



# Sustainable Agriculture

FARM TOURISM

BY: MON PEÑALOSA

[Welcome to Peñalosa Farms](#)

# OVERVIEW

## The Opportunity

- ▶ 1 Sow = P 30,000 / A
- ▶ 1 Layer = P 4.00 / egg
- ▶ 1 Broiler = P 10.00 / chick
- ▶ 1 sqm Lettuce = P 200.00
- ▶ 1 sqm Arugula = P 400.00
- ▶ 1 ha Sugarcane =
  - ▶ P60,000 – 80,000 / h
- ▶ 1 ha Banana = P250,000/h
- ▶ 1 ha Pineapple =P400,000/h

## The Criteria

- ▶ 1. DOABILITY
- ▶ 2. SUSTAINABILITY
- ▶ 3. REPLICABILITY
- ▶ 4. VISIBILITY

# The Situation



- ▶ 65% of Filipinos are dependent on Agriculture (crops, livestock, forestry, aqua) and this is the poorest sector of our economy.
- ▶ Poor Productivity:  
The Philippines is a net food importer.

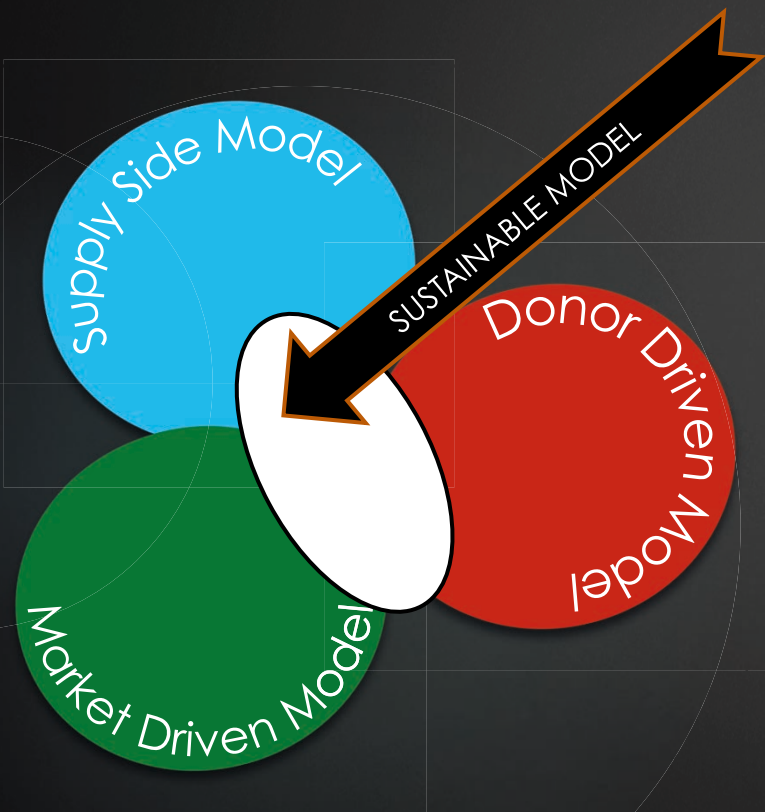
# The Problem

▶ Hosea 4:6

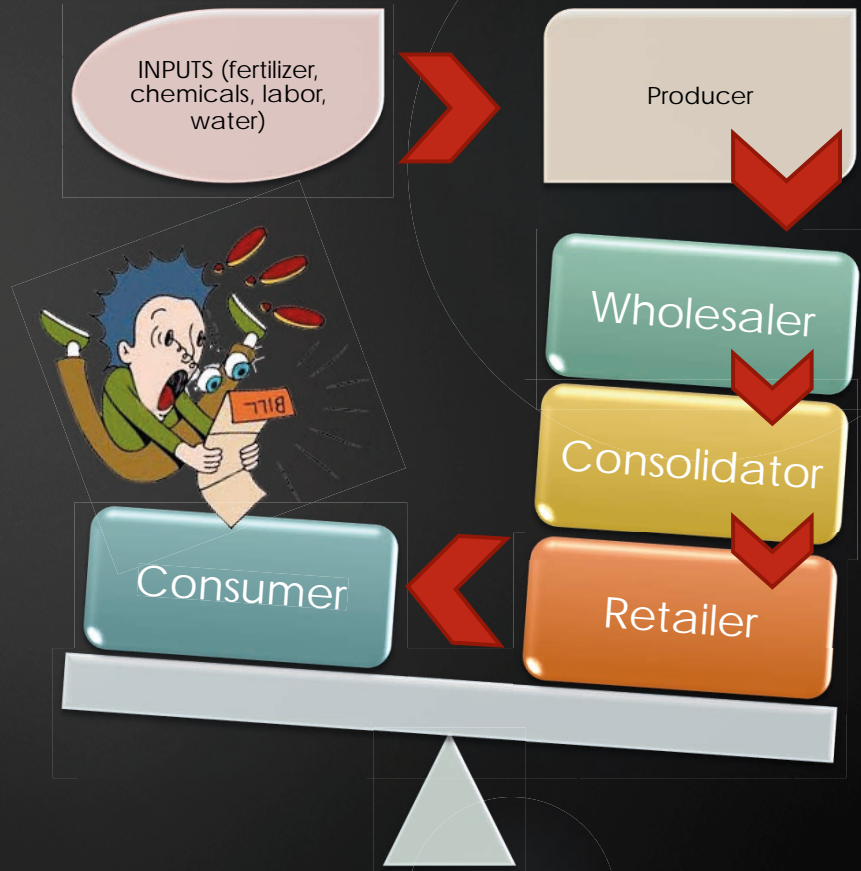
“ My people suffer  
because they lack  
knowledge”

