



## SciCAT team finishes UP-ISSI ODM course

Ms. Lady Aileen A. Orsal, the director of the Cavite State University (CvSU) Public Affairs and Communications Office (PACO) and Project Staff Level 3, and Sheena Mae L. de Leon, Project Assistant II, both members of the SciCAT team, participated in the Online Digital Marketing (ODM) Course conducted by the University of the Philippines - Institute for Small-Scale Industries (UP-ISSI) in cooperation with the Department of Science and Technology - Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD) under its Science for the Convergence of Agriculture and Tourism (SciCAT) project.

The course was conducted from July 27 to August 17, 2020 through an online platform. The main objective of the course was to help the farm tourism sites developed under the SciCAT project to compete and grow online using different digital marketing tools and strategies. Specifically, at the end of the course, the participants were expected to have a broader understanding of the importance of digital marketing; identify customer segments including their needs and wants through Market Research; learn the fundamentals in writing and designing content and online posts; learn how to set-up a website; identify and apply the different digital marketing tools to drive online traffic; measure and improve digital marketing strategies; and learn techniques and ways to maximize Facebook, Instagram, and Email in generating leads and promoting products and services.



Digital course attended by SciCAT staff

The team's final output for the class was a digital marketing plan for Silan's Agri Farm, (CvSU's partner for SciCAT) titled "Shortcut to SciCAT: A Digital Marketing Plan for Silan Agri Farm as a SciCAT Site" which aims to be "a one-stop shop for your agri-products, a short course for your agri-techno, and a quick tour for your agri-experience". With the tagline "Sulit-Saya sa SciCAT-Silan!", the said plan builds upon three major components that highlight the objectives of SciCAT. These components include "Suporta sa Pamayanan" that focuses on online selling opportunities, "Solid sa Kaalaman" that features agricultural technologies and information and "Saya sa Karanasan" that promotes various agri-tourism packages Silan Agri Farm offers. A 12-month social media campaign plan was also included together with some sample Facebook and Instagram posts that showcase the beauty of the said farm. While the content of the proposal is subject *(continue on page 2)*

## OVPRE accepts project with DA-BPI, BUCOR

Dr. Ruel M. Mojica, Vice President for Research and Extension, together with Mr. Rodrigo H. Diloy, education program specialist of Extension Services, met and agreed to do a project with Mr. Gerald Glenn F. Panganiban, assistant director of the Department of Agriculture - Bureau of Plant Industry (DA-BPI), last August 19, for the establishment of a coffee plantation on a 111-hectare land property of the Bureau of Corrections (BUCOR) in Muntinlupa City. The initial plan for the startup of the project is August of this year.

With the assistance of Mr. Alberto

P. Creencia and Mr. Danilo H. Mojica of the National Coffee Research, Development and Extension Center (NCRDEC), the team conducted a hands-on training on coffee plantation establishment. *(continue on page 4)*



Mr. Rodrigo H. Diloy and the team together with the officials from Bureau of Corrections

### IN THIS ISSUE

ES, CvSU Bee Program hold 1st BEEyond the Hive webinar series .....	2
RC hosts webinar series .....	3
CvSU GAD-RC conducts responsible parenthood and family planning webinar series .....	4
NCRDEC holds August webinars .....	5
Omate-Corral presents paper in 6th PASCHR International Conference .....	6

### VISION

The premier university in historic Cavite recognized for excellence in the development of globally competitive and morally upright individuals.

### MISSION

Cavite State University shall provide excellent, equitable, and relevant educational opportunities in the arts, sciences and technology through quality instruction and responsive research and development activities.

It shall produce professional, skilled and morally upright individuals for global competitiveness.

### QUALITY POLICY

We Commit to the highest standards of education, Value our stakeholders, Strive for continual improvement of our products and services, and Uphold the University's tenets of Truth, Excellence and Service to produce globally competitive and morally upright individuals.



