

TERMINAL REPORT ON COACHING ACTIVITIES FOR ENTREFARM TRAINING GRADUATES

I. INTRODUCTION

This report presents the highlights of the Entrefarm Coaching activities for Entrefarm Training Graduates contracted by the Institute for Community Services and Development-Cor Jesu College conducted in two months beginning February to March 29, 2007.

II. OBJECTIVES

The main objective of the Coaching activities is to provide follow-up coaching services to the fifteen (15) graduates of the entrefarm training and improve the implementation of their individual farm plans. Specifically, the farmer participants will be able to:

- a.) Rightfully implement the learnings from the entrefarm trainings;
- b.) Actualize farm plans and other training outputs at the farm level;
- c.) Resolve issues and concerns related to farming enterprise; and
- d.) Acquire additional skills on how to effectively and efficiently manage resources at the farm level.

III. METHODOLOGY

Focus Group Discussion (FGD) was done to determine the extent of the individual's implementation of the farm plan. This gave the coaches the opportunity to know more about the client's farm operation and to obtain client's commitment to cooperate with the coaching sessions. An Understanding and Acceptance (UA) was signed between the client and the consultant as written agreement for their coaching engagement.

Actual immersion with the farmer-beneficiaries was conducted. The coaching strategies used depend on the level of the capacity of the clients. A number of coaching approaches were designed based on the results of the FGD and the diagnostic activity conducted with the clients. These include the following:

1. Lectures

This was conducted to refresh the farmer-beneficiaries on the teachings of the entrefarm training;

2. Actual Demonstration (I do and You Observe approach)

Actual demonstration of works was done where the coach illustrated the process while the client carefully observed the process.

3. On the Job Coaching (You do and I observe approach)

The beneficiary was required to do the works as already mentored while the coach observed the process the work being executed and evaluated the results.

4. Exposure to other Farms

This was done to enable the farmer-beneficiaries obtain vital information on other enterprise farming practices done by other farmer-beneficiaries.

5. Other approaches

- a.) Giving of Assignments

At the end of each session, the client was given assignment to further enhance his/her knowledge and skills and to evaluate if he/she could do the job without the assistance of the coach.

- b.) Linkage with concerned agencies

To give maximum contribution to the farm operation of the clients, linkage with other concerned agencies was done. One client was referred to the Office of the Provincial Agriculturist for soil analysis.

IV. TRAINERS/CONSULTANTS

Two of the consultants are CEFE accredited trainers. They have been involved in the conduct of several Entrefarm Training activities to UPD community partners. They were also instrumental in the production of Product Manual used during Entrefarm Training. The other coaches are CEFE-trained consultants who underwent rigorous training on consultancy services. These are the following:

Name of Trainer/ Consultants	Designation
Dr. Delia Ayano	☞ Division Chief Business Development Division DTI-Davao del Sur
Ms. Saturnina Juntilla	☞ Senior Trade and Industry Specialist, Trade and Industry Development Division, DTI-Davao del Sur
Mrs. Concordia Gumera	☞ Director Institute for Community Services & Dev't – Cor Jesu College
Mrs. Aubrey Bautista	☞ Marketing Point Person – UDP Malita, Davao del Sur <i>(participated during the Focus Group Discussion only)</i>
Mrs. Nelia Tizon	☞ Community Development Worker ICSD-CJC

V. PARTICIPANTS

A. Number of Participants and their Sex Distribution

Name	Location	Sex Distribution	
		M	F
1. Eva Bebiana Uy	Demoloc, Malita, Davao del Sur		✓
2. Mr. Ernesto Diel	Bolton, Malalag, Davao del Sur	✓	
3. Mr. Ricardo Herana	Tacul, Magsaysay, Davao del Sur	✓	
4. Mrs. Devina Elmundo	San Miguel, Magsaysay, Davao del Sur		✓
5. Mrs. Alice Samling	Balnate, Magsaysay, Davao del Sur		✓
6. Osman Cosain	Pinalpalan, Malita, Davao del Sur	✓	
7. Mrs. Norma Braquel	Bolton, Malalag, Davao del Sur		✓
8. Mr. Melecio Tungcaling	Sibulan, Sta. Cruz, Davao del Sur	✓	
9. Mr. James Cabanilla	Coronon, Sta. Cruz, Davao del Sur	✓	
10. Mr. Elin Opong	Datu Danwata, Malita	✓	
11. Mr. Ramonito Danwata	Datu Danwata, Malita	✓	
12. Mr. Paulino Opong	Datu Danwata, Malita	✓	
13. Mrs. Analyn Agsao	Pinalpalan, Malita		✓
14. Mrs. Divina Bedit	Mabuhay, Don Marcelino		✓
15. Mrs. Jocelyn Lawa	Mabuhay, Don Marcelino		✓
Total Number of Participants		8	7

VI. Highlights of the Coaching Activities Per Client

Name of Client: Mrs. Eva Bebiana Uy
Demoloc, Malita, Davao del Sur

Problem Area/ Needs to be addressed	Activity	Outputs/Results
<ul style="list-style-type: none"> There is a need to obtain commitment of the client. 	<ul style="list-style-type: none"> Focus Group Discussion was done where the client and the coach agreed on the schedules. One-on-one dialogue was done to discuss the coaching action plan. 	<ul style="list-style-type: none"> Agreement on the schedules done Roles and Responsibilities of each party were discussed and agreed upon. Coaching plan prepared.
<ul style="list-style-type: none"> Extent of farm plan/action plan implementation (plan vs. actual accomplishments) 	<ul style="list-style-type: none"> Reviewed the individual farm action plan Reviewed the records Farm visit 	<ul style="list-style-type: none"> Was able to undertake activities in accordance with the plan Continued with the recording of Cash In Cash Out Visited the farm, since there was still time
<ul style="list-style-type: none"> There is a need to install accounting system for her business. 	<ul style="list-style-type: none"> Reviewed again the records specifically on business transactions Taught the client to properly record all business and farm transactions in the appropriate books of accounts 	<ul style="list-style-type: none"> Segregated her purchases on the following agricultural products: <ul style="list-style-type: none"> Abaca, corn, tangan2, copra, coffee, banana, and charcoal Established the following books of accounts, to wit: <ul style="list-style-type: none"> Sales Book (Libro sa Halin) Expenses Book (Libro sa Gastos) Cash Book (Libro sa Cash in Cash out) Accounts Receivable Book (Libro sa Dawatonon) Accounts Payable Book (Libro sa Utang) Purchases Book (Libro sa comprada) Agri products Book (libro sa comprada sa agri products)

		<ul style="list-style-type: none"> • Stock Card (Libro sa mga baligya)
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Review of records • Benchmarking activity to one of the learning sites, Osman Cosain in Pinalpalan 	<ul style="list-style-type: none"> • Monitored the progress of the client • Her work improved a lot • Very satisfactory, she easily learned • Gained insight on how he managed his farm
<ul style="list-style-type: none"> • There is a need to prepare action plans for 2007 to integrate the inputs during coaching sessions. 	<ul style="list-style-type: none"> • Action planning /workshop • Finalization of Action Plan • Exit Conference • Graduation 	<ul style="list-style-type: none"> • Formulated 2 action plans: <ol style="list-style-type: none"> 1. Sari-sari Store Action plan 2. Individual Farm Action plan. • Finalized the 2 action plans • Conducted exit conference and assured the client that should she need the assistance of the consultant, she can avail of it even if the project has been completed. • The client graduated from the consultancy period: coaching and mentoring.

