









# 4th Generation Farmer





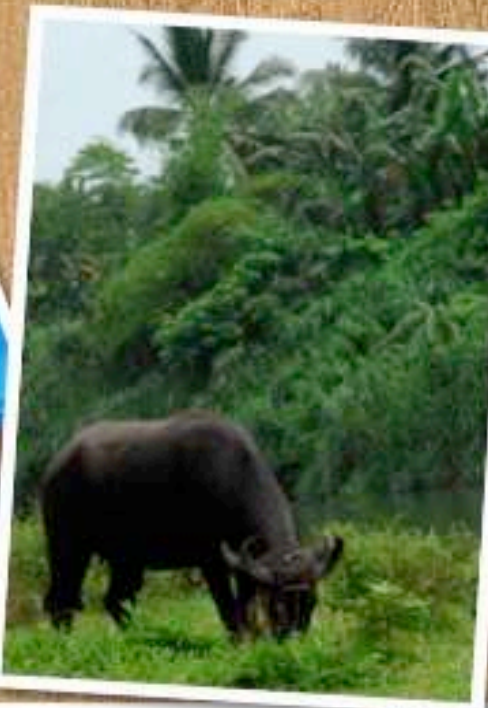




VILLA  
SOCCORRO  
FARM

VILLA SOCORRO FARM  
Agri-Eco Village





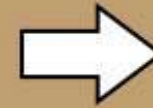
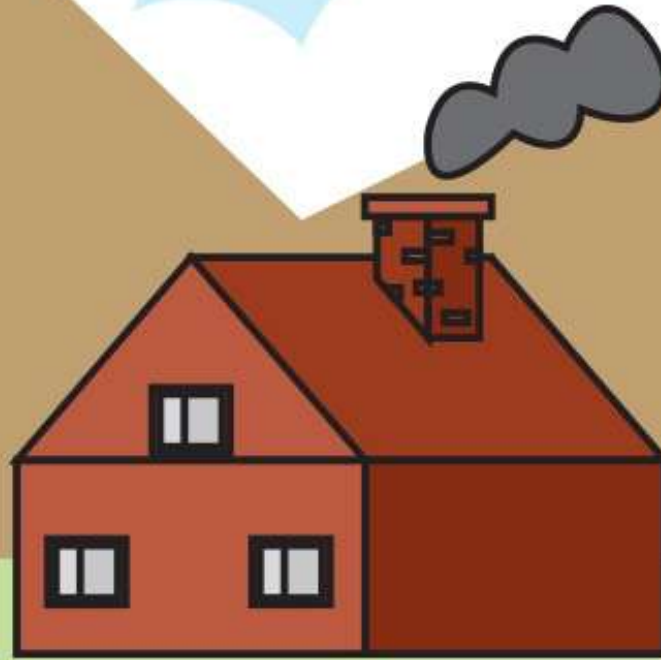
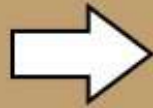
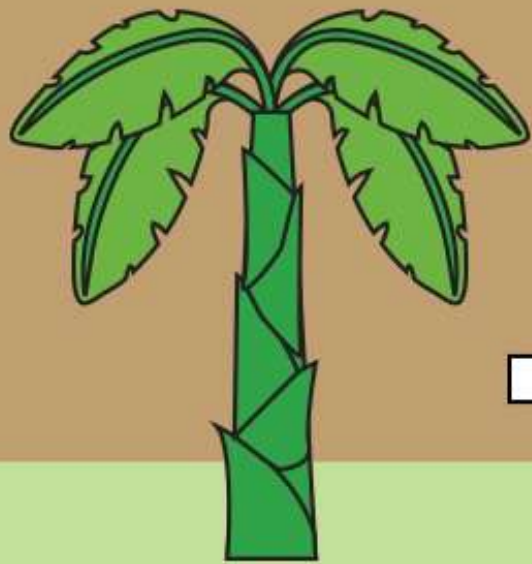


