

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to develop and evaluate brochure that can be used by LaTOP in La Trinidad, Benguet.

Specifically, it aimed to determine the socio-demographic profile of the respondents; determine the elements to be considered in preparing the LaTOP brochure; assess the ratings of the respondents about the material in terms of clarity, readability, content and layout; determine the perceived importance on the developed brochure in marketing organic products; and to determine the respondents' recommendation for the improvement of the material.

The respondents of the study were composed of more males and most of them were married. The age of the respondents ranges from 21-72. More than half of the respondents were farmers and mostly reached high school level.

The evaluation of the material was based in terms of the brochure size, layout, content, graphics and clarity of the message as well as the readability.

There were five elements considered in preparing LaTOP brochure as follows: color, content, size, typography and picture. The readability of the brochure had a gunning fog index of 15.1 that falls under average and can be understood by the junior level in high school.

Findings on the evaluation of the developed brochure show that the developed brochure was rated over-all as good. The size of the brochure was preferred by the respondents; letters used were readable, legible and easily understood as said by the respondents; the contents of the brochure were significant for the respondents; the pictures used were appropriate and the message was clear as well as the language used.

Moreover, the number one perceived importance of the material was it educates farmers about the categories of certification. They also said that the material also gives information to the consumers about the LaTOP products.

It is recommended that a final brochure incorporating all the suggestions and recommendations of the clients should be created and be distributed by the organization.

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INTRODUCTION

Rationale

Effective communication is usually the result of a careful selection of the appropriate medium or combination of media available. This is to ensure the transmission of message from one source to another by the use of form or illustration that seems desirable.

Communication (Barker and Gaut, 2002) can be described as social process that uses symbols, languages, and other such means to bring about inter-exchange of thought and meaning between among individuals and groups for better understanding and relationships.

Likewise, Michelsen (2003) described communication as a process of transmitting and receiving symbolic cues, both verbal and non-verbal. It is described as essentially factors for development, taking into account its dynamism and influence (Udenta, 1998) as cited by Dango (2009).

Consequently, in Benguet, La Trinidad Organic Practitioner is the first locally formed certification and quality standard group in Cordillera. It has four market outlets for its organic products in La Trinidad and Baguio City.

Also, it aims to provide an alternative livelihood for the vegetable farmers in the Cordillera and meet customers' clamour for safe vegetable.

According to Tan (2000), as cited by Macaroy (2007), "the most important factor that will ensure the success of organic farming is marketing. Market development also



relies on consumer awareness and confidence in the organic products and this can be secured only with effective information campaign and certification programmer”.

On the other hand, selecting the most appropriate medium will also ensure the effectiveness of information. A brochure is a material that contains details about a company’s products and services. It is also essential to have effective brochure to increase profitability and should be perfect masterpiece containing attractive visuals and good contents (Schurenberg, 2001).

The organic farmers have proven to the world that their farming system is distinguishable from other agricultural systems. It is competitive and provides products of good quality (PCARRD, 2000).

However, according to Ms. Abigail Cadias, LaTOP manager, the production of IEC materials like leaflets, manuals and brochures of LaTOP has been already stopped because some of their staffs are busy and they cannot continue to produce the materials.

Cadias added that based on their assessment on appropriate IEC material they need to produce; brochure was the leading in terms of their audience’s preference. Also, according to her, a brochure can contain the organization’s Internal Guarantee System or Internal Control system for their organic products needed by their consumers.

Given this information, there is a need to develop and evaluate a new brochure for the said organization. This is also important to determine the effectiveness of the material including the problems encountered in producing the said communication materials.



Statement of the Problem

This study aimed to obtain data and information on development and evaluation of brochure that can be used by LaTOP in La Trinidad, Benguet.

Specifically, it tried to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the elements to be considered in preparing the LaTOP brochure?
3. What are the ratings of the respondents about the material in terms of clarity, readability, content and layout?
4. What is the perceived importance of the developed material in marketing organic products?
5. What are the respondent's recommendations for the improvement of the material?

Objectives of the Study

The general objective of the study was to produce or develop and evaluate brochure that can be used by LaTOP in La Trinidad, Benguet.

Specifically, it aimed to:

1. determine the socio-demographic profile of the respondents;
2. determine the elements to be considered in preparing the LaTOP brochure;
3. assess the ratings of the respondents about the material in terms of clarity, readability, content and layout;
4. determine the perceived importance of the developed material in marketing organic products; and
5. determine the respondent's recommendations for the improvement of the material.



Importance of the Study

The result of the study can lead to the improvement of the communication materials, particularly a brochure, which can be used by LaTOP in disseminating information about their organic products. It will also find out ways in determining the difficulties and problems encountered in developing communication materials.

It may be important to LaTOP to know the results of the evaluation of the developed brochure to help them determine the factors to be considered in making a material for their organic products.

Moreover, the result of the study could be used to generate information that will serve as a reference to the other researchers and students who wish to conduct further researches related to the topic.

Scope and Limitation of the Study

This study was limited on development and evaluation of communication materials particularly on brochure that can be used by LaTOP in marketing their organic products in La Trinidad, Benguet.

Moreover, the study focused on the ratings and evaluation of the respondents to the brochure according to content, layout, color and graphics. On the other hand, accuracy was not included since the content of the developed brochure came from the experts of LaTOP.



REVIEW OF LITERATURE

Socio-Demographic Profile

Demographics or demographic data are the characteristics of a population as used in government, marketing or opinion research, or the demographic profiles used in such research. The commonly-used demographics include sex, race, age, income, disabilities, educational attainment, home ownership, employment status, and even location. Distributions of values within a demographic variable, and across households, are both of interest, as well as trends over time (Klauke, 2000).

Likewise, demographics are frequently used in economic and marketing research. It is important to distinguish between demographics and psychographics. Demographic profiling is essentially an exercise in making generalizations about groups of people. As with all such generalizations many individuals within these groups will not conform to the profile - demographic information is aggregate and probabilistic information about groups, not about specific individuals (Wikipedia, 2009).

Elements of Layout

Layout is concerned with how words and images are organized on the page. The purpose of graphic design material is to communicate ideas, messages, visual statements and occasionally, pure aesthetics (Swann, 1987).

Brochure is commonly used tool for public relation. Companies and organizations produce brochures to introduce, show or sell products, or to educate, promote or persuade people to do something (Schurenberg, 2001).



