

MMSU-CHED Technology Commercialization (TECHOM) Program

Extension Directorate assisted cooperators
are TECHOM Beneficiaries

Mercy R. Gaño

Spearheaded by the College of Agriculture and Forestry (CAF), the MMSU-CHED Technology Commercialization (TECHOM) Program is implemented by the University through the project "Strengthening the SUCs/HEIs in Technology Commercialization for Poverty Alleviation, Employment Generation, Food Production, and Sustainable Development".



The TECHOM Project management team in one of their monitoring activities to TECHOM beneficiaries (from left. Dr. Carmelo J. Esteban, Program Manager & Dean, CAF, Swerte Mia Soriano, beneficiary; Prof. Segundo Duldut, Production Management Supervisor; Prof. Margarita Caluya, Financial Management Supervisor; & Dr. Artemio F. Alcoy, Technology Supervisor). On the left is Ms. Sarah Dabuon in her rice fields.

The TECHOM Project is implemented to increase the capability of MMSU to commercialize appropriate agricultural technologies; expand and increase profitability in the use of farmlands and indigenous farm resources. It also aims to generate employment and additional income in the agricultural sector and ultimately improve the level of living among the partner-beneficiaries, entrepreneurs of replication projects and employed workers. Implemented this year, the project has a total budget of P600,000.00 fund support from CHED.

Partner-beneficiaries of the project are graduates of the College of Agriculture and Forestry (CAF), both in Batac City and Dingras campus. Graduates who are not yet employed are given priorities to become beneficiaries of the program. All graduates of CAF are eligible provided their production area must be located within the provinces of Ilocos Norte and Ilocos Sur.

However, in cases when there are limited number of unemployed graduates who want to avail of the project, employed parties may be considered. Priority projects covered by the program include crop

production enterprises while agriculture and fishery enterprises aside from, but are related to crop production viz animal production, crop-fish production; and processing, packaging and marketing of agricultural and/or fishery products may also be given consideration.

At present, the project was able to disburse all the P600,000.00 assisting agriculture graduates focusing on crop production, broiler food production and agri food processing including two Extension Directorate assisted cooperators. They are Swerte Mia Soriano and Sara Dabuon both from Banna, Ilocos Norte. Swerte produces processed food products to include banana chips, peanut products, and homemade candies like yema, pastillas, tamarind, and polboron. Sarah on the other hand, applied for hybrid rice production.

For more inquiries regarding the implementation of the MMSU-CHED TECHOM Project, you may write or visit the Project Manager, Dr. Carmelo J. Esteban, Dean, CAF, MMSU, City of Batac, Ilocos Norte or you may call at tel no.: 792-2660.

ANNOUNCEMENT

MMSU-Extension Directorate is now accepting applications for the Glutinous Corn Dispersal project, both for farmer-beneficiaries and MMSU employees!!

Applications is on a first come first serve basis!

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OPAG MS hosts Farmers' Field Day

Mercy R. Gaño

To showcase the organic farming technologies in the Science and Technology-Based Farms (STBF) of Magsasaka Siyentista (MS) Honorio de la Cruz in Brgy. San Guillermo, San Nicolas, Ilocos Norte, the MMSU together with OPAG, LGU San Nicolas and ILARRDEC conducted a farmers' field day on September 19, 2008.



Ms. Lolita Raposas, Manager of FITS-OPAG explains the different technology interventions followed in the field of MS Honorio de la Cruz. (Left photo). MS de la Cruz explain to the field day participants his experiences in his S&T farm.

THE EXTENSIONIST IN UNDERSTANDING THE FARMERS

Marivic M. Alimbuyuguen

Why is there a need to understand the farmers? According to an expert in human relations, "the foundation of all civilizations and societies is the ability of humans to collaborate and coordinate actions to reach a common goal." Laboring and working together while combining efforts with the efforts of others facilitate the accomplishment of common goals. Collaboration and coordination is made easier if we understand our clientele – the farmers.

For us extensionists to understand our clients, we must first be committed to our roles, we must strive to possess the attributes of an effective change agent and we must be armed with the approaches in dealing with them.

As an extensionist, are you committed to these roles?

