

# CALABARZON



A Regional Farm-Tourism Travel Guide



## CAVITE

Coffee Capital of the Philippines

## LAGUNA

Top Caliber Organic Farms

## BATANGAS

World Class Livestock Producer

## RIZAL

The "Green" Province

## QUEZON

Coconut Capital of the Philippines



# AGRICULTURALLY AWESOME

*Travel Now!*



## Our Vision

Leadership and excellence in agricultural and fishery technologies and knowledge management for a more proactive and responsive extension services.

## Our Mission

To ensure delivery of quality extension services in agriculture and fisheries.

## Our Mission

The Department of Tourism (DOT) shall be the primary government agency charged with the responsibility to encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and employment and to spread the benefits of tourism to both the private and public sector.

### Parameters of the travel guide

Region's scenic spots, indigenous delicacies, famous farm tourism and learning sites, model farms of Magsasaka Siyentistas and Farmers' Information Technology Services (FITS) Centers established and assisted by ATI-Region IV-A.

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# Discovering CaLaBaRZon Inside Out

To see is to **believe**,  
to experience is to **discover**



## *What's inside...*

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## FUSION OF AGRICULTURE AND TOURISM

“Awesome” could best describe the synergistic fusion of agriculture and tourism in the Philippines especially in the CaLaBaRZon (Cavite, Laguna, Batangas, Rizal and QueZon) or Region IVA. There are inspiring and admirable places that will provide harmony and serenity, healthy options, historical and cultural perspectives, bright prospects, delectable cuisines and a lot more.

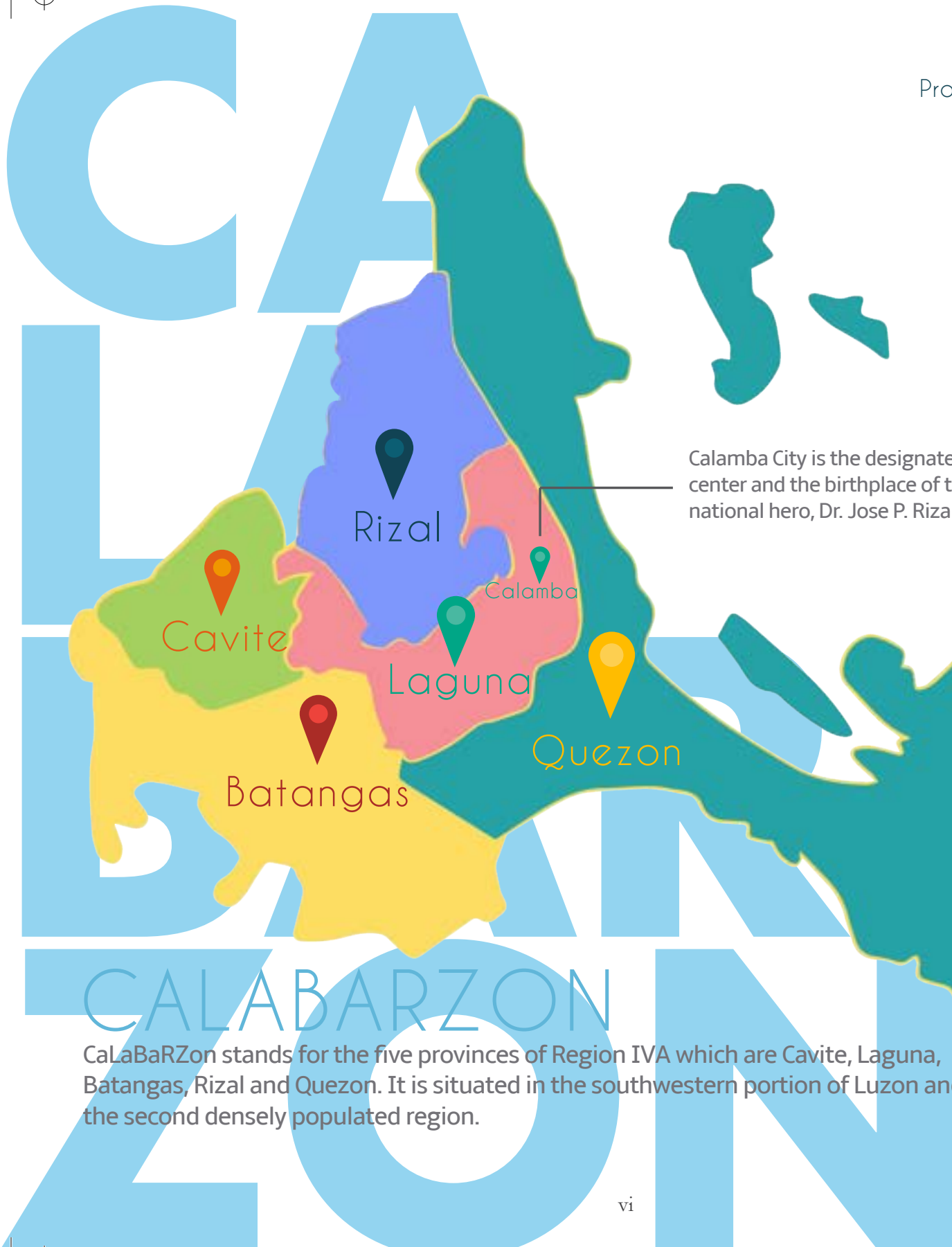
*Get your money's worth... here are places that will soothe your spirits and your senses.*





The Philippines is blessed with abundant natural resources and hospitable people. Although Region IVA has highly urbanized cities, still there are rural areas where you can feel the cool breeze, hear the chirping of the birds, smell the fresh grasses, taste healthy foods, captivate your imagination and witness biodiversity of living things.





Provincial Capital

Cavite  
Trece Martires City

Laguna  
Santa Cruz

Batangas  
Batangas City

Rizal  
Antipolo City

Quezon  
Lucena City

Calamba City is the designated regional center and the birthplace of the country's national hero, Dr. Jose P. Rizal.

Rizal

Cavite

Laguna

Batangas

Quezon

# CALABARZON

CaLaBaRZon stands for the five provinces of Region IVA which are Cavite, Laguna, Batangas, Rizal and Quezon. It is situated in the southwestern portion of Luzon and the second densely populated region.





### Why CaLaBaRZon of all places?

It is just a few kilometers away from the international and domestic airports and immediately you can get out from the hustle and bustle of city life. It can be reached through public transportation or you can hire a taxi or a van to ferry you to places where you can relax, enjoy and commune with nature as well as eat healthy foods and learn at the same time.

*" Experience, travel -  
these are an education  
in themselves"  
- Euripides, Greek Playwright*

	Kilometers away (Provincial Capital) from Manila	Estimated Travel Time
Cavite	46 km.	1 hr. 30 mins.
Laguna	91 km.	2 hrs. 10 mins.
Batangas	107 km.	2 hrs. 30 mins.
Rizal	15 km.	40 mins.
Quezon	140 km.	3 hrs. 20 mins.





# MoCa Family Farm

“Celebrating the Lifestyle of Farm Living”


MoCa Family Farm started as an occasional weekend getaway for the MORris and CAstor families, from whom the farm derived its name. In 2005, Gigi Morris, MoCa Family Farm owner, bought the one hectare of land in Brgy. Castillo, Padre Garcia, Batangas, at first as an investment. They constructed the land into a small-scale family farm in 2012.

Gigi's early inspiration was the “Farm to Chef ” community program in Las Vegas, a dream child of her husband, Bob Morris, faculty member at the University of Nevada. Gigi wanted to improve and strengthen the connection between the culinary community and local farms where ingredients are grown. Thus, MoCa Family Farm was completed reflecting their core priorities as a family farm - 4Fs (Family, Farming, Food, Fun) and 1E (Education). Quarterly, they conduct Agri-Culinary Events like the modern “Farm to Table” concept as part of their Agri-Tourism activities.

“Let's do something more creative and something new, something different. In marketing, you should position yourself as something different sa iba (to others). So, we started the Rabbit Farming,” Gigi cited. They hosted the 1st Kuneho Festival as a pilot project of the farm. Currently, the farm conducts training and skills development in areas related to farm tourism, community supported agriculture (CSA) marketing, food processing (atsara and artisan vinegar making), bread & pastry production, food & beverage services, agri-crops, as well as active in the local

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 Brgy. Castillo  
Padre Garcia, Batangas

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“MoCa farm is a celebration of returning back to the very basic of small family farm growing their own food. So, it is a celebration of lifestyle of the farm living.” If you want to experience how to live in the farm, come and visit. It is a very experiential trip.”

– Ms. Gigi Morris, Owner of MoCa Family Farm

**TARA!**

food and locavore movement. MoCa Family Farm is also a TESDA-accredited institution offering national competency certifications in agriculture-related courses.

Visitors can experience farm tours, camping and overnight stays at MoCa Family Farm. According to Gigi, “When you are in Farm Tourism, syempre kailangan mo na mag package (of course, you must think how to package the farm so it has its own identity).” They offer delightful meals using locally grown products, occasionally featuring local chefs, that surprise every customer. Everyone is invited to dine in and experience original Filipino fusion meals created at Moca Family Farm, whether you stay at the farm or not.

MoCa Family Farm is PhilGeps Accredited, and holds accreditations from DOT as an official farm site and designated by the Department of Agriculture as an ATI IV-A Learning Site specializing in High Value Crops. The farm is a very active member of several community networks including the Rare Fruit Society of the Philippines, American Rabbit Breeders Association of the Philippines (ARBA), the Family Farm Network of the Philippines and Slow Food.







How to get there

## Private Vehicle

- From Manila, take South Luzon Expressway (SLEX).
- Enter Star Tollway and take the Lipa City, Batangas exit.
- Turn right and when you reach Robinsons Mall Lipa City, take the right fork and follow the road until you reach P. Torres St.
- Turn right and continue on this road until you reach the intersection going to Rosario and Tiaong, Quezon.
- Turn left and take the one going to Tiaong (it is the Batangas/Quezon Road).
- Drive past until you reach Brgy. Castillo (landmarks are ricemill and Generoso Trading). Turn right and drive about 400 meters until you arrive in MoCa Family Farm.

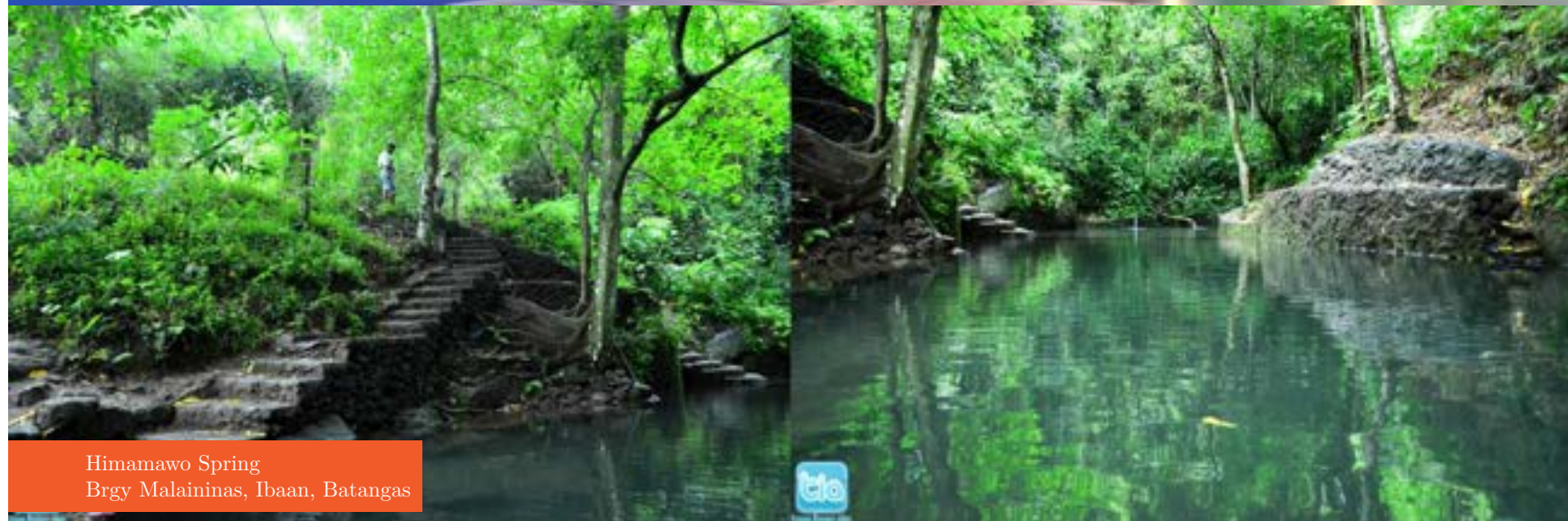
## Public Transportation

- From Buendia/Cubao bus stations, ride a bus going to Lipa City, Batangas. The central bus station is in SM City Lipa.
- From SM City Lipa, ride a tricycle and drop off at P. Torres St., where jeepneys going to San Antonio or Tiaong, Quezon are stationed.
- Ride a jeepney going to San Antonio or Tiaong, Quezon and drop off at Generoso Trading at Brgy. Castillo.
- Turn right and follow the route until you arrive in MoCa Family Farm, about 400 meters away from the main road.



