AgroSpectrum ASIA
Envisaging Future | Updating Present

Philippines and Japan stimulate market-driven vegetable value chain refinement

18 April 2023 | News

The Department of Agriculture (DA)Â starts implementation of MV2C-TCP



The Department of Agriculture (DA)Â starts implementation of MV2C-TCP

The Department of Agriculture (DA) and Japan International Cooperation Agency (JICA) officials conducted the Kick-off Meeting and First Joint Coordinating Committee (JCC) Meeting for the Implementation Phase of the Technical Cooperation Project on â??Market-Driven Enhancement of Vegetable Value Chainâ?• (MV2C-TCP) on April 17, 2023.

The MV2C-TCP was the result of the signed Records of Discussion between the Philippine government and JICA in October 2021. The initiative intends to strengthen the vegetable value chain by implementing inclusive business models, hence increasing farmer income.

â??The Market-Driven Enhancement of the Vegetable Value Chain in the Philippines (MV2C) is thus an endeavor of knowledge and empowerment â??an undertaking that is fully in keeping with President Ferdinand Marcos Jrâ??s vision for our farmers and fisherfolk,â?• DA Senior Undersecretary Domingo F. Panganiban said.

In his message, Sr. Usec. Panganiban stressed that the MV2Câ??s objective is to help farmers engage with the food value chain as business managers.

â??The premise is simple. By training vegetable growers in the best technologies and cultivation techniques, we increase farm productivity,â?• Panganiban said.

â??And by building profitable partnerships among growers, processors, and marketing entrepreneurs, we develop a viable business model by which all vegetable farmers might generate the best possible income from their increased production,â?

he added.

The MV2C is divided into two phases: Planning and Implementation. The projectâ??s Planning Phase was completed, in which a value chain survey and projectâ??s roadmap were already prepared.