# PRESENT CONDITIONS : Problem Analysis

## Development Models

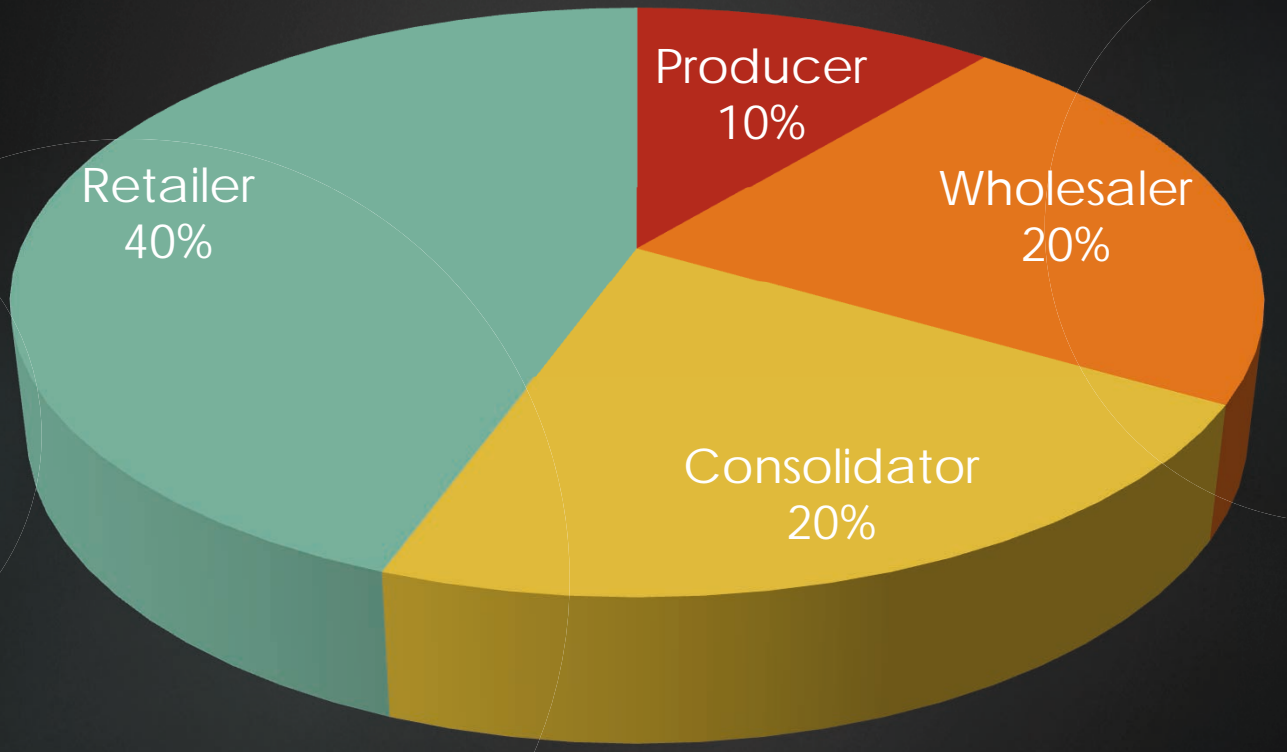


## Supply-value Chain



# INCOME PIE

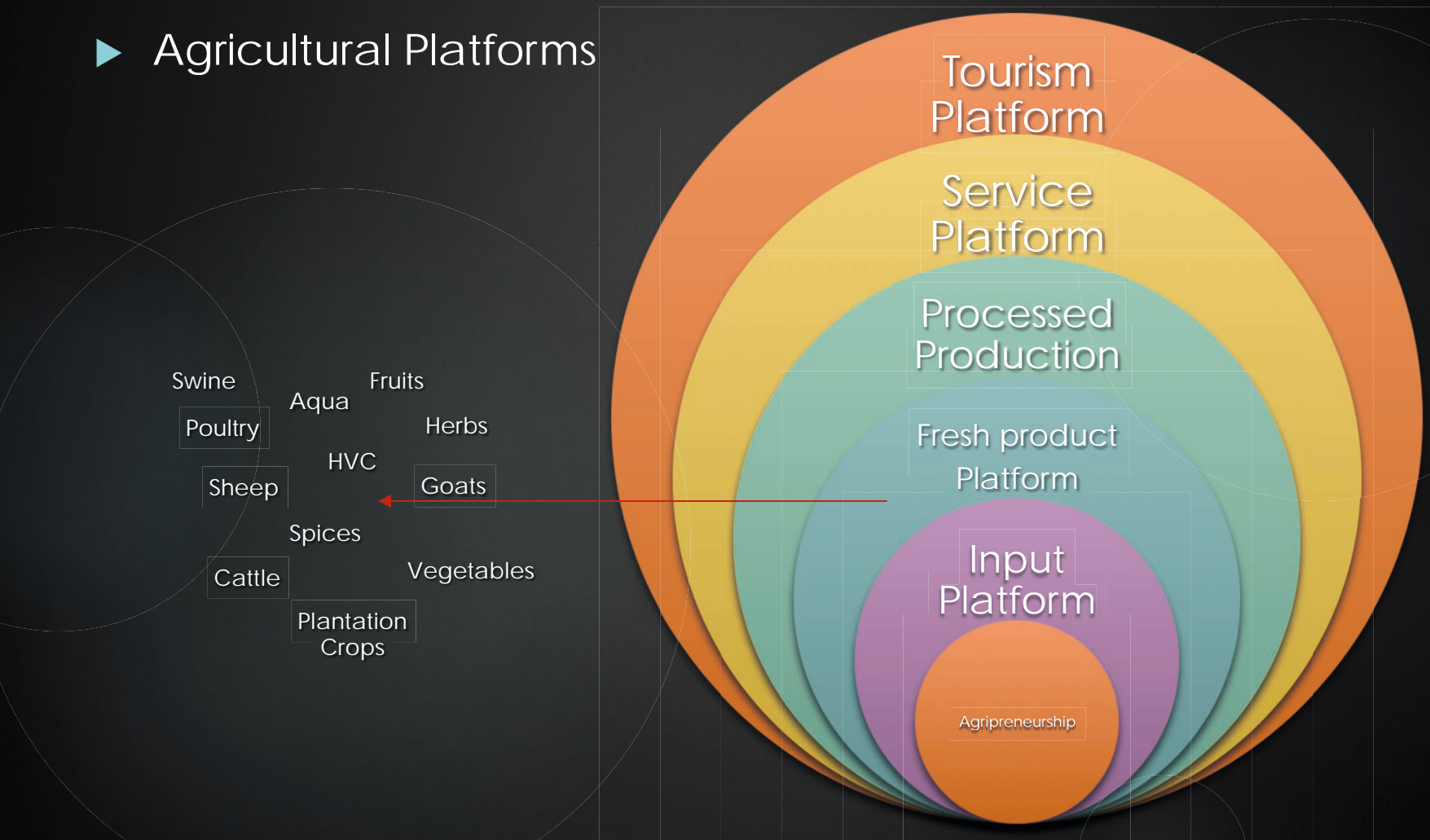
