

BIBLIOGRAPHY

TAQUIO, ELVY S. APRIL 2012. Production and Evaluation of the Benguet State University Organic Market Brochure.Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to produce and evaluate a brochure that can be used by the BSU Organic Market in promoting its products. Specifically, the study determined the socio-demographic profile of the respondents; determined the preferred message included in preparing the BSU Organic Market brochure; determined the elements considered in preparing the BSU organic market brochure as to the stakeholders' preference; assessed the ratings of the respondents about the material in terms of typography, graphics, content and layout; determined the perceived importance of the material produced to the respondents; determined the respondents' suggestions and comments for the improvement of the brochure; and developed a brochure incorporating the respondents' comments and suggestions.

There were 50 respondents that were purposively selected from the costumers of the BSU Organic Market. The study was conducted from January to February 2012.

The produced brochure evaluated by the respondents was a four-fold type brochure. The inside page contained topics on Organic Foods and Organic Farming while the outside page contained the price list. Various pictures of the products of the Organic Market were included in the layout of the brochure.

Result showed that the overall rating of the produced brochure is good based on content, layout, graphics, and typography.



Most suggestions that were gathered includes: placing the price list on a separate sheet, add more information on organic farming, increase font size, include contact person, simplify terms, and make the content in a bullet form.

A final brochure was developed incorporating the comments and suggestions of the respondents.

The study recommends that the brochure designed be mass produced; in terms of content, use shorter sentences and simplified terminologies for easier comprehension; in terms of graphics, increase contrast of images for more emphasis; in terms of typography, use font size 11 or 12 for the elders to be able to read it.

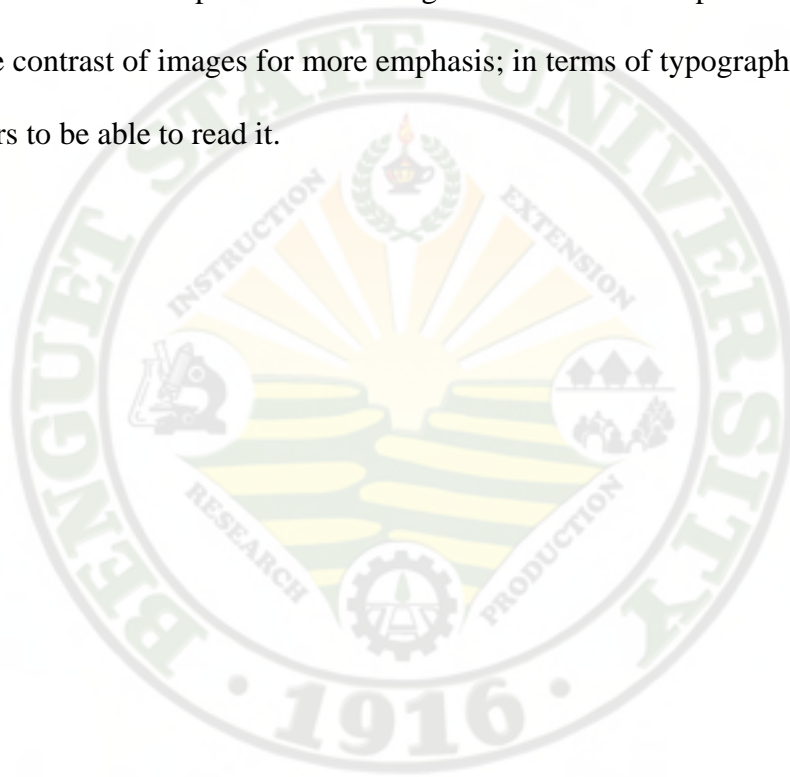


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INTRODUCTION

Rationale

The ability to communicate effectively is an important aspect to carry out the thoughts and visions of an organization to the people. Without communication, there is no way to express ideas, thoughts and feelings.

Communication includes all the symbols of the mind and the means of conveying them from one another and the means of preserving them. For one person to reach, to talk to, and to understand another in an effort to influence his opinions and hence, his actions, he must communicate with him (Miranda and Miranda, 1984).

Communication serves business and industry through advertising (Miranda and Miranda, 1984). Producing IEC materials can be an effective way of promoting products and services of a certain organization or company and may help in the increase of profit.

Nowadays, TV, Radio and the Internet play an important role in advertising. However, printed materials are still essential advertising tools. They have a staying power not found in electronic communication. With professionally produced printed materials, your prospective clients will “hear” your company’s message for a long time to come (Network Solutions, 2010). Printed materials such as flyers, brochures and business cards do a thought-out job of presenting its products. With this, choosing the most appropriate medium will also ensure the effectiveness of the information.

As defined by WordPress (2011), brochures are not only made as a powerful marketing tool, they are also developed to be informative in a way that people will easily understand what is being advertised. For advertising does not necessarily means selling



your products but it also holds on providing informative contents explaining to consumers the significance and essential of the products advertised.

In line with this, to create awareness and encourage more people to be involved in organic farming, Benguet State University (BSU) through the Office of Extension Services, then led by Dr. Julia Solimen, launched the BSU Organic Market. BSU Organic market started May 27, 2009, it markets organically produced fruits and vegetables, animals, processed products, and grafted seedlings. All the products sold in the organic market are from various BSU projects and from organic and natural farming practitioners including Engr. Eric Tinoy-an, manager of Tinoy-an Farm, and Mr. Rogel Marzan, proprietor of Cosmic Farm, also the former president of La Trinidad Organic Producers (Kudan, 2009).

The market is located between the Research and Extension building and the Open University of Benguet State University, Balili, La Trinidad, Benguet.

BSU Organic Market aims to evaluate and assess the market impact of BSU organic products, identify buyers and help producers sell their organic products, bases for crop planning and production that will cater to the needs of market, educate producers and buyers who are interested in organic agriculture, emphasize the importance of organic farming in global health and environmental awareness, cater to the needs of organic producers and buyers, and basis for crop planning and zoning schedule for BSU organic products.

According to Jamesly T. Andres, head of the BSU Organic Market, the products of the Organic Market are promoted by means of the Certificate Practical Organic Organization (CPOA) trainings they conduct; and also through the BSU On-the-air



program aired at DZWT. However, there are no print materials promoting their organic products since it started because they do not have time to design and produce it, though it has been included on their recommendations.

With this, there is a need to develop and evaluate a brochure to further promote the said Organic Market.

Statement of the Problem

This study aimed to produce and evaluate a brochure that can be used by the BSU Organic Market in promoting its products.

Specifically, it tried to answer the following questions:

1. What is the socio-demographic profile of the respondents?
2. What is the preferred message to be included in preparing the BSU Organic Market brochure?
3. What are the elements to be considered in preparing the BSU organic market brochure as to the stakeholders' preference?
4. What are the ratings of the respondents about the material in terms of:
 - a. Content
 - b. Layout
 - c. Graphics
 - d. Typography
5. What is the perceived importance of the material to be developed to the respondents?
6. What are the respondents' suggestions for the improvement of the brochure?



Objectives of the Study

The general objective of the study was to produce and evaluate a brochure that can be used by the BSU Organic Market promoting its products.

Specifically it aimed to:

1. Determine the socio-demographic profile of the respondents;
2. Determine the preferred message to be included in preparing the BSU Organic Market brochure;
3. Determine the elements to be considered in preparing the BSU organic market brochure as to the stakeholders' preference;
4. Asses the ratings of the respondents about the material in terms of:
 - a. Content
 - b. Layout
 - c. Graphics
 - d. Typography
5. Determine the perceived importance of the material to be developed to the respondents;
6. Determine the respondents' suggestions and comments for the improvement of the brochure; and
7. Develop a brochure incorporating the respondents' comments and suggestions.



Importance of the Study

The result of the study may lead to the production of communication material, particularly a brochure, which can be used by BSU Organic Market as an instrument in promoting and disseminating information about their products.

The results of the evaluation of the brochure may also help the BSU Organic Market in determining factors to be considered in case they decide to make other promotional materials, or produce the designed material.

Specifically, on the part of the consumers, it may help them know the organic products that are available.

Moreover, the result of the study may serve as a reference material to students who wish to conduct further researches related to the topic.

Scope and Limitation of the Study

This study was limited on the production and evaluation of communication material particularly a brochure that may be used by the Benguet State University Organic Market in advertising their organic products not only in Benguet but in other places as well.

Moreover, the study focused on the ratings and evaluation of the respondents to the brochure according to typography, content, lay-out and graphics and to develop a final brochure incorporating all the suggestions and recommendations of the respondents.

Reproduction of the final brochure for mass distribution was not covered by the researcher. However, samples were produced for the BSU Organic Market.



REVIEW OF LITERATURE

Communication is a basic social process. In fact, without it, there could be no groups like cooperatives, teams, organizations or societies (MTRC, n.d).

As Miranda and Miranda (1984) cited that communication is well recognized today as a fundamental tool in business. It is obvious that a great deal of interchange of ideas, words, and thoughts must take place between people in business.

According to Kam (2010), the ability and the importance of communication become much more crucial when you are on a mission or need to fulfill a goal. Without a means to communicate, your organization will become isolated.

There are many ways to provide communication from the organization to the people of your community. Whether through a phone, fax, email, letter, website, instant message softwares, social networking websites like facebook and twitter, you are able to communicate your organization to the world. Things can be expressed, ideas can be shared, and thoughts can be joined (Kam, 2010).

In line with this, Miranda (2000) cited that advertising media are “message carriers”. They help convey the message of advertisers to their customers and prospects alike.

As a first step in the procedure of media selection, the media man defines the market to be reached (Gomez and Arante, 1986).

Furthermore, Schramm (1977) as cited by Cadiz (1991) has pointed out that there is no best medium for a given instructional purpose. Research has shown that people learn from any medium, big or little. Many times, media choices are shaped by practical considerations rather than by learning theory.



Print Media

Print media includes newspaper, magazines and professional journals. In spite of the widespread use of radio and television media, the print media still dominate the retail field (Gomez and Arante, 1986).