*Nearby places you can also visit:*

Laiya Beach Resort  
San Juan, Batangas



Himamawo Spring  
Brgy Malaininas, Ibaan, Batangas



Casa Segunda  
198 Calle Rizal, Lipa City, Batangas



# Kahariam Farms

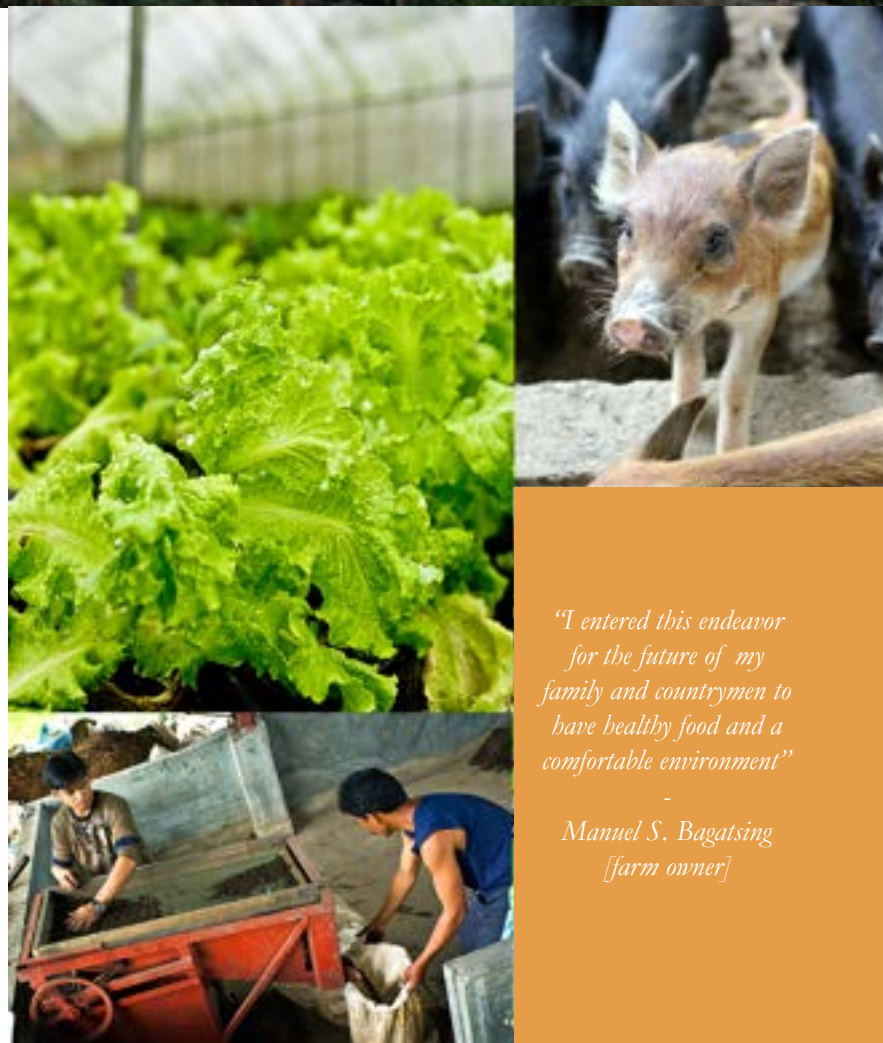
"Cultivating Wellness from the Soil to the Soul"

Enjoy the fresh open air that 20 hectares of agricultural land has to offer. That's lots of space for exploration and learning!

Located in Barangay Adya, Lipa City, Batangas, Kahariam Farms is only an hour and a half away from Metro Manila. Here, the guests are shown connections between the food they eat, the farmers that cultivate it and the land where it grows. This is your chance to see, smell, touch, taste, hear and truly experience organic farm living!

Kahariam Farms produced the 1st Certified Organic Rice Seed not only in the Philippines, but in Southeast Asia collectively. But what the farm is famously known for is its spectacular attraction of earthworms. Currently the largest earthworm farm in the Philippines, it converts 400 tons of agricultural waste a month to rich organic soil through vermicomposting. This type of compost aids in plant growth for safe and healthy food and is used by the farm to produce organic vegetables such as; lettuce, cabbage, cauliflower, broccoli, cucumber and more. As well as fresh herbs like stevia, tarragon and mint.

Know what it's like to be a farmer by roaming around the biggest earthworm farm in the Philippines. Their farm tour allows you to experience hands-on farm activities to choose from like carabao cart rides, fish feeding, rice planting, a vegetable maze, organic soil



*"I entered this endeavor for the future of my family and countrymen to have healthy food and a comfortable environment"*

*Manuel S. Bagatsing  
[farm owner]*



info@kahariamfarms.com



Brgy. Adya, Lipa - Ibaan Rd, Lipa, 4217 Batangas



0918-830-0090



www.kahariamfarms.com



and vegetable production, vermiculture training, as well as see various native farm animals. Complete with facilities, amenities and overnight accommodation, Kahariam Farms is also a venue for; trainings, workshops, seminars, retreats, company outings, team buildings and special occasions.

There's nothing more important than taking care of our bodies and eating right. Health is true wealth and we believe the best way to learn this is by experiencing it.

Learn how you can do your part for a healthier life and how to live in a healthier world. Book with us today!

*\*Kahariam Farms is certified by the Organic Certification Center of the Philippines (OCCP), and is a DOT Accredited Farm Site, Extension Service Provider (ESP) of ATI and registered by the Department of Agriculture Fertilizer and Pesticides Authority (FPA).*



"The number 1 thing that every human being needs is food and it all starts in the soil. At Kahariam Farms, we produce the soil that sustains plant growth; which in turn produces healthy food for Filipinos to enjoy. Wellness is of the upmost importance to us and that starts with the food we eat."  
– Ria Bagatsing, General Manager of Kahariam Farms





## How to get there



### Private Vehicle

- From Manila, take the SLEX and take Lipa Exit
- From Lipa City exit, turn right as you see Jollibee. Go straight till you see McDonald's in front of the Robinson's Place Lipa.
- Veer right to Katipunan Road and it will turn into Lipa-Ibaan Road. Landmarks you'll pass are Sampaguita Homes, Plantacion, & Iron Woods.
- Our address says Barangay Adya but our entrance is in Barangay CALAMIAS ng LIPA which is right after Bray Mabini, Lipa City. It's important, you do NOT turn left on Barangay Adya signage.
- Barangay Calamias has an arch with white and blue poles. At the end of the arch, there is a sharp turn which our entrance is located. Kahariam Farms will be at the corner of the sharp turn on the side. Continue going straight and you will see our Kahariam Farms entrance gate.



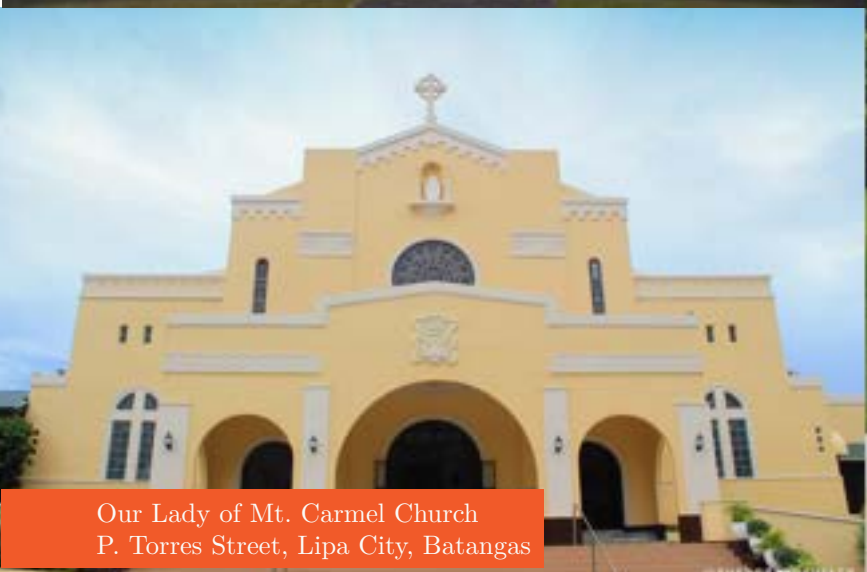
### Public Transportation

- From Buendia/Cubao bus stations, ride a bus going to Lipa-Tambo exit. Drop off in Tambo exit (Jollibee).
- Ride a jeepney going to market (palengke). Drop off in Calamias-Ibaan terminal.
- In Calamias-Ibaan terminal, ride a jeepney going to Calamias-Ibaan.
- Drop off in Kahariams Farms. On right side of the road, you can see the blue and white fence, an indication you are already near the Kahariam Farms.

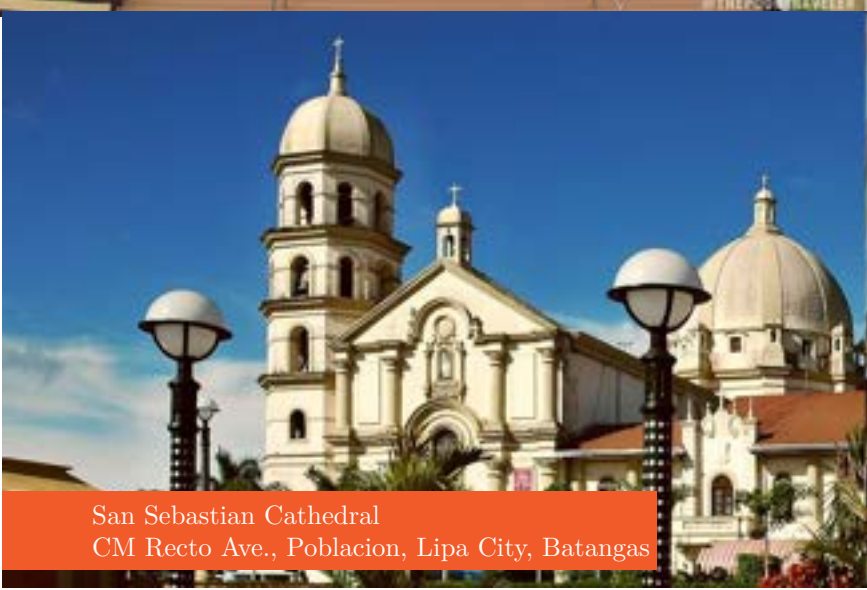




Mabini Shrine  
Brgy. Talaga, Tanauan, Batangas



Our Lady of Mt. Carmel Church  
P. Torres Street, Lipa City, Batangas



San Sebastian Cathedral  
CM Recto Ave., Poblacion, Lipa City, Batangas







Bagging the title as the first DOT accredited farm site in CaLaBaRZon region, Costales Nature Farms is the prime advocate and destination of farm tourism in the Philippines. Behind the successful Costales Nature Farms is the then Mr. Ronald Costales, founder of the well-known farm. Operational for more than a decade, the farm is managed by Mrs. Josephine Costales, Chairman and Mr. Reden Mark Costales, President.

Being the premier Agri-Tourism destination, tourists and visitors are welcome to personally experience farm living and set aside the busy city life for a day or more. For a night to stay in, cottages with rooms are open for accommodation. Different tour packages are available


to suit your interests. Costales Nature Farms produces organic vegetables, organic chicken, organic eggs, herbs and spices which supply several renowned restaurants, supermarkets, bakeshops, organic stores, resorts and casinos. Products are also freshly served in their The Right Food: Organic Farm to Table Deli and Market located in UP Open University Community hub in Brgy. Maahas, Los Baños, Laguna.


With countless achievements, Costales Nature Farms has received several awards from different sectors. One of which was the 2015 Model in Agritourism Destination in the Philippines awarded by DOT. The farm also extended its effort

in organizing the first Organic Harvest Festival. Up to date, four Organic Harvest Festivals had been part of the celebration of Costales Nature Farms.


As a Private Extension Service Provider of the Agricultural Training Institute, Costales Nature Farms offers seminars and workshops in Organic Hog Production and Integrated Organic Farming and EM Technology. The farm is also open for internship program and Joint Venture (JV) program. The JV program caters the interest of but not limited to Overseas Filipino Workers (OFWs) in farming as an investment.



 [inquiries@costalesnaturefarms.com](mailto:inquiries@costalesnaturefarms.com)

 Brgy. Gagalog, Majayjay, Laguna

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

 (049) 5763824









## How to get there



### Private Vehicle

- From Manila, take South Luzon Expressway (SLEX).
- Exit right to Calamba, Laguna following National Highway.
- Drive past Los Banos, Laguna.

