

# The Greener Life



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Our Seeds, Your Success







# New Vegetable Varieties Excite Filipino Agriculturists

**26 January 2023 - Nearly 200 people enjoyed an enriching experience from Allied Botanical Corporation's (ABC) first Field Day for 2023!**

Showcasing our newly acquired farm in Rosales, Pangasinan, we created an opportunity for growers, farmers, agriculturists, dealers, and hobbyists to explore the company's past, present, and future innovations in vegetable seed production. This exchange of new knowledge and experience aspires to improve the Filipino farmers livelihood by guaranteeing access to premium seeds and crop care products.

The half-day event was graced by the presence of the Mayor of Rosales, Honorable William Cezar, along with representatives from the local government of Aliaga, Quezon, Angeles, Talavera, Lubao, and Villasis. Also present were officials from the Department of Agriculture regions 1, 2, and 3, and the Quezon City Public Employment Service Office (QC PESO).

Participants were toured by ABC's Crop Masters as they walked through a brief history of the company's evolution in vegetable seed research and development. Some of the featured crops were calabaza, onion, tomato, eggplant, ampalaya, corn, and watermelon. These varieties were designed to suit the uniqueness of the Philippine soil and ensure abundant harvest. The future varieties are set to be launched soon. It was a fun learning experience as the tour included stop-overs filled with games and healthy snacks like corn, salad, and vegetable deep-fried fritters.

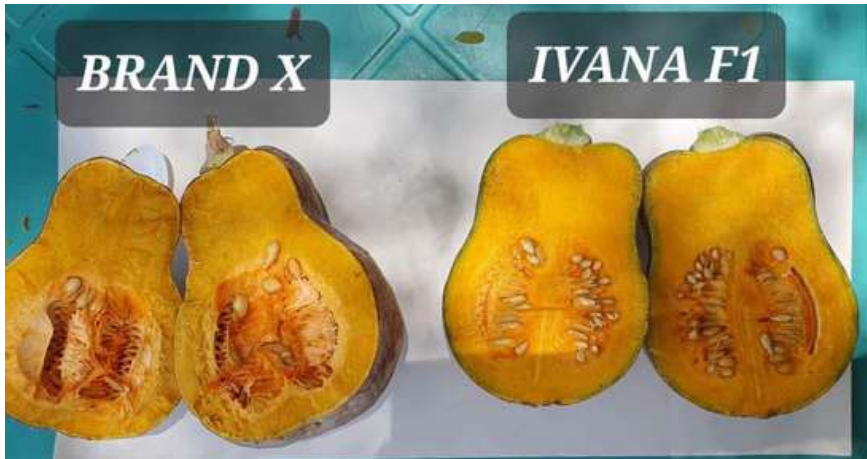
The event concluded with a short and simple gathering made special with messages from Rosales Mayor William Cezar, Ms. Joycel Panlilio of the Bureau of Plant Industry, and Ms. Ruby Ann Matutino of Villar Sipag Foundation.



ABC's Field Day is the company's way of welcoming 2023 with a bang! ABC, the only fully-Filipino seed company in the country, continues its commitment for excellence to ensure that all Filipino farmers have easy access to high quality vegetable seeds and crop care products to improve their livelihoods.







## ABC's Quality Condor Seeds Continue to Impress

**Allied Botanical Corporation, with over three decades market leadership in vegetable seed, continues to impress Filipino farmers and with its high yielding and top-quality vegetable varieties.**

Various activities nationwide were conducted to showcase the bountiful harvests of ABC's flagship brand, Condor Quality Seeds. The farms of the provinces of Benguet and Pangasinan once again grew and produced bountiful harvest from cultivated Condor Quality Seeds varieties. Vegetables in the spotlight were Majesta (lettuce), Ladis 48 (radish), Ivana F1 (pumpkin), and Red Velvet F1 (waxy sweet corn).

Majesta's majestic produce earned unanimous praise from growers as they lauded the variety's favorable characteristics like bolting tolerance, large frame and compact leaves, and uniform harvests. With all this positive feedback, Majesta can confidently perform well in the market.

Ladis 48 is a very vigorous Minowase type variety with long, straight, and very uniform white roots. Growers were awed by the variety's good size along with its fair and smooth skin.







Ivana F1, ABC's latest hybrid butternut variety, was a crowd favorite as farmers of the harvest festival ordered on-the-spot over a hundred cans of the varieties to be used for trial for the barangays of San Vicente, Umingan, Pangasinan. Growers were quick to commend Ivana F1's attractive orange flesh color, thick flesh with uniform rib pattern and good eating quality.

Red Velvet F1 is ABC's early maturing bi-color, waxy sweet corn. Growers of Brgy. San Vicente, Pangasinan were delighted with the variety's distinct characteristics like low ear placement and a longer hold of the corn's green husk cover.