As Network Solutions (2010) cited that printed materials are still essential marketing tools because they have a staying power not found in electronic communication. With professionally produced business cards, brochures, data sheets, and postcards, your prospective clients will “hear” your company’s message for a long time to come.

Publications may be classified according to their being time-bound or time-less. Time-bound publications are those which contain information that are useful when new. The timeless publications may remain useful over time although their content needs to be updated from time to time (Cadiz, 1999).

According to Oskamp (1997) as cited by Foronda (2010), print media (books, magazines, and newspapers) allow readers to determine the time and pace of their exposure and also permit easy re-exposure if desired. Research suggests that print media produce better comprehension and retention of complex material than other media, but this advantage does not hold for simple material.

Information Education and Communication

Information, education and communication (IEC) combines strategies, approaches and methods that enable individuals, families, groups, organizations and communities to play active roles in achieving, protecting and sustaining their own health. Embodied in IEC is the process of learning that empowers people to make decisions, modify behaviors



and change social conditions. Activities are developed based upon needs assessments, sound educational principles, and periodic evaluation using a clear set of goals and objectives (Network Solutions, 2010).

IEC materials are tools to influence or change the knowledge base, attitudes, beliefs, values, behavior or norms within individuals or group of individuals (ICPD, 1998 as cited by Enkiwe, 2007).

According to Oskamp (1997) as cited by Foronda (2010), print media (books, magazines, and newspapers) allow readers to determine the time and pace of their exposure and also permit easy re-exposure if desired. Research suggests 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 no education, who are not easily reached by other media and who may be 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.

Brochure

Brochures are not only made as a powerful marketing tool, they are also developed to be informative in a way that people will easily understand what is being advertised. For advertising does not necessarily means selling your products but it also holds on providing informative contents explaining to consumers the significance and essential of the products advertised (WordPress, 2011).



As compared to a leaflet, a brochure has a broader coverage (Cadiz, 1991).

According to Marcus (2009), brochures can be of different types; bi fold and tri fold brochures are quite common.

Bi folds. These brochures are economical to print since they are usually a double Letter sheet folded in half. This folding forms 4 panels: a front-cover, a back-cover, and two internal panels. However, there are other configurations: 8-page, 12-page, 16-page and so on (Brochure Design Service, 2008).

The front panel should be unique so that it can catch the attention of the visitors. It should increase the curiosity of the visitors to open it and read its entire content. The Inside panels contain all the details about the company and its service. The back panel usually contains the company's or organization's contact information.

Tri folds. These brochures are relatively lighter in weight and they are usually convenient to carry. This is the secret of its universal appeal and timeless popularity. This type of brochure is often used an effective alternative to flyers.

A tri-fold brochure has six panels and thereby giving ample scope to a brochure designer to exercise his skills and exploit his creativity. Tri-fold brochure can play a leading role in the marketing campaign of your business organization, if it can be designed with utmost dexterity. This is reason why this task should be executed by only professional brochure designers who are acquainted with latest developments in the domain of brochure design.



Importance of Brochures to Business

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 (Kimpa-oy, 2001) as cited by Foronda (2010).

According to Maghirang (2009), brochures and flyers are important in a business because it raises the public's awareness for the company or the brand name. It may be small, but it should never be underestimated as many businesses have thrived thanks in no small part to the awareness raised through the distribution of brochures and flyers. As any businessman or woman would know, brochures and flyers are important in order to let people know of the service or product that they provide. For small companies and businesses, it is ideal to utilize the great response and feedback these materials provide.

This is similar to the statement of Schurberg (2001) as cited by Foronda (2010), that brochure is commonly used tool for public relation. Companies and organizations produce brochure to introduce, show or sell products, or to educate, promote and persuade people to do something.

According to Diwas (2011), brochure is less expensive in reproduction and can be brought anywhere by readers.

Characteristics of a Brochure

According to Siebert and Ballard (1992) as cited by Foronda (2010), 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 lay-out.



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

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

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

Balance. Have a careful; and fundamental arrangement of its part so the reader can move through. It is an orderly fashion and understands what's being said.

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

Elements of Design

The elements and principles of design are the building blocks used to create a work of art. The elements of design can be thought of as the things that make up a painting, drawing and design (Lovett, 1999).

According to Cadiz (1991), pictorial elements may consist of combinations of the elements of visual design. These visual elements include line, shape, color and texture. By themselves, these visual elements may not be meaningful stimuli, although combined with other elements; they can create specific meanings, depending on how their variations are put together. Visual elements can be likened to letters, punctuation, words, and phrases, which when combined can make up a complete, meaningful thought in a sentence, paragraph, or written composition.



Visual design is not just about making your application look pretty. Good visual design is about communication. A well-designed application will make it easy for the user to understand the information that is being presented, and show them clearly how they can interact with that information (Benson, 2002 as cited by Enkiwe, 2007).

Moreover, Lovett (1999) enumerated seven elements of design:

Line. Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

Shape. A shape is a self contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

Texture. Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.

Direction. All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquility. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action.

Size. Size is simply the relationship of the area occupied by one shape to that of another.

Color. Also called hue. We response to color on many levels. Color can be used simply to describe an object. It can also be used emotional (blue for sadness or spiritually, red for angry), symbolically (associated with a flag's color, corporation logo or sports team) and psychologically.

Value. Value is the overall lightness and lack of contrast in the left image conveys a sense of spirituality and harmony between the tree and the circular sky.



METHODOLOGY

Locale and Time of the Study

The study was conducted in the municipality of La Trinidad, Benguet (Fig. 1).

La Trinidad is the capital municipality of the province of Benguet, and is also called the Strawberry Capital of the Philippines.

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

The main source of livelihood in La Trinidad remains to be agriculture, followed by employment, business, and practice of profession.

The BSU Organic Market is managed by the Benguet State University that is located between the Research and Extension building and the Open University of BSU, Balili, La Trinidad, Benguet. It is the only state university in Baguio and Benguet producing and promoting organic products.

This area was chosen because of its suitability and that most of the consumers of the Organic Market products are from La Trinidad, though their products have already reached other places outside the province such as Ilocos and Manila.

The study was conducted from January 2012 to February 2012.



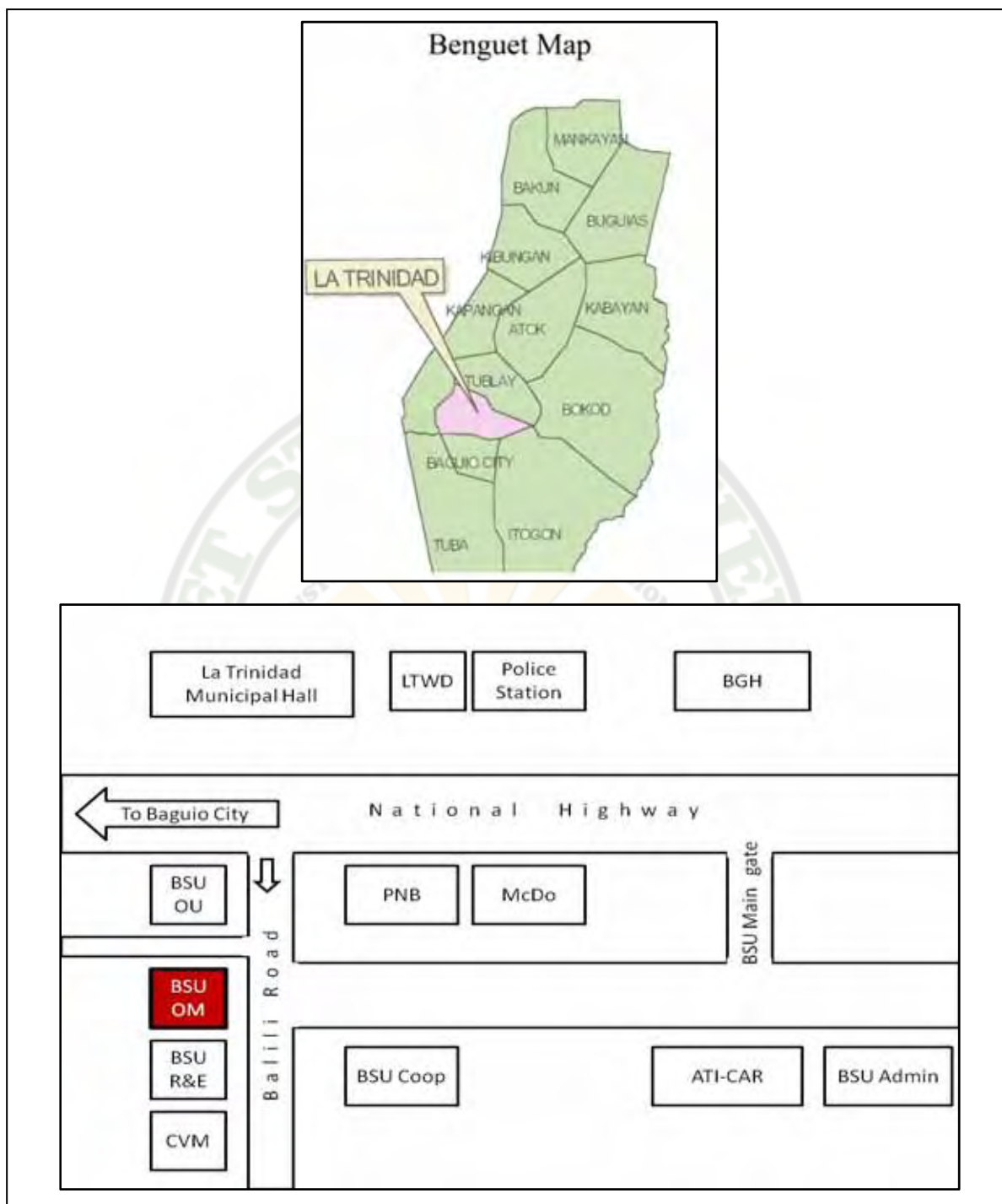


Figure 1. Map of Benguet showing the locale of the study



Respondents of the Study

A preliminary interview from Jamesly T. Andres, head of the BSU Organic Market, and Mercedes Ann I. Luis, secretary of BIGS Farmer's Association and Sales Clerk at the BSU Organic Market were conducted to gather the message to be included in the brochure.

