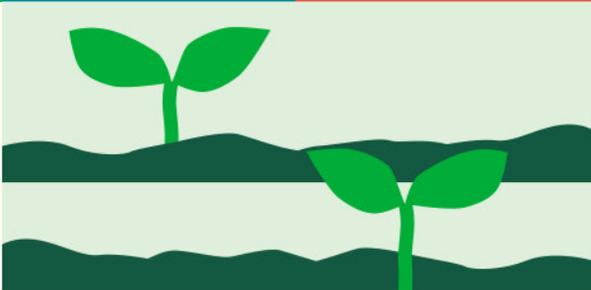


 **Jollibee Group**  
FOUNDATION



# ACCOMPLISHMENT REPORT 2022



**Jollibee Group Foundation (JGF)** is the social development arm of Jollibee Group, one of the fastest-growing Asian restaurant companies in the world. JGF promotes improved access to food by implementing programs on agro-entrepreneurship, education, and disaster response, together with partner organizations in the Philippines and from other countries.

## ABOUT THE LOGO

The JGF logo is composed of visual elements that represent the group's values, aspirations, and purpose.

### THE RISING SUN

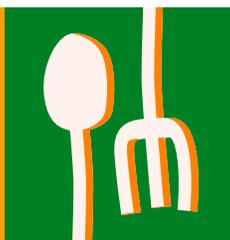
represents the vision for a brighter and happier future. Like the hope that springs from a new day, the sunrise also expresses JGF's mission to empower and uplift communities.

### THE HILL

represents the challenging but surmountable uphill journey of community development.

### THE STONES

found on the hill serve as guides that lead to the path of positive change. The stones represent the values of the Jollibee Group: Customer Focus, Speed with Excellence, Humility to Listen and Learn, Spirit of Family and Fun, and Integrity.



## VISION, MISSION, & VALUES

### OUR VISION

We envision every Filipino family to have food on the table.

### OUR MISSION

We build partnerships and capacity for community resilience and self-reliance.

### OUR VALUES

Our work is inspired by the same values that have successfully guided the Jollibee Group since its inception. Speed with excellence and integrity are the foundations of our endeavors. Customer focus, humility to listen and learn, and embracing the spirit of family and fun remain at the core of our relationship with stakeholders, partners, communities, and our nation.

## OUR APPROACH



### Think in Systems

To understand social issues, we look beyond the presenting problem and consider the patterns and structures around the situation. For instance, hunger is not only about the availability of food supply but also about family income and access to social welfare programs and services.

Our development approach is focused on pursuing innovative solutions that will make a lasting impact on the communities we serve and in the process, foster genuine and inclusive progress.



### Harness Core Strengths

Right at the core of our programs and advocacies are the values, systems, tools, and expertise of the Jollibee Group that have assisted communities over the years. The company's quality standards have guided our Busog, Lusog, Talino School Feeding Kitchens and FoodAID program.

Meanwhile, our Farmer Entrepreneurship Program promotes inclusive business by improving the capacity of smallholder farmers to become direct suppliers of the Jollibee Group.



### Work Collaboratively

We believe that every person is capable of creating solutions that will help address various social concerns. The active engagement of our key stakeholders is crucial to our work. We invest in building partnerships with communities and institutions to create and implement programs that are relevant, effective, and sustainable.

# EMPOWERING COMMUNITIES TOGETHER



Creating sustainable social impact begins with the acknowledgment that no single entity can solve the complex social issues in the country. As such, at the core of Jollibee Group Foundation's (JGF) programs are collaborations, where partners share a common goal and collectively invest their expertise and resources to create integrated interventions that improve lives for the long term.