Allied Botanical Corporation will continue its promise of delivering high yielding world class horticultural seeds and farm inputs in fulfillment of its unwavering commitment to help improve the lives of every Filipino farmer.

## Super Max F1 Perfect for the Rugged Terrains and Plains of Occidental Mindoro

Like other provinces in Southern Luzon, Occidental Mindoro topography makes it an ideal location for growing onions especially during the dry season. Farmers from Ilocos Region introduced onion production in the municipality of Magsaysay, the southernmost part of Mindoro Island. Upon discovering the type of soil and climate the province has and its growing suitability for the crop, local farmers started planting onions soon thereafter. Planting season for onions starts in November with harvesting expected before the wet season in April or May.



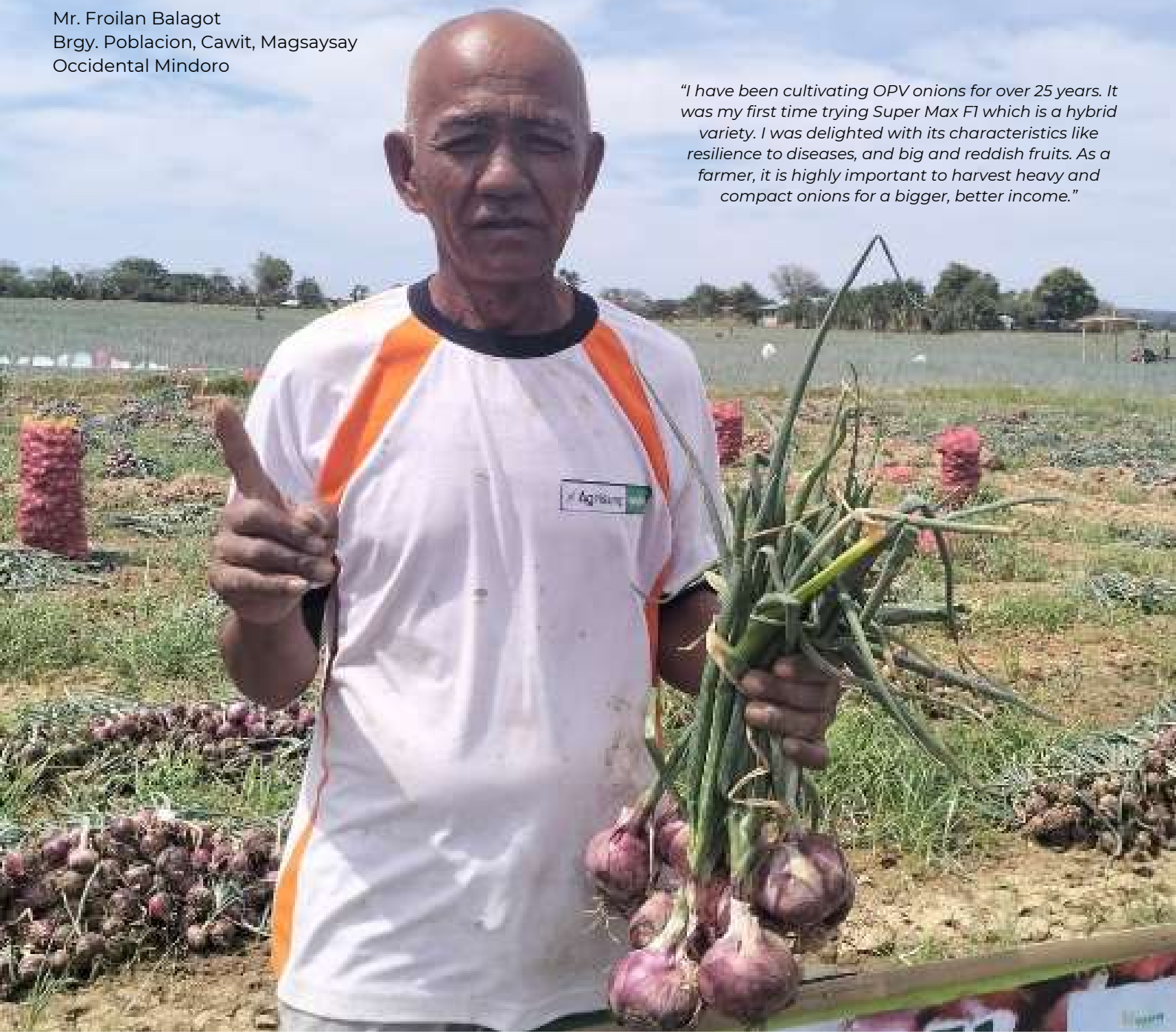
Knowing the potential of an onion hybrid variety in the province, Allied Botanical Corporation (ABC) introduced its early-maturing Tinto type onion hybrid variety, Super Max F1. It produces uniform and deep red colored bulbs with intermediate resistance to bulb rot, purple blotch, damping off, twisting, and leaf miner. Growers and consumers have nothing but high praises for the variety due to its highly marketable bulbs.

