

# BARChronicle

The fortnightly newsletter of the DA-Bureau of Agricultural Research

## Usec. Perez urges DA-BAR to continuously innovate, help feed the nation



Usec. Asis G. Perez (2<sup>nd</sup> from left) joins the DA-BAR executive committee members led by DA-BAR Director Junel B. Soriano (3<sup>rd</sup> from left) during the flag-raising ceremony.

“There is a bigger struggle ahead of us—that is the struggle to feed 117 million Filipinos. This is the biggest challenge that we, as a department, are facing today...the deterioration of our soil, the continuous degradation of our land, the forever increasing number of imported rice, meat, vegetables, and food products coming into the country to feed our people,” DA Undersecretary for Policy, Planning, and Regulations Atty. Asis G. Perez said during the first flag-raising ceremony of the DA-Bureau of Agricultural Research (BAR) on 6 January 2025.

His presence in this activity marked the first special flag-

raising ceremony of the bureau, which will now feature key officials sharing their insights and words of wisdom every first Monday of the month throughout 2025.

Now, as one of the DA undersecretaries, feeding the evergrowing population despite dwindling resources is the major crisis that he, together with the entire department, continuously strives to address. With this, Perez urged BAR to explore new approaches and innovate solutions in this regard.

Perez further said: “The numbers are not very favorable...And these are the same numbers that the bureau must help

manage. The question is how can we produce more with the dwindling resources that we have. How do we innovate? How do we make sure that we have efficient production systems? How do we make sure that our farmers will continue to produce tomorrow?”

He then praised the DA-BAR Director Junel B. Soriano for pursuing the regionalization of the bureau's operations.

“You are looking at how we organize this agency to make sure it is grounded. When you showed me about trying to regionalize your operation. I think it is a good start. This is indeed a good start. *Ibaba natin ang ating gawain kasi nandoon ang tunay na labanan,*” Perez said as he affirmed the support of his office in this endeavor, which is in line with the department directive to bring the extension support services at the municipal level.

During this activity, DA-BAR also launched the TOWARD SALIN-SALIK: DA-BAR Strategic Communication Plan 2024-26; Market Talks—the newest knowledge exchange platform that aims to connect technology developers with investors and industry leaders in agriculture and fisheries sector; and the official tagline for the year: “R4D: Driving Progress, Delivering Impact”. **RENA S. HERMOSO**

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2024 accomplishments highlighted, 2025 vision set in SOBA	Market Talks to bolster tech adoption and scale	DA-BAR leads agri-fishery R&D for ASEAN 2026 PH chairship	‘Toward Salin-Salik’ comm plan takes off

# 2024 accomplishments highlighted, 2025 vision set in SOBA

“In 2024, we successfully implemented several reforms aimed at improving the bureau’s service delivery. Moving forward, we must continue to strengthen our commitment to excellence, collaboration, and innovation,” shared DA-Bureau of Agricultural Research (BAR) director Dr. Junel B. Soriano during his forward-looking State of the Bureau Address (SOBA) on 6 January 2025 at the DA-BAR grounds.

In his address, Soriano highlighted key reforms and milestones implemented in 2024 including the renaming of E.R. Ponce Hall and J.R. Escano Hall to honor two esteemed leaders who contributed greatly to the DA-BAR’s legacy. Human resource development efforts saw 11 plantilla positions filled and six learning and development interventions conducted for the bureau staff.

Soriano also noted the recognition for financial efficiency received by the bureau during the FY 2024 Mid-Year Performance Assessment. “With an obligation rate of 82% and a disbursement rate of 97%, this achievement reflects our

team’s dedication, efficiency, and collective efforts in managing resources and implementing programs,” he said.

Likewise, DA-BAR’s technical divisions led impactful initiatives centered on research for development (R4D) knowledge exchange activities, capacity-building programs for R4D partners, and collaborative engagements with various national and international organizations such as the National Research Symposium, National Agri-Fisheries Technology Exhibition, and Sustainable Challenge Award, to name a few.