Detailed documentation report for all activities conducted are shown in **Annex C1.**

**Name of Client: Mr. Ernesto Diel
Bolton, Malalag, Davao del Sur**

Problem Area/Needs to be Addressed	Activity	Outputs/Results
<ul style="list-style-type: none"> • Commitment of the clients needs to be obtained. • Schedule of coaching sessions needs to be discussed between the client and the coach. 	<ul style="list-style-type: none"> • Revisiting of action plan prepared during the FGD. • Discussed on the schedules and got the commitment of the client. • Revised the coaching action plan. 	<ul style="list-style-type: none"> • Formulated "Mga Plano ug Kasabutan (Revised) dated Feb. 10, 2007"
<ul style="list-style-type: none"> • Extent of the implementation of farm plan and action plan (plan vs. actual accomplishment) 	<ul style="list-style-type: none"> • Reviewed the individual re-entry farm plan in 2006 	<ul style="list-style-type: none"> • Cash book was not maintained due to non follow-up of officer in charge in monitoring. • Mongoes not planted due to unfavorable weather condition. • Bananas were not planted due to soil unsuitability.
	<ul style="list-style-type: none"> • Conducted farm visit 	<ul style="list-style-type: none"> • Visited the one (1) hectare land and validated the different crops planted thereto as reflected in Annex E, to wit: 12 rambutan 5 pomelo 12 lanzones 4 durian 32 mangoes • Main crops are coconuts (100 trees) • Boundaries are planted with mahogany, molave and narra
	<ul style="list-style-type: none"> • Revisited the 2006 Individual Farm Action Plan. It was not continued so "looking back at the past" has been made. • Action Planning • "I do You Observe and You Do I Observed" methodology has been implemented. 	<ul style="list-style-type: none"> • Formulated the Cash In Cash Out Balik Lantaw 2006 • Cash Balance End for Dec . 31, 2006 was P7,350.00 • Formulated the revised individual farm action plan with minor revisions.

<ul style="list-style-type: none"> • No records maintained 	<ul style="list-style-type: none"> • Recording/discussion based on the formulated revised individual action plan 	<ul style="list-style-type: none"> • The client did the recording on the Cash Book. The work of the client kept on improving everyday
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Analyzing the transactions was done. • Checked on the improvement of recording system • Conducted one on one consultation on the problems/ issues encountered why the client failed to continue with his recording right after the entrefarm training. 	<ul style="list-style-type: none"> • Recording system of the client was found satisfactory • Insufficiency of funds was the no. 1 reason why the client did not continue recording the transactions since there were no more Cash Inflows during that time. • Secondly, no follow through activity after the training
<ul style="list-style-type: none"> • Need to revise the Farm Plan to integrate the inputs during coaching sessions. 	<ul style="list-style-type: none"> • Finalization of Farm Plan/Exit Conference/Graduation 	<ul style="list-style-type: none"> • Revised Individual Farm Action Plan was finalized. Formulated the Pro-Forma "Sumada sa Ganansiya" . • Client graduated from the 6 day coaching/mentoring activity

Detailed activities conducted during the entire duration of the one-on-one coaching are shown in **Annex C2**.

**Name of Client: Mr. Ricardo Herana
Tacul, Magsaysay, Davao del Sur**

Problem Area/ Needs to be Addressed	Activity	Outputs/Results
<ul style="list-style-type: none"> • There is a need to obtain commitment of the client for the coaching engagement 	<ul style="list-style-type: none"> • Understanding and acceptance (UA) on the coaching action plan, thereby seeking the commitment of the client. 	<ul style="list-style-type: none"> • Formulated the coaching action plan as basis for consultancy work on coaching/mentoring the client.
<ul style="list-style-type: none"> • There is a need to determine the extent of farm implementation 	<ul style="list-style-type: none"> • Reviewed the individual farm action plan. 	<ul style="list-style-type: none"> • The client revealed the following crops planted in his area, to wit: <ul style="list-style-type: none"> • Mangoes (13) • Lanzones (15) • Rambutan (30) • Durian (3)
	<ul style="list-style-type: none"> • Conducted farm visit 	<ul style="list-style-type: none"> • Validated the following crops found in the one (1) hectare land: <ul style="list-style-type: none"> • 15 rambutan, 25 lanzones, 10 durian, 12 mangoes, and 240 pineapple • All those planting materials were provided by UDP except for the 4 mango fruit trees which have grown already few years back which came from different source.
<ul style="list-style-type: none"> • Extent of actual application on the learnings acquired during entrefarm training 	<ul style="list-style-type: none"> • Diagnosed the operations • Monitored the Cash In Cash Out 	<ul style="list-style-type: none"> • It was found out that he increased his income since he used organic fertilizer as advised by UDP. It minimized the production cost. • It was not continued after the seminar since he forgot the mechanics but appreciated what he learned during the seminar. He was given a notebook but during the time of monitoring by the consultant it was still blank. He suggested that a follow through activity of monitoring and coaching be done right every after the conduct of training for the client's easy recall.

<ul style="list-style-type: none"> • No records maintained 	<ul style="list-style-type: none"> • Recording The client was reoriented on proper recording of daily farm transactions. 	<ul style="list-style-type: none"> • The client was given a columnar notebook for him to restart his recording system. • Cash In Cash Out Columnar Notebook has been re-installed. He has regained back his knowledge on recording. Gradually he recalled his past learnings.
	<ul style="list-style-type: none"> • Finalization of recording system 	<ul style="list-style-type: none"> • Monitored his columnar notebook and found his work/recording satisfactory. He has improved a lot.
<ul style="list-style-type: none"> • There is a need to revise farm plan to intergrate the inputs made during coaching sessions. 	<ul style="list-style-type: none"> • Finalization of Farm Plan/Exit Conference/ Graduation • Monitored his Cash Book 	<ul style="list-style-type: none"> • Formulated the revised Individual Farm Action Plan. • There were new entries recorded. Work is satisfactory. • Client graduated from coaching/mentoring activity.