Likewise, a brochure (Austin and Doust, 2007) must show and tell its story in a clear and interesting way, and contains all the information necessary for the reader to make a decision.

However, according to Siebert and Ballard (1992), the brochure design should contain the following elements:

Unity. It should be unified throughout. Use the same design elements, typefaces and styles. Also the same grid on each page, but vary the layout.

Image. Have an inviting image or headline on the cover to draw the reader inside.

Eye movement. Have the information and image arranged so it is easily understood. People read from top to bottom of the page.

Size. It should be sized to best suit its purpose. It should easily fit into an envelope for mailing or into a file folder if the client wants the recipients to keep it.

Balance. Have a careful and functional arrangement of its parts so the reader can move through it in an orderly fashion and understands what's being read.

Color. When considering the choice of colors pay a special attention to its readability. Some colors may prove inappropriate or unreadable. It is also the ultimate tool for symbolic communication.

Evaluating Communication Strategies

Information is essential to the researcher or practitioners responsible for the communication activities, to the partners involved, and the community groups involved, to help them along the way in completing their project, and to recognize, at the end of the



activities, the results that have been achieved as well as the lessons that can be learned for the future (IRDC, 1991) as cited by Bolona (2008).

Leaflet-type of open letter or postcard, designed to be handed out to people, either by hand, by post inserted in local newspapers for distribution, left in venues, shops, restaurants, cafes, libraries, or anywhere they will catch a person's eye. Leaflets are for delivering useful, reusable information. The size and shape of the leaflet is a major factor in its success (Christian Aid, 2007) as cited by Manzano (2008).

Poster- an informative, often decorative way to attract attention to the information it contains. A poster is a bill or placard usually displayed in a public place. It is often decorated with designs or illustrations (SIL International, 1999) as cited by Manzano (2008).

Importance of Communication Materials

There are a number of sequential steps in the process by which a person adopts innovation such as new farming method. First, awareness of the innovation must occur, and the next, interest must be developed and information obtained. Third, this information must be evaluated for its usefulness, and fourth, the person may tryout the innovation in his own situation. If this proves successful, full-scale and continuing adoption may follow (Rogers, 1962) as cited by Lomiwes (2007).

The media are unshakably a part of everyday life in our culture. It has an extensive presence in our society (Anderson, 1988) as cited by Abag (2005). In addition, the mass media are the most effective means of disseminating information in a short period of time.



According to Oskamp (1997), print media (books, magazines, and newspapers) allow readers to determine the time and pace of their exposure and also permit easy reexposure if desired. Research suggest that print media produce better comprehension and retention of complex material than other media, but this advantage does not hold for simple material. The broadcast media (radio and television) now reach nearly everyone in the industrialized nations, including groups as the aged, young children, and people with low education, who are not easily reached by other media and who maybe more persuasible. The visual media (television and films) are considered to be uniquely effective because of the “you are there” immediacy conferred by their visual nature. As a result, they typically receive more complete attention than other media, particularly from children.

De Leon (2000) stated in another level, the media keep the country updated with the latest and appropriate communication structures and communication technology prevalent in globalize world system as useful instrument in developing our economy, society, culture, and politics, among others.

The compilation and analysis of the information and communication material is based on users and category of materials. Uses have been classified into NGOs, trainers, policy makers, SHG leaders, etc. while categories of materials have been grouped as books, films, reports, papers, etc. communication materials are used to carry out various activities required at different stages of the micro-finance operations. It therefore relates to the task effectiveness and outcome expected to be achieved during this process, and how effectively it is being done or can be done (Anonymous, 2008).



As Manzano (2008) cited that the need of the communication materials and correspondingly the materials collected these can be grouped into the following categories.

Comprehensibility- dependent on two important cognitive abilities; understanding of language and understanding of event sequences.

Use of Communication Materials in Marketing

Marketing is the process by which sellers find buyers and by which services move from producers to consumers. The use of communication facilities (Kimpa-oy, 2001) can affect the marketing practices, it can enhance the said activities and it can also give problems to the users specifically the farmers.

As Kimpa-oy cited (2001) that the mass media is a powerful tool. Thus, the use of communication facilities like radio, television and printed materials are effective agent of social change particularly in the marketing aspect.

Studies have established that communication is more effective when more than one sense at a time is engaged. This means that the more media are employed, the greater is the possibility of the messages to reach the people and influence them. Thus, a combination of interpersonal and mass communication are often used (IRRI, 1991) as cited by Bolona (2008).

The purpose of media campaign is to reach a new group of consumers who are less influence by idealistic purchasing motives and more by quality and range of products. In addition, good communication can make it clear to the consumer why the



price is higher for organic products so that the consumer will be prepared to pay more (Kimpa-oy, 2001).

Importance of Brochures

Brochure is a small booklet or pamphlet, often containing promotional material or product information.

Brochures are excellent marketing tools intended to promote new products and services, build a company's image, or give any kind of information. Brochures are graphic pieces that reach existing and potential customers' hands as a faithful representation of your company. The quality of the paper, the definition of pictures, the colors, the finishes, and folds are fundamental aspects since they will determine, in your customers' minds, the quality of your company (Swann, 1987).

In addition a brochure that enjoys an excellent design and printing level will have great impact on a large amount of people, who will actually keep it.

According to Marcus (2008) there are different types of brochure: flyers, bifolds and trifolds.

Flyers or leaflets. Flyers are sheets of paper intended to promote a company's products and services, especially offers. They are targeted at a mass audience, and are generally distributed on the street, at special events or by mail. Flyers are generally small-sized pieces that are as small as or smaller than a letter sheet (8.5'' x 11'').