#### Option 1:

- Turn right to Calauan, Laguna (Ducks).
- Turn left to Calauan-Nagcarlan Road.
- Follow winding roads thru Nagcarlan and Liliw (Laguna).
- After Liliw, sharp right to Majayjay going towards Lucban, Quezon.

#### Option 2:

- Go past Victoria, Pila and Sta. Cruz (Laguna).
- Turn right at Jollibee Pagsanjan.
- Drive past Magdalena.
- At fork, turn left to Majayjay.
- After Majayjay town proper, take road towards Lucban, Quezon.



### Public Transportation

#### Option 1:

- From Cubao/Buendia bus stations, ride a bus going to Sta. Cruz, Laguna.
- At Sta. Cruz market, ride a jeepney going to Majayjay.
- At Majayjay town proper, ride a jeepney going to Lucban, Quezon and drop off at Costales Nature Farms.

#### Option 2:

- From Buendia/Cubao bus stations, ride a bus going to Lucena City, Quezon.
- From Lucena City, ride a jeepney or van going to Lucban, Quezon.
- From Lucban, ride a jeepney or tricycle going to Costales Nature Farms.



*Nearby places you can also visit:*



Bukal Falls  
Brgy. Bukal, Majayjay, Laguna



Kamay ni Hesus  
Brgy. Tinamnan, Lucban, Quezon



Footwear Capital of Laguna  
Liliw, Laguna



# Forest Wood Garden

"Unique Food Fare in a Unique Farm"

Trailing the narrow path across Brgy. Sta. Elena, San Pablo City, Laguna lays the wonders of Forest Wood Garden, home of the famous Pansit KalaBuKo- Kalabasa (Squash), Kabute (Mushroom) and Buko (Young Coconut).


Travelers should not miss to fill their taste buds with the pansit kalabuko, plantsado and inihaw na baboy ramo (roasted wild boar), local signature dishes of Forest Wood Garden. The farmland is owned by Mr. Joel Frago, a registered nurse and his wife, Ms. Myrna Frago, a landscape artist. Joel and Myrna's love for nature converged, thus, Forest Wood Garden was established.


In 2013, the Agricultural Training Institute granted to Forest Wood Garden the recognition as learning site for Organic Agriculture. They conduct trainings on Integrated Diversified Organic Farming System (IDOFs), organic inputs and sustainable pig farming. Joel also accommodates visitors with guided tour and organic dining of their famed delicacies. Guided tour includes a walk around the five-hectare vicinity of the farm. Surrounded by innumerable plant bearing trees, tourists are allowed to handpicked fresh fruits from trees like lanzones and rambutan for free. Many years has passed, Forest Wood Garden gradually pave its way to attract various media covers. They have been featured to some local and national media outlets including Jessica Sojo, Umagang Kay Ganda, Unang Hirit, Philippine Star, etc.


Despite the many successes, Forest Wood Garden encountered difficulty when Typhoon Glenda devastated the farm in 2014. However, struggles are not hindrances for Joel and Myrna to endure what they love, natural farming.

Forest Wood Garden is also one of the DOT accredited farm sites in CaLaBaRZon region. So, don't miss out to schedule a trip and tour around the farm. List down in your itinerary of travel and mark down your calendar to have a glimpse of the serene forest.



 forestwood\_garden@yahoo.com

 Brgy. Sta. Elena, 4000,  
San Pablo City, Laguna

 0939-938-7202

 www.forestwoodgarden.com





Plantsado



Inihaw na baboy ramo (roasted wild boar)



Pansit KalaBuKo







## How to get there



### Private Vehicle

- From Manila, take South Luzon Expressway (SLEX).
- Take the Sto. Tomas/Turbina exit.
- Drive past Sto. Tomas, Alaminos and San Pablo City until you reach Brgy. San Ignacio (km. 87).
- Turn left going to Dolores, Quezon. Follow the road passing Brgy. Sta. Elena.
- Turn left when you see a signage going to Forest Wood Garden.
- Drive until you reach Forest Wood Garden.



### Public Transportation

- From Buendia/Cubao bus stations, ride a bus going to Lucena City, Quezon.
- Drop off at Brgy. San Ignacio in San Pablo City, Laguna (km. 87). Cross the road going to Dolores, Quezon.
- Ride a tricycle going to Brgy. Sta. Elena.
- Turn left when you see a signage going to Forest Wood Garden.
- Drop off when you reach the Forest Wood Garden.



*Nearby places you can also visit:*

Bato Spring  
Brgy. Cristobal, San Pablo City, Laguna



Lake Muhikap  
Sta. Catalina, San Pablo City, Laguna



Villa Escudero Plantations and Resort  
Border of San Pablo City, Laguna and Tiaong, Quezon







# Flor's Garden

"Finding your Inner Zen"

Flor's Garden is located in Brgy. San Jose, Antipolo City, Rizal. Ms. Flor Gozon-Tarriela, owner of Flor's Garden, shares the wellness of the luscious green garden has to offer.

According to Flor, "It started as a hobby farm from the previous years with the simple task of collecting different kinds of weeds which eventually grew into a multi-functional farm that now spans more than 5 hectares of land."

Flor's Garden has been a venue for location shoots of major television companies for soap operas which include 24/7 In Love and Tasya Pantasya, to name a few.

The garden is also a place for a variety of functions such as camping, team building, trainings, and workshops. Furthermore, it conducts natural farming and livestock seminar. Flor's Garden is also a farm educational learning destination for students' field trips. Students will learn more about nature, medicinal plants, weeds, vermiculture production and the like. Flor's Garden also boasts two springs, swimming pool, gazebo, cabana, gardens, fish ponds as well as a cageless bird and butterfly sanctuary. It offers day tour visit inclusive of welcome drink buffet, lunch and afternoon snacks. Packages are also available for overnight stays and extended visits. Learn more about the enriching beauty of Flor's Garden, visit and retreat into this hidden oasis where you'll find inner peace.

Flor's Garden is a DOT accredited farm site and ATI IV-A learning site on Organic Agriculture.

**"If there is one learning I wish to share, it is my personal belief that "no Filipino should be hungry – meaning every Filipino should be abundant and healthy, that's because even weeds are useful as they are either medicinal or "weedicinal" and edible or "weedible"**

*– Ms. Flor Gozon Tarriela  
owner of Flor's Garden*



florsgarden@yahoo.com



Sitio Tanza 2, Brgy. San Jose, Antipolo City, Rizal

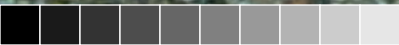


02-635-6092 to 94  
0919 556 7121



www.florsgarden.com









## How to get there



### Private Vehicle

- From C-5, drive straight Marcos Hi-way passing by SM Marikina and Santolan Station LRT 2.
- Continue driving until Masinag Market (that is Marcos Hi-way to Cogeo Market).
- Convey a jeepney with a signboard of PAENAAN. (landmarks are Cogeo Market, RC Cola planta and Bosoboso Hiland Resort).
- Drive straight going to Touch of Glory Prayer Mountain Bosoboso.
- At km. 35 sign, turn right to the next street with tricycles (landmark is Tayrosa Trading Hardware).
- Go straight in cement road, passing through CARE Phils School on left side.
- Drive through until you arrive at green gate on right side with Flor's Garden signage. Flor's Garden is located after 2nd basketball court.



### Public Transportation

- From Cubao, ride a jeepney going to Cogeo/Gate 2. Drop off at Cogeo Market.
- From Cogeo Market, ride a jeepney going to PAENAAN. Drop off at Prayer Mountain. (landmark is Tayrosa Trading Hardware).
- Ride a tricycle going to Flor's Garden.





*Nearby places you can also visit:*

Via Dolorosa  
bhadreamer27.com

Via Dolorosa  
bhadreamer27.com

Via Dolorosa (White Cross)  
Pinagmisahan Road, Antipolo City, Rizal



National Shrine of our Lady of Peace and Good Voyage  
P. Oliveros St. Antipolo City, Rizal



Hinulugang Taktak National Park  
Taktak Road, Brgy. Dela Paz, Antipolo City, Rizal





# ATO BELEN'S FARM

## "Shaping the Future Today"


Established in 1987, Ato Belen's Farm has become one of the region's pioneering agri-based businesses. Renato Belen, 'Ato' to many, came across an opportunity to propagate and provide coffee seedlings for one of his friends. Thrilled by the success of his first transaction, Ato began to look for more opportunities in agriculture. He had since gathered insights from potential clients, sought the advice of seedling propagators, and attended trainings offered by the Department of Agriculture to gain more knowledge and leverage in his new undertaking. After launching his plant nursery, Ato proceeded to establish his own orchard, which transformed his nursery business into a full-blown farm. Today, Ato Belen's Farm has interests not only in agricultural production of crops, animals and organic inputs, but has also diversified its operations by offering agritourism and knowledge management services to its clientele.

The farm continues to be managed and operated by the family, with Brian, Ato's fourth child, as the General Manager. All members of the family agree that the role of farmers is not only to secure food, fiber and materials for shelter, but also to serve as instruments in empowering the young to become future agriculturists and agribusinessmen of this country.


"Our aim is to encourage more young people to consider agriculture as a viable career option. There are so many opportunities in this industry and there's plenty of room for everyone. We also hope to inspire families by sharing our story and help them shape their future in agriculture, today."

– Mr. Brian Belen, General Manager of Ato Belen's Farm



 belenbrian@yahoo.com

 Brgy. San Juan  
San Pablo City, Laguna

 ( 049 ) 562-1215  
0917-676-1915

 www.atobelensfarm.com



If you wish to visit the farm, you can take the entire family for a tour that the kids will surely enjoy. Ato Belen's Farm offers farm tours where visitors are briefed on farming operations, taken on a walking tour of their facilities, and served fresh farm produce. The farm also offers specially-designed, tailored Kiddie Tours. Visitors will surely appreciate the many high value fruit trees and vegetables planted in the farm like rambutan, lanzones, jack fruit, lettuce, cauliflower and a lot more. Freshly-harvested produce are also available for purchase. Several facilities are available for different training activities and seminars.

Ato Belen's Farm is a DOT accredited farm site in CaLaBaRZon region and a Regional Private Extension Service Provider of the Agricultural Training Institute.







## How to get there

### Private Vehicle

- From Manila, take South Luzon Expressway (SLEX).
- Take the Sto. Tomas/Turbina exit.
- Drive past Sto. Tomas, Alaminos and San Pablo City.
- At the boundary of Alaminos-San Pablo City, you will see Honda San Pablo City, Laguna. Turn left and continue driving until you reach Ato Belen's Farm.

### Public Transportation

- From Buendia/Cubao bus stations, ride a bus going to Lucena City, Quezon.
- Drop off at Honda San Pablo City, Laguna at the Alaminos-San Pablo City boundary.
- Take a 10 to 15-minute tricycle ride to reach Ato Belen's Farm.

Note: You can also use apps like Google Maps and Waze to get here in Ato Belen's Farm.



*Nearby places you can also visit:*

Sampaloc Lake  
San Pablo City, Laguna



Lake Pandin  
Brgy. San Lorenzo, San Pablo City, Laguna



San Pablo Cathedral  
M. Magcase St., San Pablo City, Laguna





# Terra Verde Eco Farm, Inc.

"Farming in Style"

Terra Verde Eco Farm, Inc. basically started as a family farm from 2007 to 2013 - growing fruits, vegetables and raising chickens for family consumption. In 2013, the Atanacios decided to modify the family farm into corporate entity. Hence, Terra Verde Eco Farm, Incorporated was constructed with the core purpose of – to eco farm, to entertain (agri-tourism), to educate (agri-education) and enterprise development.

Around the 15-hectare farm, tourists and visitors can do camping, bonfire and stargazing at night. Terra Verde Eco Farm, Inc. is an idealistic place to watch meteor showers during an overnight stay. Bringing the comforts to visitors, the farm offers room accommodations good for 20 people. Besides, the farm has urban garden, vegetable garden and vegetable production area. They have also integrated something off from Agriculture to Tourism, the first RC resort or the Radio Controlled Resort. They built RC track for the RC cars enthusiasts. This serves as a channel to also educate the RC players on safe food and educate them on organic. Beyond livestock, they have collected a lot of farm animals including 5 carabaos (1 albino), pair of horse, 13

cattles, about 40 heads of native pigs, sheeps, goats, ducks (Pekin and Pateros), turkey, geese and chickens, Philippine brown deer, pair of Philippine makak monkeys and few rabbits. Then other ornamental birds like Philippines doves, peacock and ostrich. In addition, teambuildings, outdoor activities and trainings can be conducted in Terra Verde Eco Farm, Inc. In fact, they have trained several organization on values formation which they also hope to bring to farmers.

As future endeavor, they want to integrate adventure. Terra Verde Eco Farm has three other expansion sites which are envisioned to build inland fishery training center, adventure park (ziplines and ATVs) and a training field for Agricultural mechanization and a reserve for expansion of vegetables, fruits and livestocks.

