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| Name of Extension/Public Service (The name of the service being offered) | IEC Material Development and Promotion |
| Objective (Description of the service being provided; History of service provision) | This involves the development and production of major publications such as technical bulletins, books, catalogues, training manuals, pamphlets and leaflets on postharvest developments and horticulture. It also involves the creation of PowerPoint presentations for trainings, invitations or requests by other agencies, and briefing materials for visitors program and other events. Posters and/or streamers for exhibits and similar events, as well as popular articles on postharvest developments for newsletters, newspapers and magazines are also produced for promotion purposes. |
| Duration/Date | Continuing activity |
| Target Beneficiaries | Private individuals, non-government organizations, schools and other university and government staff, and farmers and traders |
| Cost of Participation | Postharvest Horticulture Training and Research Center (PHTRC) University of the Philippines Los Baños |
| Office in Charge | The PHTRC was established in 1977 with grants from ASEAN-AECP program in response to the United Nation's call to reduce food losses. It has since intensified its efforts in responding to the local horticulture industry needs while continuing its linkages with other countries in the improvement of postharvest systems. The PHTRC follows a systems and multidisciplinary approach in the conduct of postharvest research, extension and training. |
| Office Profile Degree granting or non-degree granting Purpose of creation Location in the hierarchy (Background of the office providing the service i.e. Number of personnel and Key personnel providing the service) | |

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| Awards/recognition received by the office (The awards given by or received by the office offering the service, if any) | |
| Official website and Social media accounts (The link to the official website of the service) | Facebook Page: Postharvest Horticulture Training and Research Center |
| External links for documentation (The external links featuring the service [for the electronic copy, e.g. features in newspapers etc.]) | |
| Contact details (The contact details of the head of the unit offering the service: fax, telephone, email, snail mail, map) | Dr. Elda B. Esguerra OIC-Director or Dr. Dormita R. Del Carmen Training Coordinator PHTRC, UPLB Tel. nos.: (049) 536-3259 and 536-0081 E-mail: phtrc@uplb.edu.ph |
| Other Remarks | |