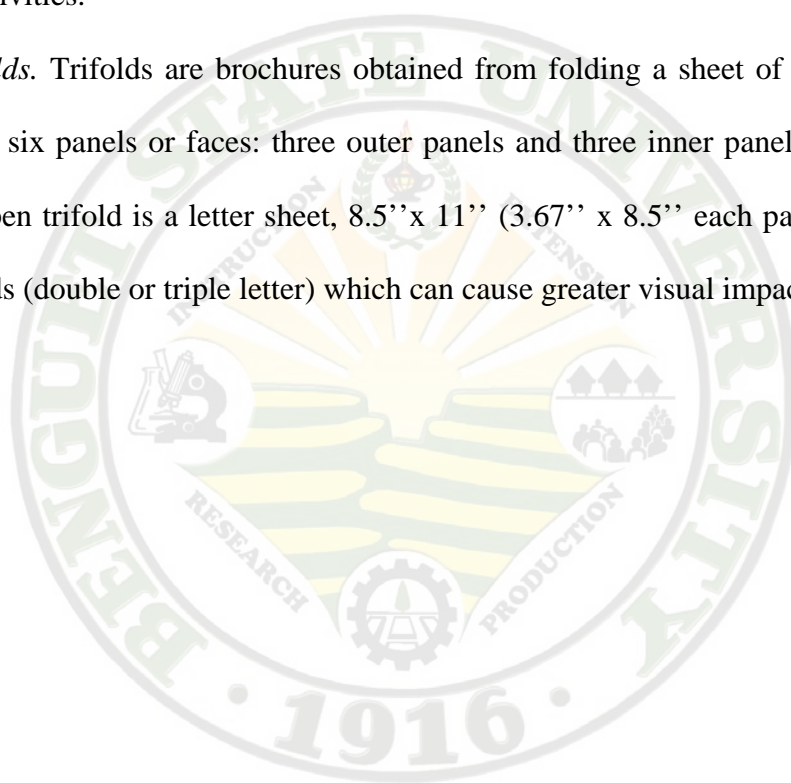
Bifolds. The main characteristic of these brochures is that they are folded in two, producing four panels or faces (a front panel, two inner panels, and a back panel).



Generally, this is obtained when folding a double letter sheet or a single letter sheet, producing 8.5'' x 11'' o 5.5'' x 8.5'' panels, respectively.

The front panel should be attractive and striking so as to encourage consumers to keep reading the content in the inner panels. The back panel is usually used to give the company's contact information (telephone numbers, email addresses, website, street address, opening hours, etc.) Unlike flyers, bifolds can include more information about corporate activities.

Trifolds. Trifolds are brochures obtained from folding a sheet of paper in three, which forms six panels or faces: three outer panels and three inner panels. The average size of an open trifold is a letter sheet, 8.5'' x 11'' (3.67'' x 8.5'' each panel). There are bigger trifolds (double or triple letter) which can cause greater visual impact.



METHODOLOGY

Locale and Time of the Study

La Trinidad is a 1st class municipality in the province of Benguet, Philippines. It is the capital municipality of Benguet (Figure 1).

Also, the LaTOP office is located in La Trinidad where its first operation started. It aims to provide alternative livelihood for vegetables farmers in the Cordillera and meet customers clamour for safe vegetables.

Likewise, La Trinidad is located 5 km north of Baguio City and is 256 km north of Manila. It is bounded on the north by the municipality of Tublay, on the south by Baguio, and on the west by Sablan and Tuba.

It is subdivided into 16 barangays namely, Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Bineng, Betag, Cruz, Lubas, Pico, Poblacion, Puguis, Shilan, Tawang and Wangal.

The municipality has a land area of 8273.80 hectares, representing 3.16% of the provincial land area. The terrain is generally mountainous with springs, rivers and creeks. La Trinidad's valley floor elevation is at 1300 meters above sea level. Elevation ranges from 500 to 1700 meters above sea level.

Because of its temperate climate and high altitude, Benguet is an ideal place for producing vegetables.

This area was chosen because of its suitability for the study. The study was conducted from December 2009 to January 2010.