VILLA SOCORRO FARM  
Healthy Chips



Native Saba  
Bananas from  
CaLaBaRZon





**Plant to Pack within 24 hours**















Open to the Public

# Millennial Farmers: The Future of Philippine Agriculture?

by Mr. Raymund Vincent Fernandez Aaron

Banana Chief, Villa Socorro Farm

Villa Socorro Agri-Eco Village, Pagsanjan, Laguna

14 August 2018 | SEARCA Drilon Hall | 4-5 p.m.

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CHIEF  
TRENDS



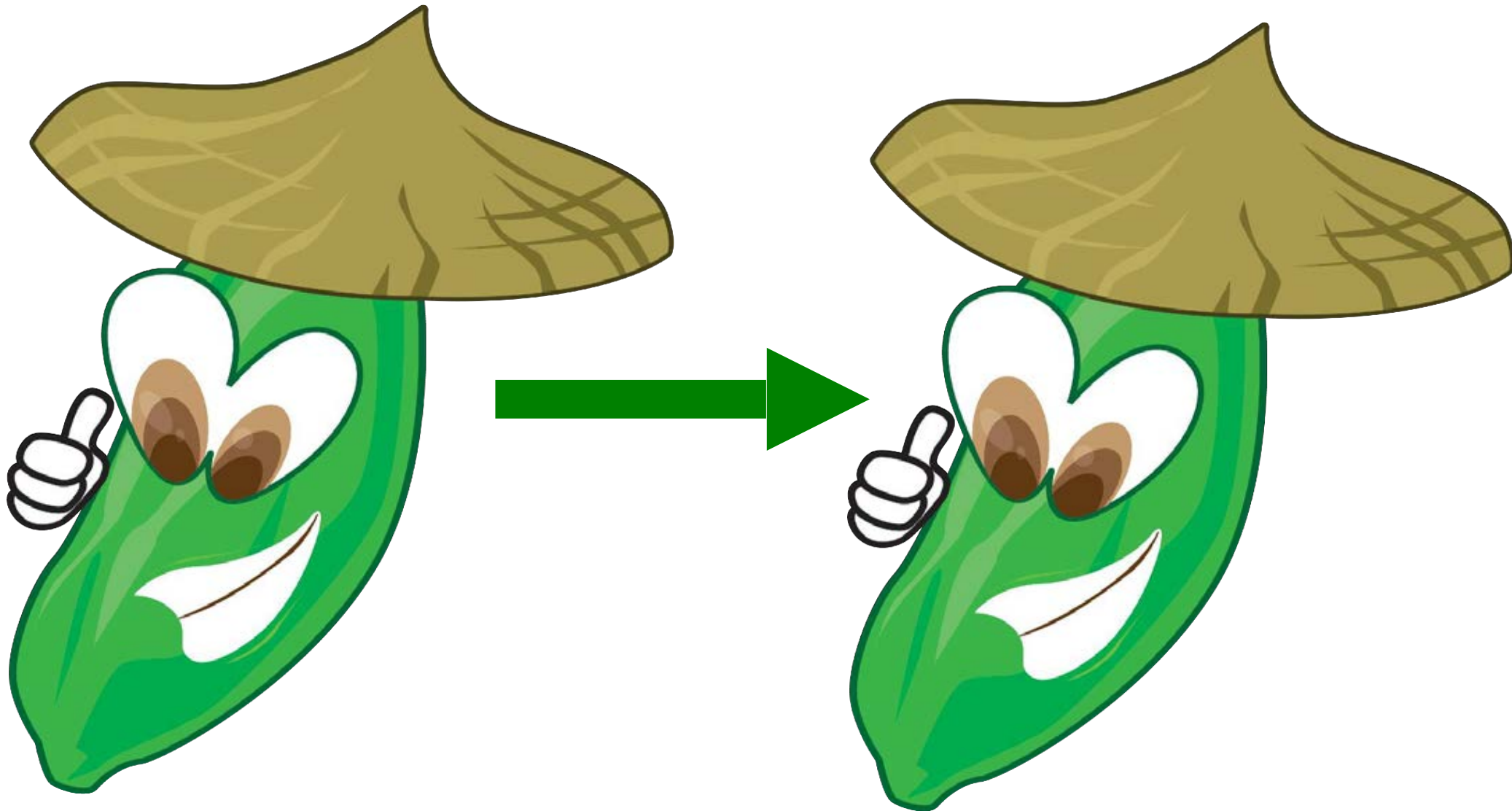
