

For fresh fruit and vegetable marketing and distribution in Asia



By Liam
O'Callaghan

Tuesday 3rd August 2021, 2:58 GMT

Bayer builds urban farms in the Philippines



Third farm part of efforts to increase vegetable consumption aid local communities

Quezon City in the Philippines is set to get a new 800m² urban farm as part of a project involving German multinational Bayer.

According to a report from the Manila Bulletin, this is the third urban farm set up by Bayer as part of its efforts to improve vegetable consumption and support local communities in the Philippines.

The farm in Payatas will grow vegetables including bitter melon, eggplant, okra, squash, and string beans.

For this project Bayer, through its Bayer Kubo initiative, has partnered with Rise Against Hunger Philippines, AGREA Foundation, and aid organisation Puso ng Ama Foundation.

Bryan Rivera, head of communications and public affairs of Bayer Philippines, said Bayer would be supporting the community in a number of ways.

"We've started engaging with volunteer community members in Payatas whom we intend to train on ideal farming practices,"

"Beyond growing food, the training will also include financial literacy and basic business skills to help them sustain the farm long-term."

Bayer expressed its intention to develop more urban communities into food and income-generating venues just as it has in Taguig City and Calauan, Laguna – the locations of the two existing farms – and as it plans to do in Payatas.

The company's efforts in the Philippines are part of its commitment to promote fruit and vegetable consumption globally, according to Inci Dannenberg, head of global vegetable seeds at Bayer.

"Only a fraction of the global population comes close to consuming the daily recommended serving of fruits and vegetables," said Dannenberg.

"In the UN's International Year of Fruits and Vegetables, Bayer is doubling down on its approach to enabling growers and partners to address the barriers to improving fruit and vegetable consumption in order to achieve Health for All, Hunger for None."

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

said Rivera.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM