



# Panganiban is back at DA's helm

**A**fter his short stint as secretary of the Department of Agriculture (DA) in 2001, Domingo F. Panganiban is back at the helm to set directions for the agriculture sector. His appointment was made official through a symbolic turnover ceremony held at the Bureau of Soils and Water Management (BSWM) Convention Hall on 15 July 2005. Attending the ceremony was outgoing Secretary Arthur C. Yap who passed on the DA flag to his successor. Other attendees include members of the DA family, colleagues in government, members of the private sector and civil society, and agricultural stakeholders.

In his speech, Secretary Panganiban mentioned that this is an instance where "history repeats itself" and that this is his second chance to make a difference in the sector where he has spent almost his

entire career. He said that he is determined to make significant changes within a few months of his leadership. He reechoed Secretary Yap's vision to enhance DA's agenda for agricultural modernization.

## *Panganiban's A-list*

Having held various key positions at the Department, Secretary Panganiban recognized the agriculture sector's many ills, and is determined to restore its health and vitality. Working along his programs to increase agricultural productivity and enhance global competitiveness, he set his directions towards achieving a "people-centered agriculture." This is a modernized agriculture anchored on the principles of equity, sustainability, and subsidiarity. To achieve this, he cited strategies that DA could start on, namely: 1) invest more on productivity enhancing instruments vital to agricultural growth, i.e., R&D, irrigation, roads, and other



market-support infrastructure; 2) improve access to knowledge-based technology, credit, markets, agribusiness expertise, and professional management systems; and 3) forge stronger cooperation between the academe and local government units (LGUs).

Aware of the operational system of a highly politicized and unstable organization, Secretary Panganiban recognized the importance of instituting good governance and

*see Panganiban...page 7*

## BAR holds 2<sup>nd</sup> A/F techno forum

**T**he Bureau of Agricultural Research (BAR) holds its 2<sup>nd</sup> Agriculture and Fisheries Technology Forum at the Research and Development Management Information Center (RDMIC) compound on 8-12 August 2005. With the theme "*Teknolohiya tungo sa masaganang agrikultura, pangisdaaan at industriya*," activities lined up for the one-week

celebration include: opening ceremony; consultation and business meeting of RIARCs and RIFRCs; seminar series on innovative developments in agriculture and fisheries; technology forum; field exposure to a model farm in Tagaytay City; and product display, sales and exhibits.

The event kicks off with ribbon cutting of product display, sales and

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# Understanding intellectual property rights

by MIKO JAZMINE J. MOJICA



*Genetic Resources and IPR Training in Sweden (Dr. Andrea Agillon, BAR-IPRU head, sits at the second row, third from left)*

In the innovation-drenched world we're living in, the drive for the protection of intellectual property rights (IP) is becoming more and more significant. But while many parts of the world are exerting much effort to protect their rights to intellectual property, the Filipinos seem to continue to be lax about it.

## The IPR context

According to the World Intellectual Property Organization (WIPO), intellectual property (IP) is divided into two categories, namely,

industrial property and copyright. Industrial property includes inventions (patents), trademarks, industrial designs, and geographic indications of source; while copyright includes literary and artistic works such as novels, poems and plays, films, musical works, artistic works such as drawings, paintings, photographs and sculptures, and architectural designs.

However, exclusive rights of the scientists, researchers, inventors, artists, and other gifted citizens in our country are not suitably protected as they should be. Most of them have apprehensions in applying for intellectual property rights.

## IPO and IPRU

In the Philippines, we have the Intellectual Property Office (IPO) mandated to be the watchdog in the application of IPR. The promotion of the use of patent as a tool for technology development is

included in this mandate.

The Department of Agriculture particularly the Bureau of Agricultural Research (BAR), being at the forefront of the generation and promotion of agricultural technologies, acknowledges the fact that our work involves a lot of researches and studies on innovation, development, and dissemination of technologies to farmers and fisherfolk. Patenting these technologies is not only essential if we are to safeguard our rights to what we have developed.

The Intellectual Property Rights Unit (IPRU) in BAR was created in the second semester of the previous year. IPRU's scope is directed to all assisted and contracted agricultural research and development activities.

The focus of BAR-IPRU is on patent application since most of the researches supported by BAR are about technology development and generation. But why is patent necessary and what kind of protection does it offer?