The bureau also remarkably enhanced its communication platforms and mechanisms such as the Research Talks and Market Talks series, Information Kiosk, and Innovation Hub, among others.

The Office of the Director and Assistant Director also received recognition for leading key initiatives, such as the BAR R4D System Harmonization Workshop and the Audit Response Team Bureau Audit

Review, a significant step to strengthen accountability, streamline processes, and bolster operational efficiency.

This year, Soriano called for the continuing development and implementation of plans and strategies to advance DA-BAR’s administrative and technical expertise. These include developing an Operations Manual for the Administrative and Finance Division and enhanced guidelines for R4D programs, focusing on technology commercialization, SCALE-UP initiatives, agri-fisheries technology business incubation, and public-private partnerships.

With a strong foundation built in 2024 and a clear vision for 2025, the DA-BAR remains committed to advancing agri-fisheries R4D for a sustainable and prosperous future. “Let us continue to embody integrity, accountability, professionalism, and innovation, and make 2025 a year of even greater achievements—*para sa masaganang Bagong Pilipinas*,” Soriano concluded. **GELINE NICOLE A. MORILLO**



# Market Talks to bolster tech adoption and scale

Market Talks, a new knowledge exchange platform, was unveiled as part of the ongoing efforts of the DA-Bureau of Agricultural Research (BAR) to drive the adoption and scale of research for development (R4D)-generated technologies.

Designed to showcase innovations, explore market potential, and facilitate discussions on scaling technologies, Market Talks is set to debut in June 2025 at the National Agriculture and Fisheries Technology Exhibition (NAFTE), connecting researchers and industry leaders in the sector.

The initiative is expected to accelerate the transition of agri-fisheries R4D innovations into practical, market-ready applications. It will feature select and promising technologies and success stories generated through BAR-funded research, an expert panel discussion, and enable business-to-business opportunities with stakeholders across the value chain. Further,

the event aims to highlight the economic viability, market potential, and overall acceptance of these technologies.

DA-BAR Director Dr. Junel B. Soriano emphasized that “Market Talks is a bold, strategic move to ensure that the technologies the bureau supports will reach its intended stakeholders and beneficiaries,” noting that the sector is already brimming with technologies and innovations addressing agricultural productivity, competitiveness, and sustainability.

Target participants include technology developers from the bureau’s implementing agencies, agribusiness leaders, representatives from relevant government bodies, farmers, and private investors.

The bureau is set to institutionalize Market Talks as its biannual knowledge-sharing platform, sustaining its ongoing efforts to strengthen and deliver R4D impacts. **DARYL LOU A. BATTAD**

## BUREAU BULLETIN

### Management updates

The DA-Bureau of Agricultural Research Executive Management Committee (ExeCom) kicked off the year with structural changes and strategic planning to align its initiatives with the 2025 priorities and overarching goals of the department.

Bureau Director Dr. Junel B. Soriano announced key leadership changes:

- Dr. Anthony B. Obligado, MNSA: Head, Program Development Division
- Raymond Patrick L. Cabrera: Head, Program Monitoring, Evaluation, and Linkaging Division
- Salvacion M. Ritual: Head, Knowledge Management and Information Systems Division
- Melody T. Memita: Head, *Ad Hoc* Administrative and Finance Division

The ExeCom, led by Soriano and Assistant Director Joell H. Lales also discussed the bureau’s 2025 approved budget under Republic Act 12116, otherwise known as the General Appropriations Act; strategic plans for the year; and other technical and administrative concerns to ensure resource management and operational efficiencies.

According to Soriano, the bureau will continue to rethink strategies to ensure its R4D plans and programs are effectively implemented for the benefit of the agri-fisheries sector. **MA. ELOISA H. AQUINO**

#### TECH HIGHLIGHT

## Pinoy GOURmix

This nutrient-rich instant porridge is made with locally sources ingredients such as white corn, adlay, legumes, vegetables. It is the first science-based and value chain analysis-oriented product developed in Cagayan Valley. This multi-awarded product is now FDA-registered and HALAL-certified.

