Mr. JonJon B. Sarmiento, also known as “FJ or Farmer Jon” by many, is a person who has devoted himself to the advocacy of organic farming upholding sustainability and harmony between man and nature. He owns the Kuatro Marias’ Agro-ecology Farm in San Narciso, Victoria, Oriental Mindoro, championing its technology and farming systems by means of Integrated Diversified Organic Farming Systems (IDOFS) over the years, during which people started to visit his farm. His initiatives as a smallholder has inspired and encouraged other small holder farmers to join in the tourism industry, thus promoting farm tourism.

Mr. Sarmiento is Manager of the Resilient and Sustainable Agriculture and Aquatic Development (RSAAD) Program of Pambansang Kilusan ng mga Samahang Magsasaka (PAKISAMA). PAKISAMA is a founding member of Asian Farmers Association (AFA) since 2009, having been a member of the National Management Team that is in charge of the implementation of various internationally funded projects in 10 provinces, especially in Post Yolanda farm rehabilitation.

Farmer Jon has engaged in Community Organizing, Farm Planning Consultancy and Development, Sustainable Livelihood Project Management, and as a Resource Speaker in various training programs. He has received a Climate Leadership Award and the Mike Magalang Environmental Leadership Award by the Climate Reality project of former US Vice President Al Gore. He completed the Saemaul Undong Leadership Course at Yeung Nam University in South Korea in 2014, the Certificate Course in Social

Finally, JonJon is a happily married family man with four lovely daughters who have served as his prime motivation to strive harder in life. As a farmer with great love for farming, the environment, and the Creator, he firmly believes that as Masanubu Fukuoka said, “The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.”