

One barangay (village), one product: Squid rings in Sagay City, Negros Occidental



The onslaught of Super Typhoon Haiyan (Yolanda) in parts of Negros Occidental pushed its vulnerable population further into poverty, but Sagay City is reviving itself with the production of squid rings.

Squid rings are a native delicacy with a high local demand. The city government saw in this an opportunity for Haiyan-affected communities to venture into an enterprise that could help them recover, so it started promoting a One Barangay (Village), One Product movement with squid rings as the featured product.

To increase production while ensuring high quality, the International Labour Organisation (ILO) together with the City of Sagay and the Department of Trade and Industry (DTI) provided training on squid ring production and basic business skills to 65 individuals (59 women, six men).



A community member prepares a batch of batter-coated squid rings for frying.

in communities that depended mostly on the sea for their living. To ensure sustainability, they were later organized into the Sagay OFW-dependents Association (SOFA). With regular market monitoring by both the Department of Trade and Industry (DTI) and the City of Sagay, SOFA will be able to manage their enterprise and turn it into a thriving business.

The ILO is grateful for the support it has received from the Government of Norway for its Haiyan Response and its vision to truly Build Back Better.

The sub-project also worked on the promotion of coastal products (including squid), the improving ways of doing business, marketing and post-harvest packaging, as well as linkages with retail markets. The intervention expanded the income source of participating families, especially

Emergency Employment
and Sustainable Livelihoods
after Super Typhoon Haiyan

Implementing Partners

- Public Employment Services Office, City of Sagay

Stakeholder Organization

- Department of Trade and Industry (DTI)

Funding Partner

- Government of Norway



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