Ms. Gigi Ponteos-Morris made a personal segue into farming from pret-a-porter fashion industry while raising two boys; and homeschooling them between their family farm in the Philippines and teaching fashion design in Las Vegas.

She discovered that the high-end fashion industry was no different when planning, producing and marketing high quality produce in the farm. Thus, her vision for their MoCa Family Farm became a reality. That reality also taught her the importance of risk management and led her to conceptualize Repurposing Strategy for Family Farms. After experiencing typhoons and calamities, she asserts that the reality of sustainability is one of the biggest challenge that every family farm faces.

Repurposing Strategy is identifying family's core priorities and planning business operations and activities around them. Family, Farming, Food, Fun, Faith, and Education are the identified Morris family core priorities. This paved the way for the repurposing of their family farm, which eventually led to partnership and networking with other family farms in the national level.