Income Pie



■ Producer   ■ Wholesaler   ■ Consolidator   ■ Retailer

# DESIGN ANALYSIS

## ► Agricultural Platforms



# The Decision



1. FROM A FARMER
2. FROM A MONOCROP
3. FROM CONVENTIONAL
4. FROM FARM

→ AGRIPRENEUR

→ INTEGRATED FARMING

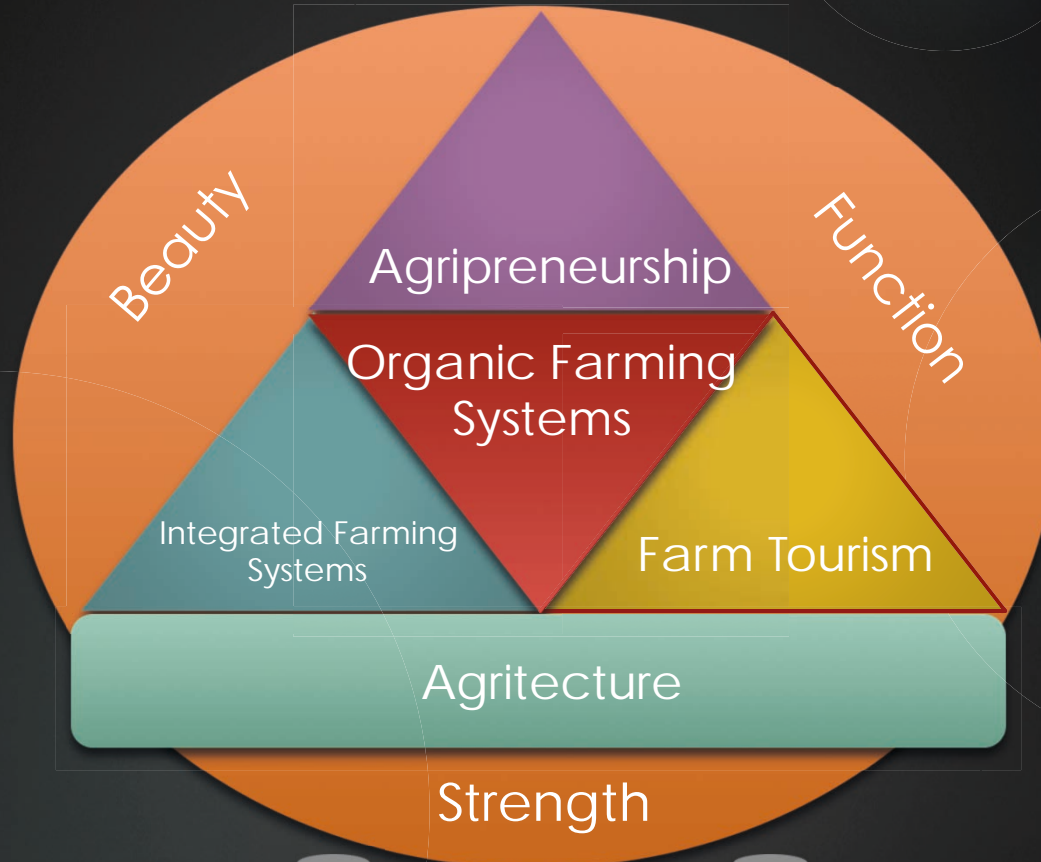
→ ORGANIC FARMING

→ FARM TOURISM

