



## NCEC 2.0 kicks off

# Remulla, Eleazar express support to Ph coffee



### *All for the love of Philippine coffee!*

Amidst typhoon “Tisoy”, participants from all over the country pledged to contribute in the development and promotion of the Philippine coffee industry as the 2<sup>nd</sup> National Coffee Education Congress officially kicked off at the CvSU International Convention Center, December 3. Inspirational messages were delivered by two government officials who have clearly expressed their support to the said congress.

Hon. Crispin “Ping” Diego Remulla, Board Member of Cavite, represented his father, Hon. Jesus Crispin C. Remulla who is currently the representative of the 7<sup>th</sup> district of Cavite.

**ALL-OUT SUPPORT.** Remulla and Eleazar delivered their messages that inspired the participants to contribute further to the Philippine coffee industry.

Hon. Remulla commended the event being a perfect venue for stakeholders to discuss the challenges and opportunities towards the advancement of the coffee industry. He also stated the importance of sharing information through capacity building and extending support to coffee farmers, having equipped with new strategies to boost coffee production. He inspired everyone to promote Philippine coffee to become world class with the help of researches that provide technical assistance.

Meanwhile, Hon. Nicomedes Eleazar delivered the message of Department of Agriculture Secretary, Dr. William Dar focusing on coffee farming as a sustainable livelihood for many. He also emphasized on the great demand for coffee as local consumption exceeds what the country produces. This, according to him, is due to a number of factors like poor yield, poor quality of beans, unstable prices, and limited investments, in addition to problems in climate change. With such, he mentioned how the Department of Agriculture has been continuously working on research

needs to better help the farmers fight pests and diseases and yield much even with low cost through natural techniques.

“It is important to strengthen our research and development to further improve the productivity and efficiency of our domestic coffee production so that we won’t have to rely mostly on imports. It will be beneficial to the farmers if food security is highly attributed from our local production,” Eleazar stated.

After sharing the initiatives of the DA-High Value Crops

Development Program, Dr. Eleazar challenged the participants to partner with the government in increasing the “productivity, competitiveness and profitability” of the Philippine coffee industry.

Dr. Eleazar is currently the Assistant Secretary designate for Special Affairs of DA while also serving as the Director of the DA-Bureau of Agricultural Research (DA-BAR). He has also been instrumental in promoting coffee through various external projects funded by DA-BAR.



**TOAST FOR UNITY.** Participants pledged to support the coffee industry — a commitment they expressed through a Ceremonial Toast.

# CvSU head, gov't reps welcome NCEC participants

Officially welcoming more than 200 participants, Cavite State University President, Dr. Hernando D. Robles, emphasized on the purpose of the congress and CvSU's contribution to the promotion of Philippine coffee through various research, development and extension efforts.

He also shared the four important *I's* of the activity. These include *initiatives* which each participating agency will share, *industry* which makes the congress more inclusive considering all stakeholders alongside academe, *impact* which encourages them to do more relevant and innovative efforts and *influence* which each stakeholder has to use to promote Philippine coffee, even to the younger generation.

Hon. Perfecto V. Fidel, municipal mayor of Indang, also graced the event and expressed his full support to the participants who are



**DANCE FOR COFFEE.** Indak Amanahis showcased the journey of a coffee from planting, to harvesting, processing and drinking through a dance number.

currently hosted in the municipality. He even emphasized the importance of coffee farming in Indang as one of the major producers of coffee in the province.

Meanwhile, Hon. Irene Bencito, former Board Member, represented Cavite Governor, Hon. Juanito Victor C. Remulla, Jr. in the said program. She focused on the

great opportunity that coffee offers not only to economic development but also in terms of its health benefits specifically as an anti-oxidant. She added that since coffee is part of the Filipino culture, it has to be passed on to the youth while farmers are continuously being trained in production and in the establishment of linkages to market and the industry.

## Plenary speakers talk about competitiveness

Consumption and production became the focus of the plenary talks as Mr. Terence Ryan of ACDI/VOCA (PhilCafe Project) and Mr. Michael Harris Conlin of Henry & Sons Trading and Manufacturing Co. Inc. challenged the participants to improve the quality and quantity of the coffee products.

Ryan emphasized that the generation's increase interest in coffee opened more opportunities for coffee-related businesses and employment while also building on the potential of local specialty coffee in the market. He also presented the key challenges in marketing Philippine coffee and the proposed solutions to enhance its competitiveness.

Conlin then shared how his company works and how social entrepreneurship can influence people to contribute to the movement of planting their own coffee seedling one at a time. In addition, he elaborated on the idea of a "best cup of coffee" by educating consumers from production to marketing.



**COFFEE Q & A.** Coffee forum speakers answered questions posed by participants during the afternoon session.

## 1st session of coffee forum held

It was an information-filled afternoon as three speakers gave their lectures during the first session of the coffee forum yesterday.

Ms. Aurora T. De Guzman and Ms. Diana Tabudlong, both from DA- Bureau of Plant Industry lectured on the plant nursery accreditation and plant material registration, citing all the requirements and discussing the procedure on the said government processes. They further explained that while BPI ensures quality production and distribution of plant materials, their staff are always willing to assist interested nursery owners and plant distributors. Meanwhile, Dr. Marilyn Escobar gave her lecture on the coffee wet processing technology focusing on harvesting, depulping, soaking, drying, the defects to be avoided, and the grading green coffee beans. She also reminded everyone that there should be no shortcuts to ensure that the processed beans are of quality.

Participants, on the other hand, expressed interest in participating in trainings and other coffee-related activities as they also want to contribute to the coffee industry.



**EXHIBIT OPENING.** Plenary speakers joined CvSU administrators in the ribbon cutting for the official opening of Trade Fair & Exhibit.