

MILK FEED PLUS PROJECT
EXPANSION OF THE NDA MILK FEEDING PROGRAM UTILIZING LOCALLY PRODUCED MILK
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I. Project Background:

The National Dairy Authority (NDA) is the central policy determining and directing body tasked to ensure the accelerated development of the Philippine dairy industry in accordance with the policies and objectives set forth in Republic Act 7884 otherwise known as the National Dairy Development Act of 1995.

Among the objectives of the law is, to enhance children's, pregnant and nursing mothers' nutritional intake through the promotion of locally produced milk and milk products. Section 16 specifically states that government's nutrition programs requiring milk and dairy products shall be sourced from small farmers and dairy cooperatives in coordination with the National Dairy Authority.

In compliance with RA 7884, the NDA initiated the Milk Feeding Program that addresses the issues of poverty by rescuing children from malnutrition while providing a steady flow of income to local dairy farmers and their cooperatives. The National Nutrition Council attests to the effectiveness of milk feeding to rehabilitate malnourished children. Through NDA-facilitated milk feeding activities, beneficiaries experienced improvement in nutritional status. In August 2002, the National Economic and Development Authority (NEDA) certified the inclusion of the National Milk Feeding Program in the National Priority Plan of the government.

However, because of NDA's limited budget the Milk Feeding Programs cannot be sustained and children beneficiaries cannot be expanded. The number of children beneficiaries that need to be covered by the program is too wide but because of budget limitations NDA has only covered 283,672 children beneficiaries since its inception in 1995 up to 2003.

In January 2003, President Gloria Macapagal-Arroyo issued directives to use the Department of Agriculture's PL480 funds from the United States of America for the implementation of feeding programs for the pupils of primary schools in poor districts.

The NDA seized the opportunity to have its milk feeding activities funded and proposed the **Milk Feed Plus Project- "Expansion of the NDA Milk Feeding Program Utilizing Locally Produced Milk"**. In response to the President's instructions, the Department of Agriculture has approved the said project as one of its official projects for US PL480 funding.

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The implementation of the project did not happen upon its approval in 2003. The first budget release for the project came only in December 2006 providing for Php29.56 Million for the milk feeding of children in Regions III-XII. The said budget release jump-started the implementation of the first batch of milk feeding activities in 2007. Funds for the dairy animal and infrastructure component of the project plus the funds for the 2nd Batch of milk feeding activities were released one after the other and project completion was set until December 29, 2011 and was later on extended until June 2012.

II. Project Objectives:

1. Improve the nutritional status of malnourished children in municipalities with high malnutrition prevalence rate.
2. Provide livelihood opportunities to dairy farmers by tapping them as suppliers of milk in milk feeding programs.

III. Project Description:

The **Milk Feed Plus Project- “Expansion of the NDA Milk Feeding Program Utilizing Locally Produced Milk”** has two major components, the milk feeding component and the livelihood component. The project aims to be an effective vehicle that will address malnutrition problem among targeted children beneficiaries while serving as market propeller for local milk production and providing livelihood opportunities among local dairy farmers.

Milk feeding Programs will be conducted in selected regions all over the country utilizing locally produced milk by participating dairy farmers. Dairy Animals will be provided by the project to qualified farmers giving them the opportunity to acquire dairy animals and render support to other farmers currently engaged in the business of dairying. Likewise, the project will also establish milk processing plants where raw milk produced locally will be processed into good quality milk and dairy products that will be sold commercially and served in milk feeding programs.

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The Milk Feeding Program Component

Some 24,800 malnourished children from Regions III to XII were the target beneficiaries of the milk feeding programs. Identified provinces where milk feeding activities will be implemented are; Bulacan, Aurora, Cavite, Albay, Camarines Norte, Camarines Sur, Antique, Iloilo, Negros Occidental, Negros Oriental, Cebu, Bohol, Siquijor, Leyte, Southern Leyte, Zamboanga del Norte, Zamboanga del Sur, Zamboanga Sibugay, Bukidnon, Misamis Oriental, Misamis Occidental, Camiguin, Lanao del Norte, Davao del Sur, Davao Oriental, South Cotabato, Sultan Kudarat, North Cotabato.

