



**Jardine Distribution, Inc.**

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## **Press Release**

For immediate release

### **JDI LEVELS UP FARMER EDUCATION INITIATIVES**

Jardine Distribution, Inc. (JDI) launched recently *BiyahEdukasyon 2011*, a series of educational field trips for select farmer customers where they are brought to institutions for varied 'learn and see' sessions. Literally translated as educational trip, *BiyahEdukasyon* was initiated by JDI's agchem division consistent with the company's corporate social responsibility efforts known as *Edukasyon 2.0* wherein projects to help uplift the state of the country's education system have been undertaken. Some of these advocacy projects include donations to preserve, treat or build schoolrooms and learning materials and JDI staff volunteering to push 'classrooms on carts' to teach street children who otherwise would have no access to a formal learning facility.



*Left: A participant takes notes as a scientist from the International Rice Research Institute show characteristics of different rice varieties. Right: At a vermiculture facility, farmers observe the organic fertilizer segregated by a machine from the earthworms that produced them.*



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For *BiyahEdukasyon*, around 30 of the biggest and most influential big land owners are selected from each sales area and are invited to join an 'out-of-town' educational trip. Travel and accommodation arrangements are then arranged to bring them to institutions such as the International Rice Research Institute (IRRI), the Philippine Rice Research Institute (PhilRice), various agricultural universities and other government and private agricultural facilities. Once there, lectures are held by these institutions' scientists, instructors or professors on topics previously identified by JDI and discussed with these experts. Aside from readily applicable topics like proper plant nutrition and pest and disease management, the two-day program also included exposure trips to other facilities with technologies that are relatively new to the participants such as vermiculture or the process of producing organic fertilizers using earthworms, livestock production and mechanized farming equipment demonstrations.



*JDI President and General Manager Edwin Hernandez (left) join BiyahEdukasyon participants in one of International Rice Research Institute's trial plots in scenic Los Banos, Laguna.*

JDI promotes its agricultural products widely through continuing farmer education. On the average, JDI organizes some 20 village-based farmer meetings in a day across the country and are usually done at village halls, chapels, waiting sheds or even under a tree. In these small meetings, some 25



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farmers are grouped together discussing their farming problems while solutions are presented and offered by a JDI agronomist.

On the other hand, BiyahEdukasyon augments the technical knowhow of the big land owners who in turn, also influence the smaller farmers around them. The educational trips, laced with some recreational activities, help JDI build stronger partnerships with these farmers who have been its key customers for many years. Those who joined the initial trips found the activity to be very informative and their learnings practical and applicable as they return back to their farms and prepare for the planting season. They were likewise appreciative to JDI as BiyahEduksyon is altogether a new experience for them.

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