Detailed documentation report of all activities implementation during the entire duration of the coaching engagement is shown in **Annex C3**.

**Name of Client: Mrs. Devina Elmundo
San Miguel, Magsaysay, Davao del Sur**

Problem Area/ Needs to be Addressed	Intervention/Activity	Output/Results
Availability of the Client	Understanding and acceptance (UA) on the coaching action plan, thereby seeking the commitment of the client	Formulated the coaching plan as basis for consultancy work on coaching/mentoring the client
The client failed to record farm transactions properly and did not follow the prescribed format	Review of Records for CY 2006	<ul style="list-style-type: none"> • <i>Recording of farm transactions was made by Bing's husband since the time they started developing the farm. The record was placed in an old logbook which also contained other records.</i> • <i>Cash Book Format (cash-in, cash-out, balance) was not applied.</i> • <i>The Coach then suggested that these records be transferred to the journal notebook exclusively for farm records only following the standard format. The client followed the suggestion willingly.</i> • <i>The client was coached on how to record transactions using the Cash-in, Cash-out, Balance format. A journal notebook, was provided by the coach.</i> • <i>After the client has learned and demonstrated recording of her 2006 transactions, the Coach instructed the client to start recording the 2007 transactions in a new page of the journal notebook.</i> • <i>The Coach also examined the records of the sari-sari store and reserved the discussion for the next visit.</i>

<p>The extent of individual Farm Action Plan implementation</p>	<p>Review of Action Plan v.s. actual implementation</p>	<ul style="list-style-type: none"> • <i>Devina's Farm Action Plan for 2006 which was prepared during the entrefarm training in November 2005 was focused on planting additional bananas and farm maintenance. These activities were implemented as planned.</i> • <i>Planting of durian, lanzones and rambutan were not part of the plan because they did not expect to be provided with the seedlings by UDP.</i>
<p>The extent of implementation of their Farm Plan/land use plan</p>	<p>Farm visit/ocular inspection and review of Farm Plan</p>	<ul style="list-style-type: none"> • <i>During the farm site visit, the farm land use plan provided by UDP was also checked whether it was followed. Based on the information found in the land use plan and farm sketch provided, everything was implemented as planned.</i> • <i>The coach suggested to plant vegetables or peanuts in the flat portions. However, the client was not so keen on planting vegetables because she could not visit it every day due to the far distance from her home. Vegetable production needs more tedious attention to get a good harvest.</i> • <i>The client may consider planting peanuts as soon as the weather is favorable and find good high-yielding variety. They have had a sad experience in planting peanuts before, using the seeds provided by UDP. It was a losing activity.</i> • <i>The newly planted seedlings showed some stress from the intense heat though they apply fronding/shading with coco fronds and mulching techniques to minimize moisture loss.</i> • <i>The older mango trees (3 years) are growing quite well.</i> • <i>The client does not raise any livestock.</i> • <i>Majority of the area is cogonal and one possible threat is forest fire which could destroy the crops.</i>

<p>The need of the client to appreciate more the proper recording of farm and store transactions to keep track their performance.</p>	<p>Discussion and analysis of findings</p>	<p>1. <i>On Recording – The Coach and the client focus their attention to the records for the sari-sari store. The Coach introduced the recording system fitted for sari-sari store operations. It needs five (5) books of accounts, namely: (see attached forms)</i></p> <ul style="list-style-type: none"> a. <i>Cash Book</i> b. <i>Book of Sales</i> c. <i>Book for Purchases</i> d. <i>Book for stocks or inventory (index cards will do)</i> e. <i>Book for Accounts Receivables</i> <ul style="list-style-type: none"> • <i>The client and the coach discussed thoroughly the different books of accounts also taking into consideration the capability of the client.</i> • <i>The coach instructed the client to apply the books of account which she finds convenient for her actual use. She can adopt the others gradually when the client is ready. Feedback from client will be taken next visit.</i> • <i>On Cash Management - the Coach reiterated the SOP of running an enterprise-that is- to separate business from family or personal income and expenses. The client showed the Coach that every personal drawings has been properly accounted for</i>
<p>The client has not prepared a written Action Plan for CY 2007</p>	<p>Formulation of Action Plan for 2007</p>	<ul style="list-style-type: none"> • <i>Please see Action Plan 2007</i>

Annex C4 gives detailed presentation of all activities implemented during the entire coaching period.

**Name of Client: Ms. Alice Samling
Balnate, Magsaysay, Davao del Sur**

Problem Area/ Needs to be Addressed	Intervention/Activity	Output/Results
Availability of the Client	Understanding and acceptance (UA) on the coaching action plan, thereby seeking the commitment of the client	Formulated the coaching plan as basis for consultancy work on coaching/mentoring the client
The client failed to record farm transactions properly and did not follow the prescribed format	Review of Records for CY 2006	<p><i>Recording was made on a per cropping basis using an old logbook. Cash Book Format (cash-in, cash-out, balance) was not applied.</i></p> <p><i>Transactions were focused on vegetable production which the client started right after graduation from the entrefarm training on November 2005.</i></p> <p><i>All farm inputs for vegetable production were listed in detail with corresponding costs.</i></p> <p><i>Volume of production per cropping were also recorded every harvest day with the corresponding amount of sales generated.</i></p> <p><i>The client was coached on how to record transactions using the Cash-in, Cash-out, Balance format. A journal notebook, a ball pen and calculator were provided by the coach.</i></p> <p><i>The Coached tasked the client to work back and transfer her 2006 transactions into the journal notebook.</i></p> <p><i>The client was able to do the job with the assistance of the Coach.</i></p> <p><i>After the client has learned and demonstrated recording of her 2006 transactions, the Coach instructed the client to start recording the 2007 transactions in a separate page of the journal notebook.</i></p> <p><i>At the end of the day, the Coach showed the client how to prepare a simple Income Statement to know how much profit she earned for the year.</i></p>