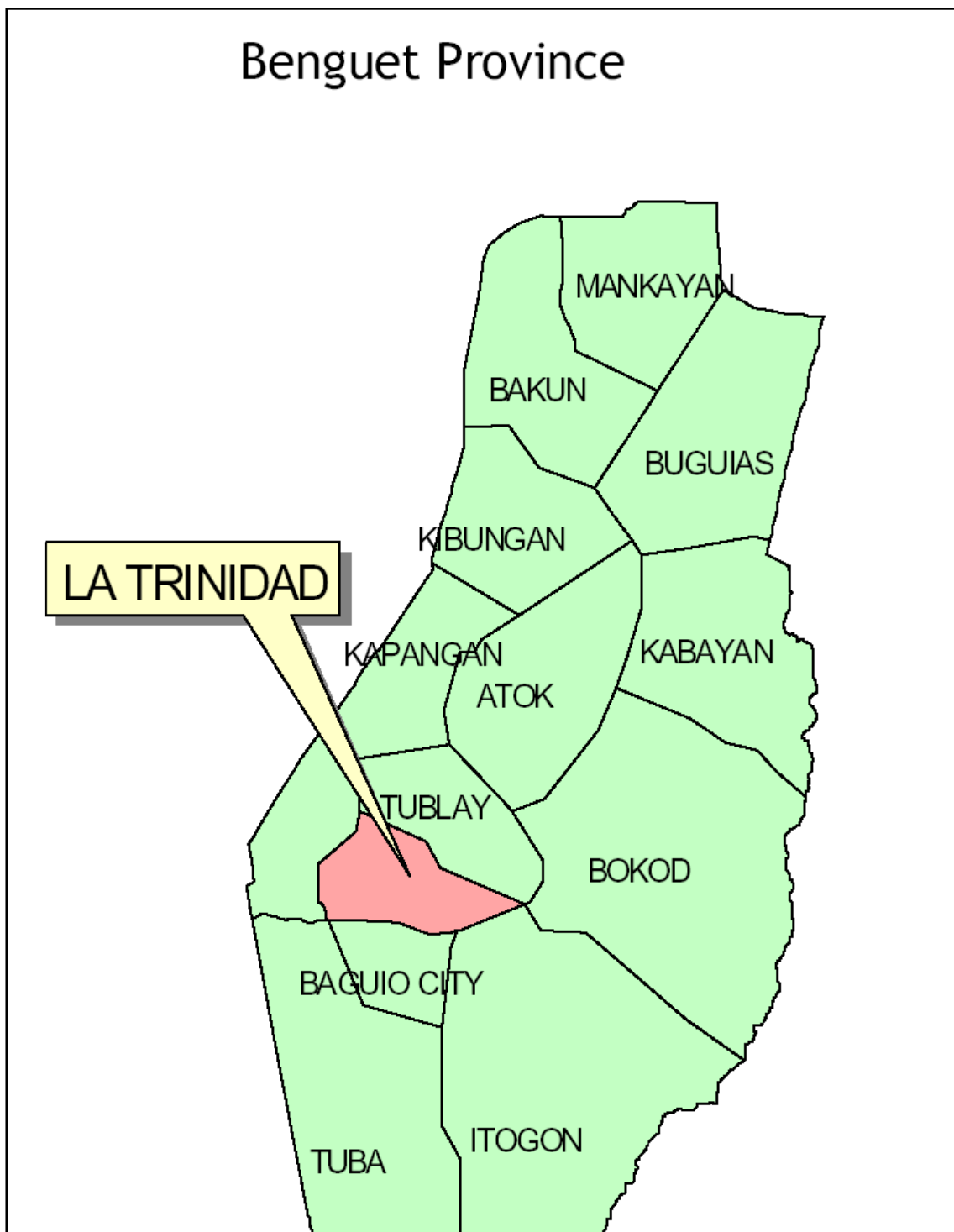


Figure 1. Map of Benguet showing the locale of the study



Respondents of the Study

The researcher needed a preliminary evaluation from the personnel of the La Trinidad Organic Practitioner (LaTOP) to ensure the effectiveness of the material. On the other hand, there were 30 respondents of the study who were chosen purposively to evaluate the developed material. The main criteria in the selection of the respondents should be a beneficiaries or consumers of LaTOP, and a farmer.

Data Collection

The data were collected through personal interviews and survey questionnaires that were floated to the respondents.

Likewise, the phase I of the study was the production or development of the brochure. The researcher was the one who developed the brochure, planned the designing elements, and the color schemes using a trifolded brochure printed in a glossy paper. Also, the size of the paper was 9"x12".

For the phase II of the study, the data gathered were based on the evaluation of the developed material according to its layout, content and readability.

Data Gathered

The data gathered include the socio-demographic profile of the respondents, evaluation on the developed brochure and recommendations for the improvement and ensure effectiveness of the material.



Data Analysis

The data gathered from the selected respondents were analyzed, tabulated and interpreted using descriptive statistics such as frequency distribution, percentage and ranking. Also, for the mean of the over-all rating of the brochure, this formula was used:

$$\text{Mean: } \mu = \frac{\sum(fX)}{(\sum f)}$$



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the 30 respondents who were beneficiaries and consumers of LaTOP. The table presents their age, sex, civil status, educational attainment and occupation. Forty six percent or 14 respondents belonged to age bracket 31-51 years, while 30% or nine respondents belonged to age bracket 20-35 years. There were more male (53%) than female (47%) respondents and most of them were married (77%).

For the educational attainment, 50% of the respondents reached high school, 40% reached college and 10% reached elementary. Results show that majority of the respondents have had education and literate enough to understand and read English language.

In terms of occupation, 67% of the respondents were farmers who practice organic farming; 20% were LaTOP workers and 13% were housewives. All of the respondents were from the different municipalities of Benguet who can speak Kankanaey, Ibaloi and Ilocano.

Description of the Developed Brochure

The size of the brochure was 9"x12" and it uses a special kind of paper. Topics were on production practice and strategies, LaTOP crop production, categories of certification, and LaTOP products. The contents of the developed brochure were based from the manual of LaTOP that was given by Ms. Abigail Cadias, LaTOP manager.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (N=30)	PERCENTAGE
Age		
20-35	9	30.00
36-51	14	46.66
52-67	6	20.00
67-75	1	3.33
Total	30	100.00
Sex		
Male	16	53
Female	14	47
Total	30	100
Civil Status		
Married	23	77
Single	7	13
Total	30	100
Educational Attainment		
Elementary	3	10
High School	15	50
College	12	40
Total	30	100
Occupation		
Farmer	20	67
Housewife	4	13
LaTOP worker	6	20
Total	30	100



Photographs that were presented were some of the LaTOP products, compost and the greenhouse.

The front page of the brochure contained the logo of LaTOP, and the group's address. It also has a picture of a Benguet cloth (g-string) that gave an accent to the place, and a picture of lettuce (Figure 2).

Elements Considered in the Preparation of LaTOP Brochure

There are five elements considered in the preparation of the LaTOP brochure as follows: color, content, size, typography and pictures.

The colors that were used in making the brochure are blue, green and white that complimented with the logo of LaTOP.

The content of the developed brochure was more on the production practice and strategies of LaTOP, the seven reasons why consumers should buy LaTOP products, and the categories of certification for the individual farmers (Figure 3). The content was properly identified to determine the purpose of the material and the target audience.

The size of developed brochure is 9" x12" which is a three-fold. The font styles used were Times New Romans, Viner Hand and Calibri while the fonts size used are 11 for the body text and 24 for the headings.

As to the pictures used in the developed brochure, the pictures were mostly the products of LaTop: fruits and vegetables and the processed products like vegetable noodles and honey. The researcher considered pictures as an important element in the design because according to Siebert and Ballard (1992), pictures can catch or draw readers' attention inside.



La Trinidad Organic Practitioner
Multi Purpose Cooperative

Stall 36, La Trinidad Public Market
Km. 5 La Trinidad, Benguet



La Top

Fresh Organic Produce



LA TOP PRODUCTS

Alugbati	Radish (cherry/red)
Annapurna	Radish (boole)
Arroz	Rubiah
Asupah	(horonah/berens)
Basaha	Rubahah
Black	Siliwot
Bloons	Seyote (fruit)
Red pepper	Seyote (fress)
Blue berry fress	Squash
Broccoli	Squash flower
Brusar sprouts	Squash (special)
Cabbage	Squash (ordinary)
Cabbage (red)	Strawberry
Caraway	String beans (claw)
Carrot (top)	Sugar beets
Carrot (tubers)	Talinum
Carrot's cauliflower	Tamarillo (Spanish)
Celery	Tomato
Chinese kale	Tamarillos
Chitar pechay	Tomato (american)
Chive	Tomato
Corander (wansay)	(cherry/apolo/mainman)
Cucumber	Tomato (native)
Culinary herbs	Upo
Dill/Organic/Rosemary	Vegetable noodles
Eggplant	Water cress (tansoy)
Fennel	Wheat grass
Gabi (tubers)	Winged beans
Gabi (leaves)	Yacon
Gabi/Taro (tubers w/ tubers)	Zucchini (fruit/ flower)
Garlic	

Organically Produced Vegetables available at following:

- SM Baguio Supermarket
- LaTOP-MPC Stall
Stall 36, La Trinidad Public Market
Km. 5 La Trinidad, Benguet
- Mario's Restaurant
16 Session Rd Extension, Baguio City
Wednesday and Saturday 8:00-11:00 am
- Café by the Rain
Below Baguio City Hall
25 Charming St., Baguio City
Wednesdays, Saturdays & Mondays 8:00am-12:00

For more information please visit:
LaTOP Organic Practitioners MPC
Stall 36, La Trinidad Public Market
Km. 5 La Trinidad, Benguet
Or contact: (0998) 559-9580

- Must have a minimum Organic Matter of 7% in the soil;
- Seweed base fertilizer allowed as supplemental source of trace elements; and
- Has introduced nitrogen fixing plants and ground cover.

