

## PROGRAM STATUS AS OF DECEMBER 31, 2016

<b>NAME OF PROGRAMS/PROJECT</b>	MARKET EXPANSION OF RICE TRADING THROUGH DIRECTLY MSI-SERVED LANDBANK BRANCHES
<b>PROGRAM DESCRIPTION/ PURPOSE</b>	TO PROVIDE ADDITIONAL MARKETS TO BANK-ASSISTED FARMER-COOPERATIVES AND SMEs AS A VEHICLE TO PROVIDE INCREASED INCOME AND OPPURTUNITIES
<b>MODE OF IMPLEMENTATION</b>	TO CONVERT LANDBANK BRANCHES PROCURING LOCALLY OF THEIR MILLED RICE REQUIREMENTS INTO DIRECTLY SERVED BY MASAGANANG SAKAHAN, INC.  CONTINUED 100 % COVERAGE AS OF DECEMBER 2015
<b>TARGET BENEFICIARIES</b>	FARMER-COOPERATIVES ENDORSED BY LANDBANK
<b>PROGRAM BENEFITS TO FARMER-COOPERATIVES</b>	1. ADDITIONAL NICHE MARKET FOR FARMERS PRODUCE OF MILLED RICE  2. IMPROVEMENT IN INCOMES BY ENCOURAGING VALUE ADDED PROCESSES
<b>PROJECT STATUS AS OF DECEMBER 31, 2016</b>	100% FULL CONVERSION AS OF DECEMBER 31, 2016 CONSISTING OF MARKET INDICATORS:  Cost of Sales: P 231.91 Million No. of Co-ops: 22 No. of SMEs : 74 No. of Bags : 92,311
	NEW LANDBANK BRANCHES FULLY CONVERTED TO DIRECTLY-MSI SERVED:  Region 1 : 35 branches/field units Region 2 : 27 branches/field units Region 3 : 55 branch Region 4 : 81 branches/field units Region 5 : 30 branches/field units Region 6 : 35 branches/field units Region 7 : 26 branches/field units Region 8 : 22 branches/field units Region 9 : 24 branches/field units Region 10 : 32 branches/field units Region 11 : 19 branches/field units Region 12 : 33 branches/field units