<p>The extent of implementation of their Farm Plan/land use plan</p>	<p>Farm visit/ocular inspection and review of Farm Plan</p>	<p><i>During the farm site visit, the Farm Land use plan as provided by UDP was also checked whether it was followed. Based on the information found in the land use plan and farm sketch provided, everything was implemented as planned.</i></p> <p><i>During the farm visit, vegetable production was temporarily suspended due to dry weather. The client plans to resume planting in march 2007 if the weather is favorable.</i></p> <p><i>High mortality rate of lanzones observed which was attributed to the recent dry spell</i></p> <p><i>A 180-meter PE hose and an additional 30-meter rubber hose were used to pump water from the nearby creek. However, water supply is not sufficient enough.</i></p> <p><i>Froning and mulching of newly planted seedlings were applied to minimize moisture loss.</i></p> <p><i>Some areas need improvement especially in contouring and replanting flamingia for contouring.</i></p> <p><i>Two heads of female goats are maintained for breeding purposes. A goat house is available.</i></p> <p><i>Forage crops are available to sustain goat raising.</i></p> <p><i>The farm distance from the provincial road is around 2-3 kilometers and is not accessible to vehicle. Hauling of farm products entails high cost which will affect profits.</i></p> <p><i>Bamboos are available in the area which are good materials for kalakat (for walling) making. Alice has the skills in kalakat weaving.</i></p>
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<p>The extent of individual Farm Action Plan implementation</p>	<p>Review of Action Plan v.s. actual implementation</p>	<p><i>Some of the activities indicated in the Farm Action Plan 2006, which was prepared during the entrefarm training, were not implemented due to unfavorable weather conditions. These activities are as follows:</i></p> <p style="padding-left: 40px;"><i>Planting of upland rice</i> <i>Planting of corn</i></p> <p><i>Activities which were implemented were:</i></p> <p style="padding-left: 40px;"><i>Planting of vegetables</i> <i>Farm maintenance (for other crops such as bananas, mango, durian)</i></p> <p><i>Planting of additional fruit trees were not part of the 2006 Farm Action plan</i></p>
<p>The need of the client to appreciate more on the proper recording of farm transactions to keep track their financial performance.</p>	<p>Discussion and analysis of findings</p>	<ul style="list-style-type: none"> • <i>On Recording – The client needs more time to practice the proper recording because of her educational attainment. Although she shows high interest and an above average intelligence, but still she needs further assistance.</i> • <i>On Cash Management - the Coach commended the client for having been able to segregate from personal/family income and not spending it for household purposes. This would guarantee the client's readiness to finance the next cropping cycle without borrowing money from financiers at high interest rates. This is an indication of the client's understanding of the proper cash management and is a sign that she has the potentials of becoming a farmer entrepreneur.</i> • <i>On the Action plan implementation - in farming, there are some factors which were beyond the control of the client/farmer. What is more important is for the farmer to realize the importance of having a Plan to guide them in managing their time and money.</i> • <i>On plant mortalities – This is expected during dry season. This was a case of wrong timing in planting. The mortalities can be replaced on a staggered basis depending on the capability of the client to purchase the seedlings.</i>
<p>No written Action Plan for CY 2007</p>	<p>Formulation of Action Plan for 2007</p>	<ul style="list-style-type: none"> • <i>Please see Action Plan 2007</i>

Annex C5 provides detailed information on the daily activities conducted during the entire coaching engagement.

**Name of Client: Mr. Osman Cosain
Pinalpalan, Malita, Davao del Sur**

Problem Area/ Needs to be Addressed	Intervention/Activity	Output/Results
Availability of the Client	Understanding and acceptance (UA) on the coaching action plan, thereby seeking the commitment of the client	Formulated the coaching plan as basis for consultancy work on coaching/mentoring the client
The client failed to record farm transactions	Review of Records for CY 2006	<p><i>As planned, installation of Cash Book (cash-in, cash-out) was done. This covered the whole year of 2006. The record was combined for farm and family or personal transactions. The client claimed that she preferred to include their personal income and expenses in the record because they don't earn much income from the farm yet.</i></p> <p><i>The coach commended the client for having done a good job and have agreed to continue on it the same way onwards.</i></p> <p><i>The Coach asked the client if she can prepare an Income Statement based on her records, but the client was not yet capable. The coach showed the client the process of preparing an Income Statement from the Cash Book</i></p> <p><i>Two (2) Income Statements were made. One was only for Farm transactions while the other one was a combination of farm and personal and family transactions</i></p>

<p>The extent of implementation of their Farm Plan/land use plan</p>	<p>Farm visit/ocular inspection</p>	<ul style="list-style-type: none"> • <i>The proposed land use of Osman Cosain Farm was followed with the following crops planted: (Annex B)</i> • <i>Cardava banana</i> • <i>Mangosteen</i> • <i>Lanzones</i> • <i>Rambutan</i> • <i>Durian</i> • <i>Pomelo</i> • <i>Abaca</i> • <i>Jackfruit</i> • <i>Coconuts</i> • <i>Coffee</i> • <i>Mahogany</i> • <i>Only coconut and coffee are yielding income (minimal)</i> • <i>Banana fruits are very minimal and only good for family consumption</i> • <i>A portion of the farm is planted to corn as intercrop by a neighbor in order to control the weeds.</i> • <i>Contouring is practiced as indicated in the farm plan.</i> • <i>There are four (4) heads of goat and a goat's house.</i>
<p>The need of the client to understand more the essence of running his farm as an enterprise and how to be more productive while waiting for his crops to produce their yields</p>	<p>Discussion and analysis of findings</p>	<ul style="list-style-type: none"> • <i>Combined recording could be acceptable at this point in time since farm transactions are very minimal. Separation of farm records will be done as soon as the transactions increase in volume.</i> • <i>The Cosain couple could not work full-time on their farm because of other responsibilities they have in the cooperative and in the church. They have to accept these responsibilities in order to earn income and for personal growth.</i> • <i>In spite of these limitations, the couple had been working hard enough to make their farm more productive. As a matter of fact, the area is already fully planted except of a small portion on the hillsides. They will just have to wait for the time for the fruit trees to bear.</i>

The client has not prepared a written Action Plan for CY 2007	Formulation of Action Plan for 2007	<ul style="list-style-type: none"> • <i>Please see Action Plan 2007</i>
The client felt the need of exposure to other learning sites	Observation tour to other farm site	<ul style="list-style-type: none"> • <i>Osman and Rocaya were brought by the coach to Sitio Kisuksok, Brgy. Demoloc to observe Bibiana Uy's Farm and her newly established enterprise.</i> • <i>The Cosain couple made actual observation when Mrs. Uy's coach demonstrated the installation of different books of accounts.</i> • <i>This was purposely done to inspire the Cosains to become more enterprising.</i>

Detailed documentation report of all activities undertaken is shown in **Annex C6.**