# ES, CvSU Bee Program hold 1<sup>st</sup> BEEyond the Hive webinar series

A six-episode webinar series titled “BEEyond the Hive Webinar Series” was conducted from July to August 2020 to introduce the CvSU Bee Program and promote beekeeping in Cavite and other parts of the Philippines. The said webinar was sponsored by the Extension Services (ES) Unit in coordination with the CvSU Bee Program and the College of Arts and Sciences. This is in response to the needs of beekeepers, farmers and interested individuals of a beekeeping seminar amidst COVID-19 pandemic.

Dr. Hernando D. Robles, CvSU president, Dr. Ruel M. Mojica, CvSU vice president for Research and Extension, Dr. Lilibeth P. Novicio, Extension Services director, and Prof. Michele T. Bono, CvSU Bee Program leader, gave their welcome messages during the opening program of the webinar series last July 16. On this first episode, Prof. Michele T. Bono of the CvSU Bee Program, discussed her topic “Let’s BEEgin: Ang Pagbubuyog at ang CvSU Bee Program.” On the second episode held on July 20, Prof. Dickson N. Dimero, also from the



CAVITE STATE UNIVERSITY  
Don Severino Delas Alas Campus  
Indang, Cavite

Extension Services  
in Partnership with  
CvSU Bee Program  
College of Arts and Sciences

## BEEYOND THE HIVE Webinar Series



**Episode 1 (July 16 | 1:00 p.m.):**  
Let's BEEgin: Ang Pagbubuyog at ang CvSU Bee Program  
Prof. Michele Bono  
Program Leader, CvSU Bee Program  
College of Arts and Sciences, CvSU

**Episode 2 (July 20 | 1:00 p.m.):**  
Ang Pag-aalaga ng Lukot  
Prof. Dickson Dimero  
Project Staff, CvSU Bee Program  
College of Arts and Sciences, CvSU

**Episode 3 (July 22 | 1:00 p.m.):**  
Ang Pag-aalaga ng Laywan  
Mr. Alberto Marcia  
Albees Apiaries Enterprises, Quezon City

**Episode 4 (July 27 | 1:00 p.m.):**  
Bee Plants and Pollination  
Dr. Cleofas Cervancia  
UPLB Bee Program, Professor Emeritus, UPLB

**Episode 5 (July 29 | 1:00 p.m.):**  
BEEsness Opportunities: Mga Produkto sa Paglalaywan  
Mr. Lee Gaitana  
PIA's Bee Farm, Lipa City, Batangas

**Episode 6 (August 3 | 1:00 p.m.):**  
BEE Prepared: Mga Isyu at Konsern sa Pagbububuyog  
Prof. Michele Bono  
Program Leader, CvSU Bee Program

*Beeeyond the Hive poster*



CvSU Bee Program, tackled “Ang Pag-aalaga ng Lukot” focusing on the rearing of stingless bees.

Mr. Alberto Marcia of Albee’s Apiaries Enterprises presented all about honey bees (*Apis mellifera*) for the third episode on July 22, with the topic “Ang Pag-aalaga ng Laywan”, while Dr. Cleofas R. Cervancia of the UPLB Bee Program and UPLB Professor Emeritus, discussed “Bee Plants and Pollination” on the fourth episode on July 27. Mr. Lee Gaitana of PIA’s Bee Farm talked about “BEEsness Opportunities: Mga Produkto sa Pagbububuyog” on Episode 5 held on July 29 and Prof. Michele T. Bono presented the topic “BEE Prepared: Mga Isyu at Konsern sa Pagbububuyog” for Episode 6 on August 3. On the last episode, all speakers were present for the question and answer part of the webinar series. Approximately 400 views per episode were recorded with positive comments, requests and suggestions received by the webinar team.

