

CLP explores online medium to boost nationwide IEC drive

The most recent video uploaded on the Croplife Philippines YouTube Channel is among the most important trends in the agriculture industry today which is Herbicide Resistance Management.

The issue of herbicide resistance has been plaguing farmers on the field prompting CLP to conduct regional seminars and workshops on the topic. However, with online videos, CropLife is able to share tips and crucial information that can help farmers address the problem, especially during its early stages.

“As we tap into different platforms to educate our partners on a wide variety of topics, we hope to share with them at least the basic information they need to recognize problems and address them using effective methods. It also keeps them abreast of the latest farming trends to help them increase productivity,” CLP Executive Director Edilberto de Luna said.

The other videos posted on CropLife Philippines Youtube channel such as tutorials on Insecticide Resistance Management, Sustainable Corn Production in Sloping Areas, and other stewardship content are also produced using Filipino language to make them more relatable to the target audience.

“It has always been part of our advocacy to educate our stakeholders on the latest developments in agriculture as well as orient them on the latest trends and threats that can affect their production. We want to use all the available tools to make sure that we fulfill this mission.”

Apart from print and online media, CropLife Philippines also expressed openness to engage in social media for its nationwide IEC drive to reach a wider audience at a faster amount of time.

Currently, CropLife Philippines' Facebook page has more than 37,000 followers.