Pest and Disease Management

- Prepares or formulates biological and botanic pesticides for his use;
- Has established minimum acceptable buffer zones to deter pests and pollutions; and
- Must maintain not less than 5% of land for biodiversity.

Four Stars ★★★★★

An organic practitioner, who practices 80% of those mentioned in star three and some or all the duties enumerated below, is ranked four stars:

Fertilizer application

- Produces and uses compost only from organically grown materials
- Plant legumes for supplemental green manure
- Minimum organic matter in the soil must be 9%; and
- Possess a standby stockpile of finish compost equivalent to 8kg/100 square meters of cash crops.

Pest and Diseases Management

- Prepares and formulates biological and botanical pesticides only from known organic sources;
- Practices companion planting, crop rotation and at least 50% intercropping;
- Monitors and records movements of insects and diseases and gives preferential attention to ensure and prevent biodiversity; and
- Times planting when insect infestation and diseases are manageable and least destructive.

Five Stars ★★★★★

An Organic Practitioner who practices 80% of those mentioned in star four and some of the duties enumerated below will be given a ranking of five stars:

Fertilizer application

- Produces and uses compost regularly from materials coming only from the farm.
- Minimum Organic Matter in the soil must be 12%; and
- Possess a standby stockpile of finished compost equipment to 5kgs/100 square meter cash crop.

Six Stars ★★★★★

An Organic Practitioner who practices 80% or those mentioned in star five and all duties enumerated below:

Fertilizer application

- Minimum Organic Matter in the soil must be 15%.



Figure 2. Front page (reduced form) of the developed brochure



About La Top

La Top Organic Practitioners Multi Purpose Cooperative (LaTOP-MPC) was organized by the La Trinidad Local Government Unit (LUGU) in partnership with the Agricultural Training Institute- Cordillera Administrative Region (ATI-CAR) in 2005.

La Top was formally registered with Cooperative Development Authority last September 24, 2005

Initially, La Top had 26 members and limits its membership to 72 farmers from the Municipality of Buguias, Atok, Tublay, Tuba and Itogon, Benguet and even as far as Iligan, La Union.

La Top aims to provide an alternative livelihood for vegetable farmers in the Cordillera and meet customer's clamour for safe vegetables and fruits such as lettuce, spinach, peas, cauliflower, pepper, tomatoes, carrots and many more.

Seven reasons why consumers should buy La Top products

1. Organic vegetables are grown and handled according to strict procedures and standards.
2. Organic vegetables are more nutritious and tasty.
3. Products are free from pesticides residues, growth promoters, genetically modified materials and synthetic chemicals.
4. Organic produce have more benefits and reduces health risks such as cancer.
5. Organic farming protects the environment and enhances biodiversity.
6. Provides livelihood for marginalized farm families.
7. Untop vegetables, with proper handling have longer shelf life.

Production Practices and Strategies

La Top works to improve the soil/ maintain the soil fertility through plant-based composting, mulching, soil erosion control, "feed the soil, to feed the plants".

La Top uses bio-intensive production with green house support to maximize yield from a limited area.

La Top increases farm biodiversity through intercropping/ mixed cropping.

La Top has internal control/ strict adherence to organic standards against which its members are evaluated and awarded star ranks.

La Top conducts regular inspection and surprise monitoring and validates what is actually planted against the farmers crop registration




La Top has three permanent committees:

1. **APPLICATION REVIEW COMMITTEE:** Reviews all applications for membership, inspection reports, certification summary and conditions. They define and implement standards and verify adherence to standards.
2. **CERTIFICATION COMMITTEE:** Decision-making body in terms of granting certification (star ranking) and monitors policies and standards of the Internal Control System Committee (ICS Committee)
3. **INSPECTION COMMITTEE:** An inspector verifies whether farmers follow the Organic Standard.

La Top Organic Crop Restrictions

- Use of synthetic fertilizers, insecticides, herbicide and synthetic hormone are prohibited.
- The use of transgenic planting materials (GMO) is prohibited.
- Seeds shall not be treated with prohibited pesticides before sowing.
- Night soil and human waste/urine are prohibited to be used as fertilizer.
- Botanical pesticides are allowed except tobacco juice and rotenoid.
- Urban compost is prohibited.
- Use of branded name inputs like organic compost, micro-organisms is restricted, except those approved by the Board of Directors prior to usage.
- Burning of grass is prohibited, except when the material contained diseases and pests.
- Farmer must have measures to prevent top soil erosion and soil salination.
- Farmer must maintain records of sources of all farm inputs.

Categories of Certification

- Certification is available for individual farmers. Application forms have been adapted to reflect the organic management structure of these types of operations.
- An individual farmer is a sole proprietor. A single certification may cover activities at multiple sites under the direct management of the applicant.
- La Top-ICS ranks the farmer-member practices through a star ranking system which is described as follows:

One Star ★

A farmer-member will be given a ranking of one star if he/she who practices some or all of the duties enumerated below:

Fertilizer Application/ Issues

- Does not use synthetic chemicals and pesticides (Insecticides, Fungicides and Herbicides)

Two Stars ★★

A farmer-member is given a two star ranking if he/she practices at least 80% of those requirements for one star and some or all of the following:

Fertilizer Application/ Issues

- Starts to produce and use own compost. The compost should be free from synthetic pesticides and chemical residues;
- Applies green manure incorporating fresh plant materials into the soil;
- Adds organic matter or compost to the soil every cropping;
- Maintains a compost pile from recyclable organic materials and is adequately protected from the elements;
- Plants legumes at least one year to help develop the soil; and
- Must have at least 5% of organic matter in the soil.

