

## **Agritourism Farms as Conduit of the Adoption of Good Agricultural Practices (GAP) in Eastern Visayas, Philippines**

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### **Abstract**

Philippine Good Agricultural Practices (PhilGAP) is an important policy mechanism adhering to the food safety act of the Philippines (RA 10611) in ensuring food safety, environmental sustainability, and social responsibility in the agricultural sector. However low adoption of PhilGAP standards has been observed particularly in the Eastern Visayas Region. This is in spite of the region having vast agricultural areas. A significant challenge in the low adoption of PhilGAP is the low awareness of both producers and consumers of PhilGAP processes along with its benefits. Grounded in this premise, this project highlights the potential contribution of the local agritourism farms in the promotion of PhilGAP within the Eastern Visayas Region. The significant number of agritourism farms within the region could serve as a conduit for education, communication, and collaboration between farmers and consumers in increasing awareness and appreciation of PhilGAP. Using multiple case studies as research design, the project is aimed at identifying and understanding the challenges and prospects of agritourism farms in Eastern Visayas for PhilGAP certification and ultimately, in the promotion of PhilGAP within the region. The results of the study reiterate the different challenges in relation to the absence of niche market of PhilGAP-certified produce, which could be further associated with the lack of awareness. With the status of the local agritourism farms as learning sites, this study reaffirms their significant role in establishing the market niche of PhilGAP certified produce. It further recommends the provision of institutional support emanating from local government units and national government agencies in relation to PhilGAP certification and promotion through these agritourism farms.