## Patent is potent

Having secured a patent is like sleeping safe and sound. Your patent serves as your protection against other people who might use, distribute, sell, or commercialize your invention without your consent.

As the lawful patent owner, you have the right to choose who may or may not use your invention in any way—at least for the period in which the invention is protected. According to IPR, the period of patent ownership is up to 20 years only after which your invention enters the public domain, meaning it becomes available to commercial utilization without your exclusive rights. But as the patent owner, you have the liberty to sell the right to the invention to somebody else who will then become the new owner of

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# Collaborative watershed mgt. project inaugurated

sustainable practices in soil and water conservation and land-use system, and train farmers in the use of technologies for watershed management.

In his message, Secretary Panganiban told the farmers present during the opening program that the important decision-makers for the development programs of the department are the farmers and their communities.

"It is you," Sec. Panganiban stressed, "who truly know what you need and when you need it." This message was echoed by

Dr. Dar and Mr. Montemayor, who also made clear the need for more programs targeting upland farmers.

BAR Director Eleazar highlighted the fact that the project is a collaborative effort of different government agencies. He said that it is high-time for agriculture, agrarian reform, and the environmental agencies of the government to work together with the farming communities to effect sustainable livelihood for them.

Also present during the program were Provincial Board Member Ernie Jolit, Mayor Evelyn Paulino of Doña Remedios Trinidad, Barangay Captain William Piadozo of Sapang Bulak, Bulacan Agricultural State College President Josie Valdez, Regional Director Cesar Rodriguez of Regional Field Unit III, Central Luzon Integrated Agricultural Research Center Manager Orlando Mercado, and the members of the FFF in the area. (Ma. Lizbeth J. Baroña)



(L-R) BSWM Dir. Rogelio Concepcion, DA Sec. Domingo Panganiban, ICRISAT Dir. Gen. William Dar, FFF President Leonardo Montemayor, and BAR Dir. Nicomedes Eleazar

**F**ar-flung Barangay Sapang Bulak comes out of obscurity as top officials from the Department of Agriculture, its attached bureaus, and the heads of national and international institutions, and local officials came full force to the upland farming community of the town of Doña Remedios Trinidad in Bulacan, to inaugurate a watershed management project, 20 July 2005.

Department of Agriculture (DA) Secretary Domingo Panganiban, International Crop Research Institute for the Semi-Arid Tropics (ICRISAT) Director-General William Dar, Federation of Free Farmers (FFF) President Leonardo Montemayor, Bureau of Agricultural Research (BAR) Director Nicomedes Eleazar, and Bureau of Soil and Water Management (BSWM) Director Roger

Concepcion inaugurated the "*Community-based Watershed Management Approach in Improving Livelihood Opportunities Project*" in Sitio Parungao of Brgy. Sapang Bulak.

In promoting an integrated watershed development project, the project will use a participatory approach in planning, implementation, and monitoring of project activities. It will also hold skills training, workshops, and on-the-job trainings for the locals, especially the women and youth of the community for other income generating endeavors.

The three-year project, funded by DA-BAR and implemented by BSWM, FFF and ICRISAT, the provincial and municipal agriculturists, agrarian reform officers, provincial environment and natural resources officers, and local government units will open employment opportunities for the rural communities, introduce



# BAR, United PharmaChem promote agri technologies



Dir. Nicomedes P. Eleazar (3rd from left) discusses the project with United PharmaChem President Elpidio Duca (extreme left) and Mawaque Brgy. Capt. Quirico Arceo (extreme right) during his visit to the techno demo farm in Mabalacat, Pampanga. Behind are Mr. Duca's son and a RIARC representative (hidden).

Subsequent to the BAR-United PharmaChem Memorandum of Understanding (MOU) signing for the collaborative project to establish an agricultural technology development center (ATDC) in Brgy. Mawaque, Mabalacat, Pampanga, BAR Director Nicomedes P. Eleazar and some BAR staff visited the techno demo farm, where ATDC will soon be established, to discuss future plans and activities for the implementation of the project.

As a strategy to expedite the country's agricultural and economic development, the project will promote agricultural modernization by providing effective agricultural equipment and facilities, and varietal adoptability testing of hybrid rice, corn, vegetables, fruits, and flowers from China. Aside from providing employment opportunities to rural communities, the project aims to encourage local and foreign investors to invest in agribusiness and to recommend policies that provide

concrete directions for agriculture.