Pests and Disease Management

- Uses organic materials for mulching
- Uses botanical and biological pesticides (BT); and
- May use aromatic and chromatic trap

Three Stars ★★★

An organic practitioner is given a ranking of three stars if he /she practices 80% of those mentioned in star two and the duties enumerated below:

Fertilizer Application

- Produces and uses composts regularly from organic materials with absolutely no synthetic chemical residue.
- Uses green manure and mulch materials from unpolluted sources;
- Studies soil nutrient deficiency and uses mineral fertilizers to upgrade it;
- Use of manure is strictly prohibited for those who will be ranked star-three;

Only uses commercial organic fertilizers from farm supplies (e.g. Processed Chicken Manure-PDM)

- Gather materials for composting from stables, farm and open environment; and
- Does not burn organic materials that can be added to compost.

Planting Materials

- Uses treated seeds bought from farm suppliers. However, use of treated seeds is only allowed on the first year of organic operation.

Pest and Management

- May use plastic mulching to suppress weeds;
- Uses biological pesticides (e.g. Bacillus thuringensis-BT) and mechanical traps;
- Practices manual weeding; and
- Removes fungal diseases and other insect infested leaves or plants and properly dispose them.

Four Stars ★★★★

A farmer-member is given a four star ranking if he/she practices at least 80% of those requirements for one star and some or all of the following:

Fertilizer Application/ Issues

- Starts to produce and use own compost. The compost should be free from synthetic pesticides and chemical residues;
- Applies green manure incorporating fresh plant materials into the soil;
- Adds organic matter or compost to the soil every cropping;
- Maintains a compost pile from recyclable organic materials and is adequately protected from the elements;
- Plants legumes at least one year to help develop the soil; and
- Must have at least 5% of organic matter in the soil.

Pests and Disease Management

- Uses organic materials for mulching
- Uses botanical and biological pesticides (BT); and
- May use aromatic and chromatic trap

Five Stars ★★★★★

An organic practitioner is given a ranking of five stars if he /she practices 80% of those mentioned in star two and the duties enumerated below:

Fertilizer Application

- Produces and uses composts regularly from organic materials with absolutely no synthetic chemical residue.
- Uses green manure and mulch materials from unpolluted sources;
- Studies soil nutrient deficiency and uses mineral fertilizers to upgrade it;
- Use of manure is strictly prohibited for those who will be ranked star-three;

Figure 3. Inside page (reduced form) of the developed brochure



The researcher based the procedure and elements to be considered in developing the material to what Swann (1987) emphasized that the first thing in brochure making is deciding its size and shape. After which, plan the designing elements and the color schemes because a quality brochure with the proper color scheme will prompt the reader to take his time out and read.

Readability of the Brochure

The respondents said that the letters used in the developed brochure was readable because the letters were clear and the font styles were easily understood. However, some of the respondents said that font color should contrast the background color of the material. This result supports the statement of Rogers (2000) as cited by Bolona (2008) that font color maybe even more determinant of the readability rather than Font size.

In addition, to facilitate the developed brochure readability, the website: http://www.online-utility.org/english/readability_test_and_improve.jsp was used. The researcher selected a paragraph particularly on 'About LaTOP' and 'LaTOP Production Practices' from the content of the material and entered in the site. The site automatically computed for the readability of the material using the gunning fog index formula.

As to the fog index, the developed brochure had a readability range of 15.1 that falls under average and can be understood by a junior level in high school. This means that the content of the brochure was understood by the farmers since the content talks about farming practices.



Evaluation of the LaTOP Brochure

Tables 2, 3, 4, 5 and 6 show the evaluation or ratings of the respondents on the developed brochure for the LaTOP as to its size, layout, content, graphics and clarity of the message.

Brochure size. Majority (53.33%) of the respondents rated the size of the developed brochure as “excellent” while some (46.67%) rated its size as “good”. This means that the size of the developed brochure was appropriate for the respondents.

Layout. The respondents rated the layout of the developed brochure as to its layout in terms of the color contrast (60%), white space (47%), font size (60%) and font style (47%) as “good” while the rating as to the font color (50%) and heading (57%) were excellent. This shows that the layout of the brochure was “good” in terms of its color contrast, white space, font style, and font size; while the heading and font color were rated as “excellent” as shown in the Table 3.

The respondents commented that the font color should not compliment the background color but rather contrast the background. This supports the statement of Swann (1987) that layout should be concerned with how words and images are organized on the page.

As cited by Bolona (2008), font color may be an even more important determinant of readability than font size.

Content. Table 4 shows that almost (60%) more than half of the respondents rated the content of the developed brochure as to the organization of the content as excellent; as well as the significance (63%), and the clarity and conciseness (57%) were rated as excellent.



Table 2. Respondents' evaluation of brochure as to its size

RATINGS	FREQUENCY (N=30)	PERCENTAGE
Brochure Size		
Excellent	16	53.33
Good	14	46.67
Total	30	100

Table 3. Respondents' evaluation of brochure as to its layout

CRITERIA	PERCENTAGE				TOTAL
	EXCELLENT	GOOD	AVERAGE	FAIR	
Layout					
Color contrast	30	60	6.67	3.33	100
White space	33	47	16.67	3.33	100
Font Size	27	60	13	0	100
Font Style	40	47	13	0	100
Font Color	50	43	0	7	100
Heading	57	33.33	3.33	0	100

This shows that the content of the brochure were important for the respondents especially for the farmers who wanted to know the categories of certification of LaTOP.

Legibility. Majority (60%) of the respondents rated the legibility of the developed brochure as excellent; 30% rated it as good. The respondents said that font size is enough to be read. This implies that the font size used was appropriate for the audience.



Table 4. Respondents' evaluation of brochure as to its content

CRITERIA	PERCENTAGE				TOTAL
	EXCELLENT	GOOD	AVERAGE	FAIR	
Content					
Organized	60	33.33	3.33	3.33	100
Significant	63	33.33	3.33	0	100
Clear and Concise	57	33	10	0	100

Table 5. Respondents' evaluation of brochure as to its graphics

CRITERIA	PERCENTAGE			TOTAL
	EXCELLENT	GOOD	AVERAGE	
Graphics				
Appearance	47	50	3	100
Design	37	53	10	100
Appropriateness	37	53	10	100
Size	30	63	7	100
Number	20	67	13	100

This corroborates the statement of Bringhurst (2002) that legibility is also important to select a typeface with appropriate clarity of design for the intended use at the intended size because poorly designed fonts and those that are too tightly or loosely fitted can also result in poor legibility.