TECHNOLOGY DEVELOPER  
**DA-Cagayan Valley Research Center**

TECHNOLOGY TAKER  
**Providers Multipurpose Cooperative**



For more details, please contact Vanessa Joy F. Calderon through email [vanj14calderon@gmail.com](mailto:vanj14calderon@gmail.com)

As preparation of the Philippines' ASEAN chairship in 2026, the DA-Bureau of Agricultural Research (BAR) sets in motion its efforts as the focal agency for the ASEAN Technical Working Group on Agricultural Research and Development (ATWGARD).

The bureau, led by Director Junel B. Soriano, worked with other government agencies during the workshop, "Committee for the ASEAN Economic Community: Preparation for the ASEAN Chairship 2026" on 7-8 January 2025 in order to map out the country's priorities and commitments for the upcoming chairship.

Organized by the Department of Trade and Industry-Bureau of International Trade Relations (DTI-BITR), the two-day workshop sought to create a comprehensive plan to further the region's development and socio-economic agenda.

Key sessions covered expectations for the Philippine government, Philippine Development Plan 2023-2028 priorities, global trade

## DA-BAR leads agri-fishery R&D for ASEAN 2026 PH chairship



DTI-BITR officials and resource persons during opening program of the workshop in preparation of ASEAN Chairship 2026 at Sheraton Manila Hotel

developments, key focus areas on the country's priorities and legacy projects for its chairship, and lessons drawn from the Philippines' ASEAN chairship experience in 2017.

The bureau put forward two main proposals as its Priority Economic Deliverables (PEDs): "Regenerative and Resilient Agriculture and Fisheries Food Systems Initiative" and "Framework on Transboundary Pests and Diseases." These initiatives are seen to strengthen regional cooperation against climate change, enhance food

security, and protect agricultural productivity and prosperity within ASEAN.

The theme and the PEDs for the 2026 chairship will be screened and finalized in the subsequent Committee for the ASEAN Economic Community meetings. For its part, DA-BAR calls to further enhance intercountry cooperation through agri-fisheries research and development, ensuring impactful outcomes that would benefit the ASEAN region. **ERIC J. MORALES AND KRISTINA S. ESTRADA**



### EXPERT SAYS

#### What drove the successful commercialization of Mang Bean products?

The successful commercialization of Mang Bean food products was driven by several key factors, primarily the FLOW of Pariir Agriculture Cooperative's receptiveness to new technology and their ready access to essential raw materials. This foundation allowed them to establish and sustain production effectively. Equally crucial has been their dedication to continuous improvement, informed by ongoing research and development and guided by insightful market research. This commitment, combined with a receptive attitude towards feedback and innovation, has been instrumental in ensuring the long-term market success of these products.

#### How can researchers turn their R&D into successful products?

My advice to researchers aiming to bring their R&D to market is to prioritize sustainability. This means not only developing sustainable products themselves, but also ensuring the technologies remain viable and adaptable for future users. Moreover, recognizing that our research often relies on public funding, we bear a responsibility to ensure this investment benefits society through impactful, accessible innovations that contribute to a more sustainable future.

**VANESSA JOY F. CALDERON**  
Senior Science Research Specialist  
DA-Cagayan Valley



# 'Toward Salin-Salik' comm plan takes off



To deliver the output and outcomes of research for development (R4D) projects to its intended audience, ensure maximum impact and drive meaningful change, the DA-Bureau of Agricultural Research (BAR) TOWARD SALIN-SALIK: Strategic Communication Plan 2024-2026 was officially launched during the State of the Bureau Address on 6 January 2025 at DA-BAR, Quezon City.