## JGF engages the following types of partners:

- **Program Implementing Partners** - These are community-based organizations, civil society organizations and local government units that work directly with communities. JGF provides technical and financial support to these partners, thus enabling widespread implementation in different parts of the country.
- **Knowledge Management and Advocacy Partners** - These are local or international organizations that work with JGF in creating knowledge products from the models and tools used in JGF programs, and facilitate their promotion to allow more communities—beyond JGF's program partners and beneficiaries—to benefit from the experiences. These partners also provide a platform where JGF can contribute to in-depth discussions, sharing experiences and learnings gained from its programs.
- **Technology Partners** - JGF recognizes the need to team up with organizations with technical expertise to ensure that programs developed are technically sound and innovative.

In 2022, the Foundation supported communities on the road to post-pandemic recovery: from increasing productivity and growth for farmer organizations under the Farmer Entrepreneurship Program; to promoting agro-entrepreneurship to more farmers, organizations, and schools; to expanding its partnerships for disaster response through the Jollibee Group FoodAID Program; and to providing underprivileged youth with access to education through the ACE Scholarship Program. All of these happened because of the shared commitment of partners for a better and prosperous society, shared by all the members of the communities.



# Farmer Entrepreneurship PROGRAM



SUSTAINABLE DEVELOPMENT GOALS



## FARMER ENTREPRENEURSHIP PROGRAM



The Farmer Entrepreneurship Program (FEP) brings together stakeholders from different sectors to transform smallholder farmers from producers to agro-entrepreneurs who are capable of supplying corporate markets like Jollibee Group. The partners organize, assist, and advise farmers in every step of their agro-entrepreneurship journey so that the farmers can have increased and steady income.

In 2022, FEP farmer groups delivered 834,000 kilos of vegetables to the Jollibee Group, marking the beginning of the recovery of their agro-enterprises and exceeding targets as they rose from the pandemic.

The Foundation intensified its partnerships within the Jollibee Group to meet the collective goal of helping farmers grow their livelihood through increased delivery to institutional markets. Teams across the company collaborated in this endeavor by taking part in joint strategy and business planning, ensuring capacity and volume growth, enhancing logistics capacity, and pushing for more efficient production and better use of farming technologies, among others.

Last year, JGF also partnered with BanKo—the micro-finance arm of the Bank of the Philippine Islands—to pilot a financing program that would provide low-interest loans specially developed for FEP farmers.

FEP continues to gain recognition for its comprehensive approach. It received the inaugural Asia Pacific Tambuli Award for Corporate Purpose – Inclusive Growth category. The FEP #GrownWithJoy Campaign also won Silver at the 2022 Anvil Awards for raising public awareness on the program through an inspiring farmer success story.

## Improving Efficiency through Agri-Technology

In recent years, the Foundation has sought technology partners to increase the market competitiveness of FEP farmer groups.

From 2021 to 2022, JGF worked with three farmer groups and various seed companies to conduct onion variety trials. Farmers planted different types of onion seeds and monitored their growth. By comparing data on harvest quantity, quality, and issues encountered such as pests and diseases, the farmers were able to identify the seeds most suitable to their location, soil type, and growing conditions. This exercise has become an annual practice for the farmers to keep them abreast of new seed varieties in the market.

JGF engaged Harbest Agribusiness Corporation to train onion farmers on organic-based soil fertilization techniques to boost long-term soil health and lessen their dependence on synthetic chemicals. Harbest and local implementing partner Ahon Sa Hiras, Inc. also prepared the AGAP Farmers Association of Magalolon for direct-to-restaurant deliveries to Chowking stores in South Luzon. The farmers learned techniques from vegetable production to post-harvest handling.

The Weather Information Notification System, which was piloted in 2021, was expanded to two more farmer sites in Tagudin, Ilocos Sur, as well as San Jose and Magsaysay, Occidental Mindoro, in addition to the two original sites in Pangasinan and Nueva Ecija. Farmers receive barangay-level weather data daily through Facebook to guide their farming decisions, leading to wiser use of their resources. The project is a collaboration with IBM's The Weather Company, Central Luzon State University (CLSU), and Jollibee Group's Business Technology Unit.