**Name of Client: Mrs. Norma Braquel
Baluyan, Bolton, Malalag, Davao del Sur**

Problem Area/ Needs to be Addressed	Intervention/ Activity	Output/ Results
<p>There is a need to assess the status of implementation of farm plan /action plan.</p>	<p>Farm Visit/Ocular inspection and review of Farm Plan</p>	<p>The proposed land use was followed with the following crops planted:</p> <ul style="list-style-type: none"> ○ Lemon ○ Rambutan ○ Lanzones ○ Durian ○ Mandarin ○ Banana ○ Coconuts ○ Cacao <p>Aphids infested in her area. Banana plants were severely affected. Before, she used to earn P200.00 weekly income from her bananas, but starting the middle year of 2006, she never had any chance to harvest bananas. Some of them died.</p>
<p>Needs to know the type of soil where the fruit trees are planted to determine the appropriate inputs (fertilizers).</p>	<p>☛ sample of soil was taken and submitted to the Office of the Provincial Agriculturist for soil analysis.</p>	<p>☛Sample of soil was submitted to OPAG ☛Copy of the Soil Analysis was obtained on March 26, 2007.</p>
<p>The farm was infested by Aphids. Banana plants were severely affected. No more harvest (weekly) of Banana from June 2006 to present.</p>	<p>☛The Area Technician, who was on-leave at the time of coaching sessions, was contacted and asked of possible alternatives to fight against aphids.</p>	<p>☛Right away, the Area Technician (AT) called-up Mrs. Braquel to give technical advice on the aphids problems. ☛The AT likewise informed the coach that aphids infestation is a problem that needs to be addressed by the Local Government Units (Provincial, Municipal and Barangay level) because it is the common problem faced by the farmers in the province.</p>

No records were maintained since the farm has no income starting in the middle year of 2006. Mrs. Braquel felt discouraged of maintaining her records.	<ul style="list-style-type: none"> ☛Reconstruction of farm transactions for Crop Year 2006 	☛Farm transactions for CY 2006 were established and recorded in the Cash Book Record.
	<ul style="list-style-type: none"> ☛Preparation of Income Statement and Balance Sheet 	☛ Financial Statements were prepared.
	<ul style="list-style-type: none"> ☛Discussion and analysis of FS 	<ul style="list-style-type: none"> ☛Mrs. Braquel earned an annual income of P1,305.00 for CY 2006 (see attached Income Statement). ☛Items in the Balance Sheet were explained exhaustively including the uses of FS ☛Mrs. Braquel discovered what particular part of her expenses she overspent for the year and need to be looked into in the succeeding year.
There is a need to revise the action plan for CY 2007 to integrate the inputs during coaching.	<ul style="list-style-type: none"> • Action Planning 	Action Plan was prepared
The client needs to revise the farm plan to include her proposed expansion.	<ul style="list-style-type: none"> • Revision of Farm plan 	Revised farm plan was prepared
	<ul style="list-style-type: none"> • Exit Conference 	-Wrap up session. She was encouraged to coordinate with the Area Technician and/or SME Center for any technical assistance she finds necessary for her farm.

Detailed documentation report on all activities undertaken is found in **Annex C7.**

**Name of Client: Mr. Melecio Tungcaling
Sibulan, Sta. Cruz, Davao del Sur**

Problem Area/ Needs to be Addressed	Intervention/ Activity	Output/ Results
There is a need to assess the status of farm plan/action plan implementation.	Farm Visit/Ocular inspection and review of Farm Plan	<p>The proposed land use was followed with the following crops planted:</p> <ul style="list-style-type: none"> ○ Banana ○ Lanzones ○ Rambutan ○ Durian ○ Coconuts ○ Mango ○ vegetables <p>In 2006, his 1 hectare area was infested by aphids. Coconuts trees were severely affected.</p>
Some entrefarm inputs were forgotten.	<p>☞ Refresher sessions were conducted. The coach used visual aids to give a clear review about entrefarm. The inputs include the PECs, cooperativism, negotiation, value adding, records keeping and preparation of financial statements.</p>	<p>☞ The session was done in slow pace with concrete illustrations/drawing and delivered in Visayan dialect.</p> <p>☞ Though a lecture was done, the client was oftentimes asked with provoking questions to enable him to think and actively participate in the one-on-one discussion.</p>
No records available. He can not do the recording because of his vision problem.	<p>☞ After the lecture, actual demonstration was done. The Cash Record Book was used. Mr. Tungcaling retraced the January 2006 transactions while the coach recorded them in the Cash Record book.</p>	<p>☞ January 2006 transaction were reconstructed and recorded in the book.</p> <p>☞ Assignment was given re: continue to reconstruct Feb-Dec'06 transactions.</p> <p>☞ He asked the assistance of his daughter, Mary, who did the assignment in the evening because she was not available during daytime.</p>
	<p>-January – Feb. 2007 transactions were likewise reconstructed.</p>	<p>☞ Farm transactions for two months period were recorded in the Cash Book record.</p>

Problem Area/ Needs to be Addressed	Intervention/ Activity	Output/ Results
No Income Statement available	<ul style="list-style-type: none"> ☛Concrete illustration on how to prepare an Income Statement was done. ☛Using the figures reflected in the Cash Book record, the coach together with Mr. Tungcaling prepared the Income Statement. ☛An explanation, on the treatment of family expenses in the Income Statement was reiterated. 	<ul style="list-style-type: none"> ☛Income Statement was prepared. ☛Mr. Tungcaling was made to understand that family expenses are reflected in the Income Statement because these are treated as his salaries for managing the farm. ☛Through the Income Statement, Mr. Tungcaling realized that his peanut production was earning.
Not all expenses were recorded in the book i.e. feeds for the hogs	☛Mr. Tungcaling retraced the expenses he incurred in feeding his hogs. These were reflected in 2007 transactions.	☛Feeds expenses were reflected in the Income Statement.
	☛The client together with the coach prepared the Income Statement for two months period Jan.-Feb.'07.	<ul style="list-style-type: none"> ☛Income Statement was prepared. ☛It was noticed that the income derived from hogs was used to subsidize the maintenance of the farm.
Mary, daughter of Mr. Tungcaling, who was designated to do the bookkeeping has not attended entrefarm training. Thus, there is a need for a separate session with her.	☛The client made an appointment with Mary. The schedule was done in Saturday where she is free.	<ul style="list-style-type: none"> ☛A one-on-one session with Mary was pursued. She accepted the responsibility of keeping the records of his father's farm transactions. ☛Inputs on recording of farm transactions, preparation of FS were given.
There is a need to prepare action plan to integrate the inputs during coaching.	<ul style="list-style-type: none"> • Action Planning 	Action Plan was prepared
	<ul style="list-style-type: none"> • Exit Conference 	The meeting was participated in by mr. Melicio Tungcaling and his daughter Mary.