# 1. Money



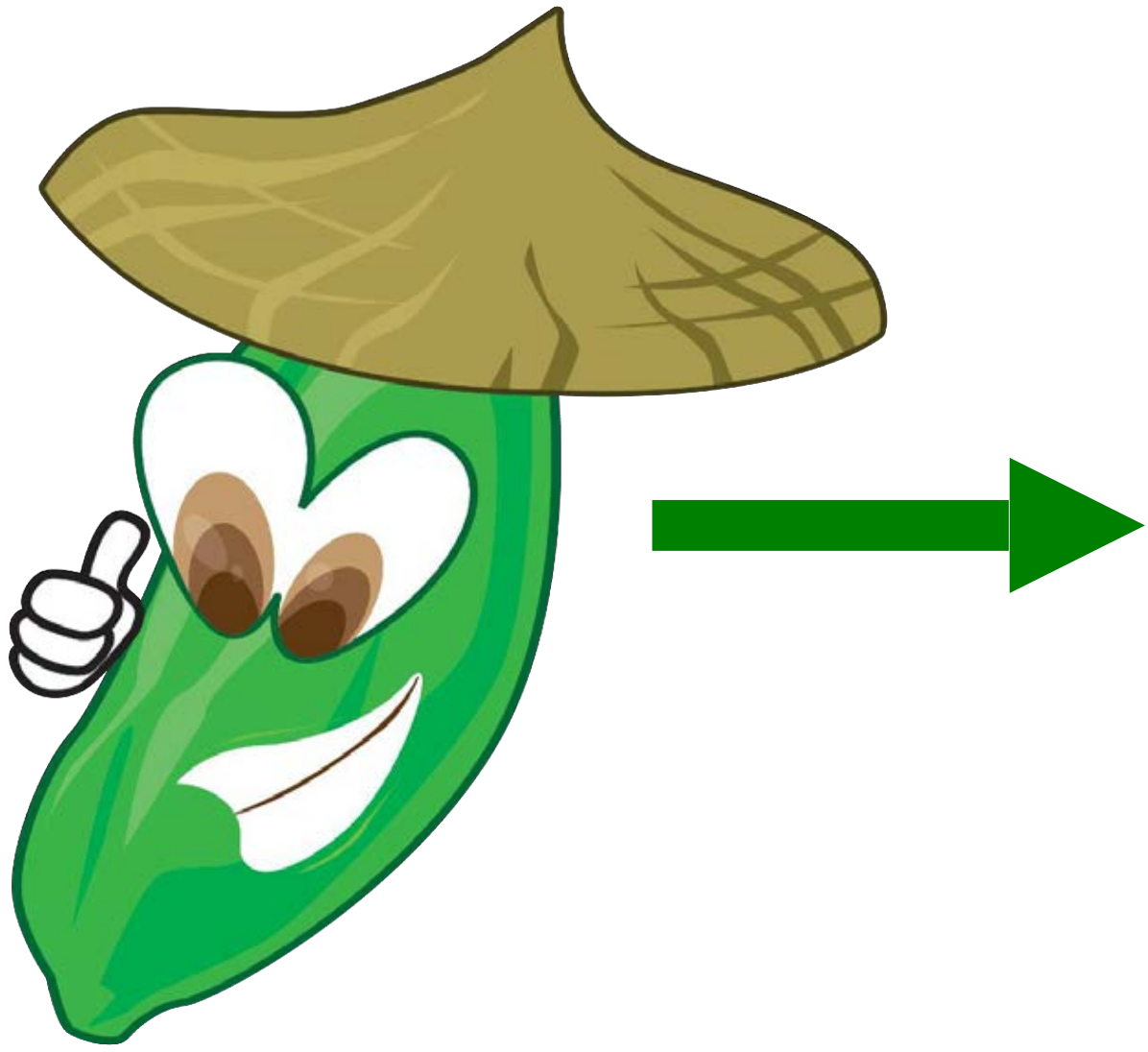


1.

# ENTREPRENEURIAL FARMING







TEAR HERE

VILLA SOCORRO FARM

# Sabanana

## Banana Chips

SWEET ORIGINAL  
flavor

- ✓ Farm Fresh Bananas
- ✓ Thin and Crispy
- ✓ 0% Cholesterol
- ✓ 0% Trans Fat
- ✓ No preservatives
- ✓ Export Quality
- ✓ Product of the Philippines

NET WT. 100g  
(3.5 oz.)





# 2. Globalization





VILLA SOCORRO FARM

**Sabanana**

Banana Chips

World Map





여우들의  
은밀한 수다

한번 열면 멈출 수 없어!