1. **Rural Educator** - Do you provide learning experiences to farmers for them to acquire modern farming practices? Do you reorient their values which may impinge upon development?
2. **Technical Adviser** - Do you offer direct advice on technical aspects related to agricultural production? Do you assist them in increasing their farm productivity?

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The activity was participated by 130 farmers from San Nicolas, Vintar, Bacarra, Pasuquin and Laoag City. Other participants were Municipal Agriculture Officers, Agricultural Technicians, MS farmers and representatives from the PCARRD, ILARRDEC, PGIN, LGU San Nicolas, and MMSU.

The activity was highlighted by a field observation and briefing to the STBF where the various technology interventions in the enhanced and farmers' technology practices were showcased.

Mr. de la Cruz, informed the field day participants that the area he planted to off-season tomato was once a grassy and forested area. But because of his desire to augment his income, he converted the area into a vegetable farm. Full of enthusiasm, Mr. de la Cruz informed the group that he is very happy because it turned out to be good for him and his fellow

farmers since this now serves as a learning area for other farmers who are also interested to improve their farming practices. He said that with the assistance of the OPAG and other agencies, he is now beginning to reap the fruits of his sacrifices. Although his tomato plants were frequently visited by typhoon, he is still confident that this would give him a high income. This is because even for a short period of time, he was able to harvest 100 kg of tomato sold at P40.00/kg. With this positive outcome, Mr. de la Cruz plans to double or triple the area he will be planting the next season. He was very thankful for the support given to him.

Prof. Segundo Duldut, the designated technical expert for the project also explained the different technology interventions applied in the farm. These include the use of chicken dung, carbonized rice hull, tea manure, crop

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3. **Community Organizer** - Do you help farming communities establish local institutions and strengthen existing organizations?
4. **Information Disseminator** - Do you transmit knowledge and information through variety of channels? Do you provide learning resources and materials in farming?
5. **Resource Linker** - Do you assist your clients in securing needed supplies and equipment? And do you bring package of technical services such as marketing and credit assistance?
6. **Initiator** - Do you encourage the verbalization of your clients' feelings and see the commonality of these feelings? Do you nourish the hope that something can be done collectively.

There are six "I"s of an effective and efficient change agent. These are:

1. **Interest** - This involves a deep concern for the welfare of farmers and feeling of compassion, sympathy and the desire to assist them in solving their problems.
2. **Incentive** - This is your motivation that serves as stimulant that arouses your determination to act.
3. **Insight** - This involves being able to comprehend the life and problems of the farmers.
4. **Intuition** - It requires the ability to discriminate quickly and accurately. And a sense of perception that encompasses understanding of the situation and its participants.
5. **Imagination** - A change agent must be able to transmit mental concepts, ideas and skills to more fully and true life conditions. He must be able to synthesize experiences and translates them into tools for understanding entirely new situations.
6. **Ingenuity** - This is the ability of the change agent to manage, devise and combine the results of imagination into systematic, harmonious and workable relationship.

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repellants, and the like. According to Prof. Duttut, all these organic farming practices resulted in the good performance of the crop. Prof. Duttut also pointed out that the area to be planted must be thoroughly prepared and the farmer must be committed to follow all the recommended technologies to be applied in the farm. He further explained that excessive use of



Field day participants and the IEC materials displayed and distributed.

Armed with knowing our roles and possessing the six "I"s in understanding the farmer, the following are techniques that we can adopt and practice as we face the challenge of performing our gargantuan role of uplifting the lives of the country's backbones – our farmers:

1. Use "personal touch" to gain interest and sympathy.
2. Show personal concern to gain respect.
3. Listen to ideas and opinions.
4. Appreciate every effort they contribute no matter how small they are.
5. Get down to their level of education and ideas.
6. Spend time with them to hear their problems, grievances and ideas.

inorganic fertilizers in the farm will lessen the good quality of the soil which eventually results to poor quality of product and will definitely be the reason why harvest in the future will decrease. He encouraged all the participants to go into organic farming because this will give them a healthy food and better crop performance.

7. Use simple language and not technical terms.
8. Teach using the principle of "learning by doing."
9. Set yourself as example for them to emulate.
10. Adopt yourself to the conditions they are in.

We should always remember that in the sphere of work, the way we relate and understand others, and the nature of relationships we build and maintain determine what kind of people we become and how successful we are in our work.

