

Sustainability of Agricultural Related Business in the Philippines

Overview

- **Philippine overview**
- **Philippine farming overview**
- **Insights from japan Industry tour**
- **Action Plan**
- **Acknowledgement**

The Philippines



- More than 7000 island
- 300,000 sq. km land area



Visayas State University

- It is the second largest state university in the Philippines in terms of land area
- a leading global university in agriculture and allied fields.



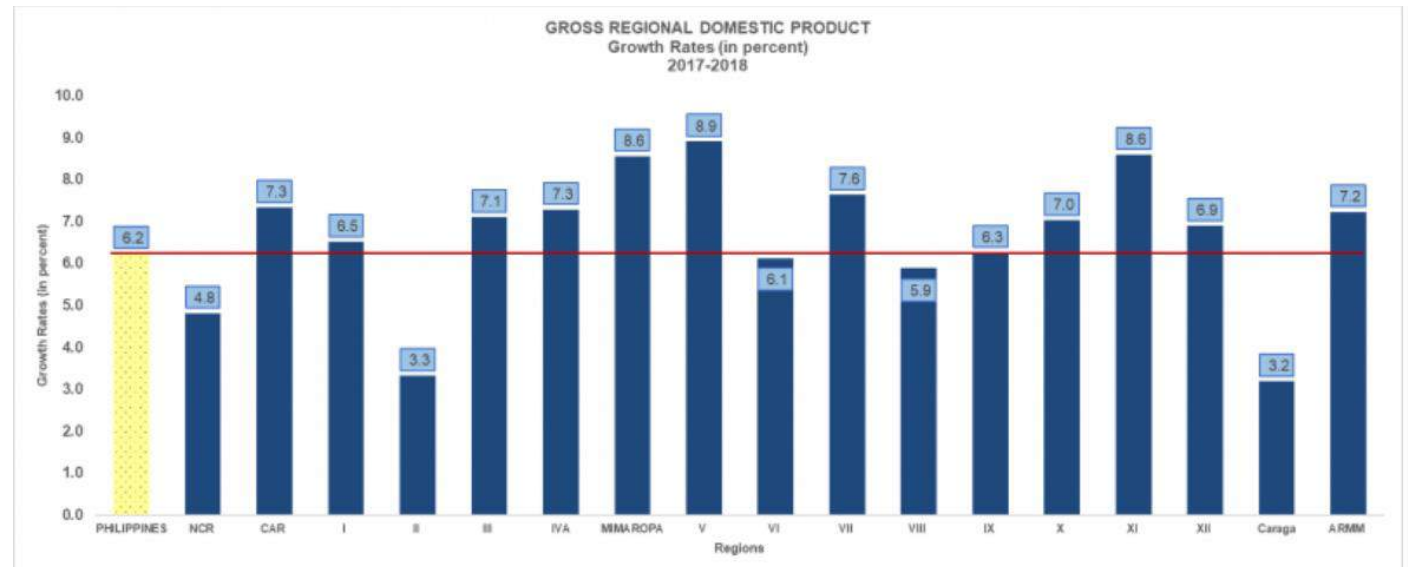
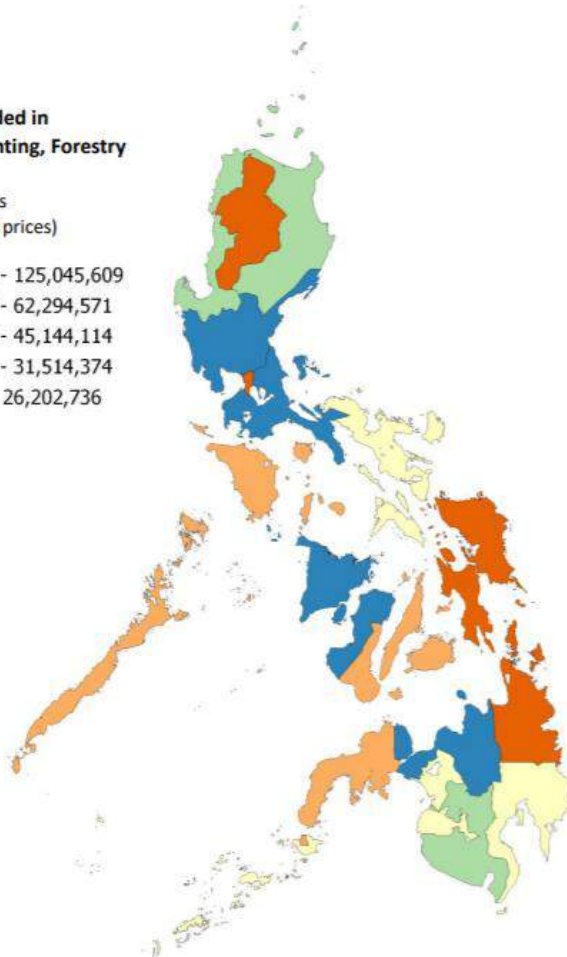
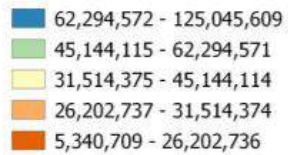
Philippine Top Agricultural Crop