*"There is no farm without a farmer"*



# Sustainable Agriculture



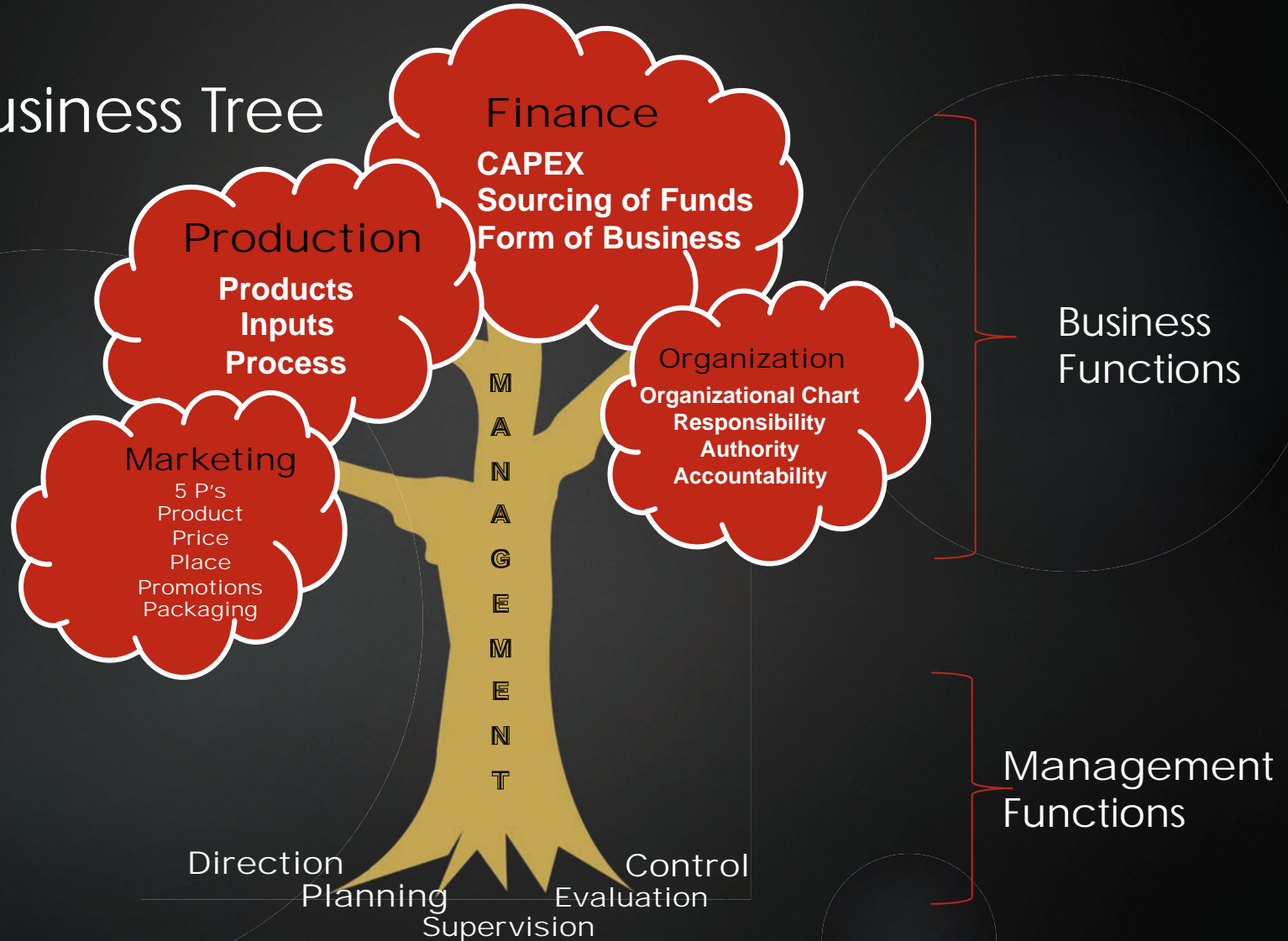
Genetics   Nutrition   Infrastructure   Equipment   Husbandry