Annex C8 provides information on the over-all activities conducted during the entire one-on-one coaching period.

Name of Client: Mr. James Cabanilla
Coronon, Sta. Cruz, Davao del Sur

Problem Area/ Needs to be Addressed	Intervention/ Activity	Output/ Results
<p>There is a need to assess the extent of implementation of the farm plan/action plan (plan vs. actual accomplishments)</p>	<p>Farm Visit/Ocular inspection and review of Farm Plan</p>	<p>The proposed land use was followed with the following crops planted:</p> <ul style="list-style-type: none"> ○ Banana ○ Lanzones ○ Durian ○ Coconuts ○ Rambutan ○ Pomelo ○ Mangosteen ○ Mango ○ Papaya ○ Rubber <p>(only few survived)</p> <p>-The plan of establishing fish pond was not yet realized.</p>
<p>Records were kept but stolen by armed men who intruded their house sometime in March 2007 .</p>	<p>☞ CY 2006 transactions were reconstructed.</p> <p>☞ January – Feb. 2007 transactions were likewise reconstructed.</p>	<p>☞Mr. Cabanilla recalled all transactions while his wife do the recording with the assistance of the coach.</p> <p>☞Farm transactions for two months period were recorded in the Cash Book record.</p>
<p>No Financial Statements available</p>	<p>☞The coach presented the format of the Income Statement and explained what items are to be included in the statement.</p> <p>☞Using the figures reflected in the Cash Book record, Mr. and Mrs. Cabanilla prepared the Income Statement for CY 2006 with the assistance of the coach.</p> <p>☞An explanation on the treatment of family expenses in the Income Statement was given.</p>	<p>☞Income Statement was prepared with the assistance of the coach.</p> <p>☞Mr. and Mrs. Cabanilla was made to understand that family expenses are reflected in the Income Statement because these are treated as his salaries for managing the farm.</p> <p>☞The Income Statement provided Mr. and Mrs. Cabanilla a clear picture of their farm financial operation, It was noted that at the end of CY 2006, he earned only a total net income of P221.45.</p>

	<p>☛The coach explained the importance to come up with a Balance Sheet. She explained the its different uses.</p> <p>☛With the assistance of the coach, Mr. and Mrs. Cabanilla prepared the Balance Sheet.</p>	<p>☛Balance Sheet was prepared by Mr. and Mrs. Cabanila with the assistance of Mr. and Mrs. Cabanilla.</p>
Safekeeping of Financial Records	<p>☛Mr. and Mrs. Cabanilla were advised to keep their records in their other house located nearby the factory of Franklin Baker.</p>	<p>☛All books were already brought to their house located Franklin's Baker factory and being kept safety.</p>
The coaching schedules were not strictly followed due to the peace and order problem occurred on March 17, 2007. The family of Mr. James Cabanilla evacuated.	<p>☛Coaching sessions were re-scheduled. Assistance from UDP-PPO3 was sought.</p> <p>☛Coaching session was made in other site (Mr. Cabanilla's residence) near Baker factory.</p>	<p>☛A letter was delivered through the help of the Area Technician regarding the new schedule and new site).</p> <p>☛Mr. and Mrs. Cabanilla appeared on the scheduled date.</p>
There is a need to prepare action plan for CY 2007 to integrate them inputs during coaching sessions.	<ul style="list-style-type: none"> Action Planning 	<p>Action Plan was prepared for year 2007</p>
	<ul style="list-style-type: none"> Exit Conference 	<p>The meeting was participated in by Mr and Mrs James Cabanilla.</p>

Detailed documentation report on all activities undertaken is found in **Annex C9.**

Name of Client: Elin Opong
Datu Danwata, Malita, Davao del Sur

Problem Area/ Needs to be Addressed	Intervention/ Activity	Output/ Results
Needs to review farm plan vs. actual accomplishment	<ul style="list-style-type: none"> ☞ Conducted farm visit ☞ Reviewed the individual farm action plan 	<ul style="list-style-type: none"> ● Mr. Opong was able to undertake all activities in accordance with the plan
<p>Needs assistance on the proper management and maintenance of the trees planted such as:</p> <ol style="list-style-type: none"> a. Fruit trees (durian, rambutan, mangosteen, lanzones,). b. Coffee c. Abaca d. Coconuts 	<ul style="list-style-type: none"> ☞ Discussed with the Area Technician. ☞ FIDA expert was tapped gave an advice on the re: production of quality of abaca in Malita. ☞ Expert from OPAG gave inputs on good variety of coffee. ☞ Mr. Elin Opong was likewise advised to see the technician from the Philippine Coconut Authority (PCA) to consult them on good variety of coconut. 	<ul style="list-style-type: none"> ☞ Technician advised to replant to replace those fruit trees that did not survive. ☞ Mr. Elin Opong attended the training on Abaca production. He was given technical advice re: abaca production ☞ He was likewise given technical advice re: coffee production ☞ He committed to tap PCA for further assistance re: coconut production
Needs seeds/ seedlings of carrots, potatoes, and bell pepper as being identified "cash crops"	☞ Advised the farmer to seek assistance from the AT-UDP, and go to the MAO-Malita, OPAG, for possible seedlings.	☞ Committed to tap those mentioned agencies for further assistance.
Needs to collect seeds/ seedlings to be put up in the nursery.	☞ Tap experts from MAO-Malita; OPAG to give inputs on Seeds Production. On how to go into these processes.	☞ Committed to tap those mentioned agencies for technical assistance in terms of seeds / seedlings propagation.

<p>Needs planting materials of fruit trees, coconut, cacao, abaca, and coffee to be planted in the other area where at this time is still open.</p>	<p>☞ Advised the farmer to seek help from the Area Technician on the possible ways and means in acquiring these planting materials.</p> <p>☞ Advised the farmer to go to OPAG, MAO-Malita in availing these seeds/ seedlings.</p>	<p>☞ OPAG has a program intended for the farmers to avail seeds/ seedlings for free. Even technical assistance they could extend also to the farmers.</p> <p>☞ Committed to tap those mentioned agencies for the acquisition of additional planting materials.</p>
<p>No records were maintained</p>	<p>☞ Reviewed the records especially on business transactions</p> <p>☞ Taught the client to properly record all business and farm transactions the appropriate books of accounts.</p>	<p>☞ All activities that involved money – the purchases, expenses and income were reconstructed.</p> <p>☞ A ledger was being provided for them to record all the transactions that have been made from day to day activities.</p> <p>☞ A simple discussion of cash in and cash out were properly brought out.</p>
<p>Needs to prepare action plan to integrate the inputs during coaching.</p>	<p>☞ Action Plan for 2007</p>	<p>☞ A one year action plan was made</p>

Detailed report on all activities conducted is found in **Annex C10**.