Lastly, JGF forged partnerships with academic and government institutions for research programs aimed at enhancing farmers' productivity. These include CLSU, Visayas State University, Department of Agriculture – Bureau of Plant Industry, and Department of Science and Technology – Philippine Council for Agriculture, Aquatic, and Natural Resources Research and Development (PCAARRD).



## SACRED HEART SAVINGS COOPERATIVE: POWER OF THE LONG GAME

The journey of agro-entrepreneurship can be truly difficult at the start, as it is an act of dreaming bigger: thinking of farming as a collective effort toward a sustainable, lucrative source of livelihood. This is why tenacity and resilience are crucial among its advocates.

Among those who have dared to dream with the Foundation is Sacred Heart Savings Cooperative (SHSC), a multi-purpose cooperative based in Ilocos Sur. It has been a partner under the Farmer Entrepreneurship Program (FEP) for 10 years.



Prior to the partnership, SHSC was only offering loans to local farmers. It decided to join FEP when it realized that smallholder producers struggled to settle their obligations because they did not have a stable market or a system to ensure steady earnings.

“It was unsystematic before... They would bring their products to the market and only then would they know the price. There wasn’t a strategy in terms of marketing, so their produce sometimes went to waste due to spoilage,” said Stephanie Labcaen, Business Development Center Head. “The coop then decided to join FEP so we could learn how to help farmers organize themselves and provide them marketing assistance—so they could be entrepreneurs supplying to institutional buyers.”

SHSC took home the knowledge they gained in the program as its local implementing partner. It organized local farmers, including the Tagudin Agroentrepreneurs Association (TAA), and taught them the Agro-Enterprise Clustering Approach (AECA).

This required persistence and patience. Some of the farmers resisted the idea of selling at a fixed price. Over the years, SHSC was able to grow the ranks of farmers to 193, working in clusters to supply white onions to Jollibee Group. Since 2014, TAA has delivered more than 650,000 kilos of white onions.

In 2018, SHSC was also able to organize its farmer members to deliver other vegetables to Jollibee Group, making SHSC an accredited supplier aside from being a support organization to TAA. The vegetables they have supplied include bell pepper, hot pepper, and tomato.

“The most important lesson is ‘Don’t give up.’ Not everyone will be receptive to the idea,” said Stephanie. “I learned to be more understanding when dealing with farmers and other stakeholders. As an implementer, you should have the knowledge and patience to guide them through the purpose of the program.”

## AHON SA HIRAP, INC.: HELPING FARMERS BUILD A SUSTAINABLE BUSINESS

Ahon sa Hirap, Inc. (ASHI) strives to live up to its name by assisting farmer groups as a micro-finance institution.

As an ever-reliable partner to the Foundation, ASHI was instrumental in assisting AGAP Farmers Association to become a spring onion supplier, delivering to the Chowking commissary.



In 2022, AGAP became the first group in Luzon to undertake direct-to-restaurant deliveries of various vegetables to Chowking branches in Laguna. This involves a different process compared to the commissary delivery, as farmers are expected to have more regular transactions with the branches and fulfill their differing requirements.

Furthermore, ASHI helped its farmer members gain a new market within the Jollibee Group—Mang Inasal. The farmers in Rizal grow ginger, which are then processed by the farmers in Laguna before delivery to the Mang Inasal commissary in Bulacan.

Farmer leader Rolando Pega is a former jeepney conductor who ventured into farming in 2014. He received loans and various business training from ASHI. “Since I became part of FEP through the help of ASHI, we were able to have our own market where prices are stable and our earning is good,” he said in Filipino.

As he reaps the fruits of his labor, Lando pays it forward by leading his fellow farmers. This earned him the Special Award for Agri Micro-Business at the 2019 Citi Microentrepreneurship Awards.

ASHI’s partnership with the Foundation continues to thrive because of the shared commitment to the growth and progress of Filipino farmers. As Angel Dorado, ASHI’s Business Development Department Head, aptly puts it: “We should teach them that they are not just farmers, but they are farmer-entrepreneurs.”