Agricator

Productibong Pinoy

# Agripreneurship

## The Business Tree



# Integrated Farming Models

Farm to Market



Feedmill

Swine Ration

Poultry

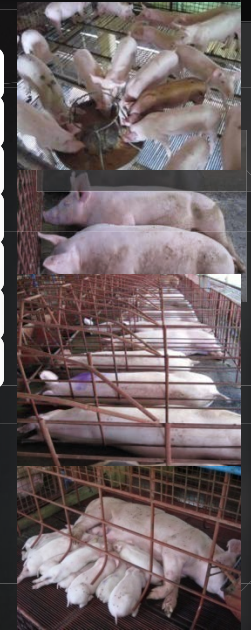
Aqua

Farm to Kitchen



MANURE

Farm to Plate



Piglets

Grower

Gilts

Sows

Boars

Semen

Raw Mats

Solid Waste

Liquid Waste

Bio-GAS

Fertilizer

Liquid Fertilizer

Azola Production

Compost

Vermi-Compost

CROPS

Plantation, Cash, Grains, Herbs, Vegetables, Fruits, Ornamentals

# Who wants to be a millionaire?

## A Multi-cropping Model










- Papaya : 3x3 meters distancing; population density of 1,111 trees per hectare  
 : 6 mos from date after transplanting fruiting at 50 fruits per tree per annum  
 average of 1.5 kilos per fruits at P10 per kilo
- Super Sweet Corn : 65 to 80 days after transplanting ; harvest  
 : .7 by .21 meters distancing at 47,000 population density per hectare  
 : P10 per piece
- Pole Sitao : 38,000 population density per hectare at 4 bugkos per hill at P4 per bugkos
- Squash : 1,000 population density per hectare at 1.5 kilo per fruit at 50 fruits per hill at P10/k

# OPTIMUM GROWTH CONDITIONS

**High**  
**35%**    **30 C**    **Drought > 20%**    **Full Sunlight**    **Pest and Diseases**    **High Level**    **Potassium, Phosphorus, Calcium, Magnesium, Zinc, Sulfites, Manganese, Chloride, Copper, Molybdenum, Boron**    **Alkaline 7**    **High**

**ZONE FOR OPTIMAL GROWTH**

**3%**    **20 C**    **Flooding < 65%**    **Shade Tolerance**    **Equilibrium**    **Low Level**    **Deficiencies**    **6**    **Low**  
**Low**    **Acidic**

 **OM**     **Temp**     **Moisture**     **Light**     **Plague**     **Nitrogen**     **Nutrition**    **ph**    **CEC**

# Agri-preneurs Toolbox

## Language of the Soil

**Crop Specific**

**Fertilizers**

1. Compost
2. Super Compost
3. Vermi
4. Super Vermi
5. Vertmi Tea
6. Compost Tea
7. Bio Formulated Premix
8. Crop Specific Bacteria

**Microbial Therapy**

## Language of the Plants

**Stage Specific**

**Foliars**

1. Oxins /Protek
2. GA / Booster
3. Cytokinin / Enhancer
4. Ethylene
5. Abcissic Acid

**Hormone Therapy**

## Language of the Animals

**Job Specific**

**Probiotics**

1. Decomposing Bacteria
2. Competitive Exclusion
3. Amino Acid Therapy
4. Lactic Acid Therapy
5. Dorol
6. Bactifly

**Probiotic Therapy**

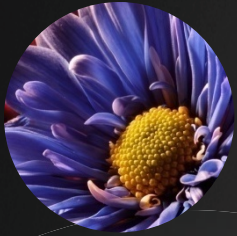
## Art of War against pest & diseases

**Pre-Equilibrium**

**Bio-Control**

1. Contact Pesticides
2. Bio Controls
3. Repellants
4. Fungicides
5. Nematicides
6. Bactericides
7. Poisons

**Management Therapy**



▶ Farm Tourism



▶ Advocacies



▶ Sustainable Museums

# Sustainable Museums

Mon Peñalosa



Inform → Reform → Transform → Revolution

Change of heart, mind & spirit

## Create & Satisfy Markets

Museums are catalyst for change, engines for growth, agents to make a difference.