Fifty (50) respondents were purposively chosen to evaluate the brochure. The researcher did stand by at the Organic Market. The main criteria in the selection of the respondents were consumers of the BSU Organic Market and have been buying their products several times.

Data Collection

Personal interview, ocular observation, document assessment, and survey were used for the production and evaluation of the BSU Organic Market brochure.

For the *Pre-production phase*, personal interviews with Andres and Luis were conducted to identify the message incorporated in the brochure.

Ocular observation was used to familiarize the consumers buying their organic products. A handout about Organic Standards and Regulations, and one issue of *Rangtay*, the semi-annual publication of BSU Extension Services were given by Andres to be used as sources of information for the content of the brochure. Document Assessment was also used for additional information such as: the frequently asked questions on organic foods; the benefits from organic foods; and the difference of organic farming from conventional farming. These information were later incorporated in the produced in the produced brochure.



For the *Production phase*, the researcher designed three brochures with the same content but different layouts, designs, folds, and sizes.

Andres did the selection of the brochure. According to him, the three initial brochures were presented to the president of the BSU Extension Services. After that, Andres suggested combining elements from the three designed brochures to produce another brochure.

For the *Evaluation phase*, questions were asked to determine if the respondents were regular buyers of the Organic Market, and when confirmed, evaluation sheets were given to the respondents together with the brochure to evaluate. Meanwhile, those first time buyers refused to evaluate the produced brochure.

For the *Post-production phase*, a final brochure was produced in which comments and suggestions of the respondents were incorporated.

Data Gathered

The data gathered comprises the socio-demographic profile of the respondents such as their name, age, sex, civil status, educational attainment, and occupation; the message that were incorporated in the brochure; the ratings of the respondents in terms of typography, graphics, content, and lay-out; the perceived importance of the material to the respondents; and the recommendations of the respondents for the improvement of the brochure.

Data Analysis

The data collected from the respondents were consolidated, tabulated, and interpreted using frequency distribution, percentage, mean, and descriptive evaluation.



RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the respondents who were consumers of the BSU Organic Market. The table presents their age, sex, civil status, highest educational attainment, and occupation.

In terms of age, 20% of the respondents belonged to age bracket 15-22; most respondents (28%) belonged to age bracket 23-30; 22% belonged to age bracket 31-38; 6% belonged to age bracket 39-46; 14% belonged to age bracket 47-54; 8% belonged to age bracket 55-62; and only one respondent belonged to age bracket 63-70.

Majority (70%) of the respondents were female. Also, more than half (30%) were married.

Almost all of the respondents had their formal education, and majority (82%) of them finished college.

In terms of occupation, 28% of the respondents were government employed. This includes teachers and some BSU employees. On the other hand, 28% of the respondents were students and housewives; 22% were self-employed; and 14% were farmers.

This implies that the respondents were knowledgeable to evaluate the produced brochure.



Table 1. Socio-demographic profile of the respondents

CHARACTERISTICS	FREQUENCY (n=50)	PERCENTAGE (%)
Age		
15-22	10	20
23-30	14	28
31-38	11	22
39-46	3	6
47-54	7	14
55-62	4	8
63-70	1	2
Total	50	100
Sex		
Male	15	30
Female	35	70
Total	50	100
Civil status		
Single	19	38
Married	30	60
Widow	1	2
Total	50	100
Educational attainment		
High School	3	6
College	41	82
Masters Degree	4	8
Phd	2	4
Total	50	100
Occupation		
Government employed	14	28
None (Student, housewife)	14	28
Self-employed	11	22
Farming	7	14
Private	4	8
Total	50	100



Preferred Message in preparing the BSU Organic Market Brochure

A consultative discussion with Andres was conducted to determine the message incorporated in the brochure.

From the three designed initial brochures, Andres suggested combining elements for the development of another brochure. For the size, Andres chose the first initial brochure for lesser cost of production. The researcher was assigned to conceptualize for the design and layout of the produced brochure taking in consideration the elements of visual design by Cadiz (1991) such as: content, layout, graphics, and typography. As for the content, Andres commented that the contents incorporated in the three initial brochures were appropriate. He noted further that the researcher is in-charge of the grammars and spellings.

Revision of the produced brochure was done based on the suggestions of Andres.

The content of the developed brochure includes the following: the profile of the Organic Market; the frequently asked questions about organic foods; the difference of organic farming from conventional farming; the conversion to organic farming; and the list of available products and its prices.

A photograph of vegetables sold at the BSU Organic Market was chosen to be placed in the front panel. The BSU and the BSU Internal Guarantee System (BIGS) logo were also placed together with the market schedule, and the location of the Organic Market. Some pictures of the organic products sold at the Organic Market were included.



Elements considered in the preparation of the BSU Organic Market Brochure

There were four elements considered in the preparation of the BSU Organic Market brochure. These were content, layout, graphics, and typography based on the elements set by Cadiz (1991).

The researcher first designed three initial brochures with the same content but different layouts, designs, folds, and sizes.

The *first initial brochure* (Figure 2) was a trifold 8.5” x 11” brochure. A photograph of patchay was placed in the front panel along with BSU logo which is located at the upper left, and BIGS logo which is located on the upper right. The schedule and location of the Organic Market was placed on the lower right of the front panel. Showcard Gothic and Scriptina font 72 were used in the heading.

The content of the first initial brochure includes: the profile of the Organic Market; the frequently asked questions about organic foods such as why go organic, are all organic products completely free of pesticide residues, and how can you tell which of the two is organic; the conversion to organic agriculture; and the list of available products and its prices. Berlin Sans Fbfont 11 was used for the body while Trajan Pro font 14 was used for the sub-headings. Font color black was used in contrast with the background. For the background of the brochure, colors utilized were yellow green and light beige. Photos of some products sold at the Organic Market were placed at the lower portion of the inside page.



WHY GO ORGANIC?

A healthy diet requires more than simply cutting out junk food—it involves getting the most nutritional value out of every bite you take. It takes good food to build a fit body. If you'd like both a healthy body and a healthy planet, consider going organic.

Organic foods are spared the application of potentially harmful long-lasting insecticides, herbicides, fungicides and fertilizers. Many EPA-approved pesticides were registered long before extensive research linked these chemicals to cancer and other diseases. Currently the EPA considers 60% of all herbicides, 90% of all fungicides and 30% of all insecticides to be potentially cancer causing. In addition many studies have compared the nutritional value of organic foods to conventional foods with most reports favouring organic.



ARE ALL ORGANIC PRODUCTS COMPLETELY FREE OF PESTICIDE RESIDUES?

Certified organic products have been grown and handled according to strict standards, without toxic and persistent chemical inputs. However, organic crops may be inadvertently exposed to agricultural chemicals that are now pervasive in rain and ground water due to historical overuse, as well as through drift via wind. Because of this, we encourage all our staff and customers to thoroughly wash all produce before cooking or consuming.

HOW CAN YOU TELL WHICH OF THE TWO IS ORGANIC?

The appearance of the organic food may be different than the conventional with variation in shape, color and size. Additionally organic fruit and vegetable spoil faster because they are not treated with waxes or preservatives.

CONVERSION TO ORGANIC AGRICULTURE:

- The time between the probable start of organic management:
 - For annual crops: at least 12 months before the start of the production cycle.
 - For perennials: at least 18 months of management according to the full standards requirements before the first harvest.
- 1-3-year conversion (before the start of production cycle) is required on lands heavily treated with synthetic chemicals over several years.

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Buy organic = do just what you can for a better life

BENGUET STATE UNIVERSITY
2012



Benguet State University
La Trinidad, Benguet



ORGANIC market



Open from Monday to Sunday
8:00 am to 5:00 pm
Located between BSU Research & Extension Bldg.
and Open University
Km 5, Balili, La Trinidad, Benguet

ABOUT BSU ORGANIC MARKET

Benguet State University (BSU) through the office of Extension Services, BSU Organic Market was launched on May 23, 2009. The conduct of the organic market is BSU's approach as an advocate of organic agriculture, to create awareness and encourage people to go into organic farming.

These products are produced from various BSU projects and from other organic and natural farming practitioners.

BSU Organic Market aims to:

- Evaluate and assess the market impact of BSU organic products;
- Identify buyers and help producers sell their organic products, bases for crop planning and production that will cater to the needs of market;
- Educate producers and buyers who are interested in organic agriculture;
- Emphasize the importance of organic farming in global health and environmental awareness;
- Cater to the needs of organic producers and buyers and basis for crop planning and zoning schedule for BSU organic products.