♥ 35 likes

dellabang Oh.. Banana Chip perfect taste! 😋 . . . .  
#beerandbeach #여기서도맥주 #bananachips #yummy  
#여행스타그램 #travelgram #tanning #onthebeach  
#quambeer #sierranevada #tumonbeach #투몬비치 #



3

DESIGN



# FARMONY

Farm-to-Snack



## Corn Pops

WASABI SHOYU

NET WEIGHT 120G

# FARMONY

Farm-to-Snack



## Banana Crisps

CARAMELIZED SUGAR

NET WEIGHT 60G









# 4. Productivity





**WORK  
HARD**



**WORK  
SMARTER**

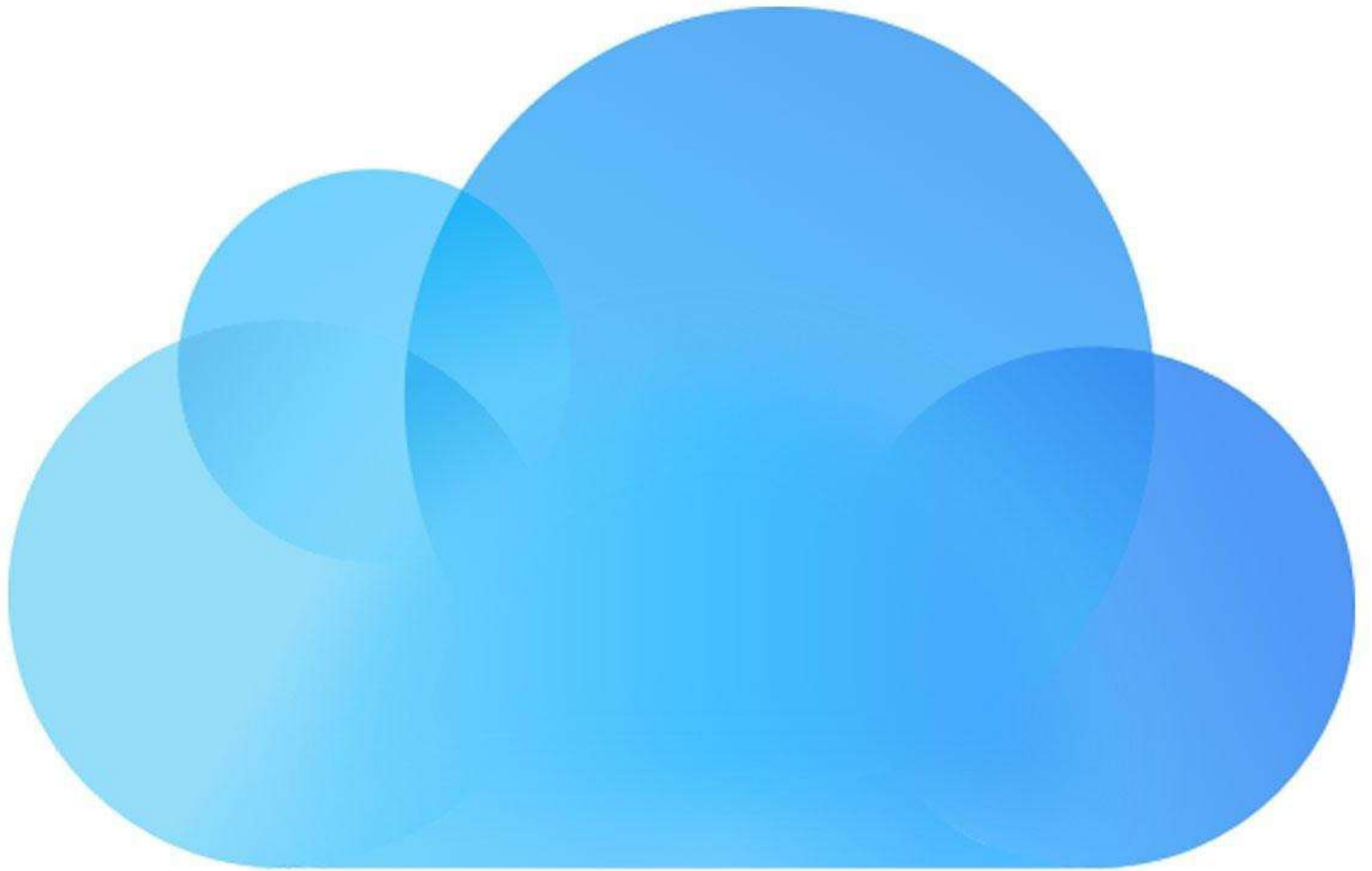










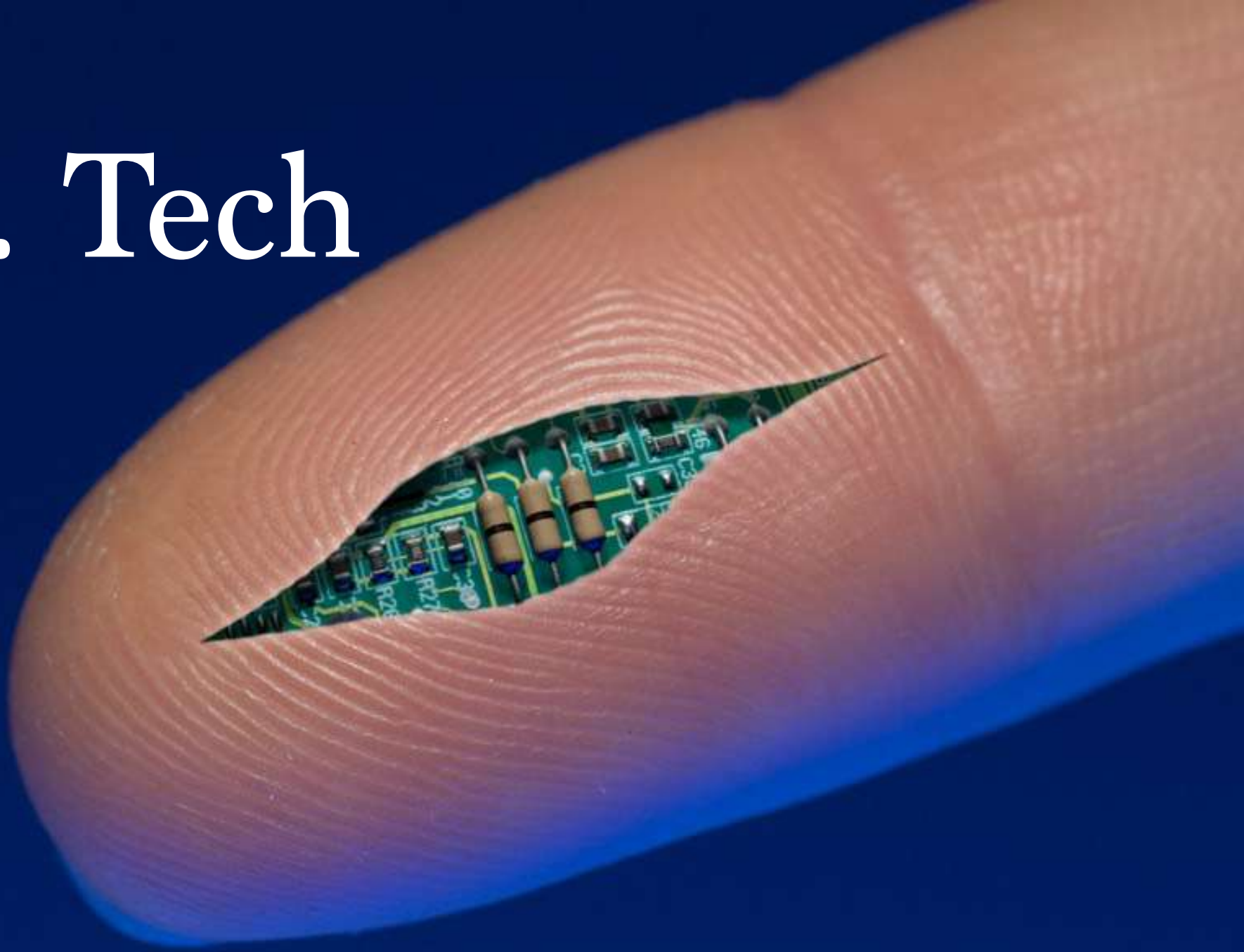








# 5. Tech





JOHN DEERE

2.55

120

DRI

0.65

76

0

1:---

100%

200%

Info	Lock
	Transfer
	Sync
	Print



12:57

Navigation icons: Home, Back, Menu



**NXTLVL**

Farms





Grow your money  
Help our farmers

[www.cropital.com](http://www.cropital.com)

6.





