Children are identified and selected from the results of the yearly Operation Timbang conducted nationwide. They are chosen from areas with high prevalence of malnutrition. Each child- beneficiary receives a pack of 200ml or 180 ml of fresh milk or chocolate-flavored milk per day, five (5) times a week from Monday to Friday for a duration of 120 feeding days.

Periodic weight measurement is conducted in monitoring the nutritional progress of the beneficiaries.

Strategies

A cost-sharing scheme with provincial and municipal government units and organizations allows the program to expand its coverage even up to far flung areas. Local government units share the cost of the program through an allocation of the local nutrition budget. This cost-sharing scheme in the implementation of milk feeding activities may be but not limited to financial, physical, administrative and technical assistance.

Expected Output: Milk feed 24,800 children in Regions III-XII.

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The Livelihood Component

This component is further broken down into two parts namely; the Dairy Animal Procurement and Distribution and Milk Processing Plant Establishment.

The **Dairy Animal Procurement and Distribution Component** entails the procurement of 300 head dairy cattle and its distribution to qualified dairy farmers. Dairy cattle selected and procured are imported crossbreds of Holstein Friesian and Sahiwal breeds. Upon their arrival in the country they are subjected to NDA evaluation prior to acceptance. They are quarantined for 45 days prior to distribution to qualified dairy farmers.

Farmer recipients of dairy animals will supply the milk needed for milk feeding programs which will serve as their initial market. The income from milk sales will provide the farmers their daily cash as they await harvest from their crops. Meanwhile, as milk feeding programs are implemented, commercial markets will be explored as well.

The **Milk Processing Plant Establishment component** involves the installation of milk processing plants (mpp) and all necessary processing machinery and equipment. The project commits to establish milk processing plants in dairy areas requiring processing facilities subject to NDA evaluation. Provision of these milk processing plants ensures the delivery of safe and good quality milk and milk products to consumers.

Expected Output: Procure and distribute 300 head dairy cattle.
Establish 2 milk processing plants.

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IV. Project Results

Highlights of Accomplishments

Milk Feeding Program	
Number of children beneficiaries	50,209 children
From Milk Feed Plus Funds	28,889 children
From PGU & LGU Counterpart	21,320 children
Nutrition Improvement Rate	92% to 95%
Livelihood Program	
Number of farmers who supplied milk to the project	10,822 farmers
Contribution to Farmers; Income from Sale of Milk	P23.06M
Number of dairy cattle (crosses) procured and distributed	229 heads
Number of animals produced	287 heads
Number of Milk Processing Plants (mpp) established	1 mpp
Number of Milk Processing Plants (mpp) upgraded	1 mpp

Accomplishment: Milk Feeding Component

The project target was to milk feed 24,800 children. Actual children milk fed by the project was 28,889 or 16% higher than the target, thus, milk feeding 4,089 children more out of the project funds. Since local government units actively participated in the counterpart-sharing scheme, they were able to sponsor additional 21,320 children. As a result, the total number of children milk fed reached 50,209 which more than doubled the project target. The milk feeding program was able to serve children in 10 regions, 29 provinces and 8 cities nationwide. (See Map and Table 1)

Milk feeding activities were conducted in two batches (Batch 1 and Batch 2) relative to the project funds released. The nutritional status and weight improvement result revealed a **92.05%** (Batch 1) and **95.47%** (Batch 2) improvement rates. (See Maps and Tables 2 and 3)

Aside from the significant nutrition and weight improvement ratings achieved, other physical and behavioral changes in the beneficiaries were also noted. This information was gathered from interviews with parents and teachers in participating communities and schools.