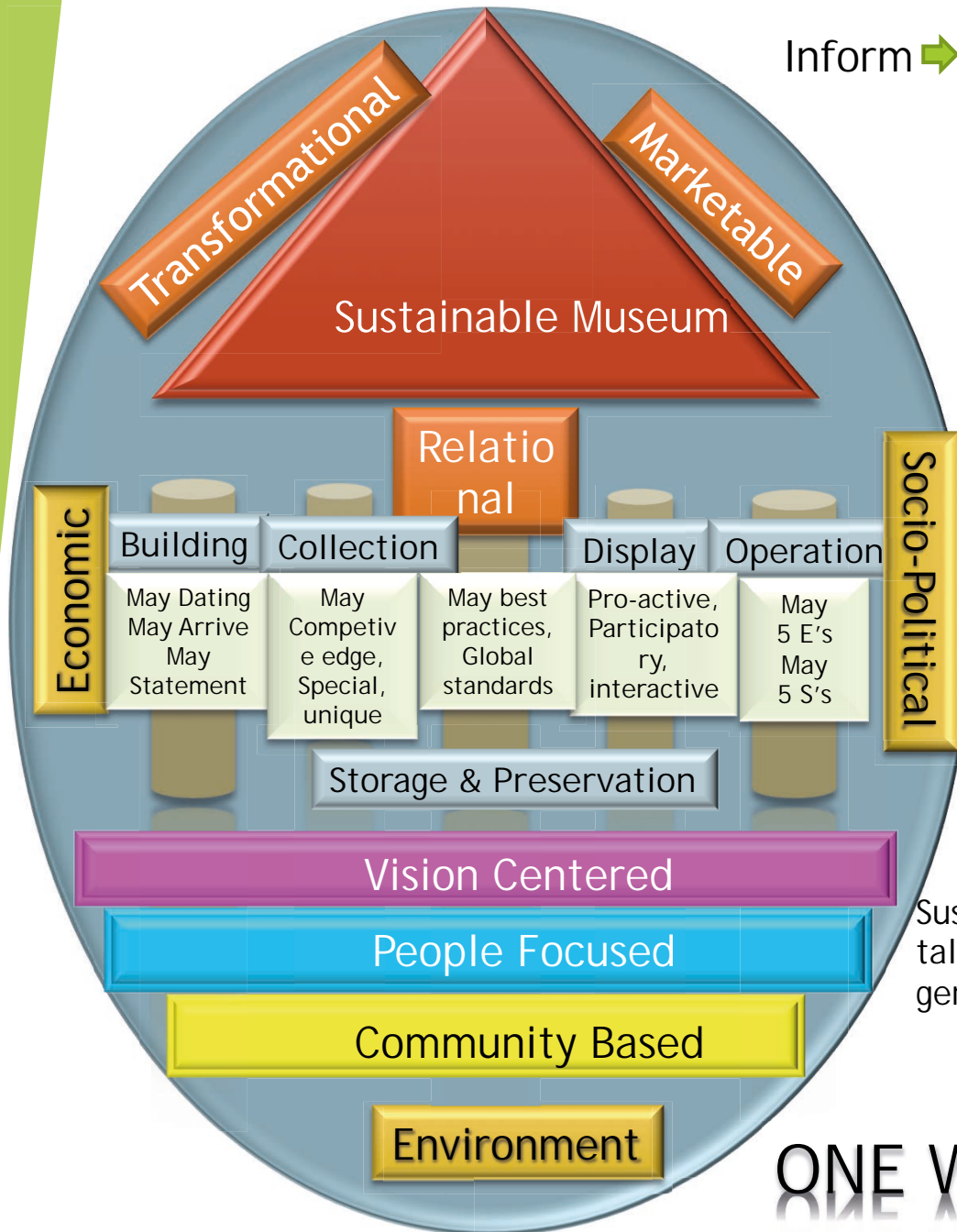
Relevance:

