

Environmental scanning for rice industry

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They exhibit the trend that as incomes rise, people would consume less rice & corn in favor of other foods, such as produce, meat, fish, and baked goods. Maintaining a favorable rice supply-demand balance in Asia in the future depends largely on the exploitation of the production capacity of the rain fed systems in low- income countries. Arbitration The other force that will dampen the demand for rice is the trend of arbitration. As people move from rural to urban areas, energy needs decrease somewhat since employment tends to be mental labor as opposed to physical labor.

Also, the cost of meeting non-foodbasic needs, such as education, healthcare, transport and recreation services, is higher in urban areas; therefore a smaller share of the family budget is available for staple food. The balance between staple and non-staple food also shifts for various reasons: the greater awareness of the importance of a balanced diet; and the widespread practice of eating away from home, due to the availability of food services and as a result of the greater participation of women in economic activities.

Consequently, for the same level of income, per kaput consumption of rice is generally lower in urban areas than in rural areas In Asia, the level of arbitration remains low, but it is projected to grow rapidly with economic development (GIN, 2002). The demand for rice is destined to decline as an ever larger proportion of people live in urban areas. Exports/lamppost The Philippines are one of the biggest importers of rice in the world. On the other hand when it comes to imports the Philippines' area harvested to rice is very small impaired with major rice producing countries in Asia.

This is the major reason why we import rice. Although we say that we are an agricultural country, we do not have large land resource to produce our total rice requirement. ; What types of marketing strategies are prevalent within the industry?

1. Determine what your production costs are going to be for the upcoming season as closely as you possibly can.
2. Forward contract about half of what you are expecting in production and use futures and options with the other half of the crop to try to lock in prices.
3. Deal with a banker who understands the markets.

Separate your crop loan from your hedging loan and make sure your spouse knows what is going on.

4. Invest in grain bins. You will have more marketing options and not be forced to sell your grain at harvest time. Plus, you do not have to pay storage.

5. Look at a price chart once a week of the particular commodity that you are growing to see what the trends are. You can subscribe to a charting service or look it up on seasonal? ; Is the industry sensitive to economic fluctuations? No. Because if the price of rice goes up or down which the people most graciously prefer, people will still look for rice. Do you know that

Government Can Sometimes Improve Market Outcomes?

Even those in poverty would have to work just to have rice on the table in every mealtime as much as possible. The price of the rice may move but the people love for rice will remain unaffected. B. Industry Developments, News, Innovations, and Government Regulation ; Industry Development Developing Technologies to Break the Low Rice Yield Barriers in Rainfed, Upland, and other Adverse Environments This program focuses on appropriate production technology options that are guaranteed to be accessible in the target environments for the rice and rice-based stakeholders; high-yielding varieties shall contribute 0.7 t/ha yield increment which is attributable to the developed technologies; integrated crop management options shall be ascertained from land preparation and crop establishment, soil, water and nutrient management, to post production technologies which will increase yield by 0.5 t/ha to 1.0 t/ha. Likewise, appropriate pest management strategies are expected to reduce yield loss by 10%. Water availability at critical rice growth stages and for subsequent crop is ensured and intensified and diversified cropping systems shall provide an estimated increase in profitability per year.

Developing Technologies to Surpass the Direct Seeded Irrigated Lowland Rice Yield Plateau

The program seeks to develop rice lines and suitable varieties with yield potential of more than 10 t/ha that will be available and with good grain quality that can withstand a wide range of stresses due to diseases, insects, and biotic conditions. They are likewise expected to have very good to excellent seedling establishment under drought and/or waterlogged

conditions, tolerant to lodging, and with excellent head rice and milling recovery. Read about benefits of environmental scanning

Natural Products ; Value-Adding Systems Program

Filipino farming households and communities are to benefit from high quality, micro- uterine-dense rises, with longer shelf life, thus helping address the problem on malnutrition. Additionally, rice-based food products and beverages with good Communities are to have capacity enhancement activities and an access to alternative beneficial uses of rice by-products and other farm biomass. Program 3 shall promote community-based conservation, natural and organic farming or diversified farming systems models and enterprises, value-added products from Appalachian, and policies on sustainable farming.