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A. Physical manifestations

- * Acquired rosy, smooth skin and clear eyes
- * Increase in height and weight
- * Developed good posture
- * Developed good eating habits and improved appetite
- * Minimized skin rashes
- * Physically active and alert
- * Deeper and longer hours of sleep
- * Improved performance in daily school activities

B. Other positive indicators

- * Improved grades and study habits
- * Improved alertness and attention span
- * More active in class
- * Minimized absenteeism and tardiness
- * Showed some degree of personal discipline

Around 10,822 dairy farmers earned income from sale of milk as they supplied milk in milk feeding programs. Local dairy farmers earned approximately P23.06 Million from milk sales as farm gate price ranged from P18.00 to P20.00 per liter.

Accomplishment: Dairy Animal Procurement and Distribution

Dairy animals procured were 229 head dairy cattle crossbreds imported from New Zealand and distributed to dairy farmers of cooperatives in Batangas, Quezon, Laguna and Albay. The original target of the project was to purchase 300 heads, however, due to price increase only 229 heads were purchased because import cost per animal increased from P80,000 to P120,000 per head.

From the original 229 heads purchased, total herd inventory reached 516 heads with heifers, bulls and calves added to the original dams. These animals produced some 1,170,039 liters of milk from 2009 to 2011. **From 2008 before the infusion of 229 dairy cattle up to June 2012 an increase in the national dairy cattle inventory of 4,589 heads was noted of which 11% was contributed by the project. Likewise in milk production, 44% of the increase in national milk production came from the project.**

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Original heads Imported by the Project - 229 pregnant heifers			
Contribution to National Dairy Cattle Inventory		Contribution to National Local Milk Production	
Dairy Cattle Inventory Before the Project (2008)	15,073	Local Milk Production Before the Project (2008)	13,810,000
Dairy Cattle Inventory After Project Period (June 2012)	19,662	Local Milk Production After Project Period (Dec. 2011)	16,450,000
Increase in Dairy Cattle Inventory	4,589	Increase in Local Milk Production	2,640,000
Contribution of the Project	516 heads	Contribution of the Project	1,170,039
% Contribution by the Project	11%	% Contribution by the Project	44%

Offspring of these imported dairy animals will be sold and distributed to new and existing dairy zones.

Accomplishment: Milk Processing Plant Establishment and Upgrading

A Milk Processing Plant was constructed at Pulong Buhangin, Sta Maria, Bulacan with Sta. Maria Dairy Farmers Cooperative as the main project beneficiary (Figure 1). As of to date, building construction is 98% completed with minor finishing touches being done such as repainting of building and attachment of additional door. The newly shipped milk processing equipment were already installed and a three-phase electric power source is now connected to the milk processing plant building ready for operation.

The upgrading of the Baguio Milk Processing Plant (Figure 2) operated by Mt. High Livestock Multi-Purpose Cooperative in Baguio Stock Farm, Sto. Tomas Road, Baguio City is on-going. Replacement of tiles, modification of doors, provision of partition walls and concreting of floors are currently being done. Target date of completion is December 2012.

The identified recipients of milk processing plant construction and upgrading were subjected to NDA evaluation.

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Table 1. Milk Feeding Accomplishments as of June 30, 2012

