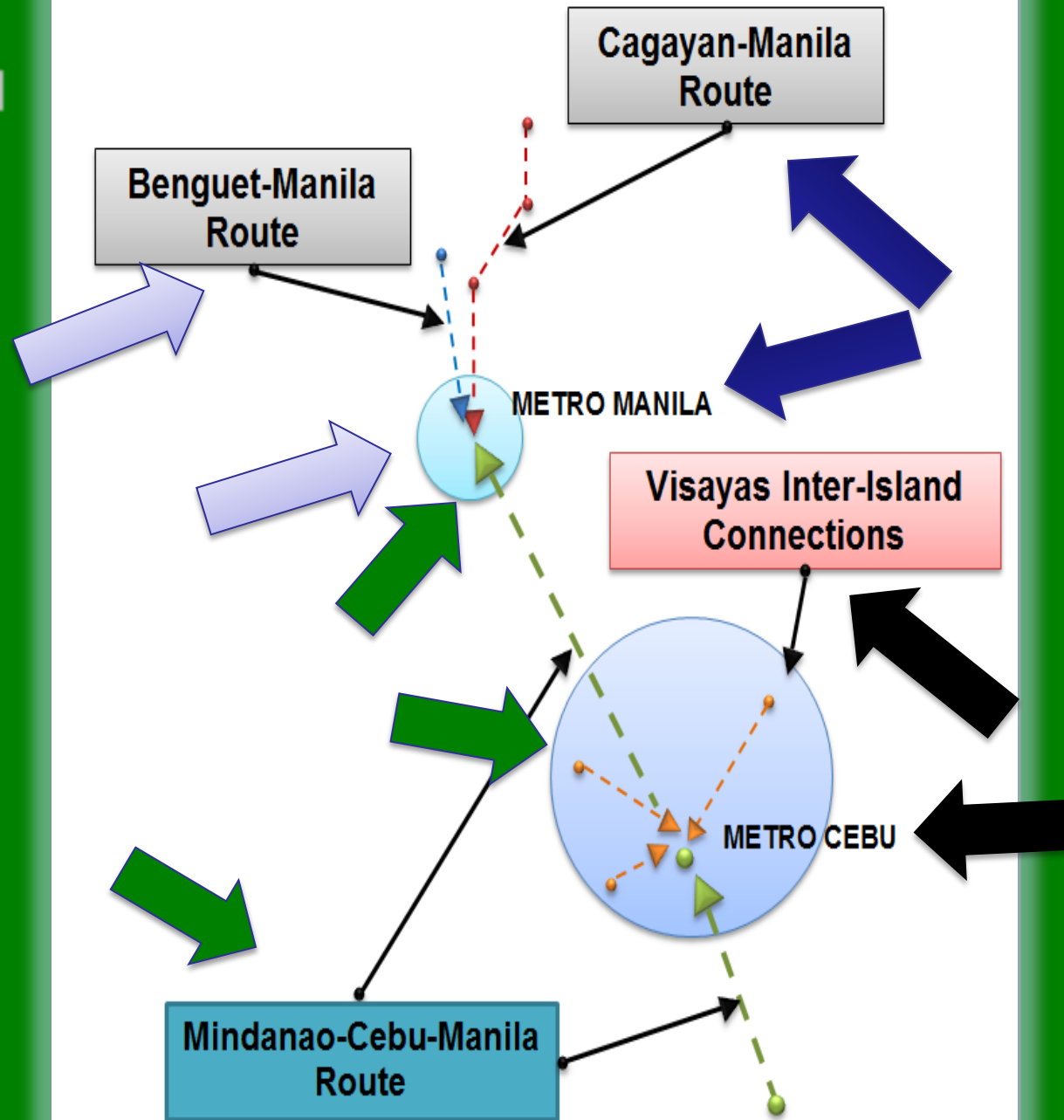
Program Areas:

Benguet-Manila Route (for the vegetable production areas in Benguet, for transport to Metro Manila)

Cagayan-Manila Route (for the fishery, fruit and vegetable production areas in Cagayan, Isabela and Nueva Vizcaya, for transport to Metro Manila)

Visayas Inter-Island Connections (for the fishery, fruit and vegetable production areas in all Visayas Regions, for transport mainly to Metro Cebu)

Mindanao-Cebu-Manila Route (for the fishery, fruit and vegetable production areas in various Mindanao Regions, for transport mainly to Metro Cebu, and/ then to Metro Manila)





WINROCK
INTERNATIONAL

PHILIPPINE COLD CHAIN PROJECT (PCCP) IN CARAGA

PCCP at a glance:

Life of Project : 4 years (2013-2017)