BSU ORGANIC MARKET PRODUCTS

ORGANIC PRODUCT	PRICE	ORGANIC PRODUCT	PRICE	ORGANIC PRODUCT	PRICE	ORGANIC PRODUCT	PRICE
Alublas	10	Corn (sweet)	60	Mungbean	60	Blackish	70
Amorosa	60	Corn (orange)	200	French beans	120	Swiss chard (green leaf)	100
Amo	60	Corn (green)	60	New Zealand Spinach	100	Eggplant	100
Amogla	200	Cucumber (spadice)	60	Chic (red leaf) Beans	60	Spaghetti Squash	60
Asparagus	100	Culinary herbs	100	French (flat)	70	Squash (yellow)	60
Banana		Herb (mint) (common)	60	Green (open)	100	Squash (green)	100
Basil	200	Egg plant	50	Egg (L&L)	12 (do)	Strawberry	200
Bitter	60	Fennel	100	Egg (small)	10 (do)	String beans	50
Bull pepper (all types)	100	Garlic (white)	50	Herbs	150	Sugar beans	60
Blueberry (pink)	200	Garlic (yellow)	60	Moradon	60	Swiss chard (brown)	100
Broad	100	Garlic (red)	60	Orange	10	Tomato	60
Broad beans	100	Garlic (two (small white/red))	60	Pars	120	Tomato (yellow)	60
Cabbage	50	Garlic (white)	150	Papaya (green)	60	Tomato (green)	60
Cabbage (red)	60	Ginger	60	Papaya (ripe)	60	Tomato (red)	60
Calabash	60	Ginger (dried)	100	Parrot	100	Tomato (red/white) (open)	100
Calabash (small)	60	Hot pepper (black)	100	Parsnip	60	Tomato (red)	60
Calabash (medium)	100	Hot pepper (white)	60	Peanut (green)	150	Tomato (orange)	100
Carrot (white)	60	Kangkang (highland)	60	Peanut (open)	250	Tomato (white)	100
Carrot (red)	60	Laksa (green stem)	60	Peas (green)	150	Upr (Laba)	50
Cauliflower	100	Laksa (white stem)	60	Peanut (brown)	60	Water chest (brown)	700
Chayote	60	Lemon	50	Pineapple	100	Winged beans	60
Chayote (small)	60	Lemon (yellow)	100	Pork	250	Yacon	50
Chayote (large)	100	Lemon (green)	100	Potato	60	Zucchini (dark) (brown)	60
Chayote (medium)	60	Maduro	100	Radish (white)	50	Radish	100
Chayote (small)	60	Maduro (white)	100	Radish (red)	50	Pumpkin	60
Chayote (large)	120	Maduro (yellow)	130	Radish (green)	50	Red (open)	60
Chayote (medium)	120	Maduro (orange)	130	Radish (purple)	50	Red (small)	60



Figure 2. Pages (reduced form) of the first initial brochure



The *second initial brochure* (Figure 3) was two-page fold and has a size of 8.5” x 8.5”. There was no photo placed on the front panel. The logos were placed at the lower right corner. The logo of BIGS was placed under the logo of BSU. Beside the logos are the schedule and location of the Organic Market with font style Arial font 7. As for the heading, Romance Fatal Serif Std font 48 was used. Also, two intersecting figures filled with light green color were placed.

On the content of the said brochure, two frequently asked questions were added, and the conversion to organic agriculture was removed. Berlin Sans Fb font 11 was used in the body, and GiddiyupStd font 13 for the sub-headings. Photos of some products of the Organic Market was placed on top of the inside pages. The background was plain white and warped elongated figures were placed on top below the photos of some products of the Organic Market, and are placed at the bottom of the content, which served as borders. Price list of the products was also included.

The *third initial brochure* (Figure 4) was a two page fold with 10” x 8.5” size. The content was the same with the second brochure, however, the font size of the body and sub-headings were increased. For the background of the brochure, light beige, light green, and yellow green was utilized. Also, a photograph of vegetables was placed at the bottom of the background with reduced opacity. Photos of some products of the organic market were also placed on top of the inside pages. For the front cover, different shades of green were used as background. Romance Fatal Serif Std font 62 was used in the heading along with the logos, schedule, and location of the Organic Market.



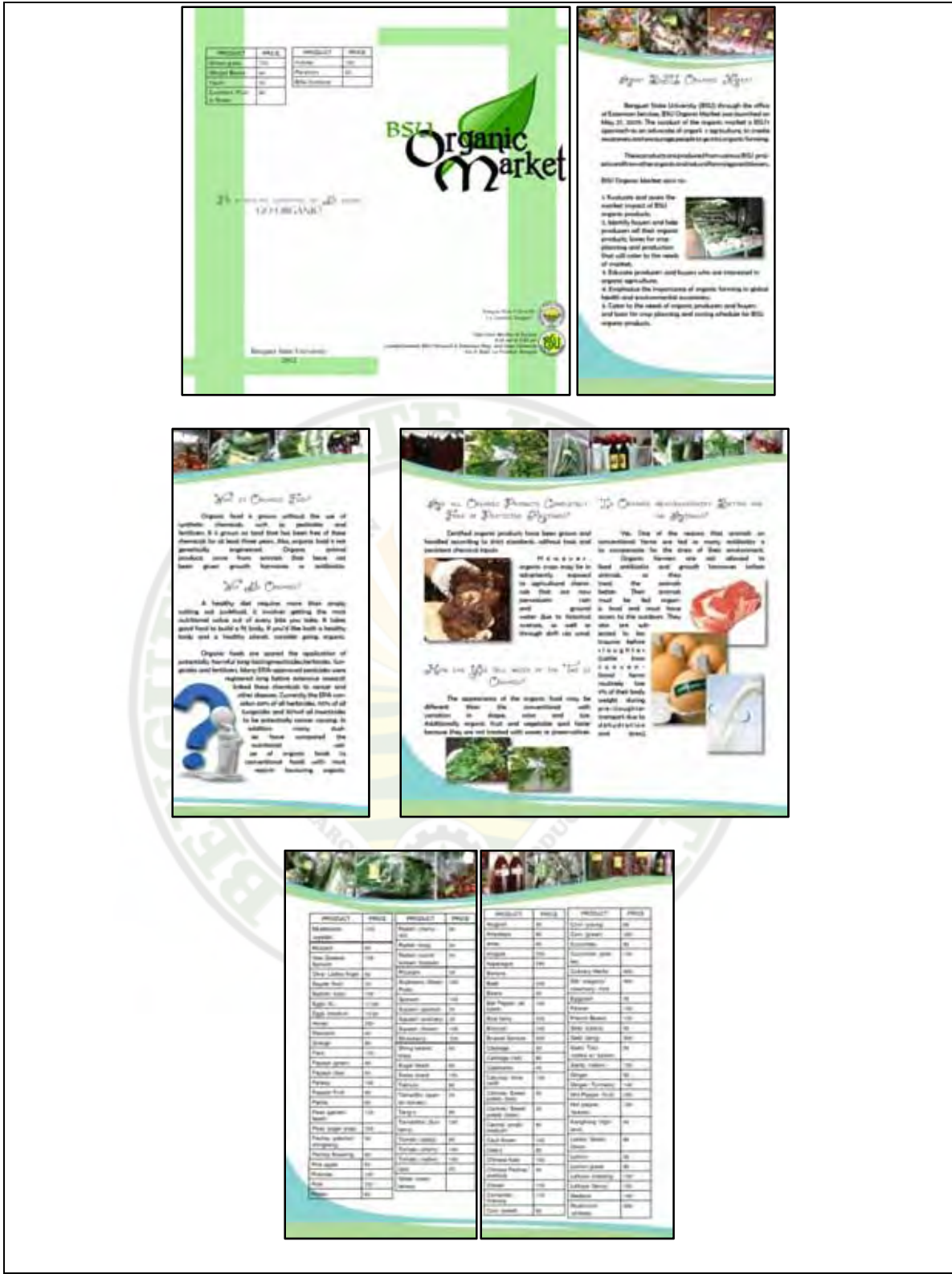


Figure 3. Pages (reduced form) of the second initial brochure





Figure 4. Pages (reduced form) of the third initial brochure



From the three initial brochures, Andres chose the size and form of the first brochure. According to him, a one page brochure is better because as compared to the two other brochures, pages might slip off or may be detached. Moreover, it can be for lesser cost of production.

Given those considerations, the researcher came up with a brochure of four folds with a size of 8.5” x 16” (Figures 5 and 6), printed on a glossy paper.

Content. The content of the produced brochure were based from the handout and from the issue of *Rangtay Vol. X No. 1* that was given by Andres. Document Assessment was also used for additional information such as: the frequently asked questions on organic foods, and the difference of organic farming from conventional farming. These information were later incorporated in the produced brochure.

The content includes the following: the profile of the BSU Organic Market; the frequently asked questions about organic foods such as what is organic food, why go organic, are all organic products completely free of pesticide residues, how can you tell which of the two is organic, why does organic food cost more, and what are the differences between organic and conventional farming. The conversion to Organic Farming and the list of products' prices available in the market were also included. Berlin Sans Fb font 10 was used for the body, and Charlemagne Std font 14 for the heading.

Layout. The concept of the design came from the researcher.

The colors used in the brochure were light green, green, orange, and blue. For the font color, black was used in contrast with the background. On the front panel, a photo of various vegetables was placed at the center, and a warped figure filled with color green with an overlay of another figure filled with color white having reduced opacity were





BSU ORGANIC MARKET PRODUCTS
(Prices as of February 2012)

PRODUCTS	PRICE / KILO	PRODUCTS	PRICE / KILO	PRODUCTS	PRICE / KILO	PRODUCTS	PRICE / KILO	PRODUCTS	PRICE / KILO	PRODUCTS	PRICE / KILO
Alubobol	40	Chinese Nuts	100	Hot pepper (fruit)	200	Mandarin	60	Soybeans (green pods)	160	Tong-ee	30
Amoroso fruit (leaves)	100	Chinese cabbage (leaves)	80	Hot pepper (leaves)	100	Orange	90	Sprouts	100	Water chestnuts	340
Amoroso (leaves)	100	Chives	120	Isulives	100	Papaia	120	Squash (green)	90	Tomato (leaves)	30
Angus	200	Corn (young)	80	Kangkang (highland)	60	Papaya (ripe)	60	Squash (ordinary)	40	Tomato (dry)	100
Angus (leaves)	340	Corn (mature)	80	Leaves (highland)	60	Papaya (green)	60	Squash (native)	100	Tomato (native)	30
Banana	60	Bean (young)	100	Lemon	160	Peanut	100	String bean	300	Ube	120
Bean	300	Bean (mature)	100	Lemon (green)	80	Peanut (leaves)	60	Sugar bean	60	Winged bean	80
Bean (leaves)	60	Bean (leaves)	100	Mustard	100	Peas (leaves)	100	Squash (native)	100	Vitamin	50
Beet	60	Beet (leaves)	100	Mustard (leaves)	100	Peas (fruit)	100	Telurita	60	Zucchini (fruit/leaves)	80
Beet (leaves)	60	Beet (leaves)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100	Free range Chicken (dressed)	250
Beet (leaves)	60	Beet (leaves)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Blueberry	200	Blueberry	400	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Broccoli	100	Broccoli	400	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Brussels sprouts	300	Brussels sprouts	400	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Cabbage	60	Cabbage	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Cabbage (red)	100	Cabbage (red)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Celery	40	Celery	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Celery (leaves)	100	Celery (leaves)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Cherry	80	Cherry	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Cherry (leaves)	100	Cherry (leaves)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Cherry (leaves)	100	Cherry (leaves)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		
Cherry (leaves)	100	Cherry (leaves)	100	Mustard (fruit)	100	Peas (leaves)	100	Tomato (native)	100		

Figure 5. Outside page (reduced form) of the produced brochure





ABOUT BSU ORGANIC MARKET

The BSU Organic Market, through the office of Extension Services, was launched on May 27, 2009. The conduct of the organic market is BSU's approach as an advocate of organic agriculture, to create awareness and encourage people to go into organic farming.