A number of participants also expressed their willingness to start beekeeping (whether honey bees or stingless bees) immediately, with the guidance of the CvSU Bee Program, College of Arts and Sciences, and Extension Services. (DNDimero)

## SciCAT team finishes ... (from page 1)

to revision and approval of all project partners before its actual implementation, the knowledge gained from the training was truly helpful in enriching the project team’s digital marketing skills. (LAAOrsal & SMLdeLeon)



SILAN AGRIFARM

## Shortcut to SciCAT!



A Digital Marketing Plan for Silan Agri Farm as a SciCAT Site

*Digital marketing plan, the final output of the CvSU SciCAT team*





**THANK YOU MGA KA-UGNAY!!!!**

*The BEEyond the Hive webinar series working committee*



# RC hosts webinar series

Embracing the emerging demands of the New Normal, the Research Center (RC) conducted a webinar series via Cisco Webex with live streaming on Facebook focusing on research challenges and opportunities for Filipino scientists, crafting saleable research proposals for funding, and getting research papers published held on July 18, 21, and 28, 2020 respectively. This activity was participated in by faculty and staff from the different colleges and campuses of the University.

## Filipino scientist shares research journey abroad

Dr. Ronnie G. Gicana, a research fellow at the National Chung Hsing University in Taichung City, Taiwan, served as the resource person in the first of the three webinar sessions with the topic, “Beyond Borders: Research Challenges for Filipino Scientists” on July 18.

After finishing his PhD in Biotechnology from the said institution, Dr. Gicana has been working on various researches involving metagenomics, biostatistics and bioinformatics, molecular biology, microbiology and experimental biology.

In his lecture, he shared some of the research opportunities in his university in Taiwan. These include studies on immune system of soil, the community-focused disease management, and the plant hospital that serves as a big study area for scientists. He also enumerated some of the challenges faced by Filipino scientists looking for research topics in the wrong places or failing to meet research expectations. A noteworthy observation he shared was that lack of technical information on the part of a researcher may hinder growth and that being too used to one’s comfort zone may give a very limited view of a valuable research endeavor. He also emphasized the value of good career advising and university-industry partnership to ensure that research outputs will be utilized by the society as products.

To conclude, he encouraged the participants that while challenges are present, a number of opportunities are also available in neighboring Asian countries.

“Doing science doesn’t change a lot. But it is where you do it,” Dr. Gicana concluded leaving the participants truly inspired through the stories of a fellow Filipino scholar in Taiwan whom he also invited in the said webinar.

## Lando talks on crafting research proposals that ‘sell’ in the ‘new normal’

The second leg of the webinar series happened on July 21 with the topic, “Writing Research Proposals: Selling your Science in the New Normal.”

Dr. Lily Ann D. Lando, an independent consultant and former director of the PCAARRD served as the resource speaker who provided guidelines in getting a research proposal funded. She presented international and local development goals, analyzed the challenges and research opportunities in the “new normal”, and aligned them with the University’s research thrust, making it a source of practical research ideas.

Before ending her presentation, Dr. Lando provided helpful tips and recommendations in writing and “selling” research proposals for funding.

## Talactac speaks on getting papers published

Dr. Melbourne R. Talactac, the dean of the College of Veterinary Medicine and Biomedical Sciences and a multi-awarded researcher and scientist, capped the webinar series for the month of July 2020 with his talk on *Getting Research Papers Published* on July 28.

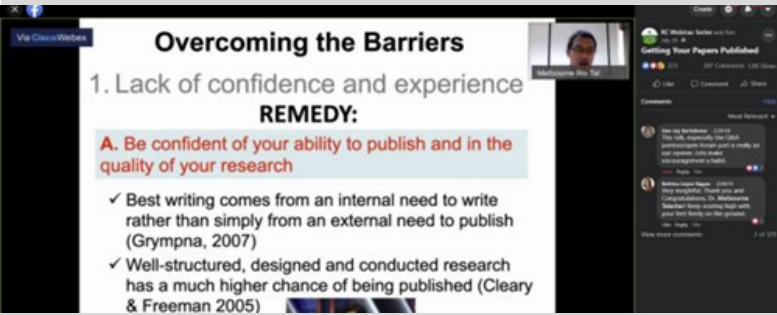
In his talk, Dr. Talactac unselfishly shared his experiences as a well-published and highly cited researcher in the field of veterinary medicine. He started his presentation by equating publication with dissemination of research findings then continued on citing some barriers in publishing and how to overcome them, how publication conduit works, and key points to get research results published which served as an inspiration to the audience.