Pictures. Table 5 shows the respondents' ratings on graphics in terms of its appearance (50%), design (53%), appearance (53%), size (63%) and number (67%) as good. The respondents suggested that pictures placed in the front cover should be varieties of vegetables and LaTOP products.



Table 6. Respondents' evaluation of brochure as to the clarity of message

CRITERIA	PERCENTAGE			
	EXCELLENT	GOOD	AVERAGE	TOTAL
Clarity of message				
Language used	60	30	10	100
Simplicity of words	63	33	3	100

Their response supports the statement of Siebert and Ballard (1992) that a brochure design should have an inviting image to draw the reader inside.

Clarity of the message. Table 6 shows that majority (60%) of the respondents rated the clarity of the message in terms of the language used and simplicity of words (63%) as excellent. This shows that the respondents understood the content of the material because of the language used and simplicity of words.

Perceived Importance from the Developed Brochure

Table 7 shows the different importance perceived by the respondents on the developed brochure. Most (90%) of the respondents perceived that the developed brochure educate farmers in the production practices and strategies on organic farming of LaTOP. They said that the production practices of LaTOP help them know hoe to improve their soil in planting their crops.

Meanwhile, 83% stated that it gives information to consumers about LaTOP products; 60% said that it add knowledge to consumers who wish to buy LaTOP products. The respondents also stated that some of the LaTOP products enumerated in the brochure help them know the different products that the LaTOP has.



Table 7. Perceived importance from the developed brochure

PERCEIVED IMPORTANCE	FREQUENCY	PERCENTAGE	RANKING
Educate farmers	27	90	1
Give information to consumers	25	83	2
Add knowledge to consumers	18	60	3
Serve as reference of consumers	15	50	4
Persuade consumers to buy	9	30	5
Interesting to read	7	23	6
Persuade conventional farmers to convert into organic farming	1	3	7

*Multiple responses

Some (50%) of the respondents said that the brochure serves as a reference for them particularly on the categories of certification for the individual farmers, while 30% said that it can persuade people to buy organic products of LaTOP because of the benefits of LaTOP products as enumerated in the ‘seven reasons why we should buy LaTOP products’ in the brochure.

The result corroborates the study of Kimpa-oy (2001) that the purpose of media campaign is to reach a new group of consumers who are less influence by idealistic purchasing motives and more by quality and range of products.

Also, the use of communication facilities, as emphasized by Kimpa-oy, (2001) can affect the marketing practices; it can enhance the said activities and it can also give problems to the users specifically the farmers if used inappropriately.



Over-all Rating of the Developed Brochure

Table 8 shows that the over-all evaluation of the developed brochure by respondents. The mean rates for each criterion were taken and interpreted.

Mean 1 to 1.99 is equivalent to poor; mean of 2 to 2.99 is fair; mean of 3 to 3.99 is equivalent to average; mean of 4 to 4.99 is good; and mean with 5 to 5.99 is equivalent to excellent. Based on the rating of the respondents, the developed brochure was over-all rated as good.

It shows that the developed brochure size, layout, content, legibility, graphics and clarity of the message needed to be improved more to meet the taste of the clientele.

Respondents' Recommendations

In terms of the pictures used, the respondents suggested that the brochure should use pictures with variety of fruits and vegetables in the front page of the material. Ms Abigail Cadias, LaTOP manager, added that pictures should be clearly viewed for the material to look more attractive.

In addition, they said that the development and production of the material should be continuous with at least different topics per month on the do's and don'ts of organic farming, composting and other topics that can educate the farmers.

Moreover, they added that the developed brochure was presentable that is why they suggested to produce more copies and ask the Board of Directors to finance its mass production.



Table 8. Over-all rating of the brochure

CRITERIA	RATING	DESCRIPTION
Brochure Size	4.3	Good
Layout		
Color Contrast	4.2	Good
White Space	4.1	Good
Font Size	4.1	Good
Font Style	4.3	Good
Font Color	4.4	Good
Heading	4.5	Good
Content		
Organized	4.5	Good
Significant	4.8	Good
Clear and Concise	4.5	Good
Legibility		
Font size enough to be read	4.5	Good
Graphics		
Appearance	4.4	Good
Design	4.3	Good
Appropriateness	4.3	Good
Size	4.2	Good
Number	4.1	Good
Clarity of message		
Language Used	4.3	Good
Simplicity of words	4.1	Good
Over-all	4.6	Good



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to develop and evaluate brochure that can be used by LaTOP in La Trinidad, Benguet.

Specifically, it aimed to determine the socio-demographic profile of the respondents; determine the elements to be considered in preparing the LaTOP brochure; assess the ratings of the respondents about the material in terms of clarity, readability, content and layout; determine the perceive importance on the developed brochure in marketing organic products; and to determine the respondents' recommendation for the improvement of the material.

The study was conducted from December 2009 to January 2010. Survey questionnaire and interview schedule were used to gather the needed data from the respondents, who were chosen through purposive sampling.

Less than half of the respondents (46.66%) fall under the age bracket of 36-51 years. Majority of the respondents were male, married and finished high school level. As to their occupation, great majority belongs to farmers from Benguet.

For the elements to be considered in preparing LaTOP brochure, the researcher considered the following elements: color, content, size, typography and picture. In terms of the readability of the brochure, it had a gunning fog index of 15.1 that falls under average and can be understood by the junior level in high school.

For the evaluation of the brochure as to the size, most of the respondents rated it as excellent since the brochure was tri-folded.



The respondents rated the color contrast, white space, font size and font style, as good while font color and heading were rated as excellent for the layout.

As to the content of the brochure, almost more than half said that the content was organized, significant, clear and concise.

The respondents said that in terms of legibility, font size was enough to be read. While in terms of the pictures used, majority of the respondents rated it as good in terms of the appearance, design, appropriateness, number and size.

In terms of the clarity of the message, more than half of the respondents said that language used and simplicity of words were excellent.

With regards to the perceived importance form the material, the respondents said that the number one perceived importance was to educate farmers. They also said that the material also gives information to the consumers about the LaTOP products.

For the over-all rating of the respondents, it was rated it as good. However, the respondents said that the researcher should use clear picture and variety of vegetables on the material. They also suggested that the developed brochure should be approved by the Board of directors for reproducing more copies for the respondents.

Conclusions

Based on the findings of the study, the following conclusions were drawn:

1. Majority of the respondents are farmers and had their formal education.
2. In terms of the size, layout, content, graphics and clarity of the message, the brochure passed the standard evaluation with an over-all rating of “good”.