Terra Verde Eco Farm is DOT accredited farm site, Agricultural Training Institute (ATI) IV-A Learning Site for Organic Agriculture and an active member of ATTA (Association of the Tour and Travel Agencies) of CaLaBaRZon, CROPS (Cavite Rural Organic Producers and Sellers) and Rare Fruit Society of the Philippines.



terraverdeecofarm@gmail.com



Km. 89 Alfonso-Maragondon Road,  
Pantihan II, Maragondon, Cavite



0917-522-3637



www.terraverde.com.ph

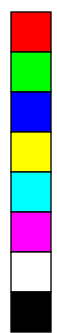






"Farm Tourism is an alternative marketing channel. It has a huge income potential that will really alleviate poverty in Agricultural sector only if we could think differently. So, you don't have to be BIG, you just have to be organized and clean and hospitable."

- Mr. Ericson Atanacio, President of Terra Verde Eco Farm, Inc.







## How to get there



### Private Vehicle

- From Manila, take SLEX at Carmona Exit and head towards Cavite.
- Drive straight and cross Aguinaldo Highway where you will pass by Robinson's Dasmarias and continue along Governor's Drive, passing through Gen. Trias until you reach Governor's Drive-Naic intersection where there is a small monument island.
- Turn left towards Maragondon, you will pass through San Lorenzo Ruiz Hospital (left side) and the Naic-Indang intersection with a traffic light and drive towards Maragondon.
- Turn left to the Malainen Luma Street, a street without an arch a bit past Flying V Gas Station and before a blue 2-storey commercial building towards Brgy. Malainen Luma. There is a sign board in the right saying to Malainen Bago and Daluyan Community Resource Center and Terra Verde Ecofarm road sign.



### Public Transportation

- By Bus: From Manila, you may take a bus ride from Southwest Integrated Terminal (former Uniwide Sales in Tambo, Paranaque) and look for the sign of Maragondon, Ternate or Naic routes via Cavite Expressway (Cavitex)
- Then ride a tricycle going to Pantihan II until you reach the Terra Verde Eco Farms



*Nearby places you can also visit:*



Andres Bonifacio Trial House  
Colonel Crisostomo Riel St. Maragondon, Cavite



Our Lady of the Assumption Parish Church  
Col. Infante, Maragondon, Cavite



Mt. Buntis  
Maragondon, Cavite



Mt. Palay-Palay  
Ternate, Cavite



# Gourmet Farms Inc.

*"Exploring Beyond Expectation"*  
(Gourmet Farms celebrates 30 years)

**Everything starts with a story. And the story of Gourmet Farms began over a decade before its incorporation in 1987. There was a man, his vision and a plan.**

Ernest Escaler, founder and visionary leader of Gourmet Farms, always believed that a good cup of coffee takes a little more time to prepare. The beans must either be properly harvested or deliberately sourced, meticulously selected, expertly roasted, skillfully blended, correctly ground and masterfully prepared, to create that memorable aromatic whiff and slow first sip that make for an unforgettably delightful experience. This (ad)venture with coffee began in the 70's when Mr. Escaler was among the first to source the best beans from all over the Philippines and from the best farms in the coffee growing regions around the world, trading the same. Sack loads of coffee filled his warehouse and during one "buriki" session where a sack is poked with a sharp-edged stick to check the beans, more than the usual amount fell on the floor. Not one to waste a good product, he tried roasting the same in a pan, as was done before. It was only a matter of time until coffee roasting became the next step. Gourmet Farms pioneered commercial coffee roasting in the country in 1987, a bold initiative back then given a market almost entirely dominated by instant coffee. Today, the growth of the roast and ground coffee segment is unprecedented and its continuous rise is foreseen. Gourmet Farms leads in the retail market. Its renowned Probat roasters, one vintage and the other computerized, can be found in the Gourmet Farms estate in Silang, Cavite. A maximum production capacity of 150 tons of coffee a month can be produced, profile roasted to a client's distinct specifications, an expertise that the company has mastered through the years. "Bean to cup" has been in the Gourmet Farms' vocabulary long before the phrase was coined. And so has "farm to table".

"Our main target/concern is to protect the environment. It is on our top priority not to be dependent on systemic inputs. We really concentrate on natural base farm inputs."

- Eugene Jimenez, Farm Manager of Gourmet Farms, Inc.

The Gourmet Farms estate is also home to organic lettuce and culinary herbs, its beginnings similar to its coffee counterpart. At a time when "organic" was unheard of, organically grown lettuce and herbs, particularly basil, were already being cultivated in the then 2-hectare Escaler property in Silang. But no one understood why organic was more expensive at that time. And no one bought the produce. So a restaurant that featured the first salad bar and Mediterranean cuisine was conceptualized and built by Mr. Escaler in the late 80's. It showcased organically grown greens and the use of culinary herbs. It was a rousing success, with people, including Manila's elite 400, queuing and waiting in their cars for more than 3 hours to experience Mediterranean cuisine (new to the Filipino palate back then) from a roadside bahay kubo.



info@gourmetfarms.com.ph



Km. 52, Aguinaldo Highway,  
Buho, Silang, Cavite



(046) 865-1064  
0917-5854-674



www.gourmetfarms.com.ph





Freshly prepared dressings from Mr. Escaler's homemade recipes were paired with salad greens, while herbal tea beverages from indigeneous local herbs were served alongside freshly roasted and ground coffee. Pesto pasta, the green pasta, was an all-time favorite. The property has since grown to an 11-hectare estate where edible pocket gardens and fields of lettuce varieties and the largest culinary herbs selection can be found. The kubo has been transformed to a 120-seater restaurant called The Dining Room at Gourmet Farms, with a chef-designed menu that stays true to its Mediterranean roots. The roadside kubo is now a deli diner where the products and produce of Gourmet Farms are sold— roast & ground coffee, herbal teas, kitchen exclusive dressings, sauces and

dips and fresh greens. And the Gourmet Farms story is told during farm tours where thousands of city bred children and children of all ages experience the farm and its many interesting flavors – from lettuce picking, to salad tossing, to coffee tasting and coffee pairing, to coffee art – not to mention sightings of Justin, Miley and Madonna, the sturdy carabaos at work.

Gourmet Farms celebrates its 30 years this 2017. Its logo, a coffee bean and basil leaf are symbolic of the enterprise that began as one man's vision now turned into a mission to offer Filipinos an alternative lifestyle of healthy living, a choice to live well. Its story continues.







How to get there



## Private Vehicle

- From Manila, take South Luzon Expressway (SLEX).
- Exit at Carmona, Cavite then right turn going to Governor's drive.
- Drive past Carmona, GMA and Dasmariñas.
- Upon reaching Dasmariñas Rotonda, left turn going to Aguinaldo Highway.
- Along Aguinaldo Highway (before the Tagaytay Rotonda and after the Rogationist College), you will see the tall road sign of Gourmet Farms, Inc. on the left side.



## Public Transportation

- From Buendia/Cubao bus stations, ride a bus going to Tagaytay City, Cavite or Nasugbu, Batangas.
- Along Aguinaldo Highway (before the Tagaytay Rotonda and after the Rogationist College), you will see the tall road sign of Gourmet Farms, Inc. on the left side.

Note: There is a shortcut in Carmona, Cavite area going to Silang, Cavite for faster trip. It's Maguyam Road. You can also use Waze app to get here in Gourmet Farms, Inc.



*Nearby places you can also visit:*



Puzzle Mansion  
Cuadra Street, Brgy Asisan, Tagaytay, 4120 Cavite



Tagaytay People's Park  
Mt. Sungay, Brgy. Dapdap East, Tagaytay City



Our Lady of Lourdes Parish Church  
General E. Aguinaldo Highway, Tagaytay City





## Teofely Nature Farms, Inc.

*"Ensuring Food Safety and Security"*


Pioneer in introducing native pigs to the market, Teofely Nature Farms, Inc. originated as a vacation house for the Cabriga family in 2012. The objective in constructing the farm was to grow various vegetables and take care of native pigs. Later on, Fabian Maximillan Cabriga, owner of Teofely Nature Farms, Inc., learned about natural and organic farming which lead him to continue and concentrate into this venture.


Half of the 6,600-square meter farm is dedicated in planting different crops while the other half of the farm is for livestock. Fruit bearing trees surrounds the farm like rambutan, red banana, saba, papaya, guyabano, pomelo, chico, langka and tamarind. To experience the back to basic lifestyle which is farming, Teofely Nature Farms, Inc. offers farm tour, feeding of farm animals (chickens, pigs, rabbits and birds) and personally handpicking of fresh vegetables and fruits. Herbs and spices are also grown in the farm including oregano, basil, chili, mint, tanglad and pandan. For a place to stay in, visitors can avail accommodation good up to 50 persons in Teofely Gardens Wedding and Events Venue. Aside from rooms, the


1,800 square meter resort has conference hall (for trainings and seminars) and main pavilion.


Another distinct attraction in Teofely Nature Farms, Inc. is the newly renovated Teofely Cafe. It serves Filipino cuisine with a twist, a fusion of Spanish and American menu. Guests can dine in with their specialty courses – binagoongang bagnet, sisig and puchero. All cooked and made of native pig. Pizza processed with native pork toppings is also a must taste dish in the Cafe. The Teofely Cafe also caters made to order best sellers lechon – Lechona Tolimense, Teofely de Cochinillo and Lechon de Teofely. They also sell processed meat of native pigs including Tapa, Longganisa (Vigan and Lucban), Hungarian Sausage and Smoked Sausage. In addition, one of the latest products of Teofely Nature Farms, Inc. is the native pork leather which will soon be out in the market.

Last October 2016, Teofely Nature Farms, Inc. organized the Blackfeast, a lechon showdown of the Cavite's Best and Finest Restaurants. By 2017, the farm plans to boost production in processing native pig.

 [ic\\_bil04@yahoo.com](mailto:ic_bil04@yahoo.com)

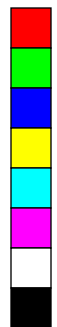
 0917-882-2379

 J. Humarang Street,  
Brgy. Lumil, Silang, Cavite

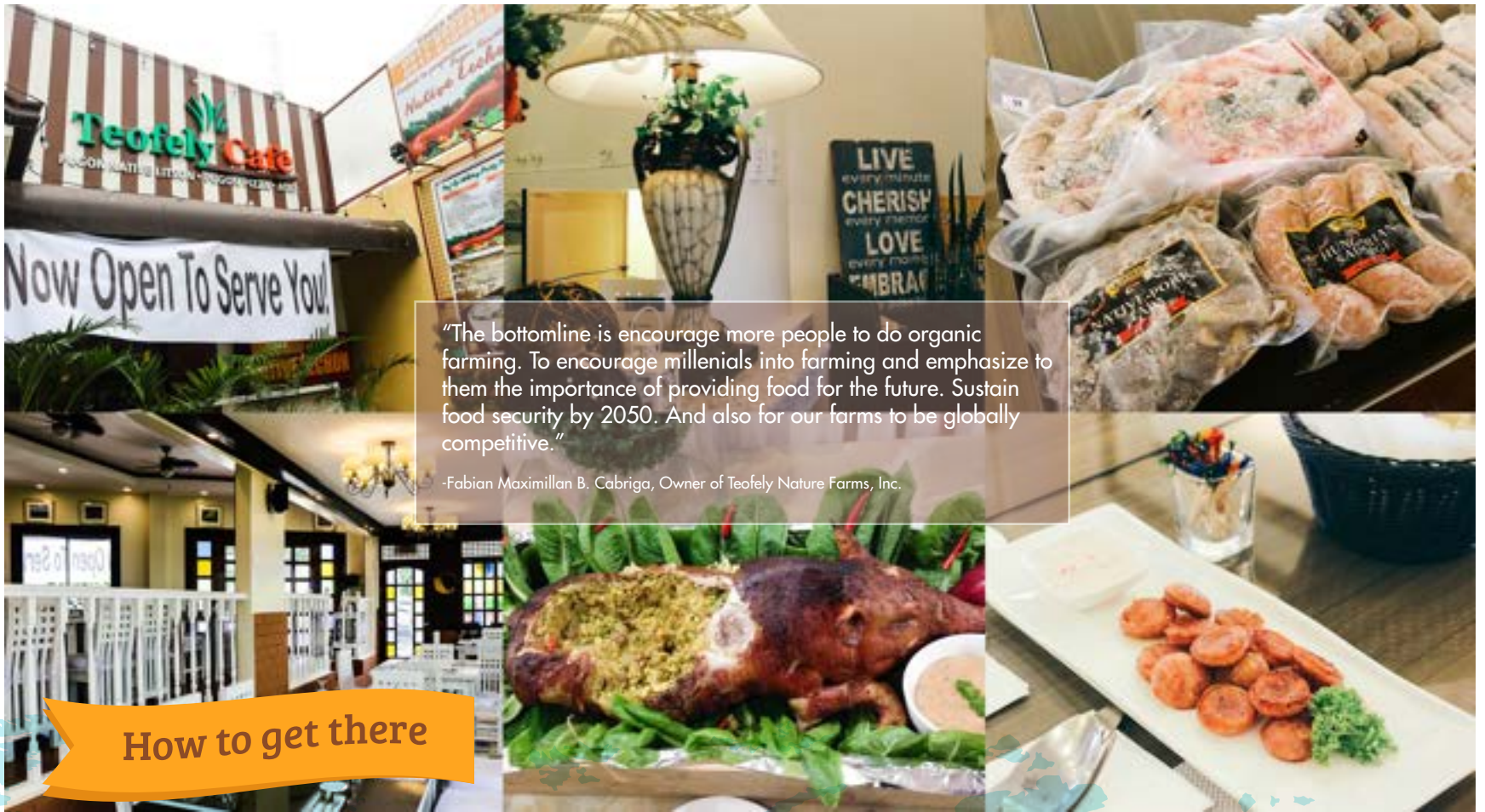
 [www.lumilnaturalfarm.com](http://www.lumilnaturalfarm.com)











“The bottomline is encourage more people to do organic farming. To encourage millenials into farming and emphasize to them the importance of providing food for the future. Sustain food security by 2050. And also for our farms to be globally competitive.”