These products are produced from various BSU projects and from other organic and natural farming practitioners.

BSU Organic Market aims to:

1. Evaluate and assess the market impact of BSU organic products;
2. Identify buyers and help producers sell their organic products, bases for crop planning and production that will cater to the needs of market;
3. Educate producers and buyers who are interested in organic agriculture;
4. Emphasize the importance of organic farming in global health and environmental awareness;
5. Cater to the needs of organic producers and buyers and basis for crop planning and zoning schedule for BSU organic products.

WHAT IS ORGANIC FOOD?

Organic food is grown without the use of synthetic chemicals, such as pesticides and fertilizers. It is grown on land that has been free of these chemicals for at least three years.

Also, organic food is not genetically engineered. Organic animal products come from animals that have not been given growth hormones or antibiotics.

WHY DO ORGANIC?

A healthy diet requires more than simply cutting out junk food. It involves getting the most nutritional value out of every bite you take. If you'd like both a healthy body and a healthy planet, consider GOING ORGANIC.

Organic foods are spared by the application of potentially harmful long-lasting insecticides, herbicides, fungicides and fertilizers. Many EPA-approved pesticides were registered long before extensive research linked their chemical to cancer and other diseases. Currently the EPA considers 60% of all herbicides, 90% of all fungicides and 30% of all insecticides to be potentially cancer causing. In addition many studies have compared the nutritional value of organic food to conventional food with most reports favoring organic.

ARE ALL ORGANIC PRODUCTS COMPLETELY FREE OF PESTICIDE RESIDUES?

Certified organic products have been grown and handled according to strict standards, without toxic and persistent chemical inputs. However, organic crops may be inadvertently exposed to agricultural chemicals that are now pervasive in rain and ground water due to historical overuse, as well as through drift via wind.

HOW CAN YOU TELL WHICH OF THE TWO IS ORGANIC?

The appearance of the organic food may be different than the conventional with variation in shape, color and size. Additionally, organic fruit and vegetable spoil faster because they are not treated with waxes or preservatives.

PESTICIDES:
The reduction of pests and diseases is achieved through various methods such as the use of beneficial insects and birds, making dilution or traps.

HERBICIDES:
Organic farmers rotate crops, use hand-weed, or mulch to manage weeds.

LIVESTOCK:
Organic farmers allow animals to be outdoors, give them organic feed and in order to minimize disease use preventive measures such as rotational grazing, balanced diet and clean housing.

There is a widespread use of insecticide sprayed to reduce pests and disease.

Conventional farmers apply pesticides to produce unwanted plants.

Animals are given antibiotics, growth hormones and medications to prevent disease and spur growth.

CONVERSION TO ORGANIC ANIMALCULTURE:

1. The time between the probable start of organic management.
For annual crops at least 12 months before the start of the production cycle.
For perennials at least 36 months (0 or 6 mo) of management according to the full standards requirements before the first harvest.
2. One to three (1-3) year conversion (before the start of production cycle) is required on land heavily treated with synthetic chemicals over several years.

WHY DOES ORGANIC FOOD COST MORE?

Organic food doesn't always cost more. Some products may cost the same as (or even less) than their conventional counterparts. Current prices for organic food reflect many of the same costs as conventional items in terms of growing, harvesting, transportation and storage.

Since organic operations must have stricter regulation governing all of these steps, the process is often more intensive in terms of labour and management.

WHAT ARE THE MAIN DIFFERENCES BETWEEN ORGANIC AND CONVENTIONAL FARMING?

ORGANIC FARMING	CONVENTIONAL FARMING
FERTILIZERS Organic farmers apply natural fertilizers such as compost or manure to feed soil and plants.	Conventional farmer apply chemical fertilizers to promote plant growth.

Figure 6. Inside page (reduced form) of the produced brochure



placed at the right side of the front panel. The logos, schedule, and location were placed at the bottom.

On the inside and outside page, a photograph of organic vegetables enlarged with an overlay of a light green color was chosen as the background. Various pictures of BSU Organic Market products were placed on top, and three warped figures were placed below the product pictures. The sub-headings were emphasized by placing a figure filled with color orange.

Moreover, the profile of the Organic Market, the frequently asked questions, and the conversion to organic agriculture were placed on the inside page. While on the outside page, the price list and the sources of information were placed.

Graphics. On the front panel, a single photograph of vegetables sold in the organic market was chosen. The photo includes images of: broccoli, mustard, squash, cherry tomato, carrots, and chinese cabbage. This supports the statement of Forbes (2009) that a large, single image works much better than many small ones. Furthermore, he cited that too much clutter looks unprofessional and can be confusing to the eye.

Various pictures of BSU Organic Market products were placed on top of the inside page such as: strawberries, mushrooms, carrots, broccoli, tomatoes, wine, instant noodles, sweet potato, passion fruit, and others to show some of the available products of the Organic Market. These images occupied one inch of the length of the brochure.

Typography. On the front panel, Romance Fatal Std font 72 was used in the heading, and Arial font eight for the schedule and location of the Organic Market. Berlin Sans Fb font 10 was used for the body, and Charlemagne Std font 14 for the sub-headings.



Respondents' evaluation of the brochure

Tables 2, 3, 4, and 5 shows the evaluation of the developed brochure by the respondents. It was interpreted using mean and descriptive evaluation.

Content. Table 2 shows that the rating of the respondents on the criteria of content was good. This implies that the respondents understand the purpose of the brochure which is primarily in promoting the BSU Organic Market products, and encouraging consumers to go organic.

In terms of clear purpose, the content gained a rating of good (4.2). It shows that the respondents understood the purpose of the brochure. This supports the statement of Pratt (2009) that in designing a brochure, the first thing to consider is its purpose.

For the criterion concise, respondents rated it good (4.34). This supports the statement of Jenkins (2007) that brochure messages are always written in a short and concise manner because readers do not have overlong attention spans.

For the criterion organization and significant, respondents rated the brochure excellent. This implies that the respondents were satisfied on the organization of the contents, and they can relate to the significance of the produced brochure.

Furthermore, one of the respondents suggested adding information on the production of the organic products to gain more knowledge about it.

When it comes to the simplicity of words, the brochure gained a rating of good (4.32). However, there were five respondents who rated it average, and one rated it fair. The respondents who rated average and fair were farmers, teachers, and students. Most of the respondents stated that technical terms should be simplified considering those who



Table 2. Respondents' evaluation on the produced brochure's content

	RATING	DESCRIPTIVE EVALUATION
Clear purpose	4.20	Good
Concise	4.34	Good
Organized	4.58	Good
Significant	4.42	Good
Simplicity of words	4.32	Good

did not attend formal education. This implies that some terminologies used needs to be simplified for easier comprehension.

Layout. Table 3 shows that the rating of the respondents on the layout is good.

In terms of color, most of the respondents stated that the color of the brochure was eye catching and there is no need to improve the color of the produced brochure. This variable gained the highest rating of excellence among the criteria under layout. This result supports the statement of Cadiz (1991) that color is very important in designs because it makes the presentation more realistic.

In terms of spacing, the brochure gained a rating of "Good" (4.3). This has the highest average rating under this criterion. One respondent stated that the brochure was full of text and the photographs of the products placed on top are distracting. This may be a reason for consumers who are lazy to read to look at the pictures and not focus on the content. This contradicts the statement of Durell (n.d), wherein one important foundation for a brochure is the distractive factor that can be in the form of an image, a slogan, or even a really unusual color or shape that divertstheir attention to it.



Table 3. Respondents' evaluation on the produced brochure's layout

	RATING	DESCRIPTIVE EVALUATION
Color	4.20	Good
Spacing	4.34	Good
Contrast	4.58	Good
Design	4.42	Good
Creativity	4.32	Good

Meanwhile, to add more space, the respondents noted that it would be better if the content was in a bullet form than in a narrative form.

For contrast, the brochure gained a rating of good (4.38). One respondent, who happens to be a photographer, suggested that for more emphasis, it may be better if the contrast of the pictures of the organic products is higher. This supports the statement of Tsichold (1967) as cited by Amdengan (2010), that color and contrast must be considered in designs because it is one of the important elements of visual design.

In the criteria design and creativity, respondents commented that they were artistic and pleasant.

In addition, respondents said that the front page was attractive and they liked the design of the heading. This relates to the statement of Jenkins (2007) that the best brochure messages should always have a distinct and memorable element which typically can be the use of slogans or headlines, odd or exotic printing inks, or even just a very unusual digital art type design that no one has seen before.

Graphics. Table 4 shows that the respondents rated the graphics of the brochure good.



Table 4. Respondents' evaluation on the produced brochure's graphics

	RATING	DESCRIPTIVE EVALUATION
Appearance	4.48	Good
Size of the image	4.42	Good

In terms of appearance, it shows that the graphics placed served its purpose in promoting their organic products.

However, one respondent said that the pictures placed should complement what the information or content is referring to. As emphasized by Jenkins (2007), images are that key partner in making great brochure messages, it does not only decorate your designs of course but they are also key message features that expedite how people should understand and respond to those brochure messages.