Name of Client: Paulino Opong
Datu Danwata, Malita, Davao del Sur

Problem Area/ Needs to be Addressed	Intervention/ Activity	Output/ Results
There is a need to assess the extent of implementation of farm plan.	☞ Reviewed the individual farm action plan	☞ Able to undertake activities in accordance with the plan
	☞ Farm visit	☞ Visited the farm. All planting materials provided by UDP were planted and already grown.
Maintenance of Nursery	☞ Asked assistance from the Area Technician the possible means to acquire seeds/ seedlings to be grown in the Nursery; ☞ Advised to tap experts to give technical assistance on Nursery Management.	☞ The Area Technician was not in the farm because of his other work that required his presence in the office. ☞ The farmer committed to find means in order for him to acquire seeds/ seedlings in the nursery ☞ The farmer is very willing to learn and undergo training and relative to nursery management.
Needs assistance in availing of seedlings a. Fruit trees (durian, rambutan, mangosteen, lanzones,). b. Coffee c. Abaca d. Coconuts e. Vegetables like ampalaya, eggplant, raddish, sitaw, onion, tomatoes	☞ Advised the farmer to seek the help of the Area Technician on the possibility of acquiring/availing planting materials; and to ask possible assistance from FIDA for abaca variety, OPAG for hybrid seeds of coffee, PCA for good variety of coconut, and MAO-Malita for vegetable seeds in availing these planting materials.	☞ Committed to plant more fruit trees, etc. in his farm since there is still a portion of it where there are no plants. ☞ Committed to tap agencies that extend assistance in availing these hybrid and good quality of seeds/ seedlings. The farmer showed interest to work in his farm and be a model to the other farmers.
Needs flamengia or renzoni seeds	☞ Asked help from the Area Technician to secure seeds of flamengia.	☞ The farmer was eager to plant flamengia for hedgerow, a one kilo of flamengia will do. (The farm was newly planted with flamengia) According to the farmer, this will also be used as food for the goats.

Needs a seeds/seedling of vegetables like ampalaya, eggplant, raddish, etc.	<ul style="list-style-type: none"> ☞ Asked help from the Area Technician in availing these vegetables seeds; ☞ Asked assistance from MAO-Malita in securing vegetable seeds. 	<ul style="list-style-type: none"> ☞ The farmer assumed the responsibility of seeking the assistance of MAO-Malita in securing vegetable seeds. ☞ He will also tap OPAG in availing these vegetable seeds.
Needs to install goat's shelter	<ul style="list-style-type: none"> ☞ Asked help from the Area Technician on the standard goat's shelter; ☞ Advised the farmer to use available resources (low cost materials) in the area in installing goat shelter. 	<ul style="list-style-type: none"> ☞ Recognized the importance of putting up a shelter for goats. ☞ Committed to install goat shelter since UDP provided him the male goat (doe). He will use the available resources in the area. Recently, he has many goats to feed, and goat's shelter is very necessary for his operation.
Needs to put up fish pond	<ul style="list-style-type: none"> ☞ Asked possible assistance from BFAR in securing fingerlings through the aid of the Area Technician 	<ul style="list-style-type: none"> ☞ The farmer expressed to put up fish pond since water is very much available in the area.
Needs to maintain Cash Book Record	<ul style="list-style-type: none"> ☞ A one-on-one coaching in the preparation of Cash Book Record was given to Mr. Paulino Opong and to his wife; ☞ Actual Demonstration of recording was done 	<ul style="list-style-type: none"> ☞ The couple appreciated the essence of recording. They can easily understand and very eager to learn. ☞ They were told to record all their farm transactions and family expenses in the ledger for them to determine their cash. ☞ They realized that through recording (cash in and cash out) they could easily determine if the business is earning or losing.
There is need to prepare action plan to integrate the inputs during coaching.	<ul style="list-style-type: none"> ● Action Planning for 2007 	<ul style="list-style-type: none"> ● A one year action plan was made

Detailed documentation report on all activities conducted is found in **Annex C12.**

Name of Client: Ramonito Danwata
Datu Danwata, Malita, Davao del Sur

Problem Area/ Needs to be addressed	I ntervention/ Activity	Output/ Results
Extent of farm implementation (plan vs. actual accomplishments)	☞ Farm Visit ☞ Review of farm Plan	☞ Able to undertake activities in accordance with the plan
Planting materials (Mangosteen – 25; Durian - 8) received from UDP are not planted yet.	☞ Advised Mr. Danwata to plant those planting materials.	☞ Two days after the session, he planted the fruit trees as advised by the coach and UDP technician.
There is an open space in his two areas where he needs to plant the following: a. fruit trees (durian, lanzones, mangosteen, rambutan) b. Coconut c. Abaca d. Cacao e. Coffee f. Trees	☞ Advised to ask help from the Area Technician on the how to access/avail additional planting materials. ☞ Provided information on the following agencies to be tapped for some assistance: a.) PCA for hybrid coconut trees; b.) FIDA for abaca; c.) OPAG and MAO-Malita for fruit trees, coffee, trees and vegetable seeds d.)	☞ Mr. Danwata committed to cultivate the open areas (see farm plan) and plant those trees recommended for his farm. He likewise committed to approach the contact person persons of those mentioned agencies for further assistance.
Needs to plant flamengia for contouring	☞ Advised to ask the assistance of the Area Technician for the seeds; ☞ Encouraged to source out the flamengia seeds in their locality.	☞ Committed to source out flamengia seeds from the farmers in Datu Danwata.
Mortality rate (20%) of trees planted.	☞ Advised to tap the Area Technician for technical assistance.	☞ The area technician was informed of the concern of Mr. Danwata.

Needs to maintain records	<ul style="list-style-type: none"> ☞ A short lecture was given to Mr and Mrs Ramonito Danwata. ☞ Actual Demonstration on recording was done. 	<ul style="list-style-type: none"> ☞ The couple appreciated the essence of recording. ☞ Farm transactions were recorded using simplified recording.
Crop rotation not practiced	<ul style="list-style-type: none"> ☞ Encouraged to follow the crop rotation practices recommended by UDP as reflected in the land use plan. 	<ul style="list-style-type: none"> ☞ Mr. Danwata committed to plant legumes and other crops as recommended.
There is a need to prepare action plan to integrate the inputs during one-on-one coaching.	<ul style="list-style-type: none"> ☞ Action Plan 2007 	<ul style="list-style-type: none"> ☞ A one year action plan was made

Annex C11 provides detailed report on the over-all activities undertaken by the coach during the entire coaching period.