During the field visit, Director Eleazar emphasized that the ATDC will be the show window for other regions in the Philippines to promote technologies. Mr. Elpidio Duca, president and CEO of United PharmaChem, Inc. (UPAI) and concurrent director/auditor and adviser of the Agricultural and Natural Resources Committee of the Federation of Filipino-Chinese Chamber of Commerce and Industry (FFCCCI), along with other UPAI members and some RIARC representatives were present during the visitation.

One problem identified as hindrance to the establishment of the ATDC was the granting of right of way to the project site. Apparently, an influential family who owns the land adjacent to the farm would not yield to the request of UPAI for a right of way. However, the problem is being settled through the help of Mawaque Barangay Captain Quirico Arceo.

As a preliminary activity of the

project, seeds of the eight varieties of the Guangxi hybrid rice were distributed for initial testing in selected agricultural research centers including Central Luzon, Bicol, Western Visayas, Eastern Visayas, Northern Mindanao, and ARMM.

Future activities include the project's official launching in the presence of DA Secretary Domingo F. Panganiban and President Gloria Arroyo. Mr. Duca also invited some BAR and RIARC staff to visit the actual sites of the technologies in China to have a clear grasp of the benefits and potentials of the project. (Miko Jazmine J. Mojica)

## Understanding...from page 2

the patent.

Patents are valuable because they provide you royalties or incentives in recognition for your creativity and as a reward for developing marketable inventions. These incentives serve as drive for more and better innovation that will make a difference on the lives of many.

However, patent ownership is not all about the gain of the innovator. As the innovator of an important commodity, you are obliged to publicly disclose information about your invention as a way of contributing to the body of technical knowledge that will inspire others especially scientists and researchers to give rise to similar, if not, better innovations.

## Applying for patent

Dr. Agillon disclosed that only few applications have been submitted for patent since BAR-PRU's operation in August 2004. She pointed out that the agriculture and fisheries researchers and scientists seem hesitant to file application for patent. "Little awareness on the part of scientists and researchers about IP protection, or the conventional thinking that 'publish and perish' limits

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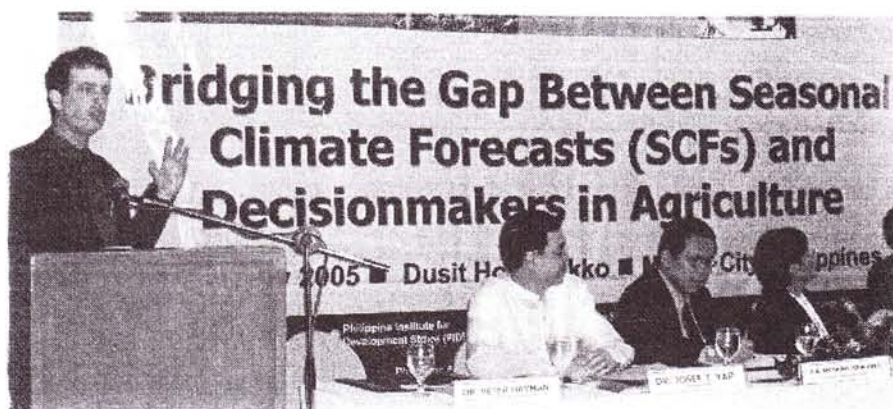


# BAR attends launching of a multi-sectoral project

Representatives from the Bureau of Agricultural Research (BAR) attended the launching of a joint project by the Philippine and Australian governments, through the Philippine Council for Agriculture, Forestry, and Natural Resources Research and Development (PCARRD) and the Australian Center for International Agricultural Research (ACIAR), respectively, at Dusit Hotel Nikko, 27 July 2005.

The project, *"Bridging the gap between seasonal climate forecasts (SCFs) and decisionmakers in agriculture"*, is a four-year collaboration that involves experts from Philippine Atmospheric, Geophysical, and Astronomical Services Administration (PAGASA), Philippine Institute for Developmental Studies (PIDS), Leyte State University (LSU), South Australian Research and Development Institute (SARDI), and the University of Sydney, and New South Wales Department of Primary Studies (NSW/DPI).