“Committed to bridging knowledge gaps, fostering innovation, and promoting

sustainable practices within our agricultural and fisheries sectors, this document will serve as the bureau’s guidebook in strategically disseminating relevant and timely research for development information to its partners and stakeholders,” DA-BAR Director Junel B. Soriano said in his message.

Communication expert and resource person Dr. Lily Ann D. Lando led in the development of the three-year communication plan, with technical inputs from the bureau’s divisions and units.

Key features of the plan include more defined accountability measures in different organizational levels within the bureau, streamlined decision-making protocols, and a systematic message delivery system. “We are expecting the bureau to improve its capacity further and deliver critical and useful information to our stakeholders for a more efficient dissemination of R4D technologies,” Soriano noted.

In the medium term, the DA-BAR Strategic Communication Plan is set to amplify its role as the lead coordinating agency for agri-fisheries R4D through targeted and innovative research initiatives that reach its intended stakeholders and beneficiaries by means of effective communication and call to action strategies.

To date, the bureau has been working and intensifying its efforts on various platforms through its multimedia publications, knowledge-exchange activities, information systems management, and brand management and communication. **MA. ELOISA H. AQUINO**

**AQUINO**

## R&D 101

### What is eDDSRs and how does it benefit rice farmers?

Enhanced Dry Direct Seeded Rice System (eDDSRs) is a **method of planting rice on soil that is neither puddled nor submerged in water** (unpuddled and unsaturated), using tested and suitable rice-farming technologies. Its implementation involves land preparation, direct seeding, fertilizer and weed management, proper irrigation, and pest and disease control.

Among the benefits of eDDSRs are **improved water efficiency, reduced labor requirements, lower costs, and better rice growth** by ensuring the correct spacing of plants, leading to healthier yields.



**BAR Chronicle** highlights the bureau’s activities as the country’s national coordinating agency for agriculture and fisheries R4D, and provides updates on NaRDSAF-member institutions.

We welcome and appreciate your comments and suggestions. Reach us via email [ikm@bar.gov.ph](mailto:ikm@bar.gov.ph).

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OFFICIAL ENGAGEMENTS



Dr. Junel B. Soriano, DA-Bureau of Agricultural Research director (leftmost), met with Alcom Carbon Market representatives to discuss promoting a sustainable, circular economy in agriculture on 8 January 2025. Alcom, an organization focused on the evolving energy landscape, shared its mission and highlighted potential collaborations with bureau's existing initiatives for sustainable agriculture and resource efficiency. **GELINE NICOLE A. MORILLO**



To boost the coconut industry, DA-BAR Director Junel B. Soriano (center) met with Philippine Coconut Authority Administrator Dr. Dexter R. Buted (2<sup>nd</sup> from left) on 13 January 2025. They discussed ways to strengthen research and development for coconut production and how both agencies can work together to use research to help the industry grow. **GELINE NICOLE A. MORILLO**

STAFF SPOTLIGHT

Happy retirement, Lissa and Ronnie!



**Melissa A. Resma**  
Information Systems Analyst III  
(36 years of service)



**Ronnie V. Rosales**  
Administrative Aide I  
(37 years of service)

Welcome to DA-BAR, Raymar!



**Raymar V. Artajo**  
Admin Aide VI (Clerk III)  
Property and Supply Unit

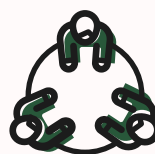
Key activities at a glance

JANUARY 2025



PROJECT REVIEWS

- 15 *En banc* review of five OA-funded projects
- 10 & 21 Completion review of L&P projects
- 21-24 SCALE-UP progress and completion review



MEETINGS

- 7 HVCDP annual collaborative planning
- 9 Rice R4D Program plans and activities for 2025
- 13 SCALE-UP preparatory meeting with DA-Cagayan Valley
- 17 Inception meeting with CLSU for the RFDG-funded project
- 20 NIAHS ExeCom Secretariat meeting
- 22 CGUARD Plus Program meeting
- 31 1<sup>st</sup> BAR Advisory Group meeting for 2025