



Republic of the Philippines
CITY OF SAN FERNANDO
Province of La Union

**PROMOTING THE
BAMBOO INDUSTRY TOWARDS
ENTERPRISE DEVELOPMENT:**

**The City of San Fernando
Experience**

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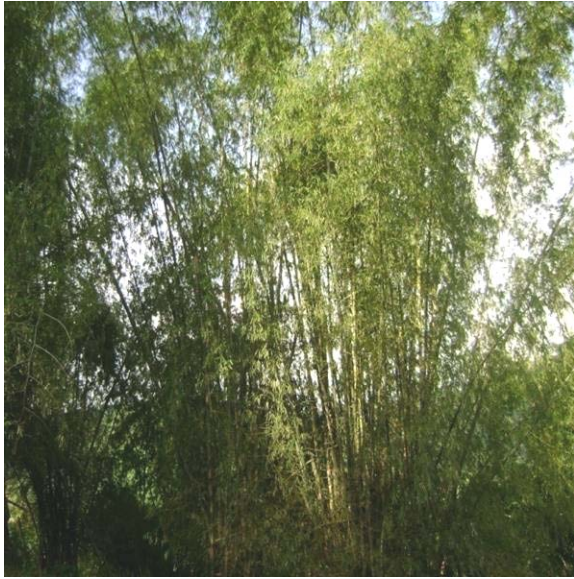
City Councilor

City of San Fernando, La Union

Philippines



Why BAMBOO?



- Bamboo is considered a wonder grass because of its 1,500 uses.
- The demand is high for cottage industry, furniture industry, construction, fishing industry, among others.
- A hectare of bamboo plantation can sequester 12 tons of carbon dioxide hence a carbon sequester and agent for climate change reversal.




● In the Philippines, the abundance of bamboo resource in the Ilocos Region is potential for making La Union the future *Bamboo Capital of the North*



Background

A 22-hectare bamboo plantation was established with the implementation of the Bamboo Plantation Development Project in La Union through the Community Livelihood Assistance Special Program (CLASP) of the Department of Environment and Natural Resources (DENR).



-  Bamboo has been identified as the focused commodity of the city's Farmer's Information and Technology Service (FITS) Center.



Milestones

- ✚ Active partnership between and among the national government agencies (NGAs), Local Government Units (LGUs), Barangay Councils and the Peoples' Organizations (POs) in the implementation of bamboo-related projects.



Signing of Memorandum of Agreement (MOA)

- Produced high quality planting materials



Bamboo propagules



- Established bamboo plantations in the different barangays to sustain raw material for the bamboo industry in the City through multi-sectoral partnership.



Bamboo plantation





Provision of financial assistance to the project beneficiaries for sustainable bamboo product development





Conduct of capability building activities such as trainings and seminars to enhance the knowledge and skills of the beneficiaries.



Training on Bamboo Nursery Establishment





Training on Basket Weaving using Bamboo



- ✚ Conducted promotional activities such as the "*Kawayan* (bamboo) *Challenge*"



Tiklis (Bamboo crate)
Making Contest



Kadang-Kadang Race
(Stilt Walk)



Palo Sebo
(greased bamboo pole climbing)