PCC adopts VBAIT to increase crossbreeds of breedable female carabaos

Mercy R. Gaño

The Philippine Carabao Center (PCC) based in MMSU had been adopting the expanded Artificial Insemination (AI) program which was launched in 2006 to intensify the production of crossbred carabaos in the province by promoting AI services.

During the visit of Mr. Wiliam Gudoy, AI coordinator of PCC, in the MMSU Rimat ti Ilocandia Program, he explained that the concept of the program was to have AI technicians based on the villages. This is to ensure that the needed service by the farmers will be given on time so that the animal in heat is inseminated within 24 hours thereby increasing the probability of pregnancy.

Through AI, the use of outstanding sires to produce more offspring is maximize; permits crossbreeding of local female animals with exotic breeds without having to import

the males; eliminates the problems of mating two individuals of different sizes; reduces the risk of spreading diseases especially the sexually transmitted ones; and permits the use of semen from incapacitated males.

At present, the PCC assists 17 AI technicians in Ilocos Norte. The criteria in selecting village based technician on the following:

- ✓ Between 18-40 years old
- ✓ Physically healthy
- ✓ At least high school graduate
- ✓ Raises carabao
- ✓ Village resident
- ✓ Not presently working outside the village

- ✓ Interested, willing and has the time to conduct AI
- ✓ Accepts the responsibilities of village-based technician;
- ✓ Endorsed by the community members, barangay officials and municipal agriculturist.

The village-based technicians will be trained by PCC for free. In return, the technician will serve the community with a minimal fee of P500.00 to compensate his expenses as he perform the AI. Likewise, the village-based technician will forge a contract with PCC through a MOA.

TECHNO GABAY PROGRAM

MMSU Monitors IN FITS Centers

Mercy R. Gaño

To ensure the effective and efficient implementation of the Techno Gabay Program in Ilocos Norte, the MMSU, as a Partner-Member-Agency (PMA) regularly monitors the 6 established FITS centers under its supervision.

Included in the list of FITS centers assisted by MMSU are Pagudpud, Bangui, Bacarra, OPAG, Laoag City and San Nicolas.

A monthly monitoring is conducted by MMSU in collaboration with OPAG. Moreover, IEC materials are continuously designed and provided to the FITS centers. Several monitoring forms were also designed and distributed to the FITS centers.

On the other hand, to further implement the TGP in all municipalities of Ilocos Norte, MMSU is presently conducting a rapid information campaign to municipalities without FITS. Through

a communication to the mayors, the MMSU requested to have an audience with the Sangguniang Bayan members during thier regular session. The TGP

is presented to the group. To get the full commitment of the LGU, a resolution on the adoption of the program is encouraged.



Dr. Marivic M. Alimbuyuguen, Director, Extension Directorate & TGP Focal Person, MMSU presents the program to Sangguniang Bayan members in Sarrat, Ilocos Norte.

CAS EXTENSION SETS OFF HUMAN RIGHTS EDUCATION FOR NSTP STUDENTS

Ma. Angelica Salas, CAS

In response to the need for continuing Human Rights education among various sectors especially the youth, the College of Arts and Sciences has adopted the Human Rights Training for NSTP students, NSTP instructors and College Extension Coordinators as part of its extension activity. The said training, which is conducted yearly since 2004, is an institutionalized activity of the Ilocos Norte Center for Human Rights Education (INCHRE) based in the university. Starting this year, CAS has taken charge of the training which aims to familiarize students on the foundation of human rights and to increase their knowledge on their rights as children, students and citizens.

The Human Rights Training is one of the advocacies of the INCHRE to empower the people through human rights education since it has forged partnership with the Commission on Human Rights (CHR) – Region 1. Through said training, the university hopes to establish a child-rights approach in its institutional endeavors – an approach that considers students as persons with rights and entitlements.

In addition to the NSTP students and instructors, the College Extension Coordinators are also enjoined to attend since they are also appointed as the Human Rights Coordinators of their respective colleges. The training is conducted every Saturday in time for NSTP classes. This school year, the schedule of the training are as follows: CAS – August 30; COE – September 6; CBEA – September 13; CHS – September 20; CAF (Batac), CTE and CIT – September 27; CASAT and CAF (Dingras) – October 4.