# 7. Farm to Table



ORGANIC  
FARM

*Please*  
**DO NOT  
SPRAY**





# FARMONY

Farm-to-Snack





# 8. SUSTAINABILITY





**STAIN**





Global  
Green Growth  
Institute



**Best Green Business Practices among MSMEs in the Food Processing Industry of the Philippines**

**RAIN WATER  
HARVESTING**

**WIK**

®



















# Farmniture

from our farm to your homes

100% hand-crafted





Global  
Green Growth  
Institute



3. Only two firms – Villa Socorro and J. Emmanuel Pastries – hit the 2-3 level mark of greening intervention.

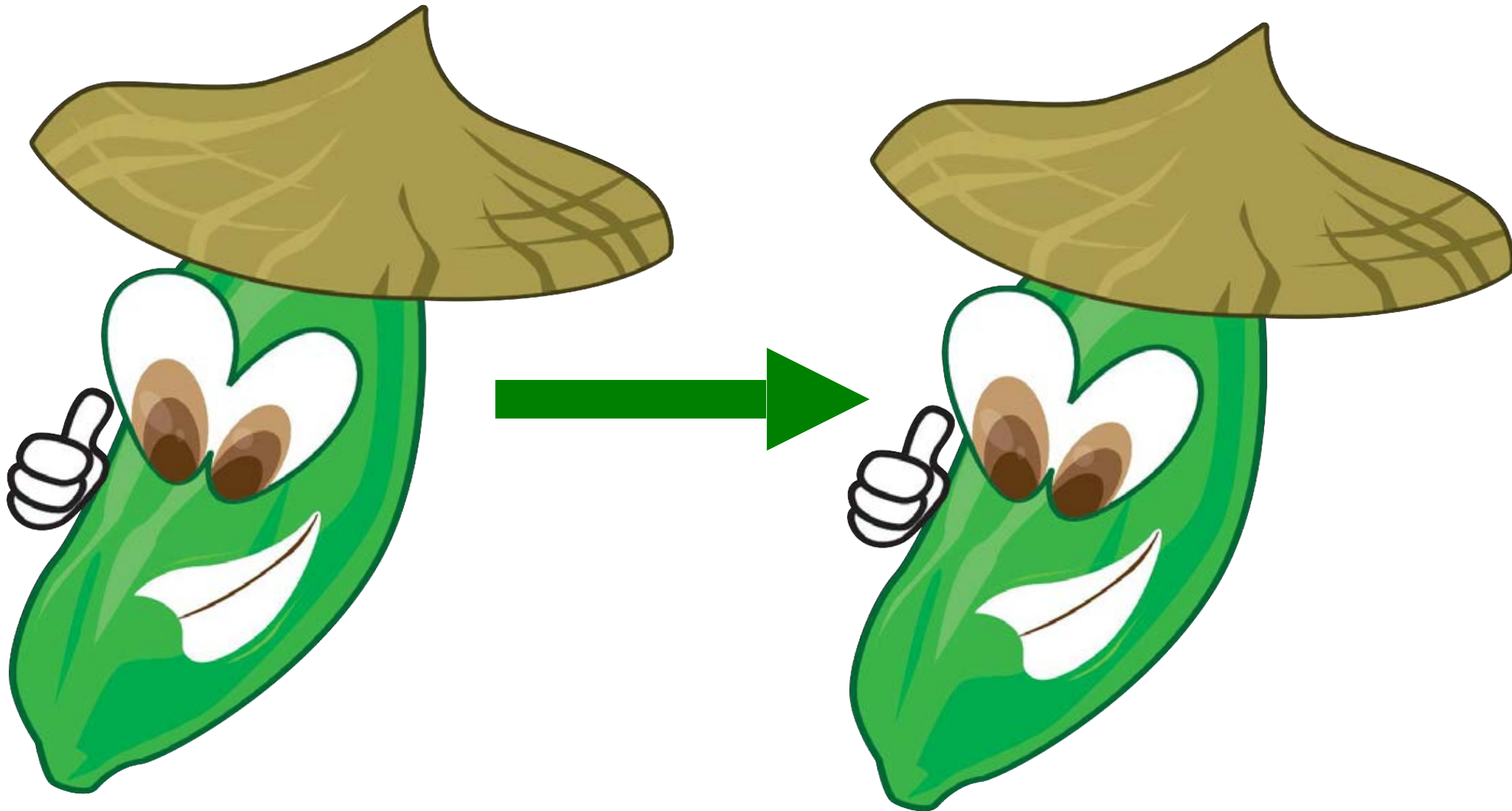