Angel said the partnership also benefits them as a micro-finance institution that aims to make farmers’ livelihoods more sustainable, because they learn more from the culture of knowledge-sharing that the Foundation fosters. This is in terms of expertise and experiences on the Agro-Enterprise Clustering Approach, which has guided farmers in supplying to institutional markets.

He said this is a crucial step in the journey to achieving their ultimate dream: “for the heroism of smallholder farmers to be recognized.”

## CENTRAL LUZON STATE UNIVERSITY: BUILDING UP AGRI-TECH

Science is key to improving and modernizing agricultural practices. With this in mind, the Central Luzon State University (CLSU) is committed to sharing its expertise and resources for the benefit of farmers.

Located in the Science City of Muñoz in Nueva Ecija, the university has extensive investment in agri-tech through its various research centers and colleges, which seek “to continually produce the necessary mechanism to promote relevant agricultural education in the country.”



*Photo courtesy of CLSU*

As a partner under the Farmer Entrepreneurship Program (FEP), CLSU has contributed greatly to various agri-tech projects that capacitate smallholder producers. In sharing the Foundation’s advocacy, the partnership also provides opportunities for its faculty and students to gain knowledge on agro-entrepreneurship.

“We partnered with Jollibee Group Foundation (JGF) because we believe in and share JGF’s advocacy thrust on empowering smallholder producers so that they could benefit further from their agri-business activities. Through the partnership, CLSU was able to share its available agricultural innovations and expertise to assist more farmers in improving their farming system, yield, and income. But at the same time, the engagement enabled CLSU faculty and students to hone their agro-entrepreneurship know-how. This is mainly through attendance to JGF-organized courses or exposure to the developing agri-business activities of FEP-assisted farmer cooperatives,” said Dr. Edgar Orden, CLSU President.

In 2021, JGF and CLSU, together with Jollibee Group’s Business Technology Group and IBM’s The Weather Company, launched the Weather Information Notification System project. A game changer for FEP farmers, the project provides hyper-local weather data to help farmers plan their field activities. The university plays a crucial role in the process, as it handles the analysis and translation of weather data into daily reports that farmers receive through their respective Facebook groups.

The reports generated by CLSU every day include practical farming recommendations, such as the timing of planting, irrigation, and application of fertilizers, among others.

In 2022, CLSU took part in the Foundation’s collaborative Soil Health Regeneration Project, taking charge of documentation to determine project results and effectiveness, and to disseminate the knowledge gained to more farmers. The project introduced to onion FEP farmers the use of effective microorganisms and aided the shift from synthetic to organic fertilizers to boost soil health in the long term.

The university has also been tapped by JGF as the overall project lead for an Onion Varietal Trial Project implemented in three sites namely, Nueva Ecija, Leyte, and Benguet. This initiative aims to assess how different agro-ecosystems affect the growth of different onion varieties. The results will inform farmers of the variety and production practices that are best suited in their area. This project is also in partnership with Visayas State University and the Bureau of Plant Industry - Baguio National Crop Research, Development and Production Support Center.

“We value CLSU’s partnership with JGF because it provides an important platform for the university to translate its research outputs into meaningful outcomes, reach more stakeholders, and influence agricultural and socio-economic development in the process,” said Dr. Edgar.



# PROMOTING AGRO-ENTREPRENEURSHIP



In 2022, the Foundation leveled up on its advocacy to promote agro-entrepreneurship, introducing its model to more farmers, support organizations, and the youth.

Continuing its partnership with Xavier University – Ateneo de Cagayan, the Foundation launched the Intermediate Course of its Agro-Entrepreneurship for Inclusive Value Chains (AEIVC) Course, which builds the capacity of participants to organize and guide farmers through the Agro-Enterprise Clustering Approach, as applied in the Farmer Entrepreneurship Program.

Participants who completed the Introductory Course in 2021 and have successfully implemented their agro-enterprise plans qualified for the Intermediate Course. Building on the concepts they learned in the prior course, participants in the Intermediate Course further sharpened their agro-entrepreneurship knowledge in finding and supplying an institutional buyer for their farmer groups. The course was carried out through a combination of online and onsite coaching sessions.