For the size of the images, one of the respondents said that pictures of the products on top of the inside page should be smaller to give more space for the information.

This implies that the respondents thought that the graphics used in the brochure were appropriate and that it served its purpose in promoting the organic products but it should complement the information placed.

Typography. Results for this category are presented in table 5. It shows that the respondents rated this criterion good.

In terms of font size, the respondents suggested that it should be bigger for the elders to be able to read it too.

For the font color and the font style, respondents claimed that the letters are readable even if they are small because of the font style used.



Table 5. Respondents' evaluation on the produced brochure's typography

	RATING	DESCRIPTIVE EVALUATION
Font size	4.20	Good
Font color	4.44	Good
Font style	4.68	Good

Furthermore, most respondents said that the heading is catchy because of its font style. This implies that the font style and the font color used are appropriate for the readers.

Overall rating of the brochure

Table 6 shows the overall evaluation of the respondents to the produced brochure. It was interpreted using mean and descriptive evaluation.

Range of 1 to 1.99 is equivalent to poor, range of 2 to 2.99 is equivalent to fair, range of 3 to 3.99 is equivalent to average, range of 4 to 4.99 is equivalent to good, and range of 5 to 5.99 is equivalent to excellent.

The overall rating of the respondents to the brochure is good. This implies that the content, spacing, and typography of the brochure need to be improved to meet the respondents' standards.

Table 6. Overall rating of the produced brochure

CRITERIA	OVER ALL RATING	DESCRIPTIVE EVALUATION
Content	4.38	Good
Layout	4.42	Good
Graphics	4.45	Good
Typography	4.44	Good
OVERALL TOTAL	4.42	Good



Perceived importance of the produced brochure

Table 7 shows the importance of the produced brochure as perceived by the respondents.

Based on the results, majority (82%) of the respondents said that the brochure provides information to them particularly on the frequently asked questions about organic foods that were discussed in the brochure. These were: what organic food means, why does organic foods cost more, the differences between organic and conventional farming, the conversion to agriculture and the list of products available and their prices.

Moreover, the respondents said that they were informed and they agree on the contents of the brochure, however, they are not persuaded to buy organic products continuously. The respondents said that they are considering not only the nutrient content of some products but also its prices. As a result of this, respondents opt to buy products that are not organic since these are cheaper compared to those that are not organic. This supports by the statement of Econmodel (2007) that budget constraint describes the consumption options available to an agent with a limited income (or wealth) to allocate among various goods.

Table 7. Perceived importance from the produced brochure

PERCEIVED IMPORTANCE	FREQUENCY	PERCENTAGE	RANKING
Provides information to consumers	41	82	1
Promotes Organic Farming	29	58	2
Persuades consumers to convert into buying organic products	26	52	3
Persuades consumers to buy	21	42	4

*Multiple responses



Respondents' suggestions to improve the brochure

In terms of content, the respondents suggested to add more information about organic farming and organic foods' benefits.

As to the list of available products layout on the outside page, some respondents suggested it to be placed in a loose sheet to be inserted in the brochure instead, this is to give space for more information on organic farming. In addition, respondents said that prices of organic products are not permanent and it would change any time.

Moreover, they suggested simplifying the terms used for easier comprehension considering those consumers who didn't attend formal education. The respondents said that there is no need to change the design because it is good in quality and not irritating.

In terms of graphics, respondents suggested reducing the size of the pictures of products to give more space for the information. According to the respondents, the brochure was good in quality and for the overall suggestion, the content should be in bullet forms.

Description of the final Organic Market brochure

The size of the improved brochure was 8.5" x 14" (Figures 7 and 8).

The design and layout of the brochure was not changed. As suggested by the respondents, the image of vegetables sold at the BSU Organic Market in the front panel was enlarged, while the sizes of the logo of BSU and the BSU Internal Guarantee System (BIGS) were reduced.

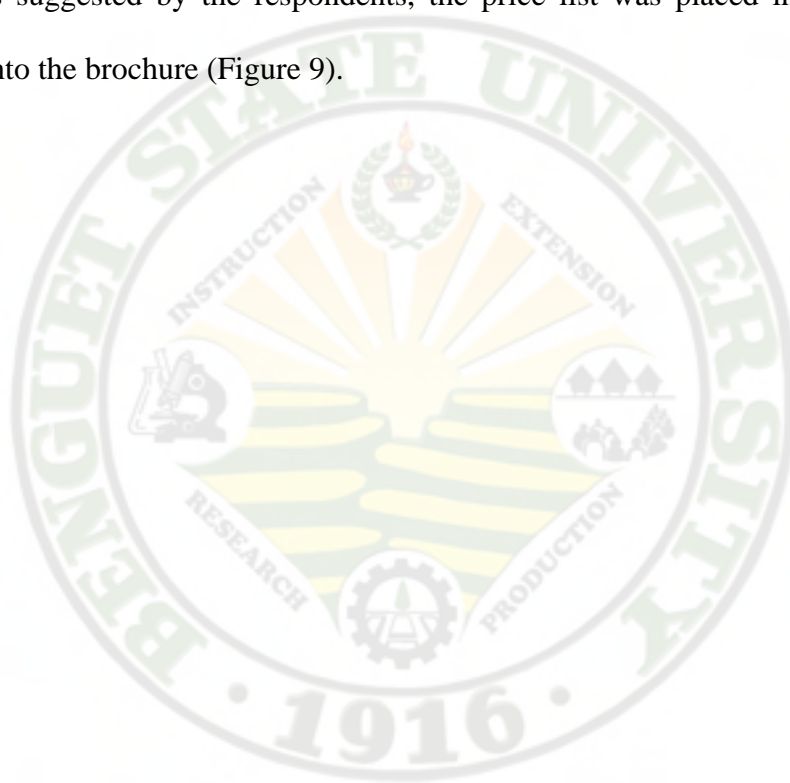
On the content, terms were simplified, sentences were shortened, and the information were placed in a bullet form. The improved brochure contains: the profile of the BSU Organic Market; the frequently asked questions about organic foods; the



benefits from organic foods; the differences between organic produce and non-organic produce; the considerations regarding pesticides; the conversion to organic agriculture; the crop rotation and soil management practices including the fertilizer policy and the growth regulators; and the contact details of the BSU Organic Personnel.

Also, a photograph of the BSU Organic Demo Farm was placed at the panel where the BSU Organic Market profile is.

As suggested by the respondents, the price list was placed in a separate sheet inserted into the brochure (Figure 9).



BSU Organic Market

WHY DO PESTICIDES MATTER?

- **Children and fetuses** are most vulnerable to pesticide exposure due to their less-developed immune systems and because their bodies and brain are still developing. Exposure at an early age can cause developmental delays, behavioral disorders, and motor dysfunction.
- **Pregnant women** are more vulnerable due to the added stress pesticides put on their already taxed organs. Plus pesticides can be passed from mother to child in the womb, as well as through breast milk. Some exposures can cause delayed effects on the nervous system, even years after the initial exposure.
- Most of us have an **accumulated build-up** of pesticide exposure in our bodies due to numerous years of exposure. This chemical "body burden," as it is medically known, could lead to health issues such as headaches, birth defects, and added strain on weakened immune systems.

CONVERSION TO ORGANIC AGRICULTURE:

1. The time between the probable start of organic management:
 - For annual crops: at least 12 months before the start of the production cycle.
 - For perennials: at least 18 months (1 yr 6 mos) of management according to the full standards requirements before the first harvest.
2. One to three (1-3) year conversion before the start of production cycle(s) is required on lands previously treated with synthetic chemicals over several years.

CROP ROTATION AND SOIL MANAGEMENT PRACTICES:

- In intensive vegetable cultivation, there should be atleast one legumes crop in rotation within three years.
- In perennial crops, intercropping, cover crops or mulching must insure that the soil is sufficiently covered for most part of the year.
- Tillage and cultivation implements shall be selected and use in a manner that maintains or improves soil physical or biological quality and minimize erosion.
- Appropriate conservation measures shall be established. Reasonable water conservation measures must be taken to avoid excessive exploitation and depletion of water resources.

FERTILIZATION POLICY

- The use of synthetic pesticides is prohibited.
- Products used for pest, disease and weed management prepared at the farm from local plants, animals and microorganisms are allowed.

GROWTH REGULATORS

- All synthetic products like growth regulation and dyes are prohibited.
- Products used for regulating growth and development of plants prepared on the farm itself from local plants, animal and microorganisms are allowed.

For more information contact:
 Head of BSU Organic Market
 Research and Extension Office
 OCSN 538-1276

Benguet State University
 La Trinidad, Benguet

Opens from Monday to Saturday
 7:00 am to 7:00 pm
 Located between BSU Research & Extension Bldg.
 and Open University
 BSU Compound, BUK, La Trinidad, Benguet

Figure 7. Outside Page (reduced form) of the improved brochure



ABOUT BSU ORGANIC MARKET

The BSU Organic Market, through the office of Extension Services, was launched on May 27, 2009. The conduct of the organic market is BSU's approach as an advocate of organic agriculture, to create awareness and encourage people to go into organic farming.



These products are produced from various BSU projects such as the BSU Organic Demo Farm in Baili, La Trinidad, Benguet, BSU Crocus Farm, and from other organic and natural farming practitioners who underwent rigid trainings by BSU.

BSU Organic Market aims to:

1. Evaluate and assess the market impact of BSU organic products;
2. Identify buyers and help producers sell their organic products, basis for crop planning and production that will cater to the needs of market;
3. Educate producers and buyers who are interested in organic agriculture;
4. Emphasize the importance of organic farming in global health and environmental awareness;
5. Cater to the needs of organic producers and buyers and basis for crop planning and zoning schedule for BSU organic products.



WHY IS ORGANIC FOOD?

The term "organic" refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as "organic".

Organic crops are grown without the use of pesticides and fertilizers. It is grown on land that has been free of these chemicals for at least three years.