Topics discussed in the training include Definition and Classification of Human Rights, Human Rights Principles, Rights of the Child and Rights of Students. These are facilitated by CHR- accredited Human Rights Educators of the university who come mostly from the Social Sciences Department of CAS. To date, there are already 17 accredited human rights educators who serve as resource speakers and facilitators in the conducted trainings in the different colleges in the university.

During the trainings, students are informed of their human rights as declared



by the Philippine Constitution, United Nation's Declaration of Human Rights and other relevant documents and human rights promotion programs. They are also informed of their rights as children since under Republic Act 7610, the term "children" refers to persons below 18 years of age. Some of these rights include right to life, health, education, parental care and support, privacy, freedom of expression, freedom of association, among many others. Moreover, the students are also

taught about their rights as students such as their right to receive quality education, right to freely choose a field of study, right to avail of school guidance and counseling services, and right to have access to their own school records.

As our students become aware of their rights, the university hopes that they also become more responsible and empowered citizens of the Philippine society.

DA holds FIELDS Info Caravan

Mercy R. Gaño

The Mariano Marcos State University (MMSU) hosted the FIELDS Information Caravan spearheaded by the Department of Agriculture on September 25, 2008 at the Teatro, Ilocandia.

Other agencies involved in the implementation of the program are the National Food Authority (NFA), National Irrigation Administration (NIA), Agricultural Training Institute (ATI), Land Bank of the Philippines (LBP), Philippine Crop Insurance (PCIC), Philippine Rice Research Institute (PhilRice), National Food Corporation (NFC) and the Fiber Industry Development Authority (FIDA) and MMSU.

Three thousand participants coming from all over the province of Ilocos Norte of which majority were farmers attended the activity. Other participants were LGU officials from various municipalities in the province, Municipal Agricultural Officers, Agricultural Technicians, farmer leaders and other head of agencies.

The City Mayor of Batac, Hon. Jeffrey Jubal Nalupta welcomed the participants to this activity. The Hon. Windell D. Chua, Vice Gov. of Ilocos Norte represented the Hon. Gov. of Ilocos Norte, Hon. Michael Marcos Keon while Dr. Teodoro Solsoloy Assistant Director of DA-BAR delivered the message in behalf of DA Sec. Arthur C. Yap. Awarding of FIELDS Projects to beneficiaries were spearheaded by DA officials. Various prizes were also given to lucky farmers and other participants.

FIELDS stands for F – Fertilizer, I- Irrigation, E – Extension, L-Loans, D – Dryers, and S- Seeds. FIELDS is a new initiative of the Philippine Government through the able leadership of Her Excellency President Gloria Macapagal Arroyo. The project was unveiled during the National Food Summit held on April 4, 2008 in Pampanga. With a total budget of P43.7 B, the project is a package of intervention measures to sustain Philippine agriculture's high growth and guarantee the nation's food security in the face of looming global food crunch. Dubbed as FIELDS, the program is composed of essential ingredients in making food abundant, accessible, and affordable to the Filipino people.

Food Production in Six Assistance Package

F-Fertilizer

- ✓ P500 million will be set aside from Agricultural Competitiveness



The thousands of participants to the FIELDS Info Caravan & the MMSU exhibit as part of the Extension & Education aspect of the FIELDS

- Enhancement Fund (ACEF) for fertilizer support and production, especially for organic fertilizers.
- ✓ Campaign for organic fertilizer shall be renewed as the price of urea fertilizer has increased to 200 percent in the last two years.
- ✓ DA shall utilize proven technologies like Bio-N to increase the yield of rice farmers.

I-Irrigation

- ✓ DA shall spend P6-B a year on irrigation and P6-B on infrastructure, including farm-to-market roads, roll-on-roll-off ferry ports and no frills airports for agricultural cargo.
- ✓ Construction of small irrigation systems shall be prioritized
- ✓ Rehabilitation of irrigation systems such as Kabulnan, Balingtingon, Malmar and San Roque shall be completed by 2010.