The project seeks to: a)



Dr. Peter Hayman, project leader for both the Australian and Philippine groups, discusses climate applications during the project launching at Dusit Hotel Nikko.

improve the capacity of PAGASA to develop and deliver SCF for the case study regions in the Philippines; b) distill key practical and methodological features of economic and psychological approaches valuing SCF; c) estimate the potential economic value of SCF to farm policy or industrial level case studies in the Philippines and Australia; d) identify factors leading to a gap between actual and potential values of SCF and; e) develop and implement

strategies to better match forecasts with the needs of the decisionmakers.

The high season to season variability of the climate of the two countries involved accounts for farm losses in agricultural income. This poses high-level risk for farmers dependent on rainfed agriculture. The extreme climate variation felt in the Philippines and Australia is caused by the El Niño Southern Oscillation (ENSO).

The Philippine Institute for Developmental Studies (PIDS) defines ENSO as the "interaction between sea and atmosphere variations that potentially influences extreme climate events in the world". The atmosphere over the Pacific Ocean and the sea surface temperature vary, causing the abnormal climatic events. The phenomena El Niño and La Niña are the warm and cold phases of ENSO.

The country's experience with ENSO is characterized by drought, strong winds, floods, and sudden variations in atmospheric pressure. All these consequently have strong impact on ecological and agricultural systems across the country. Mitigating strategies on climatic risk endemic to rainfed agriculture is necessary if only to prevent decision-making uncertainties slice a fraction from a farmer's hard-earned farm income. (Ma. Lizbeth J. Baroña)

## Understanding...from page 4

them from aggressively pursuing IPR," she reasoned.

Since patent ownership is a delicate matter, it needs extensive and meticulous evaluation. She explained that the patent application includes several processes such as the applicant's drafting of "claims" to determine the extent of patent protection, and substantive examination of the invention done by the IPO examiner.

Although the application is difficult, she stressed that the process is logical and crucial in ensuring that the invention is worth the protection and benefits it will give to the owner. Besides, the IPR system that is being institutionalized at BAR aims to

"develop domestic and creative activity, facilitate transfer of technology, attract foreign investment, and ensure market access for our products."

Dr. Agillon recalled that when she was sent to Sweden for training in Genetic Resources and IPR, her American instructor, Dr. Fred Ehrbisch, always asked them to answer the question, "Why do we need intellectual property rights?" Every time he asked, they answered them with firmness, "To benefit society."

That says it all. ■

### Sources:

- 1) Intellectual Property Office  
<http://www.ipophil.gov.ph>
- 2) World Intellectual Property Organization  
<http://www.wipo.int/>
- 3) Legal document prepared by Atty. James Dennis C. Gumpal (BAR Legal Unit): "BAR Intellectual Property Management System"



## BAR holds...from page 1

exhibits on 8 August 2005 with Ms. Madelina Y. Panganiban, wife of Secretary Panganiban and Ms. Virginia Agcopra of the Congressional Oversight Committee on Agriculture and Fishery Modernization (COCAFAM). The ribbon cutting is immediately followed by the opening program with Department of Agriculture (DA) Secretary Domingo F. Panganiban as guest of honor

In the afternoon, BAR convenes heads and officials of the Regional Integrated Agricultural Research Centers (RIARCs) and Regional Fisheries Research Development Centers (RFRDCs) for a consultation/business meeting that focuses on updating management and operations of the regional centers, updating BAR's programs and operations in relation to these centers, briefing on the National Technology Commercialization Program (NTCP).

In the morning of 9 August, BAR holds a seminar on innovative developments in agriculture and fisheries. Presentations are held on a concurrent sessions, one at the BAR Conference Room and another at the BAR RDMIC Building Lobby. Among the topics to be presented are: "Trends in the Application of the Geographical Information System (GIS) in Agriculture and Fisheries Technology Commercialization (Dr. Esteban C. Godilano, BAR), "Extension and Training Support to the Technology Commercialization Program of Agriculture and Fisheries" (Dir. Asterio P. Saliot/ Asst. Dir Alberto Maninding, ATI), "Improved and Innovative Marketing Strategies Responsive to

New Developments in Technology Commercialization" (Mr. Francisco A. Ramos III, DA-AMAS), and "Knowledge Management Strategies for the Promotion of Agriculture and Fisheries R&D: Views from the Private Sector and Business Community (Ms. Maria Corazon T. Lopez, GMA 7 subsidiaries consultant and dean of Assumption College).