Region	Province	Children Beneficiaries		
		Total	NDA-MFPP	Counterpart
III	Aurora	2,748	2,034	714
	Bulacan	3,984	2,085	1,899
III Total		6,732	4,119	2,613
IV	Cavite	1,053	445	608
IV Total		1,053	445	608
V	Albay	1,100	467	633
	Camarines Sur	665	310	355
	Cam Norte	310	220	90
V Total		2,075	997	1,078
VI	Antique	1,296	648	648
	Iloilo	533	280	253
	Negros Occ.-San Carlos City	500	250	250
	Negros Occidental	3,820	1,873	1,947
VI Total		6,149	3,051	3,098
VII	Bohol	570	368	202
	Cebu City	1,798	899	899
	Cebu-provincewide	4,546	2,273	2,273
	Siquijor	1,413	1,196	217
	Dumaguete City	500	250	250
	Negros Oriental	463	215	248
	VII Total		9,290	5,201
VIII	Biliran	500	388	112
	Leyte	1,117	684	433
	Southern Leyte	1,176	900	276
VIII Total		2,793	1,972	821
IX	Zamboanga del Norte	551	551	-
	Zamboanga del Sur	2,708	1,354	1,354
	Zamboanga Sibugay	700	350	350
IX Total		3,959	2,255	1,704
X	Bukidnon	1,988	1,003	985
	Camiguin	303	152	151
	Iligan City	400	200	200
	Lanao del Norte	2,962	1,481	1,481
	Mis Occ-Ozamiz City	500	250	250
	Misamis Oriental	3,684	2,432	1,252
X Total		9,837	5,518	4,319
XI	Davao City	31	16	15
	Davao del Sur	1,150	1,140	10
	Davao Oriental	1,558	1,362	196
XI Total		2,739	2,518	221
XII	Cotabato City	335	167	168
	General Santos City	1,106	553	553
	North Cotabato	1,710	877	833
	South Cotabato/Gen. Santos City	1,647	824	823
	Sultan Kudarat	784	392	392
XII Total		5,582	2,813	2,769
Grand Total		50,209	28,889	21,320

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Table 2. Nutritional Status Result, Milk Feeding Batch 1

Region	Province	No of Beneficiaries	No of Drop Outs	Final No. of Children Weighed	Improved		Maintained NS with Weight Increase		Total Beneficiaries w/ Improvement	Total Improvement Rate (Col. 6+8)
					No.	%	No.	%	No.	%
					(f)	(g)	(h)	(i)	(j)	(k)
III	Aurora	2,100	0	2,100	1,078	51.33	673	32.05	1,751	83.38
	Bulacan	3,049		3,049	1,206	39.55	1,643	53.89	2,849	93.44
III		5,149	0	5,149	2,284	44.36	2,316	44.98	4,600	89.34
IV	Cavite	350	0	350	263	75.14	85	24.29	348	99.43
IV		350	0	350	263	75.14	85	24.29	348	99.43
V	Camarines Sur	455		455	188	41.32	220	48.35	408	89.67
	Albay	600		600	284	47.33	224	37.33	508	84.67
V		1,055	0	1,055	472	44.74	444	42.09	916	86.82
VI	Iloilo	533	0	533	219	41.09	282	52.91	501	94.00
	Negros Occidental	2,839	0	2,839	1,360	47.90	1,225	43.15	2,585	91.05
	Antique	1,296	53	1,243	466	37.49	568	45.70	1,034	83.19
VI		4,668	53	4,615	2,045	44.31	2,075	44.96	4,120	89.27
VII	Cebu	6,343	29	6,314	2,045	32.39	3,582	56.73	5,627	89.12
	Siquijor	1,017	13	1,004	365	36.35	609	60.66	974	97.01
	Bohol	394	5	389	132	33.93	237	60.93	369	94.86
VII		7,754	47	7,707	2,542	32.98	4,428	57.45	6,970	90.44
VIII	Leyte	1,117	30	1,087	337	31.00	477	43.88	814	74.89
	Southern Leyte	1,176	4	1,172	227	19.37	822	70.14	1,049	89.51
	Biliran	500	0	500	187	37.40	183	36.60	370	74.00
VIII		2,793	34	2,759	751	27.22	1,482	53.72	2,233	80.94
IX	Zamboanga del Sur	2,708	0	2,708	1,624	59.97	1,008	37.22	2,632	97.19
	Zamboanga del Norte	551	0	551	243	44.10	280	50.82	523	94.92
IX		3,259	0	3,259	1,867	57.29	1,288	39.52	3,155	96.81
X	Lanao del Norte	2,000	0	2,000	1,191	59.55	719	35.95	1,910	95.50
	Misamis Oriental	3,229		3,229	1,340	41.50	1,644	50.91	2,984	92.41
	Bukidnon	1,988	0	1,988	1,021	51.36	851	42.81	1,872	94.16
	Camiguin	303	0	303	66	21.78	178	58.75	244	80.53
	Misamis Occidental	500	0	500	163	32.60	315	63.00	478	95.60
X		8,020	0	8,020	3,781	47.14	3,707	46.22	7,488	93.37
XI	Davao Oriental	1,558	0	1,558	812	52.12	734	47.11	1,546	99.23
	Davao del Sur	832	0	832	401	48.20	411	49.40	812	97.60
XI		2,390	0	2,390	1,213	50.75	1,145	47.91	2,358	98.66
	South Cotabato	2,316	0	2,316	1,329	57.38	930	40.16	2,259	97.54
	North Cotabato	1,710	0	1,710	873	51.05	835	48.83	1,708	99.88
	Sultan Kudarat	784	0	784	465	59.31	304	38.78	769	98.09
XII		4,810	0	4,810	2,667	55.45	2,069	43.01	4,736	98.46
GRAND TOTAL		40,248	134	40,114	17,885	44.59	19,039	47.46	36,924	92.05