WHY GO ORGANIC?

A healthy diet requires more than simply cutting out junk food, it involves getting the most nutritional value out of every bite you take. If you'd like both a healthy body and a healthy planet, consider GOING ORGANIC.

BENEFITS OF ORGANIC FOODS

- Contains fewer Artificial Additives
- Genetic Modification Free
- More Nutritious
- Best way to fight against cancer
- Great Fresh taste
- Better for the Environment
- Better for the Animals



WHY DOES ORGANIC FOOD COST MORE?

Organic food doesn't always cost more. Some products may cost the same or (or even less) than their conventional counterparts. Current prices for organic foods reflect many of the same costs as conventional items in terms of growing, harvesting, transportation and storage.

Since organic operations must have stricter regulations governing all of these steps, the process is often more intensive in terms of labour and management.

ORGANIC VS. NON-ORGANIC PRODUCE

ORGANIC PRODUCE	NON-ORGANIC
No Pesticides <ul style="list-style-type: none"> • Grown with natural fertilizer (manure, compost). • Weeds are controlled naturally (crop rotation, hand weeding, mulching, and tilling). • Insects are controlled using natural methods (birds, good insects, traps). 	Pesticides used <ul style="list-style-type: none"> • Grown with synthetic or chemical fertilizers. • Weeds are controlled with chemical herbicides. • Insecticides are used to manage pests and diseases.
No antibiotics, hormones, or pesticides are given to animals <ul style="list-style-type: none"> • Livestock are given all organic feed. • Disease is prevented with natural methods such as clean housing, rotational grazing, and a healthy diet. • Livestock must have access to the outdoors. 	Typically given antibiotics, hormones & feed grown with pesticides <ul style="list-style-type: none"> • Livestock are given growth hormones for faster growth. • Antibiotics and medications are used to prevent livestock disease. • Livestock may or may not have access to the outdoors.

HOW CAN YOU TELL WHICH OF THE TWO IS ORGANIC?

The appearance of the organic food may be different than the conventional with variation in shape, color and size. Additionally, organic fruit and vegetable does not spoil faster even without putting them in the refrigerator as compared to non-organic.



Figure 8. Inside Page (reduced brochure) of the improved brochure



PRODUCTS	PRICE/ KILO	PRODUCTS	PRICE/ KILO	PRODUCTS	PRICE/ KILO
Alugbati	80	Hot pepper (leaves)	100	Spinach	100
Ampalaya Fruit/ leaves	100	Indives	100	Squash (special)	50
Ami tips	100	Kangkong (Highland)	60	Squash (ordinary)	40
Arugula	200	Legumes (any kind)	100	Squash (flower)	100
Asparagus	240	Leeks/ Green Onion	90	Strawberry	200
Banana	60	Lemon	50	String beans	60
Basil	200	Lemon grass	90	Sugar beets	60
Beans	60	Lettuce (Iceberg)	100	Talinum	80
Bell pepper (all types)	160	Lettuce (fancy)	100	Tamarillo (Spanish tomato)	50
Blue berry	200	Madiera	100	Cape goose berry	240
Broccoli	100	Mushroom (shitake)	300	Tomato (salad)	80
Brussel sprouts	300	Mushroom (oyster)	150	Tomato (cherry)	100
Cabbage	60	Mustard	60	Tomato (native)	100
Cabbage (red)	100	New Zealand Spinach	100	Upo	30
Calamansi	40	Okra/ Ladies Finger	60	Water cress/ tansoy	100
Calunay/ Amaranth	100	Sayote (fruit)	25	Winged bean	80
Camote (tops & tuber)	50	Sayote (tips)	100	Yacon	50
Carrots (small/ medium)	80	Egg (small) (XL)	12/pc 10/pc	Zucchini (fruit/ flower)	80
Cauliflower	100	Honey (4x4 size)	400	Free rande Chicken	250
Celery	80	Mandarin	60		
Chinese Kale	100	Orange	80		
Chinese cabbage/ wombok	60	Paco	120		
Chives	120	Papaya (green)	40		
Corn (young/ sweet)	80	Papaya (ripe)	60		
Corn (green)	200	Parsley	100		
Cucumber	80	Passion fruit	80		
Culinary Herbs	400	Patola	60		
Dill/ Oregano/ rosemary/ mint	400	Peas (garden/ lapad)	150		
Eggplant	60	Peas (sugar snap)	250		
Fennel	100	Pechay (palechoi/ shingkong)	50		
French beans	120	Persimon	60		
Gabi (tuber)	50	Pineapple	50		
Gabi (Laing-dried)	300	Polonsai	100		
Gabi/ Taro (stalks w/ tubers)	50	Potato	60		
Garlic (native)	150	Radish (cherry/ red)	100		
Ginger	100	Radish (long/ round/ Korean/ torpedo)	30		
Ginger (Turmeric)	100	Rhubarb	50		
Hot pepper (fruit)	200	Soybeans (green pods)	160		

FOLIAR FERTILIZERS	PRICE/ KILO
Molasses	30
Calphos (calcium Phosphate)	120
CV (Coconut Vinegar)	120
IMO (Indigenous Microorganisms)	120
LA5 (Lactic Acid Syrup) - Fungicide	120
OHN-L (Oriental Herbs Nutrients-Livestock)	220
FPJ (Fermented Plant Juice)	120
FAA (Fish Amino Acid)	120
Mokusako (Pesticide)	160
OHN-Garlic	180
FFJ (Fermented Fruit Juice)	120
SFW (Sun Flower Weeds Extract)	120

Figure 9. Price List (loose sheet)



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to produce and evaluate a brochure that can be used by the BSU Organic Market in to further promote their products.

Specifically, it aimed to determine the socio-demographic profile of the respondents; determine the preferred message to be included in preparing the BSU Organic Market brochure; determine the elements to be considered in preparing the BSU organic market brochure as to the stakeholders' preference; Asses the ratings of the respondents about the material in terms of: typography, graphics, content and layout; determine the perceived importance of the material to be developed to the respondents; determine the respondents' suggestions and comments for the improvement of the brochure; and develop a brochure incorporating the respondents' comments and suggestions.

There were 50 respondents who were purposively chosen to evaluate the produced brochure. Most of the respondents were married and almost all of them finished college.

The researcher designed three initial brochures with same content, but different designs, layouts, forms, and styles. Elements from the three brochures were combined to develop another brochure considering the elements of visual design as set by Cadiz (1991). Based on the comments of the stakeholders, revisions were made.

A handout about Organic Standards and Regulations, and one issue of *Rangtay*, the semi-annual publication of BSU Extension Services were given by Andres to be used



as sources of information for the content of the brochure. Document Assessment was also used for additional information.

The produced brochure that was evaluated by the respondents has four folds with a size of 8.5” x 16” printed in a glossy paper. A photograph of vegetables being sold at the BSU Organic Market was chosen to be placed in the front cover together with the logo of BIGS (BSU Internal Guarantee System) and BSU. The inside page contains the profile of the organic market, various pictures of the market’s products and the frequently asked questions on organic food. On the other hand, the outside page contains the available organic products and their prices.

Results showed that rating of the brochure is good in terms of its content, graphics, layout and typography. However, based on the respondents’ remarks, the content, graphics, and typography of the brochure need to be improved.

For the over-all comment of the respondents, the content of the brochure should be in a bullet form.

Incorporating the comments and suggestions of the respondents, a final brochure was produced.

Conclusions

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

1. A brochure is an effective print medium in promoting their organic products;
2. A brochure can be informational yet not persuasive due to budget constrains;
3. To be able to produce, there should be a continuous consultation with the stakeholders of the Organic Market;
4. In making a brochure, elements of visual design such as: content, layout,



graphics, and typography should be considered;

5. Simple words and shorter sentences used in brochures are more comprehensible;

6. In producing a brochure for promotion, price list should be in a separate sheet because prices may change from time to time.

Recommendations

Based on the summary and conclusions, the recommendations were derived:

1. The brochure designed may be considered by the stakeholders for mass production;
2. In terms of content, use shorter sentences and simplified terminologies for easier comprehension;
3. In terms of graphics, increase contrast of images for more emphasis;
4. In terms of typography, use font size 11 or 12 for the elders to be able to read it.



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APPENDIX A

Survey Questionnaire

Respondent No. _____

BSU ORGANIC MARKET BROCHURE EVALUATION

I. SOCIO-DEMOGRAPHIC PROFILE

Name (optional): _____

Sex: M F Age: _____ Civil Status: _____

Occupation: _____

Highest Educational Attainment:
 ___ Elementary ___ High School ___ College

II. EVALUATION OF THE BROCHURE

Direction: Please check your answers.