Rabong (bamboo shoot)
Cookfest



✚ Production of quality bamboo handicrafts and by-products



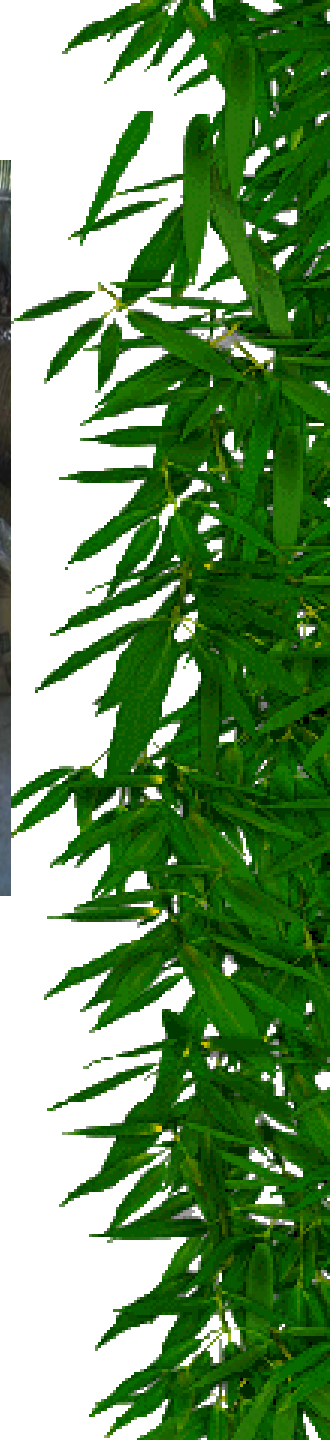
Bamboo poles sold by order basis

Novelty items





Bamboo crates being used by the City of San Fernando in the Solid Waste Management Program





chairs, tables, beds, plates and place mats

- ✚ Participation in trade fairs, exhibits and congress to promote the use of bamboo products



Project Impacts

Social

- ✚ Increased awareness and appreciation on the importance of bamboo;
- ✚ Active gender participation



Technical

- ✦ Continuous adoption and utilization of the technology
 - Bamboo propagation
 - Planting
 - Maintenance and protection
 - Harvesting techniques
 - Product design
 - Promotions, marketing and enterprise development



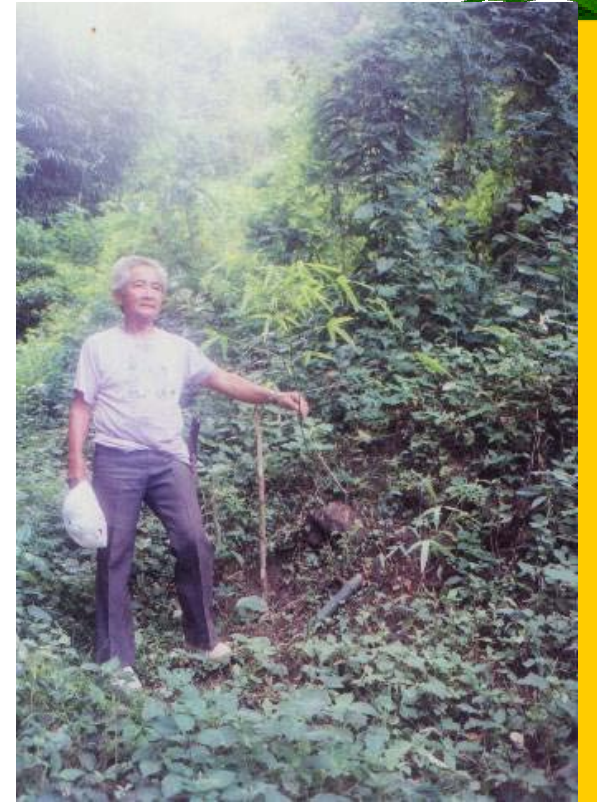
Economic

- **The plantation area provided an increase of raw material production**
- **A hectare of bamboo plantation can produce 1,269 poles that can produce 9,583 baskets worth Php354,735;**
- **An income of Php28,896/year or 240/day is earned in basket weaving starting with an investment capital of Php17,304.**



Ecological Impact

- ✦ **The once inadequately stock areas have been enriched with bamboos which will serve as protection for further erosion and stream bank denudation.**



Political Impact

- Provision of financial assistance
- Support being bamboo as city's focused commodity
- Presence of the Farmers Information and Technology Services (FITS) in the City
- Presence of Science and Technology-Based Farm on Bamboo Production



Come and visit our country
to witness our growing
bamboo industry...



See you folks!!!