With over 30 ISI journal publications, more than 200 citations and an H-index of 9, Dr. Talactac continues to reap awards from scientific and professional organizations such as the Philippine Veterinary Medicine Association (PVMA) and the National Academy of Science and Technology (NAST).

After every session was an open forum facilitated by Ms. Lady Aileen A. Orsal, Dr. Rhodora S. Crizaldo, and Dr. Agnes C. Francisco, respectively. This month’s webinar series was made possible through the initiative of the RC Webinar Team led by Dr. Yolanda A. Ilagan, the director for Research. (LAAOrsal / BCMorelos / KCFrancisco)



Screen shot of Dr. Lando during her talk



Screen shot of Dr. Talactac



# CvSU GAD-RC conducts responsible parenthood and family planning webinar series

The Gender and Development Resource Center (GAD-RC) of Cavite State University thru its Training and Extension Unit launched a webinar series on gender issues and laws under the extension project dubbed as “PARTNERS IN GAD” (Partnership in AwaReness TraiNing for Engaged and Responsible Stakeholders in Gender And Development).

For its first webinar series, GAD-RC, in partnership with the Commission on Population and Development Region IV CALABARZON, focused on the topic “Responsible Parenthood and Family Planning (RP-FP)”, which was coursed every Fridays, from August 07 to August 28, 2020.

This was attended by 100 GAD advocates and focal point persons (14 males, 86 females) from various sectors of private and government agencies coming from CALABARZON. The webinar outlined the RP-FP Program's general objectives that deal with the issues related to sexual and reproductive health, including fertility and family planning concerns. It primarily aimed to help couples realize their desired timing, spacing, and the number of children according to their socio-economic, emotional, and psychological capacity.

Among the topics discussed during the technical sessions were nurturing harmonious relationships in the family, responsible parenthood, importance and benefits of family planning and decision making for couples on family planning. The speakers were from the core group of Cavite State University's Male Responsibility on Gender And Development - *Kalalakihang Tapat sa Responsibilidad at Obligasyon sa Pamilya* (MR GAD KATROPA).

This webinar series also served as an avenue for the CvSU GAD Resource Center's continuing

program to mainstream various gender issues, men's and women's involvement in equal roles, needs, opportunities, interests, and responsibilities in the changing world. (KDJAgreda)



Organizers of the GAD webinar during their meeting



GAD webinar poster with the resource speakers

## OVPRE accepts project ... (from page 1)

BUCOR officials namely: Inspectors Hogan Aban, Denver Tacio, Ritchie Siguay, SJO2 Sheroky Bilibili and 11 Persons Deprived of Liberty (PDLs) participated in the actual demonstration and training. Planting distance, lay-outing, hole preparation as well as transplanting and possible cash and companion crops like macapuno to be planted in the area were discussed.

During the activity, 22 planting holes were laid out and complete fertilizer was applied. Four coffee seedlings and two

macapuno seedlings were transplanted during the demonstration on the proper way of transplanting. Along with the visit, 500 coffee seedlings and 36 macapuno seedlings to be used as intercrop, were brought from Cavite State University for the continuous transplanting on the establishment of coffee plantation.

To date, discussion about the Memorandum of Agreement (MOA) between the two agencies is being done which will serve as legal basis for linkages. (PGCDucusin)



Mr. Alberto Creencia together with the PDL from BUCOR while doing the hole preparation (left), demonstrating transplanting of macapuno seedlings (middle), and PDLs disembarking the coffee and macapuno seedlings