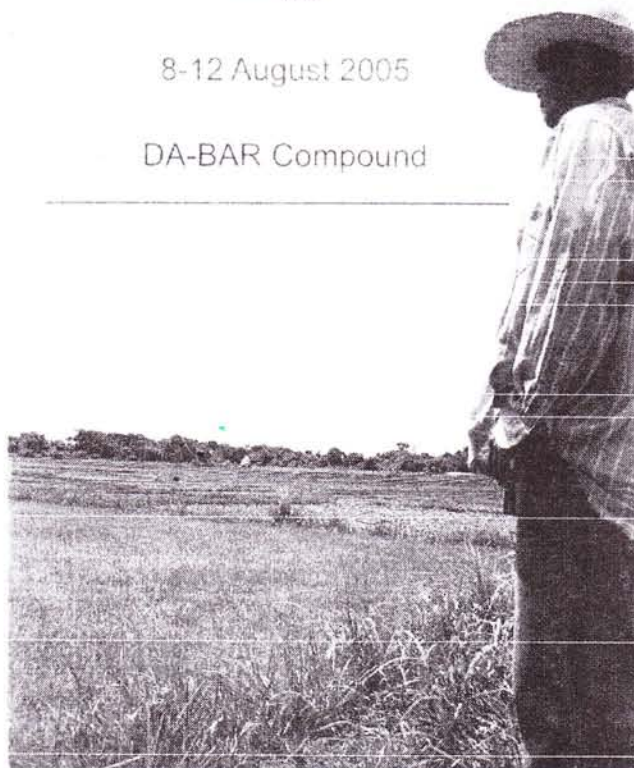
The other seminar focuses on: "Organic Agriculture: Trends, Prospects and Opportunities for RDE" (Asst. Dir. Wilfredo C. Cabezón, DA-BSWM), "New Developments in Plant Genetics and Resources by the Private Sector Research and Development Program" (President Willy Co, Asia Pacific Seed Association), "Production and Marketing Organic Fertilization in Support to Agriculture and Fisheries Research and Development" (President Rosalinda Tan, Organic Producer and Traders Association), and "Strategy to Increase Rice Production Without Chemical Fertilization" (President Roberto S. Salido, SAGANA 100 Philippines, Inc.).

The 2<sup>nd</sup> Agriculture and Fisheries Technology Forum is held in the afternoon with the presentation of eight commercially viable technologies in the areas of crops,

## 2nd Agriculture & Fisheries Technology Forum

8-12 August 2005

DA-BAR Compound



livestock, and fisheries. Technologies to be presented are potato seed system, organically grown vegetables, breeding and management of mallard ducks, sweetpotato pulp as feeds for broilers, formulation of *Ichthyocides* from Derris plants, and seaweed culture using triangular methods. Presenters come from DA staff bureaus and attached agencies, regional DA offices, and state colleges and universities (SCUs).

The technology forum underscores BAR's commitment to define itself in the challenging role of modernizing the country's agriculture and fisheries industry. BAR hopes to play an important role in improving the living conditions of farmers and fisherfolk through the promotion of mature technologies that would increase their income and sustain their livelihood. (Rita T. dela Cruz)



# Bangus deboning means zero waste

Members of the Tula Talogtog Ubagan Livelihood Association, mostly housewives, students, and farmers, claim that in *bangus* deboning, nothing is wasted. All parts gutted from the fish before deboning, with the exception of its gall bladder and gills, becomes useful products to two other commodities—cookies and polvoron, and bagoong. The Association's members, housed at the Don Mariano Marcos Memorial State University (DMMMSU)-Institute of Fisheries in Sto. Tomas, La Union, have kept themselves busy for almost a year now.

According to Professor Pemy Lachica, the Association's adviser, the deboned *bangus* processed either as *tinapa* (smoked) or *dinaing*, is marketed to several parts of the Philippines and the Middle East. The powdered fishbones mixed with flour are used for calcium-enriched cookies and polvoron. DMMSU is studying the market for this product. The *bangus* intestines are used as



Members of the Tula Talogtog Ubagan Livelihood Association during the short *bangus* deboning demo held at DMMMSU, Sto. Tomas, La Union

ingredient for the making of *bagoong* (fish paste), a product which Region 1 is famous for.

These activities have become one of the sources of livelihood of the Association, with 70-30 sharing of profits, 70% goes to the workers while

30% goes to the Association's revolving fund.