E-Extension and Education

- ✓ P5-B shall be allocated for education, extension and training of farmers on new technologies and research and development (R&D) on how to increase yields and lower production costs.
- ✓ DA in coordination with DOST, DILG and the LGUs shall continuously implement programs and interventions in training more trainers and technicians on new technology for dissemination to farmers.
- ✓ DA shall utilize SUCs in its extension-related activities.

L-Loans

- ✓ P15-B in loans and credit shall be available for farmers, fisherfolk, and other small rural borrowers. This is on top of the P5-B that

President Arroyo ordered the Land Bank to make available to rice farmers.

- ✓ DA shall study how to maximize bank compliance to the agri-agra law.
- ✓ For farmers to have access to all formal credit, the President shall ask Congress to enact a law making farm land acceptable as loan collateral.

D-Dryers and other postharvest facilities

- ✓ P2-B which will come from the budget and off-budget sources shall be spent for dryers and other postharvest facilities
- ✓ DA in collaboration with the private sector shall establish appropriate integrated processing and trading centers such as cold chain system and rice and corn processing centers.

S-Seeds

- ✓ DA shall support the seed growers as their success will enable rainfed-lowland areas presently planted to good seeds to convert to certified rice seeds; and those planted to certified seeds, to convert to hybrid seeds.
- ✓ P9.2-B shall be allocated for hybrid and certified seed productions and subsidies until 2010. P6.5-B shall be set aside for the use of certified seeds and 2.7-B for hybrid seeds.
- ✓ Some 600,000 ha will be targeted all over the country for certified seeds this year and 900,000 ha for hybrid seeds for 2009-2010.

To further show to farmers how the FIELDS work, an exhibit for each of the components of the FIELDS were conducted. (with reports from DA's info bulletin)

MMSU crop specialist attends National Seed Production Congress

To ensure the production of quality seeds, high seed germination rate, and vigorous seedlings, Prof. Martina F. Tinguil of the College of Agriculture and Forestry (CAF) and presently the designated Crop Specialist of the Extension Directorate attended the National Seed Production Congress sponsored by PhilRice on September 23-25, 2008 at the Cebu Grand Hotel, Cebu City.

The participants to the activity are the members of the National Seed Production Network (SEEDNET) all over the Philippines. The activity was conducted in support of the government's program on Ginintuang Masaganang Ani (GMA) and is a part of the country's national program on rice self-sufficiency by 2013 enhancing provincial rice self-sufficiency by 2010. The SEEDNET members, being the prime movers of the project, must be updated on the current policies and programs related to rice self-sufficiency.

The two-day congress was highlighted by various activities to include video showing, lectures, and workshops. Among the topics included in the lecture were the following: Status of the Rice Seed Industry: Production; Constraints and Opportunities; Organizing a National Rice Seed Grower's Consortium: A Concept Proposal; Seed Quality Control and Standards; and Seed Component Plan of FIELDS which focused on fertilizer support both for organic and inorganic to increase production, restoration of irrigation, extension, education & training, loans, dryers and other postharvest facilities, and seed component.

As an output in their workshop, participants prepared a seed production plan. (Mercy R. Gaño)

MMSU-BRDC assists Pagudpud shellcraft producers

Mercy R. Gaño

The Business Resource and Development Center (BRDC) based at the College of Business, Economics and Accountancy (CBEA) continuously assists the rural folks by developing their entrepreneurial skills through package of services like trainings, consultancy services, and loan assistance in order to increase their income and upgrade their quality of life.



The shellcraft producers in Pagudpud, Ilocos Norte.

To date, 18 members of the shellcraft producers from Saud, Pagudpud, Ilocos Norte have availed of BRDC's services. Each of the 18 members received a soft loan amounting to P5,000.00 with minimal interest payable for six months.

The P5,000.00 financial assistance given to the shellcraft producers was used for the production of various shellcraft products sold to visitors of Pagudpud. Shellcraft products are also sold in trade fairs through their participation to these activities.

The Extension Directorate started assisting the shellcraft producers three years ago through the project **"Improving Women's Lives through Shellcraft Enterprise"**. The project involved interested students in helping the rural women, particularly, on the entrepreneurship capabilities and business ethics.

Enhancement trainings on production design, packaging and marketing, enhancing entrepreneurial capability and simple bookkeeping were conducted. Through the training, the products of the shellcraft makers greatly improved. They have become more creative in their designs. Moreover, they have more varied products, from personal accessories, house decors, flower bases and the like.