**Name of Client: Jocelyn Lawa
Mabuhay, Don Marcelino**

Problem Area/ Needs to be addressed	Intervention/ Activity	Output/ Results
Availability of the client	-Conducted Focus Group Discussion where the client and coach was given chance to spell-out their concerns and made agreement on the coaching schedules.	-Understanding and Acceptance (UA) written contract was prepared. -Roles and responsibilities of two parties were discussed and agreed upon.
Extent of farm implementation (plan vs. actual accomplishments)	-Conducted farm visit -Reviewed the plan	-Mrs. Lawa was not able to re-establish her flamengia contours because she has difficulty in propogating the seeds. -Almost all planting materials given were planted. -She was able to establish contour lines using renzoni and natural vegetative strips. -Her 4 hectares land planted with various fruit trees: durian, mangosteen, rambutan, lanzones, banana (cardava, latundan, and cavendish).
Records were not maintained	-Actual demonstration on recording	-Given columnar book -Started to record the farm transactions
Re-entry plan has to be made to integrate those inputs during coaching sessions.	-Action planning	Re-entry plan was prepared

Documentation report on the results of the one-on-one coaching services is found in **Annex C13**.

**Name of Client: Analyn Agsao
Pinalpalan, Malita, Davao del Sur**

Problem Area/ Needs to be addressed	Intervention/ Activity	Output/ Results
Extent of farm implementation (plan vs. actual accomplishments)	-Conducted farm visit -Reviewed the plan	-Various fruit trees were planted: durian, mangosteen, rambutan, lanzones. -the farm is also planted with coconut and inter-cropped with cardava, latundan, and cavendish. -Almost planting materials given to Analyn are planted that later the MPO identified her farm as the learning site in Pinalpalan.
Problem on the propagation of flamengia	-The Area Technician, who was present at the time of coaching, gave advise to change it with renzoni. He likewise mentioned that the lower tiers of madre de cacao are to address the erosion from almost vanishing flamengia at the top.	-Mrs. Agsao committed to do the contouring using renzoni as per advice of the AT.
Records were not maintained	-Actual demonstration on recording	-Given columnar book -Started to record the farm transactions
Re-entry plan has to be made to integrate those inputs during coaching sessions.	-Action planning	Re-entry plan was prepared

Annex C14 provides detailed documentation report of the coaching activities.

**Name of Client: Mrs. Divina Bedit
Mabuhay, Don Marcelino**

Problem Area/ Needs to be addressed	Intervention/ Activity	Output/ Results
Extent of farm implementation (plan vs. actual accomplishments)	-Conducted farm visit -Reviewed the plan	-All planting materials received from UDP were all planted (durian, lanzones, rambutan, mangosteen) -Coconut trees are also seen in her farm. -There is an existing fish pond in her farm.
Extent of actual application of the learning acquired from entrefarm training	-Diagnosed the business activity	-She engaged into value-adding of farm products through making puto, bingka, suman, etc. These are being sold to children in the nearby school. -It was observed that she did not record all her business transactions.
No records maintained	-A refresher session was done to review on the importance of recordkeeping. -Actual demonstration on recording was done.	-Business and farm transactions were reconstructed. -She was coached on how to record the income and expenses in the Cash Record book using the simplified "Cash In – Cash Out" method. -Income derived from sales of food delicacies and farm activities were recorded. -Expenses incurred both in selling of food delicacies and farm activities were likewise recorded. -Columnar book was used where all transactions were recorded.

Detailed report of the coaching activities undertaken is shown in **Annex C15**.

VII. Problems Encountered

☞ **Peace and Order Condition.** The encounter between the military group and NPA prompted the client to evacuate their place and move to the other house. This has caused some difficulty in the continuation of the coaching sessions. The coach exhausted all means to find the client to the extent that the assistance of PPO3 Manager was being sought.

☞ **Timing of Coaching Sessions.** Some clients are actively involved in barangay activities. They are recognized leaders holding positions like Lupong Tagapamayapa, Brgy. Treasurer, etc. The clients asked for rescheduling of appointment because politicians conducted campaign to their barangay and that they were required to attend the gathering.

☞ **Span of Time for Coaching Engagement.** The coaches did not schedule a one-week straight coaching sessions to give time for the clients to do their regular farming activities as well as allow enough time for the coach/client to network with concerned agencies required to resolve immediate issues during coaching. Thus, the service provider encountered problems on the span of time (6 days per client) to cater to fifteen clients which include selection of beneficiaries, FGD, coaching sessions, and networking activities.

VIII. Recommendations

☞ **On Selection of Coaching Sites.** If the proposed site is prone to some conflicts, it is recommended that the Area Technician, the Coach, and the farmer-beneficiary will include this in the FGD to plan out best alternative on how to undergo the coaching activities.

☞ **On Timing of Coaching Sessions.** It is recommended that coaching sessions be not held during campaign period especially if the beneficiaries are actively involved in barangay activities.

☞ **Period of Coaching Engagement.** It is believed that one-week straight coaching sessions per client would not guarantee maximum solution to cater to the identified problem areas / needs to be addressed to. There should be enough time to be allocated for networking since there are issues that need to be responded to by other concerned agencies. The coaching sites are quite far from these establishments and that time element and other resource requirements have to be considered too. Hence, it is highly recommended that the coaching session per client be done in two months with a minimum meeting of at least once a week. In this way, the client and the consultant will have ample time to prepare their respective assignments, implement the agreements, and assess the effectivity of the actions being taken.

- ☞ **Development of In-house Consultants to continue to do one-on-one coaching sessions.** One-on-one coaching is found to be effective approach to follow-up the graduates of entrefarm training. However, this is possible only if the number of consultants is enough to accommodate the number of clients. It is best recommended that in-house consultants (municipal level) be created and tasked to provide coaching sessions to those graduates who have not availed yet of the same services and to continue the coaching even after the term of UDP.
- ☞ **Involvement of husband and wife in the coaching services is a best practice that needs to be replicated.** Treating farm as an enterprise requires the total involvement of both husband and wife where responsibilities are being shared. Thus, each of them should be capacitated with entrepreneurial competencies so that they would recognize the full extent of their responsibilities towards making their farm as an enterprise.