# 9. SELFIE / GROUFIIE

P 0.50

P 3.00





P 1.25



P 15.00







BARAKO

















VILLA SOCORRO FARM

Sabanana

Banana Chips

VILLA  
SOCORRO  
FARM

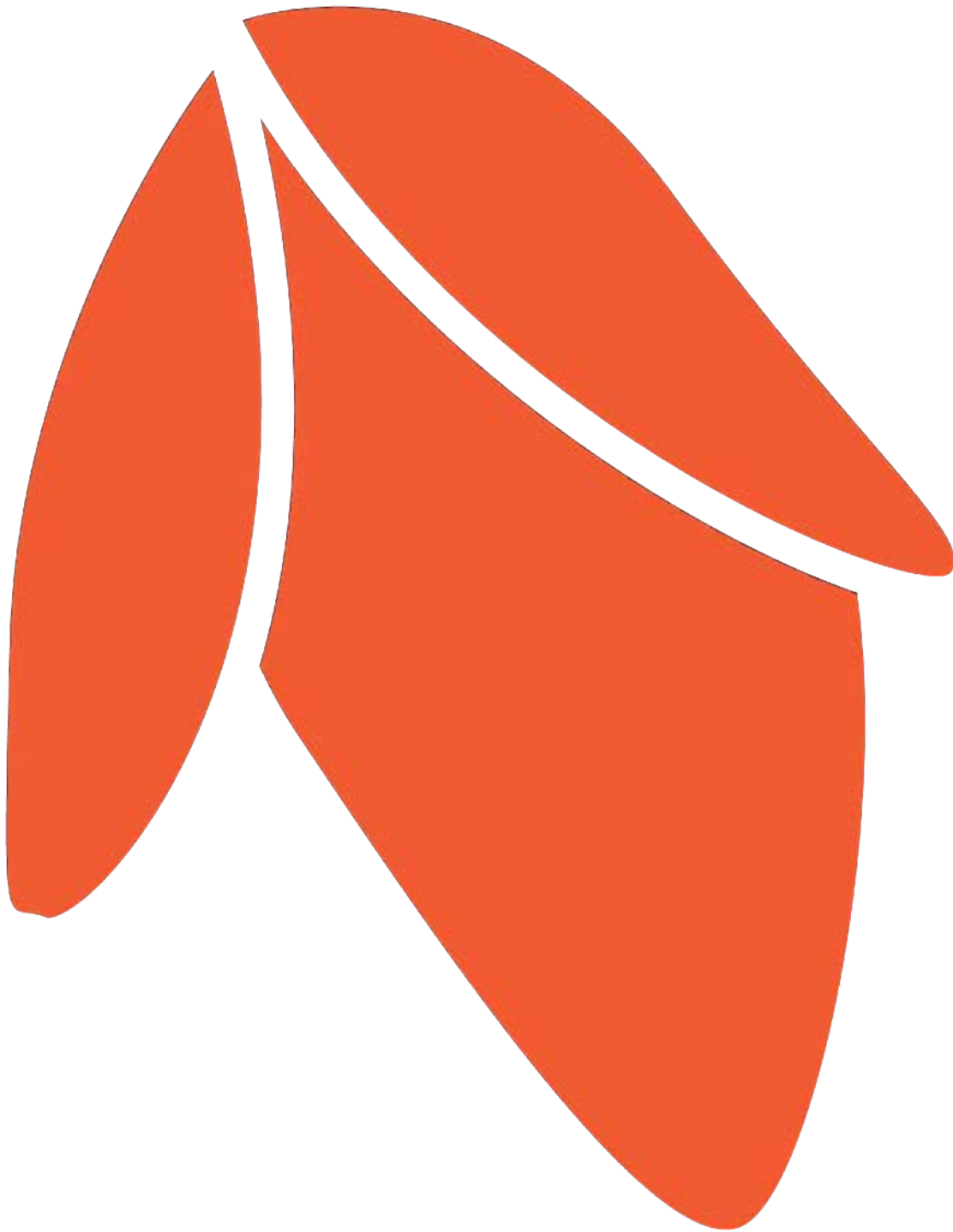
Sabanana  
Banana Chips

Sabanana  
Banana Chips











VILLA  
SOCCORRO  
FARM

A photograph of two men in a banana plantation. One man stands on the left wearing a white t-shirt, dark shorts, and a white cap, looking down at a banana plant. The other man is bent over on the right, wearing a white t-shirt and light-colored shorts, working in the soil. The background is filled with banana trees and palm trees.