Scale: 1- poor 2- fair 3- average 4- good 5- excellent

Criteria	Response					Comments and Suggestions
	1	2	3	4	5	
CONTENT						
Clear purpose (easily understood)						
Concise (brief, direct to the point)						
Organized						
Significant						
Simplicity of words						
LAYOUT						
Color						
Spacing						
Contrast						
Design						
Creativity						

Scale: 1-poor 2- fair 3- average 4-good 5- excellent

Criteria	Response					Comments and Suggestions
GRAPHICS	1	2	3	4	5	
Appearance						
Size of the images						
TYPOGRAPHY	1	2	3	4	5	
Font size						
Font style						
Font color						

III. PERCEIVED IMPORTANCE OF THE BROCHURE

What is the importance of the developed brochure? (Please put a check)

- provides information to consumers
- persuades consumers to buy
- persuades consumers to convert into buying organic products
- promotes organic farming
- Others (please specify):

APPENDIX B

Summary of the ratings of the Respondents

CRITERIA	RESPONSES					Mean
	5 (Excellent)	4 (Good)	3 (Average)	2 (Fair)	1 (Poor)	
Content						
Clear purpose	22	27	1	-	-	4.20
Concise	20	27	3	-	-	4.34
Organized	30	19	1	-	-	4.58
Significant	25	21	4	-	-	4.42
Simplicity of words	21	23	5	1	-	4.32
Layout						
Color	31	17	2	-	-	4.58
Spacing	22	21	5	-	-	4.30
Contrast	24	21	5	-	-	4.38
Design	25	22	3	-	-	4.44
Creativity	25	20	5	-	-	4.4
Graphics						
Appearance	27	20	3	-	-	4.48
Size of image	27	19	2	2	-	4.42
Typography						
Font size	22	19	8	1	-	4.20
Font color	29	14	7	-	-	4.44
Font style	32	17	2	-	-	4.68

APPENDIX C



Interview with Mercedes Luis, secretary of BIGS



One respondent answering the evaluation sheet

APPENDIX D

Photos used in the final BSU Organic Market brochure



Photo used in the front panel of the final BSU Organic Market brochure



Photo used as background in the final BSU Organic Market brochure

Photos used in the inside page of the final BSU Organic Market brochure









PRODUCTS	PRICE/ KILO
Alugbati	80
Ampalaya Fruit/ leaves	100
Amti tips	100
Arugula	200
Asparagus	240
Banana	60
Basil	200
Beans	60
Bell pepper (all types)	160
Blue berry	200
Broccoli	100
Brusel sprouts	300
Cabbage	60
Cabbage (red)	100
Calamansi	40
Calunay/ Amaranth	100
Camote (tops & tuber)	50
Carrots (small/ medium)	80
Cauliflower	100
Celery	80
Chinese Kale	100
Chinese cabbage/ womboc	60
Chives	120
Corn (young/ sweet)	80
Corn (green)	200
Cucumber	80
Culinary Herbs	400
Dill/ Oregano/ rosemary/ mint	400
Eggplant	60
Fennel	100
French beans	120
Gabi (tuber)	50
Gabi (Laing-dried)	300
Gabi/ Taro (stalks w/ tubers)	50
Garlic (native)	150
Ginger	100
Ginger (Turmeric)	100
Hot pepper (fruit)	200

PRODUCTS	PRICE/ KILO
Hot pepper (leaves)	100
Indives	100
Kangkong (Highland)	60
Legumes (any kind)	100
Leeks/ Green Onion	90
Lemon	50
Lemon grass	90
Lettuce (iceberg)	100
Lettuce (fancy)	100
Madiera	100
Mushroom (shitake)	300
Mushroom (oyster)	150
Mustard	60
New Zealand Spinach	100
Okra/ Ladies Finger	60
Sayote (fruit)	25
Sayote (tips)	100
Egg (small) (XL)	12/pc 10/pc
Honey (4x4 size)	400
Mandarin	60
Orange	80
Paco	120
Papaya (green)	40
Papaya (ripe)	60
Parsley	100
Passion fruit	80
Patola	60
Peas (garden/ lapad)	150
Peas (sugar snap)	250
Pechay (pakchoi/ shing kang)	50
Persimon	60
Pineapple	50
Polonsai	100
Potato	60
Radish (cherry/ red)	100
Radish (long/ round/ Korean/ torpedo)	30
Rhubarb	50
Soybeans (green pods)	160

PRODUCTS	PRICE/ KILO
Spinach	100
Squash (special)	50
Squash (ordinary)	40
Squash (flower)	100
Strawberry	200
String beans	60
Sugar beets	60
Talinum	80
Tamarillio (Spanish tomato)	50
Cape goose berry	240
Tomato (salad)	80
Tomato (cherry)	100
Tomato (native)	100
Upo	30
Water cress/ tansoy	100
Winged bean	80
Yacon	50
Zucchini (fruit/ flower)	80
Free rande Chicken	250

FOLIAR FERTILIZERS	PRICE/ KILO
Molasses	30
Calphos (calcium Phosphate)	120
CV (Coconut Vinegar)	120
IMO (Indigenous Microorganisms)	120
LAS (Lactic Acid Syrup) - Fungicide	120
OHN-L (Oriental Herbs Nutrients-Livestock)	220
FPJ (Fermented Plant Juice)	120
FAA (Fish Amino Acid)	120
Mokusako (Pesticide)	160
OHN-Garlic	180
FFJ (Fermented Fruit Juice)	120
SFW (Sun Flower Weeds Extract)	120



ABOUT BSU ORGANIC MARKET

The BSU Organic Market, through the office of Extension Services, was launched on May 27, 2009. The conduct of the organic market is BSU's approach as an advocate of organic agriculture, to create awareness and encourage people to go into organic farming.



These products are produced from various BSU projects such as the BSU Organic Demo Farm in Balili, La Trinidad, Benguet, BSU Gracious Farms, and from other organic and natural farming practitioners who underwent rigid trainings by BSU.

BSU Organic Market aims to:

1. Evaluate and assess the market impact of BSU organic products;
2. Identify buyers and help producers sell their organic products, bases for crop planning and production that will cater to the needs of market;
3. Educate producers and buyers who are interested in organic agriculture;
4. Emphasize the importance of organic farming in global health and environmental awareness;
5. Cater to the needs of organic producers and buyers and basis for crop planning and zoning schedule for BSU organic products.



WHAT IS ORGANIC FOOD?

The term "organic" refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as "organic".

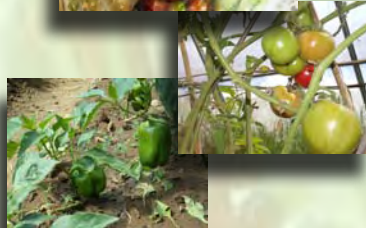
Organic crops are grown without the use of pesticides and fertilizers. It is grown on land that has been free of these chemicals for at least three years.

WHY GO ORGANIC?

A healthy diet requires more than simply cutting out junkfood, it involves getting the most nutritional value out of every bite you take. If you'd like both a healthy body and a healthy planet, consider GOING ORGANIC.

BENEFITS OF ORGANIC FOODS

- Contains fewer Artificial Additives
- Genetic Modification Free
- More Nutritious
- Best way to fight against cancer
- Great Fresh taste
- Better for the Environment
- Better for the Animals



HOW CAN YOU TELL WHICH OF THE TWO IS ORGANIC?

The appearance of the organic food may be different than the conventional with variation in shape, color and size. Additionally, organic fruit and vegetable does not spoil faster even without putting them in the refrigerator as compared to non-organic.



WHY DOES ORGANIC FOOD COST MORE?

Organic food doesn't always cost more. Some products may cost the same as (or even less) than their conventional counterparts. Current prices for organic foods reflect many of the same costs as conventional items in terms of growing, harvesting, transportation and storage.

Since organic operations must have stricter regulations governing all of these steps, the process is often more intensive in terms of labour and management.

ORGANIC vs. NON-ORGANIC PRODUCE

ORGANIC PRODUCE	NON-ORGANIC
<p>No Pesticides</p> <ul style="list-style-type: none"> • Grown with natural fertilizers (manure, compost). • Weeds are controlled naturally (crop rotation, hand weeding, mulching, and tilling). • Insects are controlled using natural methods (birds, good insects, traps). 	<p>Pesticides used</p> <ul style="list-style-type: none"> • Grown with synthetic or chemical fertilizers. • Weeds are controlled with chemical herbicides. • Insecticides are used to manage pests and disease.
<p>No antibiotics, hormones, or pesticides are given to animals</p> <ul style="list-style-type: none"> • Livestock are given all organic feed. • Disease is prevented with natural methods such as clean housing, rotational grazing, and a healthy diet. • Livestock must have access to the outdoors. 	<p>Typically given antibiotics, hormones & feed grown with pesticides</p> <ul style="list-style-type: none"> • Livestock are given growth hormones for faster growth. • Antibiotics and medications are used to prevent livestock disease. • Livestock may or may not have access to the outdoors.

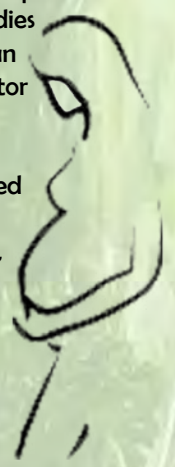


BSU Organic Market



WHY DO PESTICIDES MATTER?

- **Children and fetuses** are most vulnerable to pesticide exposure due to their less-developed immune systems and because their bodies and brains are still developing. Exposure at an early age can cause developmental delays, behavioral disorders, and motor dysfunction.
- **Pregnant women** are more vulnerable due to the added stress pesticides put on their already taxed organs. Plus pesticides can be passed from mother to child in the womb, as well as through breast milk. Some exposures can cause delayed effects on the nervous system, even years after the initial exposure.
- Most of us have an **accumulated build-up** of pesticide exposure in our bodies due to numerous years of exposure. This chemical "body burden," as it is medically known, could lead to health issues such as headaches, birth defects, and added strain on weakened immune systems.



CROP ROTATION AND SOIL MANAGEMENT PRACTICES:

- In intensive vegetable cultivation, there should be atleast one legumes crop in rotation within three years.
- In perennial crops, intercropping, cover crops or mulching must ensure that the soil is sufficiently covered for most part of the year.
- Tillage and cultivation implements shall be selected and uses in a manner that maintains or improves soil physical or biological quality and minimizes erosion.
- Appropriate conservation measures shall be established. Reasonable water conservation measures must be taken to avoid excessive exploitation and depletion of water resources.

FERTILIZATION POLICY

- The use of synthetic pesticides is prohibited.
- Products used for pest, disease and weed management prepared at the farm from local plants, animals and microorganisms are allowed.

GROWTH REGULATORS

- All synthetic products like growth regulators and dyes are prohibited.
- Products used for regulating growth and development of plants prepared on the farm itself from local plants; animals and microorganisms are allowed.

CONVERSION TO ORGANIC AGRICULTURE:

1. The time between the probbable start of organic management:

For anual crops: at least 12 months before the start of the production cycle.
 For perennials: at least 18 months (1 yr 6 mos) of management according to the full standardds requirements before the first harvest.

2. One to three (1-3) year conversion (before the start of production cycle) is required on lands heavily treated with synthetic chemicals over several years.

For more information contact:
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