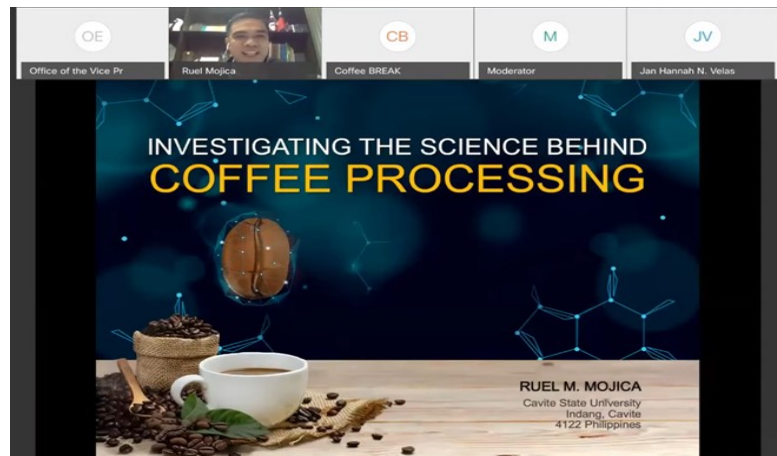
## NCRDEC holds August webinars

The National Coffee Research Development and Extension Center (NCRDEC) held two webinars for the month of August amidst the declaration of MECQ in the province of Cavite from August 4-18, 2020.

Following the first session titled, "*The get to know stage: Characterization and Identification of Cultivated Coffee in the Philippines*", which was held last July 30 led by Dr. Miriam D. Baltazar, head of NCRDEC Research Division, the second session titled "*Building up the Chemistry: Investigating the Science behind Coffee Processing*", led by Dr. Ruel M. Mojica, VP for Research and Extension, was held last August 20. The third session, "*Declaration: Communicating Coffee Products through Branding and Packaging*," led by Mr. Rene Jethro Abary of the Packaging Technology Division under the DOST - Industrial Technology Development Institute was conducted on August 27.

An added feature of these webinars was the showcasing of the enterprises that offer local coffee products. Kape Lorenzo and Café de Cabuyao were featured on the 2<sup>nd</sup> session. Kape Lorenzo is owned by a private individual whose advocate is to promote Philippine coffee in the form of 3<sup>rd</sup> wave or the alternative artisanal brewing methods such as pour over coffee and siphon for a more sustainable coffee cycle, from coffee farmers to coffee lovers. On the other hand, Café de Cabuyao is being managed by Casile-Guinting Upland Marketing Cooperative, a coffee cooperative located in Brgy. Casile, Cabuyao, Laguna that sources out their coffee beans from the harvests of their members.

Meanwhile, the third session featured Coffee Geney, an online business which offers a variety of coffee products such as ground coffee, drip coffee, and cold brew series. The business is being managed by a senior high school student of Taguig Science High School.



A screenshot of the 2<sup>nd</sup> session of the Coffee B.R.E.A.K. webinar series held last August 20 via Cisco Webex



A screenshot of the 3<sup>rd</sup> session of the Coffee B.R.E.A.K. webinar series held last August 27 via Cisco Webex

The sessions were attended by a total of 165 participants from various academic institutions, government agencies and local government units, members of people's organizations and non-government organizations, owners and personnel of private enterprises, and coffee enthusiasts. (AJLMagcamit)

## ANNOUNCEMENT

### Call for Journal Articles

CAVITE STATE UNIVERSITY  
**RESEARCH JOURNAL** is now accepting manuscript for publication.

Please submit your paper to:

The Editor-in-Chief  
CvSU Research Journal Office  
Knowledge Management Center  
5/f Ladislao N. Diwa Memorial Library and Museum  
CvSU, Indang, Cavite

or you can send the soft copy to:  
[researchjournal@cvsu.edu.ph](mailto:researchjournal@cvsu.edu.ph)

For further details, you can call:  
(046) 415-0212

### THE PHILIPPINE COFFEE JOURNAL CALL FOR PAPERS



#### ABOUT THE JOURNAL

A first of its kind, the Philippine Coffee Journal is a double-blind, peer-reviewed academic journal which focuses on the results and outcomes of research, development and extension (RDE) activities on coffee conducted by different higher education institutions (HEIs) and other government RDE institutions. It aims to revitalize the Philippine coffee industry through knowledge generation and transfer of technology to the community recognize efforts in the development and promotion of the Philippine coffee industry through information dissemination and publication.