- Rice
- Banana
- Coconut

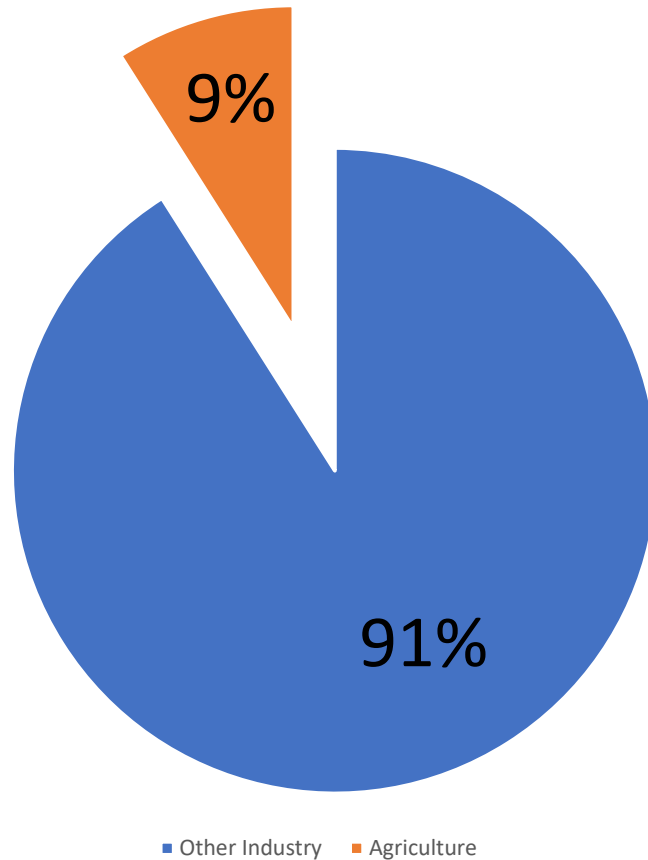


2018 Gross Regional Domestic Product

**Gross Value Added in
Agriculture, Hunting, Forestry
and Fishing**
In Thousand Pesos
(at constant 2000 prices)



Agriculture Contribution to total GDP (2018)



CHALLENGES

- Age
- Mentally
- Poor Roads
- Consumer's attitude
- Post Harvest Handlin
- Poor quality
- Climate Change



Goals

- To achieve food quality and sustainability of the agricultural related business throughout food value chain without comprising productivity while keeping nature, business and technology in harmony

Learnings



- PASONA

1. Promote well being of the employees
2. Knowledge in basic Japanese employment process
3. How important is 1st impression
4. How important is local revitalization

Learnings



- **JA COOPERATIVE**
 1. **Empowering and give importance to the farmers**
 2. **Promote joint used facilities**
 3. **Importance of fresh and quality farm products sold to the consumers**
 4. **Promote agriculture while preserving the resources**

Learnings



- Yoshinoya Farm
 1. Operation of high end farming technology
 2. Importance of quality raw materials before they deliver them to their store
 3. Hiring elderly or senior citizen and foreign personnel that able to work and add idea for their growing company

Learnings



- Yamato Logistics
 1. Fast and reliable delivery to the customers
 2. High technology communication and data gathering
 3. How they handle customers in a appropriate way
 4. Importance of value-networking design

Learnings



- Glico
1. The importance of traceability system in the company
 2. The importance of having creative and innovative minds
 3. Gives unique idea on promoting a new products in the market

Learnings

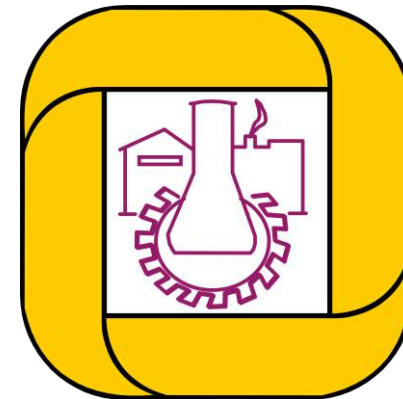


- Megmilk Snow Brand
 1. How the quality of their milk undergo different test
 2. The company's ways to be eco-friendly establishment
 3. High end automation of milk processing
 4. Food safety measures

Action Plan

- Promote awareness of food value chain to facilitate the used of unutilized farm product
- Collaboration with Department of Agriculture, Agricultural Training Institute, Department of Trade and Industry and Department of Food Science and Technology for product development strategies
- Adaptation and promotion technologies given by different government and private agencies.
- Endorsed them to different financial agencies with a minimal requirement to sustain their business
- Encourage farmers to have entrepreneurial mindset

Acknowledgement



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