# 2020 VISION

Community of empowered farmers living with pride and dignity.



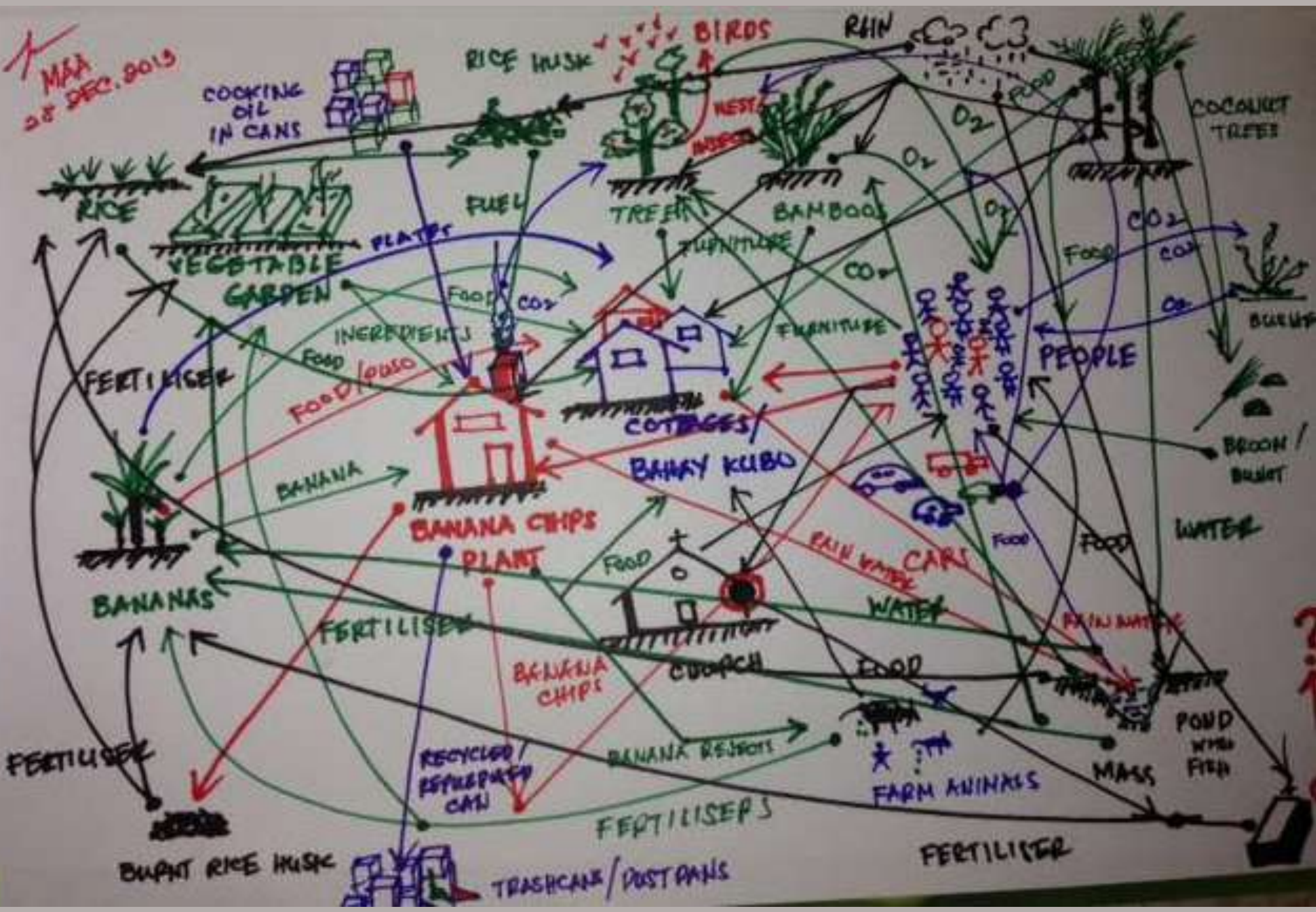


# MISSION

Best Practice in Pro-Farmer  
Integrated Value-Chain  
Development



MAA  
28 DEC. 2019





The business of doing  
GOOD, is good business.

The business of doing  
**GOOD**, is good business.

- Banana Chief, 2018







villasocorrofarm.com



Villa Socorro Farm



villasocorrofarm



banana.chief