#### IMPORTANT DETAILS

##### Who are eligible to submit?

- ✓ Researchers from different SUCs, private HEIs and government agencies
- ✓ Member Institutions of the Philippine Coffee Network
- ✓ Southeast Asian Universities
- ✓ Presentors during the National/ Southeast Asian Coffee Education Congress (NCEC/ SEACEC)

##### Manuscript Format and Submission

All parts of manuscript should be typed on one side of page, double-spaced on Letter (8 1/2" x 11") typewriting paper with one-inch margin on all sides and consecutively paginated on the upper right hand corner of the page. Arial with 12 point font size is preferred, using Microsoft Word and limited to 30 pages including tables, figures and references.

Manuscript together with the cover sheet should be submitted at [philcoffeejournal@gmail.com](mailto:philcoffeejournal@gmail.com).

#### CONTACT DETAILS

The Editor-in-Chief  
Philippine Coffee Journal

National Coffee Research,  
Development and Extension Center  
Cavite State University  
Indang, Cavite

+63975-420-5789  
+63961-122-9598

[ncrdec.cvsu@gmail.com](mailto:ncrdec.cvsu@gmail.com)  
[ncrdec@cvsu.edu.ph](mailto:ncrdec@cvsu.edu.ph)





# Onate-Corral presents paper in 6<sup>th</sup> PASCHR International Conference

Ms. Mari Daisy Onate-Corral, faculty of the Department of Teacher Education- CCAT, presented her research paper in progress entitled “Of the God and Of the Goddess Along Kabite Coast” during the 6<sup>th</sup> International Conference organized by the Philippine Association for the Study of Culture, History and Religion (PASCHR), yet first international virtual conference held on a July 27-29, 2020.

The plenary speakers were Dr. Fernando A. Santiago, Jr. of De La Salle University, Manila, Dr. Thomas M. Landy, the founder of Catholics and Cultures and Director of the Rev. Michael C. McFarland, S.J. Center for Religion, Ethics and Culture at the College of the Holy Cross, and Dr. Bryan Froehle, Director of PhD Program in Practical Theology at St. Thomas University, Miami Gardens, Florida; while the keynote speaker was Dr. Manuel F. Calairo, Assistant Vice Chancellor for Research at De La Salle University –Dasmarinas and Cavite Commissioner of the National Historical Commission of the Philippines (NHCP).

The said international virtual conference provided a venue for researchers to present, share and develop more of their paper with peers, colleagues, and leading supervisors and experts in the field of arts, culture and religion; explore more of research issues; gather more feedbacks from scholars around the world; and build stronger relationships, links and networks all over the world.

Ms. Onate-Corral’s paper was a proposal on pre-diluvian creatures of Cavite, themes, archetypes, and Caviteño psyche aimed at developing a contextualized curriculum in literature. It further aims to record and investigate the histories and oral traditions relative to the patron saints, *Tata Usteng* and *Virgen de Karakol*; and to utilize these accounts in designing a



Ms. Mari Daisy Onate-Corral during her virtual presentation



Dr. Emmanuel F. Calairo  
Keynote Speaker



Dr. Fernando A. Santiago, Jr.  
Plenary Speaker

contextualized literature curriculum for the Department of Education. The result is expected to advance the use of culture-based approach for social development and sustainability.

PASCHR is an internationally acclaimed organization with a goal focused on the cultivation, preservation and conservation of cultural heritage of nations across Asia. It provides an excellent and intellectual environment for writers, researchers, scholars, educators and individuals who share the same values and practices in the fields of arts, culture, religion and history. Also, conferences created by PASCHR are geared to share studies in the said fields for quality improvement and social transformation. (MDOnate-Corral)

## Editorial Staff

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**Associate Editor :** Erica Charmane B. Hernandez  
**Layout Artist:** Melinda B. Eugenio  
**Contributors:**  
Lady Aileen A. Orsal                      Sheena Mae L. de Leon  
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- Consultants:** Dr. Ma. Fatima I. Cruzada  
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**Publication Office**  
**Knowledge Management Center**  
5th Flr. Ladislao N. Diwa Library and Museum Bldg.  
Cavite State University  
Indang, Cavite

Tel. No. (046) 415-0212    E-mail: [renewslatter@cvsu.edu.ph](mailto:renewslatter@cvsu.edu.ph)



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