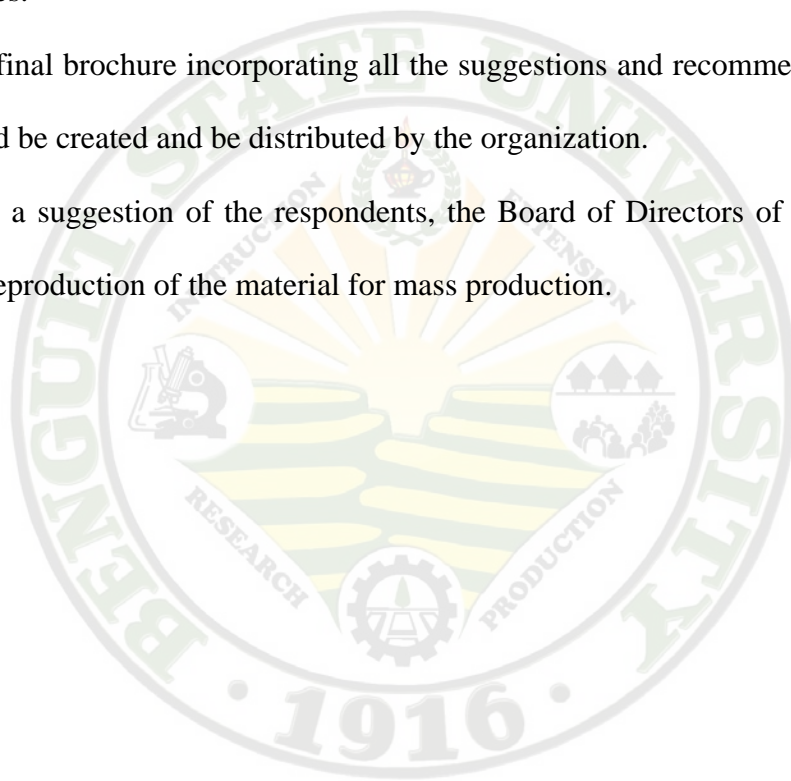


3. The number one perceived importance from the developed brochure was it educates the farmers.

Recommendations

From the findings and conclusions drawn, the following are being recommended:

1. Communication materials of LaTOP should be continuously disseminated for their clientele.
2. A final brochure incorporating all the suggestions and recommendations of the clients should be created and be distributed by the organization.
3. As a suggestion of the respondents, the Board of Directors of LaTOP should finance the reproduction of the material for mass production.



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APPENDIX A

Survey Questionnaire

Respondent No. _____

DEVELOPMENT AND EVALUATION OF LA TRINIDAD ORGANIC
PRACTITIONER (LaTOP) BROCHURE

Direction: Kindly put a check on the blank provided before the choices and supply the answers for the information needed. Rest assured that any information gathered will be for survey purposes only and will be treated with confidentiality.

I. SOCIO-DEMOGRAPHIC PROFILE

Name (optional): _____

Sex: ___ M ___ F Age: _____ Civil Status: _____

Address: _____

Occupation: _____

Highest Educational Attainment: _____ Tribe: _____

___ Elementary

___ High School

___ College

Dialect Spoken: _____

II. EVALUATION OF THE BROCHURE

Direction: Please check your answers.

Criteria	Response				
	Scale: 1= <u>poor</u> , 2= <u>fair</u> , 3= <u>average</u> , 4= <u>good</u> , 5= <u>excellent</u>				
	1	2	3	4	5
Brochure Size					
LAYOUT					
Color Contrast					



White Space					
Font Size					
Font Style					
Font Color					
Heading					
CONTENT					
Organized					
Significant					
Clear and Concise					
LEGIBILITY					
Font size enough to be read					
GRAPHICS					
Appearance					
Design					
Appropriateness					
Size					
Number					
CLARITY OF THE MESSAGE					
Language Used					
Simplicity of words					



III. PERCEIVED IMPORTANCE

What is the perceived importance of the developed material in marketing organic products? (Please check)

give information to consumers

persuade consumers to buy

add knowledge to consumers

interesting to read

educate farmers

serve as reference of consumers

Others (please specify) _____

IV. RECOMMENDATIONS

List down your suggestions and recommendations for the improvement of the developed material as to its content and style.

Thank You...

God Bless...



APPENDIX B

Summary of the over-all rating of the developed brochure

Criteria	Response				
	Scale: 1= <u>poor</u> , 2= <u>fair</u> , 3= <u>average</u> , 4= <u>good</u> , 5= <u>excellent</u>				
	1	2	3	4	5
Brochure Size	0	0	0	12	16
LAYOUT					
Color Contrast	0	1	2	18	9
White Space	0	1	5	14	10
Font Size	0	0	4	18	8
Font Style	0	0	4	14	12
Font Color	0	2	0	13	15
Heading	0	0	3	10	17
CONTENT					
Organized	0	1	1	10	18
Significant	0	0	1	10	19
Clear and Concise	0	0	3	10	17
LEGIBILITY					
Font size enough to be read	0	1	1	10	18
GRAPHICS					
Appearance	0	0	1	15	14
Design	0	0	3	16	11
Appropriateness	0	0	3	16	11
Size	0	0	2	19	9
Number	0	0	4	20	6
CLARITY OF THE MESSAGE					
Language Used	0	0	3	9	18
Simplicity of words	0	0	1	10	19





APPENDIX C



Benguet State University
Department of Development Communication
College of Agriculture

December 15, 2009

THE MANAGER

Ms. Abigail Cadias
La Trinidad Organic Practitioner
36 New Public Market, km.5
La Trinidad, Benguet

Madam:

The undersigned is a fourth year student taking up Bachelor of Science in Development Communication major in Educational Communication at Benguet State University. One requirement is to conduct thesis.

In compliance to the said requirement, I came up with the study entitled, "Development and Evaluation of Latop brochure". This study will be conducted to help and improve the materials used in imparting information about the organic products of Latop.

In this regard, may I then request your good office to please furnish me some necessary data or any documentation regarding this subject matter to supplement my research. This will greatly help me to meet the set objectives of my study.

Thank you very much and I hope for your favorable approval.

Respectfully yours,

RODELYN Q. FORONDA

Researcher

Noted by:

FILMORE Y. AWAS

Adviser