-Fabian Maximilian B. Cabrigo, Owner of Teofely Nature Farms, Inc.

## How to get there

### Private Vehicle

- From Manila, take South Luzon Expressway (SLEX).
- Exit at Sta. Rosa or Eton, head towards Tagaytay.
- From Nuvali, approximately 9 km., you will reach Brgy. Lumil.
- Approximately 3 km. from PNPA, you will see Caltex gas station.
- Drive 500m more. At J. Humarang St., you will reach Teofely Café on left side.
- From Teofely Café, staff will accompany you going to the farm.

### Public Transportation

- From Buendia/Cubao bus stations, ride a bus going to Balibago, Sta. Rosa, Laguna.
- At Coca Cola in Sta. Rosa exit, take jeepney going to Tagaytay or Brgy. Lumil. At J. Humarang St., you will reach Teofely Café on left side.
- From Teofely Café, staff will accompany you going to the farm.

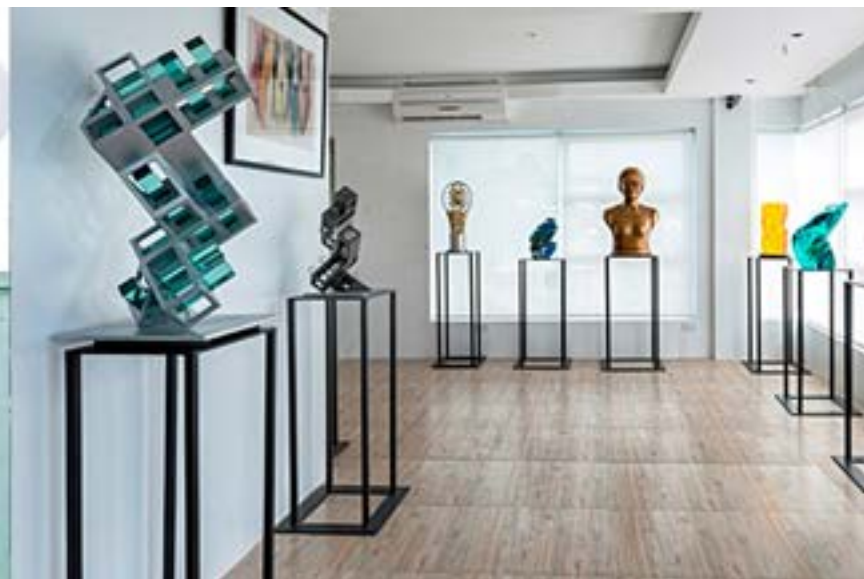


*Nearby places you can also visit:*

# MUSE ORLINA



Museo Orlina  
Brgy. Tolentino East,  
Hollywood Subd., Tagaytay City



Nuvali Park  
Don Jose, Santa Rosa, Laguna



Tagaytay Picnic Grove Complex  
Brgy. Sungay East-End, Cavite





# Chad's Nature Farms

"Uncovering its Niche, Opportunities and Challenges in Promoting Agri-Tourism"

Aida Briones, owner of Chad's Nature Farm, bought a 1.5 hectare of farmland in Sitio Kaypatag, Brgy. Kinalaglagan, Mataas na Kahoy, Batangas after availing early retirement from government service in 2014. "At the outset, my intention is just to experience having a leisure farm where my family and friends can relax, enjoy and have a feel of farm life," Aida admitted. Enough of the hustle life in Metro Manila for 35 years and knowing very little about farming, Aida ventured into agriculture - the natural, sustainable way of farming after realizing that she wants to advocate environment-friendly, efficient and sustainable farm practices, provide alternative recreation facilities and farm tourism activities for families, students and other clientele, and promote health and wellness with organically farm-produced food. The Farm has a scenic view of the Taal Volcano and freshwater lake.

To jumpstart and equip herself, Aida began attending farming-related trainings, including Farm Business School (FBS) and other relevant seminars on natural farming/organic agriculture practices since the mid of 2015. She is a passer of Technical Education and Skills Development Authority (TESDA) National Certification (NC) II on Organic Agriculture (OA). As her social undertaking, she organized two associations in the community, namely the Kaypatag Association of Farmers and Kababaihang Katuwang sa Kaunlaran in 2016. She spearheaded the conduct of trainings on Farmers' Field School (FFS) on OA, Handicrafts-Making, Cassava Processing and Mushroom Production and Processing to empower the members of the associations and to learn and engage in sustainable livelihood opportunities and initiatives. In essence, she converts the learnings she gained into responsible social and environmental practices to draw inspiration in the community and attract younger generation to eventually venture into farming. Moreover, Aida encourages travellers to come and visit farm areas, mainly for educational and recreational purposes, steer economic activity and provide income to the community.

"At first, I thought that if you are in farm tourism, you should have the impressive facilities which are usually offered by many of the existing farm tourism sites. With some apprehensions but lots of guts and encouragements from the "farming experts", I applied to join the band, and luckily made it to be one of the learning sites on Organic Agriculture of the Agricultural Training Institute Region IV-A and accredited Agri-Tourism farm site of the Department of Tourism in November and December 2016, respectively. So I realized that the only thing you should know is where to focus, what to offer to your prospective clients, so visitors will come and appreciate what you can offer in your farm. It is still a long ride to go for the farm to be a major contributor to overall farm tourism earnings, but we will get there"

— Aida Briones, Owner of Chad's Nature Farm



aidabriones2@yahoo.com



Brgy. Kinalaglagan, Mataas na Kahoy, Batangas



0917-537-7499



www.fb.com/aida.briones



**Chad's Nature Farm** offers outdoor activities like camping. In addition, hiking path through the farm can be explored from the farm down the Taal lakeshore. "Students, farming newbies and enthusiasts alike will appreciate visiting the farm and have a better understanding and appreciation of a farming system that is managed to respond to site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. As an integrated farm, they will be oriented on what the farm has to offer," Aida cited. A day isn't satisfying without a tour around the vicinity of the farm including the vegetable area, ornamental garden, orchard, mushroom house, laywan and lukot bees in their hives (where Aida harvest pure, raw honey), vermicomposting area, free range chickens, ducks, geese, goats and native pigs and their forage areas as well as production and storage area for farm tools and equipment. For training/seminar, the farm has a multipurpose area and a big kitchen where simple food can be prepared by the farm helpers for the guests. After a long day, guests can relax at the small gazebo overlooking Taal Lake or plan for an extended overnight stay in the two big accommodation rooms (good for 8 pax each room) or two smaller rooms (good for 3-4 pax), Also, experience the fun of overnight camping using tents to take out the posh and comfort of conventional accommodations while keeping abreast with nature.







How to get there



## Private Vehicle

There are two ways to get to Chad's Nature Farm:

1. Lipa-Tambo exit (approximately 11.5 km); landmark is Jollibee.

- Turn left, after Fernando Airbase, turn right going to Mataas na Kahoy town proper.
- Go left via Brgy. Longos and turn right to Brgy. San Sebastian. Drive past Shercon Resort.
- About a kilometer away after Shercon Resort, you'll arrive in Chad's Nature Farm

Note: The Farm is also near the Pusod Taal Lake Conservation Center, an ecotourism area fronting Taal Lake.

2. Lipa-Balete exit (approximately 12 km)

- Turn right, drive straight until you reach Balete town proper.
- Then, turn left, drive past Lipute Bridge and follow signages to Mataas na Kahoy.
- Continue driving until you reach Sitio Kaypatag where Chad's Nature Farm is located (right side).



## Public Transportation

- From Buendia or Cubao bus stations, ride a bus going to Lipa or Lemery, Batangas.
- Drop off at Lipa-Tambo exit (landmark is Jollibee fast food chain).
- Ride a jeepney going to Mataas na Kahoy. Drop off at 7/11 Convenience Store.
- Ride a tricycle going to Kaypatag, Brgy. Kinalaglagan. Drop off upon arriving at Chad's Nature Farm.



*Nearby places you can also visit:*

Pansipit River  
San Nicolas, Batangas

Volcano Island Bird Sanctuary  
San Nicolas, Batangas

Marian Orchard  
Brgy. Malabanan, Balete, Batangas



# CAVITE

LEARNING SITES

Name: Silan's Agri Farm  
Location: Tambo Munting Kulit, Indang, Cavite  
Cooperator: Edilberto R. Silan  
Contact #: 0916 541 0893

Name: Teofely Nature Farms, Inc.  
Location: Brgy. Lumil, Silang, Cavite  
Cooperator: Fabian Maximillan B. Cabriga  
Contact #: 0917 882 2379

Name: Morningside Farms  
Location: Brgy. Pangil, Amadeo, Cavite  
Cooperator: Ruy Valente M. Polistico  
Contact #: (046) 483 3613

Name: Robert Arahan's Farm  
Location: 473 Brgy. Punta II, Tanza, Cavite  
Cooperator: Robert P. Arahan  
Contact #: 0929 591 7454



SILAN'S AGRI FARM



TEOFELY NATURE FARMS, INC.



MORNINGSIDE FARMS



ROBERT ARAHAN'S FARM





# LAGUNA

## LEARNING SITES

Name: Forest Wood Garden  
 Location: Brgy. Sta. Elena, San Pablo City, Laguna  
 Cooperator: Joel C. Frago  
 Contact #: 0939 938 7207

Name: Palo-Alto Learning Site and Farm  
 Location: Brgy. Palo, Calamba City, Laguna  
 Cooperator: Alejandro C. Malabanan  
 Contact #: 0908-507-2962

Name: MASIPAG Organic Community Farm  
 Location: Brgy. Sirang Lupa, Calamba City, Laguna  
 Cooperator: Elpidio T. Lalap  
 Contact #: 0917-501-3085

Name: GK Hiyas ng Maynila Integrated Farm  
 Location: Sitio Latian, Brgy. Mapagong, Calamba City, Laguna  
 Cooperator: Rolando Remigio, Jr.  
 Contact #: 0916-521-8746

Name: Laly's Farmville  
 Location: Bucal Road, Brgy. Sisilmin, Cavinti, Laguna  
 Cooperator: Norminita R. Perez  
 Contact #: 0921 663 1359

Name: Nylove Farm  
 Location: Brgy. San Antonio, Kalayaan, Laguna  
 Cooperator: Nyla Cordero  
 Contact #: 0916 159 4508

Name: Agrie's Integrated Farm  
 Location: Brgy. Salasad, Magdalena, Laguna  
 Cooperator: Agripina Ochoa  
 Contact #: 0916 279 3787

Name: Barangay Community Garden Farm  
 Location: Brgy. Sirang Lupa, Calamba City, Laguna  
 Cooperator: Simon B. Mico  
 Contact #:



Name: Tsumark Botanic Garden  
 Location: Brgy. Libis ng Nayon, Mabitac, Laguna  
 Cooperator: Mark Dominic D. Dela Torre  
 Contact #: 0921 208 5585



Crismar Fishing Port – Rice and Fish Farming  
 9 Hectares (6 Hectare for Farming and 3 Hectare for Fishing Resort)  
 Brgy. Mojon, Pila, Laguna  
 Cooperator: Cristeto Villarín (Magsasaka Siyentista of Pila, Laguna)  
 Contact No. (049) 559 0059

Roqueza's Integrated Farm – Learning Site for Organic Agriculture  
 3 Hectares (1.5 Hectares for Livestock and 1.5 Hectares for Pasture/Cut and Carry)  
 Brgy. Sta. Clara Sur, Pila, Laguna  
 Cooperators: Efren and Evita Roqueza  
 Contact No.: 0927 260 5367

Name: Laguna State Polytechnic University (LSPU) College of Agriculture  
 Location: Siniloan, Laguna  
 Cooperator: Nestor M. De Vera, PhD  
 Contact #: (049) 813-02-73

Name: Barangay Dingin Learning Site ang Organic Farm  
 Location: Barangay Dingin, Pagsanjan, Laguna  
 Cooperator: Herminio B. Babaan  
 Contact #: (049) 808-4827