Energy in Rice Farming The Energy in Rice Farming Program aims to explore and develop energy sources and inputs for and from rice and rice-based farming and their applications to help in coming up with sustainable and cost-effective mechanized rice production and postposition systems. CIT for Development Philippic utilizes the advances in information andcommunicationtechnologies to reach more farmers and extension workers; and share our work and results to the scientific community, academe, and the public.

We have made access to rice information easier and faster through our Farmers' Text Center (0920-911-1398) and Pinot Rice Knowledge Bank ([www. Pinpoint. Com](http://www.Pinpoint.Com)). Currently, we are working on the establishment of a Philippine Rice Academy, an advanced research and training academy, which

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will promote 21st century farm techniques. These modern techniques are anchored on precision agriculture principles and practices and entail the use of machines, information technologies, and biotechnology.

Information System is also being utilized to help improve research and development, technology demonstration and deployment, and rice production. Through system innovations, we have produced interactive electronic maps and web pages, real-time field data collection models, online databases, and directories. Through our projects on, among others, site and biophysical characterization, rice mapping, and decision-support system for intensive rice-based farming system, we aim to provide updated data and information for strategic planning and develop early warning systems. News Philippine rice stocks good for 77 days- Bureau of Agricultural Statistics (Bas) Filipino rice farmers urged to follow India Philippines exports 15 metric tons of rice to Hong Kong ; Innovations Rice consumption is projected to increase at a rate corresponding to the population growth. To meet the increasing demand for rice, Philippine continues to develop varieties that respond well to varied rice ecosystems and attacks of pest and diseases. In 2011, we have developed eight new early-maturing varieties for irrigated and rained lowland, and saline-prone areas.

These varieties will not help farmers in adverse ecosystems achieve higher yield but also help reduce their expenses on fertilizers, irrigation, and fuel. Our breeders are continually searching for genetic variability to broaden the gene pool of rice cultivar. They tap the genes in other gene pools such as the wild relatives of Razz and use non-conventional and innovative techniques

such as induced mutation and wild habitation. Several genes are now being pyramided to increase durable resistance through molecular marker-aided selection.

Ongoing studies include developing varieties that are lodging- and herbicide-tolerant, tuning- and bacterial blight-resistant, and stronger hybrids. Direct wet-seeded rice and lines with early seedling vigor are also being developed. Studies on plastic root systems also aid in breeding drought-resistance varieties.

Climate Change Adaptation and Mitigation

Environment factors contribute 20 percent in attaining good harvest; thus the need to help farmers adapt to climate change and ensure the country's rice supply.

Changing climate has adverse effects and impacts on rice production such as shifted crop growing period and reduced crop yields. Studies also show that increasing Philippine temperature may cause more than 30 percent production losses in rice farming communities that are unable to cope with pervasive heat. In response to the threat that climate change poses, we have started our work in developing rice varieties that can tolerate temperatures up to ICC. We are also evaluating released varieties, breeding lines, and traditional varieties to develop or recommend varieties suited for drought-prone areas.

We also optimize biotechnology tools to develop heat- and submergence-tolerant varieties. Incorporating the subs gene to popular and high-yielding varieties such as SSP Race and NCSC Racer is also accelerated so these

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varieties could survive flooding for 14 days during the vegetative stage. Growing vegetables and rice in flood-prone areas would be more productive through floating gardens. The potentials rice production technologies such as Placekick, Alternate Wetting and Drying Technology, Specific Site Nutrient Management, and Minus-One Element Technique in reducing methane emission are being studied.

No- illegal technology is also being pilot-tested not only to help mitigate climate change but also to reduce land preparation costs. Resource Conservation Intensive rice farming had led to the decline in farm productivity and increased deterioration of the soil. Philippic helps improve soil condition through long-term studies on organic and inorganic use of fertilizers and evaluation of organic nutrient contributed to the decrease in diversity of plant genetic resources.