CHERRIE D. ATILANO
Founding Farmer, CEO &
President, AGREA
UN Global Ambassador for Nutrition
Philippine Ambassadress on Food Security
What is the most essential business?

“Feeding People”
“When the farmer is poor, so is the whole country”

- Polish Proverb
Who We Are

AGREA is an innovative, inclusive, for-purpose, agri-business that is founded on sustainable agriculture, fair-trade, and replicable model of an agri-based economy.

Cultivation of Human Beings

AGREA IS AN INNOVATIVE, inclusive, for-purpose, agri-business that is founded on sustainable agriculture, fair-trade, and replicable model of an agri-based economy. AGREA focuses on Filipino farmers and fisher folk.

Ecology of Dignity

With a strong belief in the Ecology of Dignity, AGREA is cultivating human beings in order to be agents of change for their families, communities, and country.

The producers of our food should not be "just" farmers and fisher folk, but also educators, scientists, experts. They should be farmers and fisher folk who believe they could dream beyond themselves.

Agri-based Economy

AGREA implements community-based and organization-based programs supported by training and workshops for individuals that address Zero Waste, Zero Hunger, and Zero Inefficiency.

Our goal is to create island economies in the Philippines where value crops can be grown and where all players in the value chain are sustainably supported and nurtured.

Fair Trade

AGREA believes that the roles that Filipino farmers and fisher folk play are as important as any other stakeholder in the goods value chain.

AGREA believes that through technology, education and community empowerment, food producers can have a future business share, more autonomy, more dignity and a better quality of life.
AGREA’s Vision, Mission and Goals

**OUR VISION**
To create the first One Island Economy model in the Philippines by 2035

**VISION**

**OUR GOALS**
- Zero Waste
- Zero Hunger
- Zero Insufficiency

**MISSION**
To alleviate poverty and hunger of farming and fishing communities

**GOALS**

**OUR MISSION**

**ZERO WASTE**
The environment is front and foremost in all our strategies and practices

**ZERO HUNGER**
We believe in the potential of the human spirit through a thinking heart

**ZERO INSUFFICIENCY**
An economic development system that is based on overall happiness

AGREA FARM SCHOOL  
Facebook: /AgreaPH  
Instagram: @AgreaPHL  
Website: www.agreaph.com
ECOLOGY OF DIGNITY

ONE-ISLAND ECONOMY

AGREA implements community- and organization-based programs supported by hands-on training, workshops, and livelihood that aims to address Zero Waste, Zero Hunger, and Zero Insufficiency.

ZERO WASTE
The environment is front and foremost in all strategies and practices

ZERO HUNGER
We believe in the potential of the human spirit through a thinking heart

ZERO INSUFFICIENCY
An economic development system based on overall happiness
Farming is cool, smart, sexy, and humane.

• More people are needed to be engaged in agriculture.
• Education as a sustainable development multiplier – thus the Farm School.
MARINDUQUE

- **On going**
- **Incoming**
- **Potential Areas**

- **AGREA MODEL FARM**
  - High Value Crops
  - Native Black Pig Production
  - Farm Tourism

- **SELF-PALAYANCE**
  - Multi-Colored Rice

- **AGREA FARM SCHOOL**
  - OAP NCII
  - Agri Crops NCII
  - Pest and Disease Management NCII

- **Baliis, Sta. Cruz**
- **Napo, Sta. Cruz**
- **Malibago, Torrijos**
  - 62.5 ha
  - Turmeric Plantation

- **Boac**
  - Ginger Production
  - Ginger Plantation
SIARGAO

On going

In coming

SELF-PALAYANCE
Rice Production
Rice Mill Facility

Tuburan, Del Carmen

DEMAND
Rice - 2,000 Metric Tons per Year

CANCOHOY FARMS SIARGAO, INC.
Agribusiness Production
AGREA Farm School
AGREA Ecotourism

Tuburan, Del Carmen

DEMAND
Vegetable Production
Common and High Value Vegetables

Cancohoy, Del Carmen

WIN-WIN PIG FARMS
Organic Markaduke
Native Black Pig Production

Tawin-Tawin, General Luna

DEMAND
Pork - 20,000 to 30,000 kg weekly
Chicken - 20,000 weekly
Eggs - 30,000 pcs weekly

Salad Greens - 2,000 kg monthly
Leafy Vegetables - 2,000 kg monthly
Fruit Vegetables - 20,000 kg monthly
Herbs and Spices - 5,000 kg monthly
CLIMATE-RESILIENT FARMING APPROACH