# BATANGAS

## LEARNING SITES

Name: Chad's Nature Farm  
Location: Brgy. Kinalaglagan, Mataas na Kahoy,  
Batangas  
Cooperator: Aida Briones  
Contact #: 0917 537 7499

Name: Technology Demonstration Site On  
Natural Farming System  
Location: Provincial Veterinary Office of  
Batangas, Lipa City, Batangas  
Cooperator: Dr. Noledo Lindog  
Contact #: 0917 462 1403

Name: MoCa Family Farm  
Location: Brgy. Castillo, Padre Garcia, Batangas  
Cooperator: Gigi Morris  
Contact #: (043) 515-7194



Name: Vilela's Farm  
Location: Brgy. Pangao, Ibaan, Batangas  
Cooperator: Maila Vilela – Toreja  
Contact #: 0917 501 5806

# RIZAL

## LEARNING SITES

Name: Urminita's Farm  
Location: Brgy. San Jose, Antipolo City, Rizal  
Cooperator: Ramon S. Urminita  
Contact #: 0921 521 9847

Name: Anawim Lay Mission Foundation  
Location: San Isidro, Rodriguez, Rizal  
Cooperator: Carlos Ferdinand Dingson  
Contact #: 0917 507 0688



Name: EV Sanchez Agri Farm - Learning Site for High Value  
Crops  
3.5 Hectares  
Location: Brgy. Palaypalay, Jalajala, Rizal  
Owner: Edna Sanchez  
Contact: (02) 359-4661



# QUEZON

## LEARNING SITES

Name: Bunch Farm  
Location: Lucena City, Quezon  
Cooperator: Sanny Buncha  
Contact #: 0932 560 1504

Name: Ka Mulo Ayag's Farm  
Location: Brgy. Pili, Sariaya, Quezon  
Cooperator: Romulo B. Ayag  
Contact #: 0918 480 6283

Name: Mang Viani's Farm  
Location: Brgy. Rizal, Sto. Ilaya, Buenavista, Quezon  
Cooperator: Giovanni Amado  
Contact #: 0929 686 2015

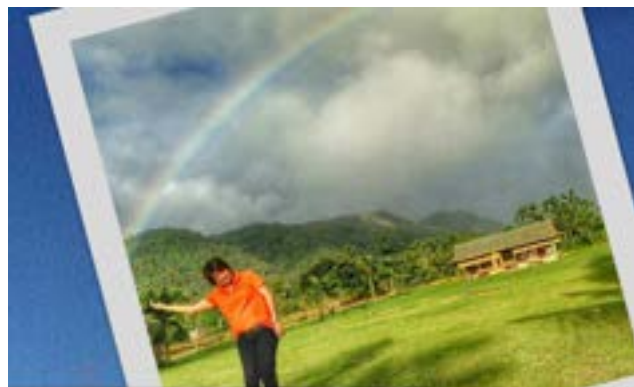
Name: Masikap Farm  
Location: Brgy. Ilayang Tayuman, San Francisco, Quezon  
Cooperator: Maximiana R. Riego  
Contact #: 0917 960 4299

Name: MS Severa Farm  
Location: Brgy. Gitnang Barrio, Gumaca, Quezon  
Cooperator: Melita D. Severa  
Contact #: 0916 363 0113

Name: Flaviano Dator's Farm  
Location: Lucban, Quezon  
Cooperator: Flaviano Dator  
Contact #: 0912 467 3812

Name: Pinagbayanan Farmers' Association Farm  
Location : Barangay Ilaya, Bagumbayan, Pagbilao, Quezon  
Cooperator: Norberto D. Piguera  
Contact #: 0912-973-8149

Name: PUP Mulanay  
Location: Bondoc Peninsula Hi-way, Brgy. Sta. Rosa, Mulanay, Quezon  
Cooperator: Adelia R Roadilla PhD.



### **Cortijo de Palsabangon Farm, Park and Restaurant**

- 5.1 Hectares
- Brgy. Ibabang Palsabangon,
- Pagbilao, Quezon
- Cooperator: Ayrin Llorin
- Contact No. 0917 719 5358





# CALABARZON FESTIVALS

The numerous festivals held in Region IVA are manifestations of fun-loving and religious people celebrating feast day of saints or commemorating important persons. Festivities also highlight unique characteristics of their places whether historical, cultural or agricultural in nature.







**SORTED FESTIVAL - CARMONA, CAVITE (16TH-22ND OF JANUARY)**

A local festival held every three years to relive the old practice of distributing agricultural lots to deserving farmers through raffle draws



**TAHONG FESTIVAL - BACDOR, CAVITE (29TH OF SEPTEMBER)**

Different cuisines with tahong as main ingredient are on exhibit at the town plaza. Culinary contest are held annually. Various activities are done such as beauty contest. Tahong symposium and seminars are held for culture of Tahong.



**TINAPA FESTIVAL - ROSARIO, CAVITE (22ND OF OCTOBER)**

The festival is celebrated to promote and perpetuate the image of Rosario as the place where smoked fish called "Tinapang Salinas" originates.



**PAHIMIS FESTIVAL - AMADEO, CAVITE (2ND WEEK OF FEBRUARY)**

Also called the "Coffee Festival", is a way of thanksgiving for abundant harvest of coffee in the municipality. Trade fair, street dancing, beauty pageant and coffee convention are the usual activities done during the occasion. Free flowing drinking of coffee is offered to everybody

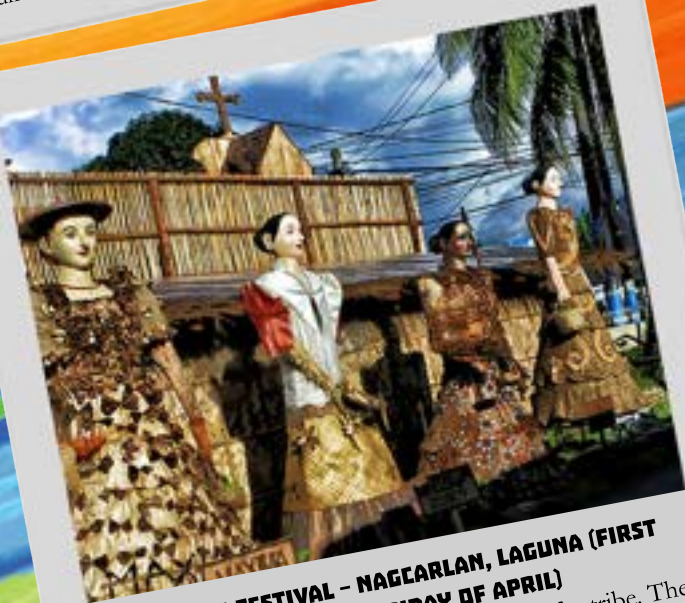




**COCONUT FESTIVAL – SAN PABLO CITY, LAGUNA (15TH OF JANUARY)**  
Coconut, also known as the “Tree of Life”, is a major source of income to most of the locals, as it produces numerous by-products including the Laguna’s very own Buko Pie. The festival pays gratitude to St. Paul the First Hermit, San Pablo City’s patron saint. It is a weeklong celebration highlighted by a Mardi Gras with participants’ costumes made of coconut – derived materials.



**LA LAGUNA FESTIVAL – LAGUNA PROVINCE (MONTH OF APRIL)**  
La Laguna, the Festival of Life, celebrates the richness of natural resources of Laguna province. During the week-long celebration, the festival is highlighted by decorated booths of different city and municipality of Laguna. The booth represents the identity and products of each city and municipality. La Laguna Festival entails contests in beauty pageants, trade fair, street dancing, photo, fireworks, etc.



**ANA KALANG FESTIVAL – NAGCARLAN, LAGUNA (FIRST WEDNESDAY UNTIL FRIST FRIDAY OF APRIL)**  
Ana Kalang is a name of a legendary head of a tribe. The five-day merry-making is a non-religious festival of thanksgiving and bountiful harvests. It started almost three decades ago. The townspeople set up booths and decorate each booth with mixed fruits and vegetables.



**PINYA FESTIVAL – CALAUAN, LAGUNA (15TH OF MAY)**  
Pinya Festival is the town’s integral part of the celebration during the feast day of San Isidro Labrador. Locals celebrate the feast in two aspects: (1) to pay homage to their patron saint; and (2) as thanksgiving to their favored agricultural product, the pineapple.





**SINUKMANIAN FESTIVAL - ROSARIO, BATANGAS  
(9TH OF JUNE)**

This famous sticky rice signifies unity, strong binding and sweetness in relationships. Sinukmani is the town's specialty made out of malagkit rice, coconut milk and sugar.



**MALIPUTO FESTIVAL - SAN NICOLAS, BATANGAS (9TH OF AUGUST)**

A celebration of the most significant product of the town, Maliputo (*Caranx ignobilis*). Maliputo is a freshwater fish found in Taal Lake. The townspeople celebrate the festival as a thanksgiving for the bountiful produce of the fish, which serve as source of income to the locals.



**SIGPAWAN FESTIVAL - LEMERY, BATANGAS (14TH OF AUGUST)**

This festival comes from the term "sigpaw," an improvised tool with net used to harvest fruits and catch fish. It is also a form of thanksgiving for the bountiful harvest of agriculture and fisheries.



**PARADA NG LECHON - BALAYAN, BATANGAS (24TH OF JUNE)**

A joint celebration with the feast of St. John the Baptist. Lechon coming from different barangays are paraded, after which the locals and guests join the celebration.





### **FEAST OF SAN ISIDRO LABRADOR/CARABAO FESTIVAL - ANGONO, RIZAL (15TH OF MAY)**

Another colorful fiesta of Angono where families of Catholic devotees pay tribute to their patron saint San Isidro Labrador with colorful and joyous procession of Carabaos (Philippine Buffalo) pulling carts filled with myriad of farm produce. Prizes are awarded to most decorated Taka (Papier mache) Carabaos effigies.



### **SUMAKAH FESTIVAL - ANTIPOLO CITY, RIZAL (1ST OF MAY)**

Sumakah means Suman, Mangga, Kasoy and Hamaka. It is a celebration of the specialty products of the town (suman, manga and kasoy) and hamaka, a transportation used in the old times.

### **KALUSKOS BAMBOO ARCH FESTIVAL - CARDONA, RIZAL (1ST OF DECEMBER)**

Bamboo Arches are very significant Cardona's local artisan. A kind of folk art which is traditionally used in different celebrations like town's fiesta, yuletide seasons, weddings, anniversaries, birthdays, and other significant events of the year. The arch is made of bamboos decorated and crafted by the craftsman barely by its hands. The making of the bamboo arch is need a skillful worker or even group of workers equipped with sharp bolos for doing ornaments and designs of the bamboos before forming into arch. Upon making the arch, it produced squeaky sounds like hissing of the snake or sometimes cockling chickens and/or marching horse. From these sounds, it derived its name; 'Kaluskos ng Kawayan'. Today, the local government of Cardona passed a resolution to make the 'Kaluskos ng Kawayan' to be part of Cardona's culture and tradition to preserves its artistry. It also passed a resolution creating the 'Kaluskos Bamboo Arch Festival' in their town every first week of December.







**ARANA'T BALUARTE FESTIVAL - GUMACA, QUEZON (15TH OF MAY)**

It is a celebration of the abundance of bananas. Different varieties of banana like señorita, latundan, lacatan and saba are presented. Other agricultural products like vegetables, buko,



**PAHIYAS FESTIVAL - LUCBAN, QUEZON (15TH OF MAY)**

Locals decorated their houses with colorful kippings (rice flakes), fruits and vegetables as honor to Saint Isidro de Labrador and as thanksgiving of farmers to bountiful harvest. Competitions are also held with prizes awarded to the winning participants with the most attractive, decorative and creative houses.



**NIYOGYUGAN FESTIVAL - QUEZON PROVINCE (2ND - 3RD WEEK OF AUGUST)**

Also known as the celebration of the tree of life, Niyogyugan Festival started in 2012. Niyogyugan is derived from the word "niyog" (coconut) and "yugyugan" (to move to a beat). As the second largest producer of coconut and its other by-products, Niyogyugan Festival was adopted.



**ALIMANGO FESTIVAL - CALAUAG, QUEZON (24TH - 25TH OF MAY)**

A feast celebration of the mud crab in the municipality.



# Delicacies

Food is an integral part of Filipino culture. Different regions have their own unique cuisines and native delicacies. The characteristics of food vary as to taste, ingredients, preparations and way of cooking. Region IVA also have distinct and popular dishes mostly connected to agricultural commodities abundant in the place or historically part of their food culture that they want to preserve.





## PANCIT DE CHOCA/PANCIT PUSIT

### Ingredients

1 pack pansit bihon noodles (soak in hot water to soften)  
1 kilo medium squid, cleaned, reserve ink sac  
1/2 cup soy sauce  
1/4 cup vinegar  
1 1/2 cups water or more  
1 medium onion, chopped  
5 cloves garlic, crushed  
2 bay leaves  
oil  
salt and pepper

### How to cook

1. Slice squid into rings and chop tentacles.
2. Heat pan and add oil. Sauté garlic and onion in oil for until onion is cooked.
3. Add squid, soy sauce and ink sac. Simmer for 5 minutes.
4. Remove the squid and set aside leaving the sauce.



