

# Philippines Cold Chain Project (PCCP)

Winrock implements PCCP in the Caraga Region of northern Mindanao. Caraga is the newest, and second poorest, region of the Philippines and occupies the northeastern portion of the island of Mindanao. PCCP primarily focuses on providing benefits at the producer level to improve production, inputs, technology and practices at the farm level. Collaborating with producer groups, intermediate organizations and larger scale cold chain related business, PCCP secondarily assists farm families to increase income, improve nutrition and food security, and provide higher value agricultural products to new markets that require a cold chain.

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## FAST FACTS

**DONOR:** U.S. DEPARTMENT OF AGRICULTURE

**TIMEFRAME:** SEPTEMBER 2013 - SEPTEMBER 2018

**FUNDING LEVEL:** USD 17 MILLION

**LOCATION:** CARAGA REGION, PHILIPPINES

**TARGET BENEFICIARIES:** SMALLHOLDER FARMERS IN FISHERY, LIVESTOCK AND HORTICULTURE SECTORS

**CONTACT INFORMATION:**  
WINROCK INTERNATIONAL PCCP  
2/F RUDY TIU BUILDING II  
J.C. AQUINO AVENUE 8600 BUTUAN CITY  
PHONE: (085) 342 0837

## Activities

PCCP has two overall strategic objectives:

- To increase agricultural productivity of select high-value commodities, such as high-value vegetables, bananas, livestock and fisheries; in terms of yield/harvest per unit area and scope of production area.
- To expand trade of agricultural products by ensuring production of high-quality products to maintain competitive market prices as well as meet all food safety standards in order for the producers to be competitive in outside markets. This objective focuses on the end of the value chain and includes off-farm activities up until the product hits a fork.

## Results

PCCP activities have produced the following results:

- Helped to create or strengthen 258 producer groups and provided 624 training sessions in quality and regulatory certification or organizational development for producer groups
- Trained 923 agricultural producers on improved agricultural techniques for horticulture, fish and livestock
- Value of public and private sector investment leveraged by USDA assistance: \$1,994,898