



Ayala Coop and Seda Atria Pilot Corporate Rice Farming Project in the Philippines

*August 2017.....*A tripartite agreement was signed among the Dingle Multi-Purpose Cooperative, the Ayala Multi-Purpose Cooperative (AMPC) and Seda Atria hotel in Iloilo City, signalling the pilot implementation of the Department of Agriculture's Corporate Rice Farming Project (CRFP).

Under the agreement, the Farm Service Provider (Dingle), through its conduit, the Ayala Multi-Purpose Cooperative (AMPC), will supply the rice requirements of Seda Atria.

The Corporate Rice Farming Program helps farmers generate more income by engaging institutional buyers. Ayala Corporation was one of the first to pledge its support to this initiative, and through AMPC and Seda Atria, was the first in the country to bring it to fruition.

Seda's Senior Group General Manager Andrea Mastellone says he is delighted that Seda Atria was able to quickly find a suitable partner in the Dingle Multipurpose Cooperative and start a business relationship that will benefit the farmers. He adds that other Seda hotels are working on similar collaborations in their respective localities.

AMPC General Manager, Lourdes B. Orosa, expressed the Coop's support and participation to ensure the success of this partnership by promoting the Program to other Ayala companies nationwide and providing its assistance to other Farm Service Providers.

AFI Senior Director for Programs, Joanna Duarte is optimistic that this pilot program will attract more partners in various industries and strengthen the collaboration between government and the private sector to ensure lasting sustainable progress and national development.

From their end, Dingle MPC General Manager Marilou Gonzaga pledged their commitment to fulfill the rice requirements of Seda Atria and ensure a smooth working relationship with all the entities involved.

Also present at the signing were Department of Agriculture's Undersecretary Atty. Francisco M. Villano, Jr.; Leo Caneda, Director for Special Technical Group and Regional Executive Director for Region 6 Engr. Remelyn R. Recoter, who was pleased that the CRFP will commence implementation in Iloilo, a self-sufficient rice producer and exporter, and expressed optimism that the program will expand to cover other commodities. ###

Image



(l-r) Signatories and witnesses to the MOA signing at Seda Atria: Engr. Remelyn R. Recoter, Regional Executive Director for Region 6, Department of Agriculture; Leo P. Cañeda, Director, Special Technical Advisory Group Department of Agriculture; Undersecretary Atty. Francisco M. Villano, Jr., Department of Agriculture; Marilou V. Gonzaga, General Manager, Dingle Multi-Purpose Cooperative; Andrea Mastellone, Seda Senior Group General Manager; Joseph S. Del Rosario, Seda Atria Hotel Manager; Lourdes B. Orosa, General Manager, Ayala Multi-Purpose Cooperative; and Joanna Maria O. Duarte, Senior Director, Programs, Ayala Foundation, Inc.

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