



Junjie Crisante (Philippines)

Host organization: Kenner Foods International (KFI), Inc (Philippines)

ICats role: Consultant, Grower Management Specialist

ICats duration: Feb – Dec 2015 (Full-time)

Degree: Master of Business Administration (Melbourne)

Professional experience: Management consultant with focus on the areas of strategy and operations, backed with 7 years of formal project management experience.

Summary

Using his experience in project management and business analysis, Junjie led the design and implementation of the management information system intended to house KFI's cacao grower data. Amidst challenges imposed by dispersed and remote company locations, he initiated the grower data standardization and sanitation efforts. Junjie also led laying the groundwork to help on KFI's readiness to achieve its targeted UTZ sustainability certification by 2016.

The problem KFI aims to tackle

- KFI is an agribusiness company specializing in the growing and trading of high-quality agricultural crops, especially fermented cacao beans sourced from smallholder farmers.
- Smallholder farmers remain to be most vulnerable in the agri-chain due to their constrained access to quality planting inputs, asymmetric market information, decreased market power and lack of access to markets.

KFI's challenges

KFI started to grow aggressively in 2014 but its grower data capture/management was still yet to catch up with the company's pace of expansion.

KFI's solution

- KFI provides end-to-end support to smallholder farmers with access to technology, financing and markets needed to increase and sustain farmers' yields, income and quality of life.
- KFI works with thousands of cacao farmers to increase their average annual income as much as 4 times (7X increase in average coconut farmer's annual income) in Mindanao and parts of Visayas areas in the Philippines.

Instead of the system fitting itself to the needs of the company, KFI found itself adjusting just to fit itself to the design of the existing system.

"My experience as an ICats Fellow...

was a priceless immersion in the field of agriculture – an upfront and not-your-typical post-MBA experience in an environment so challenging and uncertain yet at the same time very rewarding. This is truly a worth-it kind of learning adventure."

- Junjie

Opportunity for an ICats Fellow

There was an opportunity for a fellow with experience to lead the design and the implementation of the grower management information system using the constructs of project management.

Junjie's achievements ...



- Led the Phase 1 delivery of the customized management information system to house cacao grower data relevant to KFI's needs.
 - Led the business analysis, requirements gathering and project management required to deliver the management information system for the company's cacao grower members.
 - This responsibility involves reporting to the CEO and COO the project's development, issues, help needed to ensure that the management information system is delivered and bridging the organization to an external IT vendor.

Junjie's next challenge

Junjie will remain in Davao, Philippines to pursue management roles within the agribusiness sector.

...contributing to KFI's operational improvements



- Delivered a mobile-based solution to facilitate monitoring and evaluation (M&E) data collection in remote cacao farm areas.
- Led the gap analysis and the exploration of requirements related to UTZ farming sustainability certification. Distilled piles of requirements and information into a format easily digested and understood by the company's board.
- Increased the level of Excel quotient of the organization by developing and training managers and employees alike in the maintenance and presentation of management-relevant data through available excel-based functionalities

"Working with Junjie, I was reminded of the real reason why I chose to study and work in the field of agriculture, and that is to help the farmer in every way I can to uplift their way of living"

Portia Sugsi, Manager

Postharvest and Monitoring & Evaluation Processes in KFI