The project is a joint venture of the DMMMSU-Institute of Fisheries, the Ubagan Livelihood Association, and the DA-Bureau of Fisheries and Aquaculture Resources Region 1 with DA-RFU 1 Regional Executive Director Nestor Domenden as head of the implementing team. Before the start of the project, DMMMSU-Institute of Fisheries Director Juanito Rualo initiated technical trainings and demonstrations to the Association's members while DA-BFAR provided them with reading materials, deboning kits, and a chest freezer.

*Bangus* is a profitable industry in the Philippines due to its high demand both by the local and the international markets. Its promise is due to high export quality and production sustainability making it one of the biggest contributors in the aquaculture sector for the last several decades. (Angela E. Obnial)

## Panganiban...from page 1

shared responsibilities. This is part of the overhauling of the Department, anchored on the premise of providing transparency, accountability, consistency, people participation and partnership (with LGUs, private sector, and civil society).

He also mentioned the importance of hardwork and synergy among key players of the agriculture and fishery sectors. His emphasis on the synergy of the sector's stakeholders acknowledged their critical role as providers of solutions to the many

problems and challenges confronting agriculture today.

Secretary Panganiban expressed the same sentiments for the staff of the Department. According to him, success can only be achieved if everyone did his or her part. He values work so much that he expects the same attitude from his staff.

## First real aggie secretary

Unknown to many, Panganiban is the only agriculture secretary with a degree in agriculture. He completed his BS

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# BAR crafts strategic plan for next 5 years



*One group of BAR staff during the strategic planning workshop*

**W**ith the final phase of the five-year plan of the Bureau of Agricultural Research (BAR) coming to an end this year, officials of the Bureau led by Director Nicomedes P. Eleazar, convened to craft BAR's strategic plan for 2006-2010.

The group revisited the Bureau's vision and mission vis-à-vis the 10-point agenda of President Macapagal-Arroyo. They formulated

goals, objectives, and performance indicators essential for the smooth operation of BAR. During the workshop the group developed plans of action and identified adjustments to be made in the structures, policies, and deployment of resources to successfully implement its strategic plan.

The planning workshop was held at the Eugenio Lopez Center, Antipolo City with Ms. Ophelia Del

Puerto Tongco, director for Operations Management Office of the Development Academy of the Philippines (DAP) as the facilitator.

In crafting its strategies for the next five years, BAR was guided by the twin goals of the Department of Agriculture (DA): creating more jobs and making wage goods affordable. In relation to this, BAR staff also used the eight-point R&D strategy of Director Nicomedes P. Eleazar as guideposts on what the Bureau envisions to achieve in the coming years.

Building on the progress made in the last five years, BAR continues to focus on its five major goals, namely: enhancing its capacity towards a responsive R&D, consolidating and strengthening the R&D system, managing R&D funds effectively, implementing client-responsive and market-led integrated agenda and programs, and increasing access to R&D knowledge.

BAR also reviewed its performance for 2001-2005 and identify issues affecting BAR's systems and policies. *(Rita T. dela Cruz)*

## *Panganiban...from page 1*

Agriculture at the University of the Philippines Los Baños (UPLB), major in agronomy and plant protection. He holds a masters degree in Public Administration from UP Manila.

The man from Tanauan, Batangas started as a plant pest control worker at the Bureau of Plant Industry (BPI) in Zamboanga City right after graduating in college and eventually rose to the top of the ladder to become DA undersecretary for almost five years and now, secretary of DA.

He is an expert in food production with more than 40 years of experience. He became the senior adviser for the national rice program of former Secretary Yap. Panganiban's expertise was also recognized in other countries. He worked as consultant for the United

Nations' Food and Agriculture Office in Cambodia, Laos, Myanmar, and Vietnam. He played a big role in the successful implementation of the Masagana 99 rice productivity program of President Ferdinand E. Marcos and Agriculture Minister Arturo Tanco in the 1970s. It was during this time that the country did not only become self-sufficient in rice but also exported this staple to other countries. His efforts were

rewarded, reaping honors and merits from various institutions and award-giving bodies. Among the most significant include: *Presidential Plaque of Merit* (1967) for giving honor and credit to BPI, *Presidential Golden Plow Award* (1974) for his successful implementation of the world renowned Masagana 99 Rice Program and, *Budiras Award* (1976) for his outstanding performance in the field of food production. *(Rita T. dela Cruz)*

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