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Table 3. Nutritional Status Result, Milk Feeding Batch 2

Region	Province	No of Beneficiaries	No of Drop Outs	Final No of Children Weighed	Improved		Maintained NS with Weight Increase		Total Beneficiaries w/ Improvement	Total Improvement Rate (Col. 6+8)
					No.	%	No.	%	No.	%
					f/e		h/e	f+h	j/e	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(K)
III	Aurora	648	0	648	288	44.44	344	53.09	632	97.53
	Bulacan	935	0	935	265	28.34	540	57.75	805	86.10
III		1,583	0	1,583	553	34.93	884	55.84	1,437	90.78
IV	Cavite	703	0	703	638	90.75	65	9.25	703	100.00
IV		703	0	703	638	90.75	65	9.25	703	100
V	Camarines Sur	210	0	210	62	29.52	131	62.38	193	91.90
	Camarines Norte	310	0	310	122	39.35	145	46.77	267	86.13
	Albay	500	0	500	365	73.00	119	23.80	484	96.80
V		1,020	0	1,020	549	53.82	395	38.73	944	92.55
VI	Negros Occidental	1,481	0	1,481	1,174	79.27	278	18.77	1,452	98.04
VI		1,481	0	1,481	1,174	79.27	278	18.77	1,452	98.04
VII	Negros Oriental	963	3	960	331	34.48	587	61.15	918	95.63
	Siquijor	397	0	397	160	40.30	219	55.16	379	95.47
	Bohol	176	3	173	72	41.62	93	53.76	165	95.38
VII		1,536	6	1,530	563	36.80	899	58.76	1,462	95.56
IX	Zamboanga Sibugay	700	0	700	524	74.86	151	21.57	675	96.43
IX		700	-	700	524	74.86	151	21.57	675	96.43
X	Lanao del Norte	1,362	0	1,362	1,003	73.64	288	21.15	1,291	94.79
	Misamis Oriental	455	0	455	307	67.47	138	30.33	445	97.80
X		1,817	-	1,817	1,310	72.10	426	23.45	1,736	97.80
XI	Davao del Sur	349	0	349	220	63.04	126	36.10	346	99.14
XI		349	0	349	220	63.04	126	36.10	346	99.14
XII	South Cotabato	772	0	772	577	74.74	172	22.28	749	97.02
XII		772	0	772	577	74.74	172	22.28	749	97.02
GRAND TOTAL		9,961	6	9,955	6,108	61.36	3,396	34.11	9,504	95.47