*Aside from Pancit Puso, one of the proudly Caviteñean born Pancit variety of less popularity and probably not written yet in Philippine Pancit LIST but is well loved by purely breed Caviteño's is the Pancit de Choca or Pancit Pusit. It is like combination of Adobong Pusit and Pancit.*

5. Add water and the rest of the ingredients. Combine with bihon and stir well.
6. When done add squid on top then serve.

## BIBINGKOY

### Ingredients

2 tbsp. butter	shallots (or 1/3 cup of yellow or white onion, finely chopped)
2 cups flavorful mushrooms cut into half inch to inch pieces	1 3/4 cups arborio rice
2/3 cup brandy/dry white wine	1/3 cup freshly grated Parmesan cheese
5-6 cups chicken stock	salt and black pepper
1/3 cup of peeled and minced	2 tbsp. chopped fresh parsley

### How to cook

1. Preheat oven to 350 degrees.
2. Mix together the glutinous rice flour, sweet potato flour and water to make a dough.
3. Divide the dough into two equal portion.
4. Grease the baking pan, put 1 part of the dough and flatten to cover the bottom of the pan.
5. Scoop 1 tablespoon of sweetened mung beans and arrange in a straight line over the dough.
6. Flatten the other part of the dough on an oiled plastic place mat.
7. Flip the dough over to the baking pan to cover the other part.



*As for their delicacy called Bibingkoy, made up of boiled mongo, is enveloped in giniling na galapong. A sauce made of gata (coconut milk) with scented langka (jackfruit) and bilo-bilo is poured over the bibingkoy. Devour while it is piping hot, it is definitely a good way to end this culinary journey.*

8. Press dough in between the fillings to secure each sweetened mung beans mixture.
9. Remove the excess dough on the side of pan and brush the top with coconut milk.
10. Bake for 10 minutes and broil for another 10 minutes or until top turn golden brown.
11. Pour the creamy toppings over the Bibingkoy and serve.



## PANUTSA (PEANUT BRITTLE)

### Ingredients

- 2 cups of peanut (skin removed)
- 2 cups of sugar
- 1 cup light corn syrup
- ½ tsp. salt
- 2 tbsp. butter
- 2 tsp. baking soda
- 1 cup water

### How to cook

1. Heat the water, sugar and syrup in a pan and stir occasionally until the sugar dissolves.
2. Add salt and cook over medium heat until the mixture is sticky.
3. Add the peanuts until cooked while stirring often.
4. Remove from heat then stir in butter and soda.



*Commonly known as peanut brittle, it is a popular delicacy in Batangas. You can usually buy them in buses inbound or outbound trips to the province, at the public market and stalls around Batangas.*

5. Pour into a well-buttered pan and spread using a spatula.
6. You may break up the brittle when it has completely cooled.

# BATANGAS

## LOMING BATANGAS

### Ingredients

- |   |  |
|---|--|
| 1 pound miki noodles                              | 1 1/2 tbsp. fish sauce                                   |
| 3 cloves garlic, crushed and minced               | 1 tbsp. soy sauce  |
| 1 medium onion, minced                            | 1 tsp. ground black pepper                               |
| ¼ pound cooked Kikiam, sliced                     | 6 cups pork or beef broth                                |
| ¼ pound pork, sliced into thin strips             | 1 cup chicharon (pork cracklings or pork rinds), pounded |
| 6 – 8 pieces cooked meatballs                     | 1 piece raw egg, beaten                                  |
| 3 tbsp. cassava flour diluted in 3 tbsp. of water | 2 tbsp. onion leeks or scallions, chopped (optional)     |
| ¼ pound ham, chopped                              | 2 to 3 pieces hard boiled eggs (optional)                |
| 1/4 pound pig's liver, sliced                     | 2 tbsp. cooking oil                                      |

### How to cook

1. Heat a cooking pot then pour the cooking oil.
2. When the oil is hot enough, sauté the garlic and onions.
3. Put-in the sliced pork and cook until the color turns medium brown. Add-in the ham and liver then cook for about 2 minutes.
5. Add fish sauce and soy sauce then stir.
6. Pour-in the broth and let boil. Simmer until the pork strips are tender. Put-in the cooked meatballs and kikiam then simmer for 3 minutes.
8. Add-in the ground black pepper and miki noodles then cook for 5 to 6 minutes. Add the cassava flour diluted in water and stir well.



*Lomi or Pancit Lomi is a noodle soup dish which has Chinese origin. It makes use of thick egg noodles and different meat ingredients such as pork, kikiam, chorizo, and ham, topped with crushed Chicharon.*

- Cook until the sauce thickens.
10. Turn-off the heat then pour-in the beaten egg. Stir constantly until the egg is well incorporated.
11. Transfer to a serving bowl and top with crushed chicharon and sliced or whole hard-boiled egg. Garnish with onion leeks.
12. And you're done! Serve and Enjoy.



## BUKO PIE

### Ingredients

- 2 cups all-purpose flour
- 1/3 cup butter
- 1 tsp salt
- 1/3 cup vegetable shortening
- 6 to 8 tbsp. cold water
- 2 cups young coconut meat
- 3/4 cup granulated white sugar
- 1/2 cup cornstarch diluted in 1/2 cup young coconut water
- 1/2 cup evaporated milk

### How to cook

1. Blend flour and salt in a bowl. Cut in shortening using two knives or a pastry cutter.
2. Combine yolk, vinegar and water. Slowly add the liquid to the flour mixing until dough can be handled.
3. Divide dough into 2 parts with one part slightly bigger than the other. Roll bigger dough to about 2 inches larger than a 16-inch pie plate.
4. Fit dough into a pie plate, letting sides hang.
5. Roll out remaining dough for the crust.

## ESPASOL

### Ingredients

- 1 cup malagkit (glutinous rice)
- 4 cups rice flour, toasted until light brown
- 2 cups sugar
- 1 cup coconut milk
- 1-1/2 cups toasted shredded coconut
- Anise seeds

### How to cook

1. Boil the malagkit.
2. Place sugar, anise seeds and coconut milk in a saucepan; let boil until thick.
3. Add toasted shredded coconut and cook for 3 minutes.
4. Add boiled malagkit, stir and cook until thick.
5. Remove from fire and add 3 cups toasted rice flour.
6. Mix with a wooden spoon and pass through a cornmeal grinder.



*Buko pie is a traditional Filipino baked young-coconut (malauhog) custard pie. It is considered a specialty in the city of Los Baños, Laguna. Popular with Filipinos, it resembles a coconut cream pie, except that it is made with young coconuts (buko in Tagalog).*

6. Set aside.
7. Combine filling ingredients in a thick saucepan.
8. Cook stirring constantly until thickened. Cool then pour into prepared crust.
9. Cover with top crust. Flute or crimp edges together to seal.
10. Bake for 1 hr. at 425 degrees F.



*We all know that espasol is a popular pasalubong anywhere here in our country. Espasol is a native Filipino sweet treat made from rice flour and coconut strips cooked in coconut milk. It is believed that espasol originated from Laguna province. The best espasol can be bought in the towns of Nagcarlan, Alaminos, Pagsanjan and Los Baños, Laguna.*

7. Divide into 2 parts and roll (about 2 1/2 inches in diameter). using the rest of the rice flour for rolling.
8. Slice into 1/2-inch thick pieces.



## HIBOK-HIBOK

### Ingredients

500 grams glutinous flour  
1 1/2 cup water  
Monggo paste (see recipe below)

### Sauce

3 cups coconut cream (gata)  
1 1/2 cups white sugar  
Latik for toppings

### How to cook

1. Mix the glutinous rice flour and water to form a dough. The dough should not be too sticky as it will be difficult to shape it.
2. Get a piece of the dough. Roll it into a ball, then flatten it.
3. Fill each flattened dough with a tablespoon (or as desired) of monggo paste. Seal the edges to form a small ball (not larger than a golf ball). Do this for the rest of the dough.



*It is the specialty of Taytay, Rizal which may explain why it is called hibok-hibok as this kakanin is formed into small balls that depict the gentle hilly terrain of Taytay. You can enjoy hibok-hibok steaming hot straight from the stove or colder for a more chewy texture.*

4. In a large wok or frying pan, mix the sugar and the coconut cream until dissolve. Bring to a boil on low fire. Add the hibok-hibok balls. Continue to simmer until the hibok-hibok are cooked. You can also just cook the coconut-sugar sauce separately without adding the hibok-hibok balls.
5. Top your hibok-hibok with latik before serving.

## BIBINGKA

### Ingredients

1 cup rice flour  
1/8 tsp. salt  
2 1/2 tsp. baking powder  
3 tbsp. butter

1 cup granulated sugar  
1 cup coconut milk  
1/4 cup fresh milk  
1 piece salted duck egg, sliced  
1/2 cup grated cheese  
3 pieces raw eggs  
Pre-cut banana leaf

### How to cook

1. Preheat oven to 375 degrees Fahrenheit.
2. Combine rice flour, baking powder, and salt then mix well. Set aside.
3. Cream butter then gradually put-in sugar while whisking.
4. Add the eggs then whisk until every ingredient is well incorporated.
5. Gradually add the rice flour, salt, and baking powder mixture then continue mixing.
6. Pour-in coconut milk and fresh milk then whisk some more for 1 to 2 minutes.
7. Arrange the pre-cut banana leaf on a cake pan or baking pan.
8. Pour the mixture on the pan.
9. Bake for 15 minutes.
10. Remove from the oven then top with sliced salted egg and grated



*Did you know that bibingka is the most popular product of Cainta? And the municipality is dubbed as the "Bibingka Capital of the Philippines". Bibingka is just one of the native delicacies being produced by the town and is still a flourishing cottage industry of the locals until now.*

11. Remove from the oven and let cool.
12. Brush with butter and sprinkle some sugar on top. You can also top this with grated coconut.
13. Serve. Share and enjoy!



## LAMBANOG

### Ingredient

Sap from coconut tree

### How to make

1. Fresh sap is collected by the mangkakarit (mangangarit) from the coconut tree which is usually 30 feet or more high.
2. The sap will be transferred into large plastic drum and fermented for a period of two to three days.
3. The evaporated alcohol is condensed using flowing water to liquefy the alcohol in gaseous phase.
4. The fermented tuba is then boiled, which normally last 8 to 12 hours.
5. Next is the cooling of liquor vapor through distillation process.
6. The 80 to 90 proof variations lambanog is now ready to drink.



*Lambanog or Coconut Vodka/Wine is a well-known product in Quezon province, 143 kilometers southeast of Manila. It is a wine made from coconut with 80 to 90 proof variations. It is also sold in different flavors like bubble gum, apple, orange, strawberry and a lot more. A traditional drink of locals of Quezon, lambanog is a celebratory drink widely seen in various festivities and fiestas.*

# QUEZON

## LONGGANISANG LUCBAN

### Ingredients

1 kg. ground pork meat  
1 tsp. of salt  
¼ cup oregano extract  
1 cup of chopped garlic  
1 tsp. of black pepper  
1 tsp. of paprika  
vinegar  
sausage casing (pork intestine)

### How to cook

1. Place the longganisa in a pan.
2. Add water and boil the sausage.
3. Softly prick the sausage as to avoid explosion of casing.
4. Fry the longganisa until the water is evaporated in the pan.
5. Dip with vinegar and have a bite of the mouthwatering longganisa.

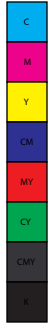


*Longganisa is a popular sausage type of delicacy from Lucban, Quezon. It is a ground pork meat wrapped around in a sausage casing (pork intestine). It is best paired with vinegar and preferred for breakfast meal.*





# Regional Commodities of Magsasaka Siyentistas (MS) in CaLaBaRZon







## Coffee

Scientific Name: Coffea sp.

Name of MS: Teodoro M. Dela Cruz

Health Benefits: Contains stimulant called caffeine which boosts energy level.

Drinking coffee can also lower risk of type 2 diabetes, heart failure and Parkinson's disease.



## Dragon Fruit

Scientific Name: Hylocereus undatus

Name of MS: Edilberto R. Silan and Edna V. Sanchez

Health Benefits: High level of Vitamin C, an immunity booster. Also good for digestion.

## Organic Vegetables

Vegetables (eg. Lettuce, Cabbage, Okra, Bittergourd, Eggplant)

Cavite:

*Name of MS:*

Joselito P. Tibayan & Allan Tibayan

Ruy Valente Polistico

Procopio Garcia

Laguna:

Brian Belen

Reden Costales

Medro A. Consebido

Arnold DP. Orphiano

Batangas:

Victoriano P. Gamboa

Silvestre T. Cabatay

Rizal :

Ramon S. Urminita

Lucio Dicdiquin

Quezon:

Melita D. Severa

Edilberto D. Marino







## Bamboo

Scientific Name: *Bambusa aridinarifolia*

Name of MS: Ruderico F. Unas and Zarina Joy Legaspi

Health Benefits: Bamboo shoots and leaves heal wounds faster. It is also said to correct irregular menstrual cycles.