Implementer : Winrock International
Institute for Agricultural
Development

Funding Source: United States
Department of
Agriculture (USDA)

PCCP at a glance:

Partner Agencies:

- Department of Agriculture (DA)
- Philippine Center for Postharvest Development and Mechanization (PhilMech)
- National Meat Inspection Service (NMIS)
- Southeast Asia Fisheries Development Center
- Department of Trade and Industry (DTI)
- East West Seed Company

The Project Area

CARAGA Region

Five (5) Provinces

Six (6) Cities

— Municipalities

260 Barangays

PCCP Objectives

1. Increase agricultural productivity of horticultural crops, meat, and fish by:

- ***Developing cold chain systems***
- ***Building the capacity of producers to improve production & quality***
- ***Training the producers & processor on improved production techniques, post harvest handling, marketing & sanitary & phytosanitary practices***
- ***Providing grants & loans for equipment & inputs***

PCCP Objectives

2. *Expand Trade of agricultural products by:*

- *Developing public-private relationship*
- *Facilitating trade relationship*
- *Researching export opportunities*
- *Building agricultural extension capacity*
- *Promoting food safety issues & requirement*

Implementation Strategies

Sustainable systems focused technical approach that strengthens supply quality, quantity and traceability through improvements in production and post-harvest practices that includes an emphasis on improvement of cold chains.

Implementation Strategies

Feed the Future (FtF) compatible approach that works with horticulture, meat, and fish sectors of cold chain and post-harvest infrastructure development, in the Caraga Region.

PCCP Activities

- Create New Agricultural Producer groups & Strengthen Existing Ones
- Training on:
 - Improved Agricultural Techniques
 - Post Harvest Handling & Storage
 - Post Harvest Processing
 - Sanitary & Phytosanitary Issues
- Develop Agro-dealers & Other Input Suppliers

PCCP Activities

- Provide Financial Services to producer association members
- Provide grants for equipment and inputs
- Develop and Promote a Media & Technology Use Plan - “CARAGA’S BEST”
- Create New & Strengthen Existing Trade Association
- Develop New & Strengthen existing Buyer-Seller Relationship
- Facilitate Public-Private Partners

***“Working closely with you...
the Private & Business Sector,
the Government Agencies & LGU’s,
Non-Government Organizations,
the International Community, and
Winrock – PCCP***

***We can together make a
difference to Caraga.”***

Installation and Deployment of Post Harvest & Cold Storage Facilities



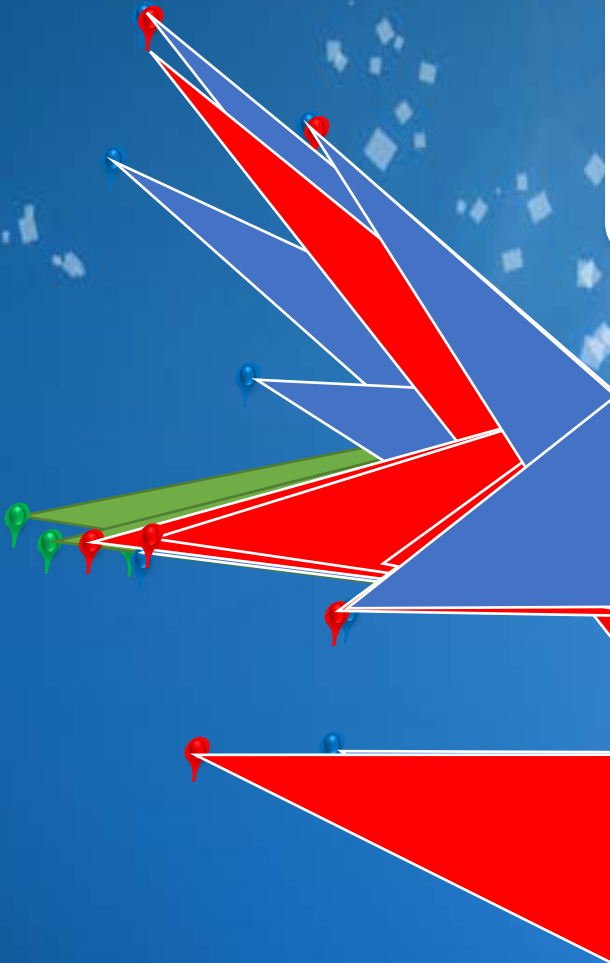
POST HARVEST FACILITIES & MARKETING CENTER



ICE PLANTS AND COLD STORAGE FACILITIES



SLAUGHTERHOUSE DEVELOPMENT



2 – Tons Capacity Ice Plant, with Cold Storage, and fish processing center, Municipality of Marihatag,



THANK YOU