Coconut + turmeric and ginger intercropping
AGREA’s Farm School

Learn organic farming the AGREA way

Agri School for a Sustainable Future
AGREA FARM SCHOOL, located in a 3-hectare farm property in Cauayan, Bataan, Marinduque. It is the first Technical Education and Skills Development Authority (TESDA) accredited farm school in the province. The farm school offers agri-related technical and vocational courses and are packaged from the competency map of the Philippine agri-fishery sector:
- Organic Agriculture Production NCII
- Pest Management (Vegetables) NCII
- Agricultural Crops Production NCII

Basic Admission Requirements
- Must be a Filipino citizen
- Must be 18 years old and above at the time of application
- Photocopy of Birth Certificate
- Photocopy of Marriage Certificate for married female applicants (if available)
- Medical Certificate indicating “Fit to work”
- Barangay Clearance
- Photocopy of government-issued ID / School ID
- Photocopy of Transcript of Records Form 137 (if available)

Mary June Larraquel
The instructors are very kind, they are knowledgeable about everything and are very approachable. They were always ready to provide every thing to us students.

Bryan Monsanto
I believe the greatest strength of the training is that it is hands-on, you can touch and feel the soil. They taught us everything and it is very practical.

Donna Ara Naling
The instructions are very understandable. They explain things in simple terms. They are very approachable and are always ready to answer questions.

AGREA Farm School and Assessment Center
AGREA Farm Estate, Cauayan, Bataan, Marinduque, Philippines
(9977) 840-0025 / (999) 814-0020 / farmschool@agrea.ph

Join our agricultural education programs today!

AGREA Farm School and Assessment Center
AGREA Farm Estate, Cauayan, Bataan, Marinduque, Philippines
(9977) 840-0025 / (999) 814-0020 / farmschool@agrea.ph

Join our agricultural education programs today!

www.agreaph.com

Agriculture Courses Offered

Organic Agriculture Production NCII
29 Days / Full Scholarships Available
Contains the competencies that a person must achieve to produce organic farm products such as chicken and vegetables including the production of organic supplements such as fertilizers, biopesticides, and extracts. It has five (5) major competencies which are on raising organic hogs and raising organic small ruminants.

Pest Management (Vegetables) NCII
39 Days / Full Scholarships Available
Trains participants in implementing pest management activities in both backyard and commercial vegetable farms. The course involves carrying out competencies in pest management in relation to the growing of vegetables, particularly crops such as tomato, pepper, eggplant, cabbage, broccoli, cauliflower, and Chinese cabbage.

Agricultural Crops Production NCII
43 Days / Full Scholarships Available
Trains participants in producing various crops and includes performing nursery operations, planting, caring and maintaining of crops, carrying out harvest and post-harvest operations. It also equips students in understanding and performing appropriate agricultural duties.

NEW COURSE
AGRICULTURAL CROPS PRODUCTION NCII
AGREA Farm Estate, Cauayan, Bataan, Marinduque, Philippines
(9977) 844-0020 / (999) 814-0020 / farmschool@agrea.ph

Enroll Online Now
bit.ly/agreafarm

www.agreaph.com
Experiences and approaches to increase productivity and income

• Success story of a farm school graduate

[Image: Group photo of students and teachers]
AGREA FARM SCHOOL
Marinduque Engagement Summary 2018

AGE GROUP: MORE YOUTH IN AGRI
Filipino youth aged 18-25 years old comprise the majority of enrollees at the AGREA Farm School and took 232 Hours of hands-on technical-vocational competency training in Organic Agriculture Production NCII.

- 58.21% of enrollees are 18-25 yrs old
- 17.16% are 26-35 yrs old
- 8.96% are 36-45 yrs old
- 6.72% are 46-55 yrs old
- 5.97% are 56-100 yrs old
- 2.99% are 0-17 yrs old
AGREA FARM SCHOOL

Marinduque Engagement Summary 2018

31,088 Total enrollee training hours

AGE GROUP: MORE YOUTH IN AGRI
Filipino youth aged 18-21 years old comprise the majority of enrollees at the AGREA Farm School, with 29.1% being within the specified age.

58.23% 40-44 yrs old
5.97% 50-60 yrs old
2.99% 61-65 yrs old
8.90% 30-35 yrs old
17.16% 18-25 yrs old
11.54% 0-17 yrs old

GEOGRAPHIC DISTRIBUTION
513 students graduated from the AGREA Farm School in Academic Year 2018, 60% of which were local TESDA scholars from the Marinduque municipalities and 20% from other Philippine provinces.

Basic: 31.34%
Magpas: 11.54%
Sta. Cruz: 9.7%
Tortilas: 5.22%
 Buenavista: 20.15%
Cesan: 20.15%
Other Municipalities: 1.49%

ORGANIC AGRI PRODUCTION NCCI CERTIFICATION RATE
AGREA Farm School is a TESDA-accredited Assessment Center for Organic Agriculture Production NCCI. The school achieved a national certification passing rate of 60.12% as of 2019.