## Mushroom

Scientific Name: *Auricularia sp./volvariella volvaceae/pleurotus abalonus*

Name of MS: Benjie H. Ilas and Melita D. Severa

Health Benefits: High in Protein which cure high blood pressure, dysfunction of kidney, excess of cholesterol and vitamin deficiency. It can also strengthen the metabolism of the body and can reduce the spread of cancer.



## Palay

Scientific Name: *Oryza sativa linn*

Health Benefits: Source of carbohydrate for human need.

Name of MS:

*Cavite*

Imus/Noel Bautista

Dasmariñas City/Lauro Bustos

Robert Arahan

Pedro B. Andino

*Laguna*

Miguel Garcia

Maura C. Ilagan

Rodelio Diaz De Guzman

*Batangas*

Supremo A. Abdon

Victoriano P. Gamboa

*Rizal*

Jaime C. Javier

Fidel Sta. Catalina

Merlito Feliciano

*Quezon*

Darius Gurango, Jr.

Filmer Rico

Luisito Azcuna



## Mussels

Scientific Name: *Perna viridis*

Name of MS: Allan G. Chua

Health Benefits: A great source of omega 3 fatty acids for cardiovascular health. With Vitamin B12 which prevents fatigue and depression.





## Tilapia Fish

Scientific Name: *Oreochromis niloticus*

Name of MS: Cristeto Villarín

Health Benefits: It helps reduce symptoms of aging due to its selenium content. Phosphorus is also found in tilapia which improves bone health and prevents osteoporosis.



## Annatto root

Scientific Name: *Maranta arundinacea*

Name of MS: Noemi L. Sanorjo and Alodia R. Rey

Health Benefits: Can be directly applied to painful gums and sore mouth to relieve pain. Also an effective treatment to reduce diarrhea and constipation.



## Coconut

Scientific Name: *Cocos nucifera* L.

Name of MS: Estelito M. Reyes

Health Benefits: It helps protect from kidney disease and bladder infection.



## Banana

Scientific Name: *Musa sapientum* var.

Name of MS: Herminio Babaan

Health Benefits: Eating banana per day results to less chance of asthma.





## Mango

Scientific Name: *Mangifer indica* L.

Name of MS: Leovino R. Galleros

Health Benefits: Rich in Vitamin A (antioxidant) for building strong bones, boost immunity, healthy skin and benefit eye health.



## Citronella

Scientific Name: *Cymbopogon nardus* / *Cymbopogon winterianus*

Name of MS: Renato A. Ignacio

Health Benefits: Aside from being used as flavoring agent to food and beverages, the oil extracted from citronella is a good mosquito repellent. The oil is also antibacterial, antidepressant, antiseptic and anti-inflammatory.



## Cacao

Scientific Name: *Theobroma cacao* L.

Name of MS: Alfredo V. Corral

Health Benefits: Produce the chocolate delicacy which is moderate in lowering blood pressure.



## Swine

Scientific Name: *Artiodactyla suidae*

Name of MS: Agripina R. Ochoa

Health Benefits (Pork Meat): One of the important components of eating pork is the high quality protein essential for maintenance of muscle mass. It also improve muscle function and physical performance.





## Cattle

Scientific Name: *Bos taurus*

Name of MS: Ma. Evita Rafana F. Roqueza

Health Benefits (Beef Meat): Beef is very rich in Zinc, a mineral that is important for muscle and body growth and maintenance.



## Lanzones

Scientific Name: *Lansium domesticum*

Name of MS: Regalado DM. Manalo

Health Benefits: Source of fiber that reduces the risk of heart disease. It also contains B Vitamins which help in processing carbohydrates into usable energy and keeps the nervous system function properly.



## Corn

Scientific Name: *Zea mays* L.

Name of MS: Sanny Buncha

Health Benefits: Corn has a significant level of iron which prevents anemia. It has rich source of calories for quick weight gain.



## Chicken

Scientific Name: *Gallus gallus domesticus*

Health Benefits: Good supply of protein content, the supply of essential vitamins and minerals, benefits in losing weight, cholesterol control, blood pressure control, and a reduced risk of cancer. Chicken is the most common type of poultry in the world.





## FARMERS' INFORMATION AND TECHNOLOGY SERVICES CENTER

Farmers' Information and Technology Services (FITS) Center is a one-stop place conducive for learning and research on Agriculture and Fishery services. The center provides fast access to information and technologies in forms appropriate to the clients needs.

The technology services provided includes conduct of technology trainings, fora and clinics, linking clients to experts, financial institution, input suppliers and market, technical assistance for enterprise development as well as provision of quality plating materials and animal stocks. It provides Information, Education and

Communication (IEC) materials to farmers and other agricultural clientele in various multi media formats. It also exhibits new technologies and products and provides access to information/technologies through Information and Communication Technology (ICT). Through the establishment of FITS Center, a technology delivery system is fast track in disseminating information from research to field.

In 2016, there are a total of 45 FITS Centers in CaLaBaRZon region: Cavite (11), Laguna (13), Batangas (5), Rizal (8) and Quezon (8). FITS Center is managed by the Agriculture Office of the Local Government

Unit of respective city/municipality.

FITS Centers are composed of FITS Manager, Information Service Specialist and Technology Service Specialist and their Magsasaka Siyentista.

Malaking tulong samín ang FITS Center dahil dito kami kumukuha ng mga bagong impormasyon at teknolohiya

Joselito C. Maranan  
Farmer, FITS OPA Quezon



# FITSCENTERS

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## Definition of Terms

### Agricultural Training Institute (ATI)

An Extension Support, Education and Training Services (ESETS) arm of the Department of Agriculture. ATI IV-A spearheads the implementation up to the completion of the Regional Farm Tourism Travel Guide.

### Department of Tourism (DOT)

Provides accreditation to farm sites. DOT is the government agency charged with the responsibility to encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and employment and spread the benefits of tourism to a wider segment of the population with the support, assistance and cooperation of both the private and public sector and to assure the safe, enjoyable stay and travel of foreign and local tourists in the country. DOT IVA assists in the promotion and distribution of the Regional Farm Tourism Travel Guide.

### Extension Service Provider (ESP)

Upgraded learning site. ESP conducts Agriculture related trainings.

### Farm Tourism Sites

Accredited farm sites by DOT. They comply with the requirements and standards set by DOT.

### Farmers' Information and Technology Services (FITS) Centers

A one-stop place for Agriculture and Fisheries Extension (AFE) Information, Education and Communication resources.

### Learning Sites (LS)

An extension modality/innovation conceptualized by ATI. LS serve as models or examples to show that Agriculture is a viable enterprise, employing good agricultural practices and workable farming strategies. The farm is used as demonstration area for hands-on learning among agricultural training and extension work.

### Magsasaka Siyentista (MS)

Farmer-scientist is responsible for sharing knowledge and farming techniques in terms of technologies and practices. ATI appoints MS in compliance with the criteria mandated by the Techno-Gabay Program (TGP).

### Regional Farm Tourism Travel Guide

One of the approved extension innovations of ATI Region IV-A in boosting both agriculture and tourism industry in the country. It features the DOT accredited sites in CaLaBaRZon region, ATI IV-A assisted learning sites and ESPs, regional commodities of MS, regional festivals and delicacies, FITS Centers and scenic/tourist spots nearby the DOT accredited farm sites.

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## Message

  
**Marites Piamonte-Cosico**

*Training Center Superintendent II*

*Agricultural Training Institute Region IV-A*



## Warm Greetings!

We are very proud to share and present to everyone the Regional Farm Tourism Travel Guide of the Agricultural Training Institute (ATI) Region IV-A. We hereby acknowledge the Department of Tourism (DOT) Region IV-A for the assistance provided in the completion of the travel guide. Congratulations to all who exerted time and effort in producing this pilot project.

The Regional Farm Tourism Travel Guide is one of the extension innovations of ATI IV-A. The travel guide will feature the DOT accredited farm sites in CaLaBaRZon region, ATI IV-A assisted learning sites, Magsasaka Siyentistas and their commodities, regional festivals and delicacies and the Farmers' Information and Technology Services (FITS) Centers.

We hope that this travel guide will be a jumpstart in boosting the Agriculture and Tourism in the country. Let us all be a part of agricultural modernization and continue supporting farm tourism sites in the region. Together, let us uplift the lives of the farmers and fishers who provide food safety and security to us.

**Read. Learn. Travel. Experience the farm-like living.  
Come and visit the different farm sites in  
CaLaBaRZon region.**



## Message

### **Rebecca V. Labit**

*Regional Director*

*Department of Tourism Region IV-A*

The Philippines, true to its form is blessed with many natural wonders and agricultural products. It is endowed with rich and vast farm lands suitable to planting of varieties of plants, vegetables and raising of farm animals. Region IV- A comprising of the provinces of Cavite, Laguna, Batangas, Rizal and Quezon is largely known to be an agricultural haven. Known for its delectable dishes like mussels and oysters of Cavite, buko pie of Laguna, bulalo of Batangas, bibingka of Rizal and pancit habhab, lambanog and Lucban longganisa of Quezon are things every visitor look forward to.

In this time of vibrant tourism industry, the CALABARZON Region holds the crown of being the number one destination for same day visitor arrival with 21.6 million visitors and 4.3 million overnight staying visitors in 2015. Out of these numbers, largely, went to visit our pilgrimage sites, heritage and cultural treasures, and went to eat, dine and drink wonderful concoctions coming from what we now call “Farm Tourism” sites. Visitors did not only eat and dine but learned and savored the best of our health and wellness offerings.

The consolidation of knowledge and information of our farm tourism sites, through the initiative and support of the Agricultural Training Institute (ATT) Region IV – A and its staff headed by its Training Center Superintendent Marites Piamonte Cosico is timely, relevant and needed.



There is pride in the work that we have done together as we showcase in the 1st Farm Tourism Travel Guidebook, nine (9) of our DOT–Accredited Farm Tourism Sites in the region alongside with our agricultural learning centers supported by ATI are featured. We are proud to present Costales Nature Farms, MoCa Family Farm, Terra Verde Ecofarm, Gourmet Farms, Inc., Ato Belen’s Farm, Forest Wood Garden, Flor’s Farm and Garden, Kahariam Farms and Teofely Nature Farms, Inc. as pioneering facilities for farm tourism.

Next time you visit, it is not about travel and enjoyment, it is about exploring the beauty of how things are grown, made and cooked to feed us. It is about appreciating the beauty of nature, immersion experience in the farm sites invigorating the senses which completes a satisfying travel... your every travel, a memory, a gift of knowledge and wonderful sojourn.

**Let us support farm tourism!**





### Villar SIPAG Farm School in Las-Pinas Bacoor

The first Villar SIPAG Farm School opened in September 2015. It is located in an 8-hectare lot within the boundary of Las Pinas City and Bacoor, Cavite and is situated beside the Molino Dam. The farm school has 2 entrances – one in Las Pinas at Molino Dam, F dela Cruz Street, BF Resort Village and the other one is in Molino Road, Bgy San Nicolas Uno, Bacoor, Cavite. It has two training rooms, a dormitory with 22 double-deck beds, a staff house and a farm house. It also features a vermin-composting facility, kitchen waste composting facility, a strawberry greenhouse, solar lamps, ram pump, livestock, bamboo museum – which boasts of 72 species of bamboo, an orchidarium, a water impounding facility with Tilapia, an herbal medicine garden by Pascual Laboratories – with 42 different kinds of herbs, two windmills and a pedestrian bridge.

The Villar SIPAG Farm School's goal is to provide every farmer and farming enthusiasts the skills and knowledge to be more viable and competitive, and for them to have better resources to earn more income.

The Villar Farm School in Las Pinas - Bacoor continuously provides free trainings in partnership with different government agencies and private companies. Among them are Allied Botanical Corporation, Harbest Agribusiness Corporation, Macondray, Syngenta, Dragon Farm Trading, Mushroomburger Farm, Philippine Horticultural Society, Philippine Orchids Society, Agricultural Training Institute (DA-ATI), DENR – Ecosystems Research and Development Bureau, Bureau of Plant Industry (BPI), Bureau of Animal Industry (BAI), Bureau of Fisheries and Aquatic Resources (BFAR) and Department of Trade and Industry (DTI).

Our farm school is house to various trainings in crops (vegetable farming, sweet corn production, dragon fruit production, mushroom production), livestock (native animal production and farmer's field school on sustainable pig farming), fisheries (aquaculture), honeybee keeping, green charcoal briquetting technology, bamboo propagation, plantation establishment and harvesting, forage management, orchid cultivation and cut flower production, organic and vermin culture composting and client-smart farm business school.







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