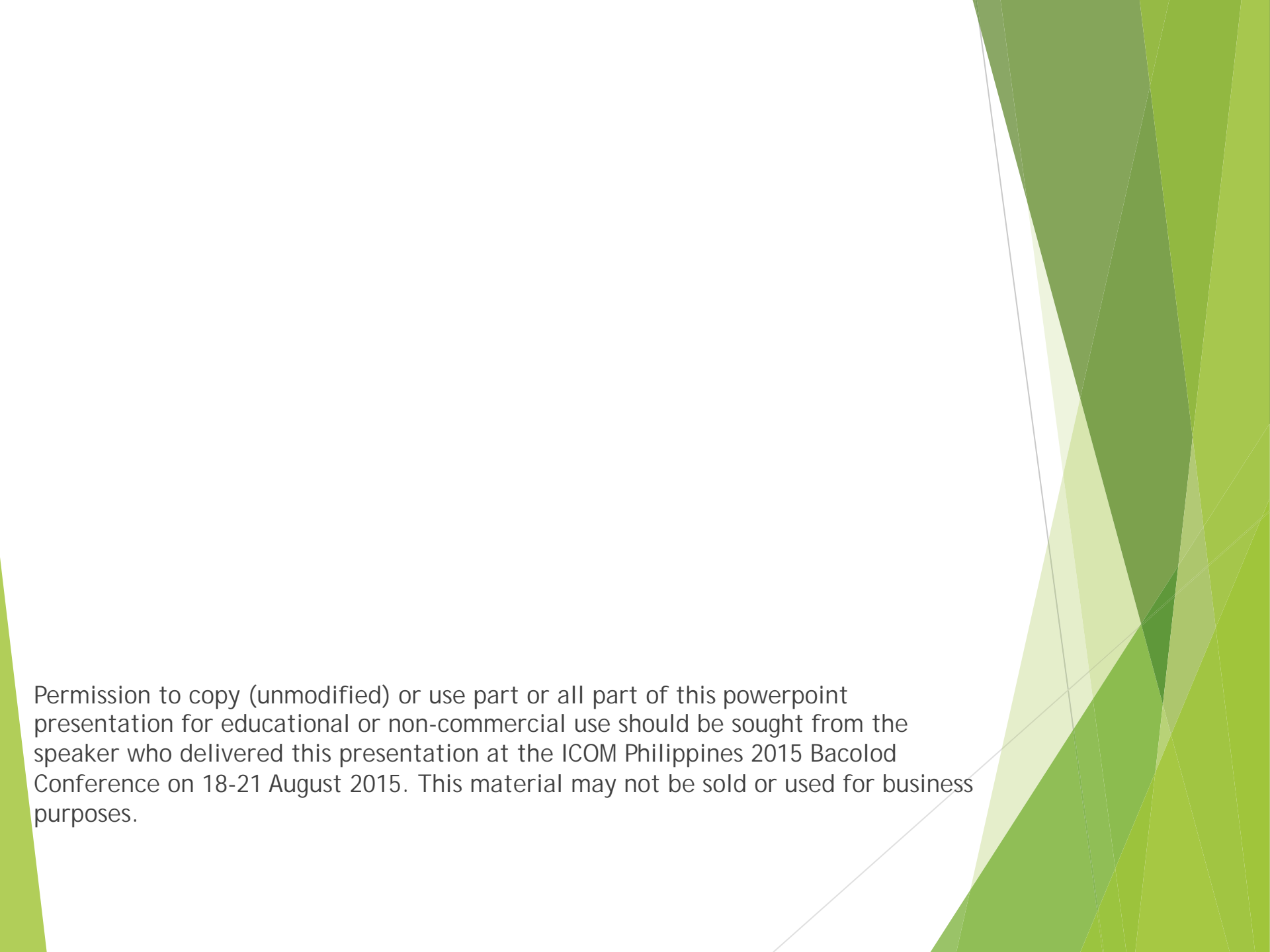
- Objects of historical, artistic, scientific interest are exhibited, preserved or studied.
- Knowledge and interest are shared.
- Values that are relevant are reinforced.

Sustainability: Living today with resources & talents that preserve life for future generations.

“Less for Ones Self, More for Others”

# ONE WORLD, ONE MUSEUM



The slide features a decorative background on the right side consisting of several overlapping, semi-transparent green geometric shapes, including triangles and polygons, in various shades of green. The rest of the slide is white.

Permission to copy (unmodified) or use part or all part of this powerpoint presentation for educational or non-commercial use should be sought from the speaker who delivered this presentation at the ICOM Philippines 2015 Bacolod Conference on 18-21 August 2015. This material may not be sold or used for business purposes.