Organic Agriculture production NCCI Competent Graduates: 86.07%
Non Partake: 0.73%

GENDER
Female: 55.87%
Male: 44.13%

EDUCATIONAL ATTAINMENT OF ENROLLEES
College Undergraduate: 38.02%
High School Graduate: 26.90%
College Graduate: 26.03%
Vocational Graduate: 20.05%
Degree: 2.34%
Elementary Undergraduate: 2.34%
Elementary Graduate: 2.26%

SPONSORSHIP SOURCES
TESDA: 44.03%
Office of Marinduque Cong. Felix: 35.87%
Quote: Most things except agriculture can wait.
Generation GR3EN

50 Southeast Asian Delegates
10 Southeast Asian Countries
6 International Speakers
6 Development Sessions
4 Green Business Components
4 Workshop Days
1 Continuous-Learning Program
1 GR3EN Business Movement
1 Generation
GenerationGH3EH aims to develop a generation of eco-entrepreneurs with the knowledge and skills to launch environmentally-friendly green businesses. Delegates will have the opportunity to hear from green business experts, explore tourism in Brunei Darussalam, connect with like-minded youth leaders, and develop innovative eco-tourism business plans.

Core Topics

- Environment
- Economy
- Empowerment
- Networks
Experiences and approaches to increase productivity and income

• Success story of a farm school graduate

CAPACITATE FARMERS TO DREAM FOR NATION-BUILDING
Happy with our organic rice harvest.
Virus sparks food shortage in the Philippines

The ASEAN Post Team
1 April 2020

Food delivery workers continue to provide services despite the community quarantine declared by the Philippine government during the COVID-19 coronavirus lockdown in Manila on 20 March, 2020. (AFP Photo)

The Philippines reported 538 new cases in the past 24 hours, bringing the total number of
B2C BUSINESS: MOVE FOOD INITIATIVE (MFI)

"Intentionally Harvesting Goodness”

An initiative that started during the Covid19 pandemic. Recognized by the government as one of the the firsts to respond to both the farmers and consumers during the total “lockdown” in Metro Manila or Luzon in general.

A farmer-led online platform that connects consumers to farmers, enabling them to get fresh produces delivered directly to their door. It aims to cut off the role of middlemen, resulting in a fairer price for farmers. The online marketplace is called the “Move Food Growcery”.

powered by AGREA INTERNATIONAL
The Rescue kitchen attached to the Move Food Initiative started to utilize the ugly vegetables and fruits and convert them to value-adding products for additional income.

AGREA Rescue Kitchen (ARK)
Seasonal. Artisanal. Intentional. Limited (SAIL)
AGREA'S ZERO-WASTE INITIATIVE WINS SOCIAL GAstronomy MOVEMENT FOOD SOLIDARITY FUND
Saving produce from Rotting in Farmers’ Fields
GROW KITS:

※ The Funny Gang (Sinigang)
※ Ang Pinaka-BET Mo (Pinakbet)
※ SupHerb (Herbs)
※ Flower Power (Edible Flowers)
※ Leafy La Vida Loca (Leafy Veggies and Salad Greens)
RURAL: COMMUNITY FOOD GARDEN CONTEST

MARINDUQUE

Boac, Marinduque
COMMUNITY FOOD GARDEN CONTEST
#BoacGrowFoodInitiative

STARTER PACK
Each official contestant shall receive starter packs containing the following seeds and organic farming inputs:

- Pechay
- Mustard
- Silaw
- Baguaio Beans
- Corn
- Ampalaya
- Okra
- Hot Chilli
- Arugula
- Spinach
- Eggplant
- Concoctions
- Vermicast

WINNERS WILL BE ANNOUNCED ON FRIDAY, 26 JUNE 2020

BOHOL

Grow My Own Food
BOHOL BACKYARD FARM GARDEN CONTEST

A competition design for the youth, displaced workers and their families, aiming to showcase their food gardening skills and their ability to grow their own food organically and sustainably.

In Partnership With:

/AgreaPH / @AgreaPHL / www.agreaph.com
SIARGAO:

Project BUHAY

Barangay Unity towards High-value Agriculture Yield

HARDIN NG PAGBABAGO
Covid-era Southeast Asia is showing an appetite for farm-to-table tourism

The pandemic has awoken a desire for conscientious dining that connects consumers with local farmers. How is the region’s tourism and hospitality industry responding?
Most things, except agriculture, can wait.

JAWAHARLAL NEHRU