



# SOUTHEAST ASIAN AGRI MUSEUM

and Learning Center  
on Agricultural and  
Rural Development



## Operation

Its operations will be integrated in SEARCA's core programs that invite partnerships with governments and the development community in implementing the Center's five-year plans. Hence, unlike traditional museums, the AgriMuseum will be dynamic, changing exhibits that respond to the overall evolving agricultural landscape as well as the current and emerging issues and challenges in ARD.

## Complementation with other similar museums

The AgriMuseum experience will complement a total experience offered by the campus of the University of the Philippines Los Baños (UPLB) and other institutions in the Los Baños Science Community (LBSC), where SEARCA serves as member, in living up to the municipality's label as a Science and Nature City. It will provide the Southeast Asian regional experience in ARD.

## Cost

The AgriMuseum's estimated total cost, including its structure and exhibits comprising artefacts, digital hardware, and content, is One Million Eight Hundred Thousand United States Dollars (USD 1.8 M). It will occupy approximately 1,000 square meters of floor area in three levels of a new structure to be constructed and annexed to the existing SEARCA Headquarters at UPLB, which is among the strongest agricultural universities in the region.

## Invitation

SEARCA invites contributions in financial, material, archaeological, historical, intellectual, and other kinds of resources required to set up the AgriMuseum. It becomes more meaningful and effective if it is jointly and cooperatively established and owned by the very stakeholders who believe in and stand to benefit from it. Please contact:

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Background and Rationale

In light of the growing importance of agriculture to the region's food security and overall development, there is a need to educate and bring to the public's consciousness the challenges it faces and the necessity of efforts to promote agricultural and rural development (ARD).

The challenges include unabated population growth, climate change, land degradation and dwindling natural resource base, compounded with an aging farming generation and waning interest among the youth in agriculture as a field of study and source of livelihood.

SEARCA's historic and traditional response is through its three functions, namely, graduate education and institutional development, research and development, and knowledge management.

Starting in FY2015/2016, the Center started conceptualizing an alternative mode of promoting awareness and appreciation, educating, and empowering a wide spectrum of stakeholders on the plight of agriculture. An innovative **AgriMuseum and Learning Center in Agricultural and Rural Development for Southeast Asia**, possibly the first in the region, is seen as an alternative education facility for getting across the message of the urgency of ARD to concerned stakeholders and to enjoin them to rally behind the cause.

Objectives

The **Southeast Asian AgriMuseum and Learning Center on Agricultural and Rural Development** aims to:

- Advance the science and enterprise of agricultural and rural development in Southeast Asia;
- Promote awareness on and appreciation of the dynamics of agricultural and rural development in Southeast Asian/ASEAN nations and region as a whole; and
- Stimulate discussion, learning, innovation, livelihood, and collaboration for inclusive and sustainable ARD in Southeast Asia.

Intended Users

The museum/learning center will be enjoyed by a wide spectrum of users including **youths/students, farmers, development practitioners, policy and decision makers, researchers, media professionals**, and the **general public**. This is so that they would appreciate more deeply the role of agriculture in their own lives and in national development; and favor venturing into various ARD professions, becoming ARD's staunch supporters and doers.

General Description and Features

Media

Given its limited space, the AgriMuseum will employ advances in information technology to effectively showcase science-based knowledge, innovations, and recommendations for an inclusive and sustainable ARD in an interactive manner. As in traditional museums, it will also exhibit unique artefacts that will depict the nature of agriculture and the diverse farming culture in Southeast Asia.

Content

1. Highlights of Southeast Asian agriculture

primes visitors on the centrality of agriculture in the lives of Southeast Asian people.



2. Unique foodscapes of Southeast Asia

provides visitors detailed information on distinguishing features of agriculture in each Southeast Asian country.



3. Lifescape of Southeast Asia

provides visitors an appreciation of the commonalities of agriculture in each country across ecosystems from ridge to reef.



4. Challenges to wiping out hunger

presents the threats of population growth in the region and the aging farm population; how urbanization and globalization are changing food preferences and consumption; increasing food wastage; food safety risks; and degradation of natural resources compromising agriculture and food production.



5. Hope for Southeast Asian agriculture

shows the transformation of agriculture in Southeast Asia highlighted by institutional and individual game changers and their impacts on ARD.



It will feature five pockets of hope, as follows:

- Adaptations to Climate Change
- Environmental Sustainability
- Food Safety / Quality / Entrepreneurship / Trade
- Social Inclusion
- Agricultural Technology / Innovation and Biotech

6. What lies ahead for Southeast Asian agriculture

describes the potentials and future of agriculture in Southeast Asia.