Through the LGU, stalls were established beside the seashore of Saud, Pagudpud, Ilocos Norte. The stalls served as the display and market area for the products of the shellcraft makers. Now, the shellcraft makers need not move from one resort to another selling their merchandize. With the permanent stalls to showcase their products, they have attracted more buyers which

mean more sales and more income for them and their families.

During the peak season, from November to May, the shellcraft makers could earn an average income of P7,500.00/month. While during lean months from June to October, they could earn an average of P2,500.00/month. Their products are sold at a minimum price of P15-20.00 per item for personal accessories and house decors. For bigger items, these are sold at an average of P200.00 - P300.00 per item. On the average, the shellcraft makers spend PhP P14.35/item for small items and PhP P54.00/item for big items. For their profit, they get as much as PhPP10.65/item for small item and PhP P71/item for big items. For the shellcraft makers, the venture is profitable considering the number of visitors going in and out of Pagudpud.

At present, the shellcraft makers do not only sell to local and foreign tourists. Because of the continued promotion of shellcraft products, souvenir items for special occasions like wedding, baptism, graduation and birthdays are also made and sold at reasonable prices. All these were made possible through the acquisition of new equipment like drilling machine, grinder and cutter to ensure better presentation of products. These equipments were acquired through the support fund of JICA amounting to P50,000.00.

MMSU Staff to avail Extension Directorate's Seedstock Dispersal project

Vynkristine S. Ibañez

Here's good news for MMSU employees! Glutinous Corn Dispersal Project (GCDP) is now ready for availment not only for farmers but also for MMSU staff who are engaged in farming.

For almost ten years now, the GCDP successfully brought favorable outputs to its farmer beneficiaries. This is why the Extension Directorate is also extending the same assistance to MMSU employees for them to gain the same benefits.

The project aims to provide economic opportunities for MMSU farmer employees. This is to help supplement their insufficient income from the government service. It also aims to increase the income of the employees through the adoption of improved production technologies in glutinous corn production such as the use of new and improved variety of glutinous corn (lagkitan), and the use of organic farming, especially on the application of Bio-N and the use of bio-control agent (tricograma) for the control of insect pest and diseases.

For MMSU employees to avail of the project, they must have to comply to the following:

1. **Qualification of beneficiary.** The beneficiary of this project must be an employee of the University, has a land to till, willing to attend a pre-dispersal training, willing to follow the implementing rules and guidelines of the project, and to serve as extension agent in his community.
2. **Background investigation, ocular survey, and consultation dialogue.** For as long as the letter request of the interested employee has been approved, a background investigation will be conducted to ascertain the credibility and trustworthiness of the farmer-employee. Simultaneously, assessment and evaluation of the farm areas will also be conducted.
3. **Conduct of training.** One of the pre-requisite of the project is the conduct of pre-dispersal training. This is to explain the different technologies to be implemented in the project. A topic on values orientation is also included for the social transformation of the farmer-employees.
4. **Issuance of seedstocks.** Seeds and other farm inputs shall be issued to the beneficiary after attending the pre-dispersal training and after completion of all the documents needed for the release of the loan like approved request of the farmer, contract, and withdrawal/supply release clearance.
5. **Mode of payment.** The farmer-employee shall pay in cash the total loan upon harvest. In case the beneficiary can not fully pay the loan on the due date, the loan or the outstanding balance shall be deducted from the salary of the beneficiary in three equal monthly payments with 5 % interest.
6. **Responsibilities of beneficiary.** The farmer-employee acts as extension agent in his community, and participates in any educational endeavors offered by MMSU which will enhance his agricultural productivity.
7. **Monitoring of the project.** The office through the Monitoring and Evaluation Section will be responsible in the monitoring of the project. A regular visitation will be done to ensure the effective and efficient implementation of the project.

Indeed, the GCDP is dedicated in transforming the lives of its beneficiaries especially farmers and their communities toward sustainable development. It provides improved technology closer to the farmers and effectively enables them to utilize profitable and sustainable technologies and reap the benefits in terms of increased production, employment, additional income and improved welfare. Hopefully, with the extension of the project to the MMSU employees the same advantage will be realized and achieved.