Farmers were quick to notice that compared to other OPVs, the Super Max F1 is significantly bigger and heavier, weighing 80 to 90 grams in average. Super Max F1 considerably produces a higher yield, thrice higher than other OPVs tried by our farmers. Indeed, a super for onions, ABC's Super Max F1!

**“Ako’y 25 taon ng magsasaka na pangkaraniwang nagtanim ng mga OPV sibuyas. First time ko palang nakatanim ng Super Max F1 na isang hybrid variety at natuwa ako dahil sa mga katangian nito gaya ng tibay sa sakit, malalaking laman ng sibuyas, mapula, at higit sa lahat walang stick na lumabas. Bilang isang magsasaka, napakahalaga sa akin ang malalaking laman ng sibuyas para mas mabigat at malaki ang kita.”**

Mr. Froilan Balagot  
Brgy. Poblacion, Cawit, Magsaysay  
Occidental Mindoro

*“I have been cultivating OPV onions for over 25 years. It was my first time trying Super Max F1 which is a hybrid variety. I was delighted with its characteristics like resilience to diseases, and big and reddish fruits. As a farmer, it is highly important to harvest heavy and compact onions for a bigger, better income.”*





# Agroblen, Premium Controlled Release Fertilizer for Coffee and Cacao



The Department of Agriculture Regional Field Office 4A (Calabarzon) distributed 612 bags of Agroblen to cacao farmers from the provinces of Quezon, Laguna, and Batangas in its effort to rehabilitate the cacao industry in the region.

Agroblen, a Controlled Release Fertilizer, helps provide continuous supply of nutrients to the crop for more than one year. Its granules, coated with organic resin, controls the release of the essential nutrients. Previous studies show that the use of Controlled Release Fertilizers particularly Agroblen resulted to an increase in yield of 117% and a reduction in farm labor operations by 24 man-days.

Allied Botanical Corporation, the exclusive distributor of Agroblen in the Philippines, in partnership with AJJ Trading, supported the Department of Agriculture's effort to distribute and capacitate the cacao farmers on the proper use and benefits of using innovative fertilizers such as Agroblen. A total of eight municipalities and over 350 farmers and farm leaders were included in the program.



# ABC's Top Dealers Nationwide Recognized

For more than three decades, ABC continues to work side by side with its trusted dealers to ensure that Filipino farmers are given access to globally-competitive agricultural products. As a token of gratitude, dealers who achieved 100% or more in terms of their actual sales versus their target sales

were awarded accordingly. Sales for Avenger (broccoli), Marathon (broccoli), Fukutomi F1 (carrot), Sugarland F1 (carrot), Scorpio F1 (cabbage), Panigang Best F1 (pepper), and Nova Ferti-K 0-0-61 (Crop Care) were included in the awarding.



Top Condor Promoter  
JyNNSONS



Top Condor Promoter  
Pontiac Farm Supply





Top Condor Promoter  
S & P Enterprises



Top Condor Promoter  
Sunrise Farm Supply

Five outstanding dealers reaching an increase averaging to 116% were awarded. Among the awardees were **Sunrise Farm Supply, Jay Ann's Agri Supply, Pontiac Farm Supply, JyNNSONS Philippines Inc., and S & P Enterprises Inc.**

At ABC, loyalty and dedication are deeply valued. Through our partnership with the dealers, we co-create customer value that is vital in propagating and achieving the objectives of our businesses.



# Corporate Social Responsibility





# ABC for a Greener Life

As the population fluctuates, the demand to sustainably feed the country is being shouldered by the agricultural sector. With that, it needs to undergo a major transformation that will require new approaches and extensive coordination among all stakeholders included in the agricultural ecosystem. We need to address food security and ensure that our farmers and communities are equipped with knowledge and tools to drive change.

We recognize our position as a private entity to make premium agricultural products from around the world accessible to Filipino farmers. We understand our responsibility to contribute to the nation's commitment to the United Nations' Sustainable Development Goals.



ABC, as stewards for sustainable and inclusive agriculture, will serve the Filipino community by providing seeds of hope to partner organizations, schools, and other institutions

In April, ABC joined hands with GMA Kapuso Foundation (GMAKF), under the Kapuso ng Kalikasan project, to help create a healthy and more sustainable future for Filipino students, teachers, and underprivileged communities throughout the country. Along with donating 200 cans of vegetable seeds, ABC also provided basic farming tools to Binibitan Elementary School, Polillo, Quezon last May 9, 2023.



On July 19, ABC was able to reach the beautiful city of Kidapawan through this partnership. Our vegetable seeds and farming supplies were handed over to Sumahayon Elementary School. Along with distributing the seeds, planting and gardening skills training were also conducted to help capacitate the participants of the activity.

Through transformative partnerships, we can positively influence each other to share and create resources and jointly lead ambitious efforts to uplift the sector.

