

# Farmers in Nueva Ecija Received Around 1,000 Kilos of Palay Seeds

Nueva Ecija, Philippines – 24 Novo Ecijano farmers and their families received 24 kabans of palay seeds. That's around 1,000 kilos of seeds that can cover a total of 27 hectares of land and produce 5,400 kabans of rice.

This project is an aide responsive to the challenges in the rice trade that local farmers experience. This initiative was from the synergy of four Jollibee stores in Guimba, Muñoz and San Jose City, Nueva Ecija. They launched "Joy For Farmers" in September 2019 where part of the proceeds from their Chicken Joy with Rice was spent to buy Palay seeds and donated to the local farmers.

The said fast food restaurant chose the Department of Social Welfare and Development Region III as their government agency partner. The Department strategically identified recipients of the said seed donations. 24 identified poor families under the Pantawid Pamilyang Pilipino Program received the said seeds on 24 October 2019 at Baranagay Parang Mangga, San Jose City, Nueva Ecija.

Mario Garcia, 62 years old, a farmer, said that this past months became very hard for them. They borrowed money from the bank but they can't pay in full because of the recent drop of price on rice. "Itong mga binhi na binigay ninyo ay malaking bagay. Dahil hindi na namin poproblemahin kung saan kami maghahanap," he thankfully said.

The said activity was organized by the City Action Team of San Jose City, Nueva Ecija, through Jelyn Daiwey and was coordinated by Jeanette Bona, in cooperation with Josefino Andaya and Shelbie Ann Cannog, who are all case managers of

the Department.

Aside from the seeds, the Department's partner entertained the crowd with a mascot dance and some refreshments. Their team was led by Ferdie Galang, Nueva Ecija Area Manager; Bing Lalog, Group Manager (Franchise); and Jerome Manlapaz, Trade Marketing Officer of Jollibee.

Story by Reiner Grospe