By the end of 2022, 205 graduates from 108 organizations have finished the Introductory Course, while 24 participants from 14 organizations comprised the pioneer batch of the Intermediate Course.

These agro-enterprise facilitator graduates have brought the knowledge and skills they gained to their respective farmer sites. Over 2,000 farmers have undergone agro-entrepreneurship training. Facilitators who have completed the Intermediate Course have guided eight (8) farmer groups in test marketing their products to their target buyers.

Aside from building the capacity of farmers through agro-enterprise facilitators and support organizations, the Foundation also advocates for the younger generation to pursue agro-entrepreneurship. In 2022, it concluded the Agro-entrepreneurship Basic Course for learning institutions composed of technical-vocational centers, secondary schools, and a farm school. The 23 participants learned the competencies and methodologies that would allow them to integrate agro-entrepreneurship in their course offerings. Among them is the Pangantucan Community High School in Bukidnon which has incorporated agro-entrepreneurship in their curriculum for junior high school students.

FEP partner Sacred Heart Savings Cooperative, which runs a community-based training center for the youth, was also tapped as a resource organization for the course.



## XAVIER UNIVERSITY: SHARING THE GIFT OF AGRO-ENTREPRENEURSHIP TO A WIDER COMMUNITY

The COVID-19 pandemic changed the world overnight, forcing humanity to chart its path toward a “new normal.” For the Foundation and Xavier University - Ateneo de Cagayan (XU), the challenges became an opportunity to innovate for a shared cause.

Out of this partnership emerged the Agro-Entrepreneurship for Inclusive Value Chains (AEIVC) course, an online learning opportunity that aims to develop more agri-facilitators who can help organize and guide farmers through the Agro-Enterprise Clustering Approach, as applied in the Farmer Entrepreneurship Program.



The AEIVC Introductory Course has 205 graduates since its launch in 2021. These include participants from farmer cooperatives, local government units, government agencies, microfinance institutions, academe, corporate foundations, and social enterprises coming from all over the country.

2022 then saw the onset of the Intermediate course, which was offered to select agro-enterprise facilitators who completed the Introductory Course and demonstrated a successful implementation of their agro-enterprise plans.

Faculty members from the XU College of Agriculture worked with the Foundation to develop the course and served as instructors as well. Moreover, the university provided an online learning management system to support asynchronous learning.

XU College of Agriculture Dean Maria Rosario Mosqueda said this collaboration is “aligned” with their “mission of forming ‘leaders and innovators’” for sustainable agriculture.

For her part, assistant professor Jerelyn Medalla said the collaboration “deepened [her] appreciation and understanding” of the Agro-Enterprise Clustering Approach. It was also an opportunity for her and her colleagues to get creative in learning delivery by combining different strategies such as the use of video clips and pre-work activities, and integrating games and breakout activities to make the presentations more dynamic and interactive.

“I also learned from the experiences of the participants and from the team,” she added. “It’s so satisfying to have shared something with them, specifically related to the agricultural sector’s development.”

XU President Fr. Mars Tan, SJ, takes pride in the partnership and looks forward to the program bearing fruit. “There is a much greater call ahead. An essential work that we have to take on,” he said, adding that agri-facilitators who completed the course should “share with [the farmers] the hope and confidence they need.”

“It is my fervent hope that what you’ve learned from one another, from your activities, and from your mentors/trainers will enable you to contribute more in advancing the cause of smallholder farmers and of the whole agriculture entrepreneurship program in the country,” said Fr. Mars during the AEIVC graduation ceremony.

## DEPARTMENT OF AGRICULTURE: BRINGING A SHARED MISSION TO LIFE THROUGH GOVERNMENT- PRIVATE SECTOR COLLABORATION

The Foundation's partnership with the Department of Agriculture (DA) is another manifestation of its commitment to contribute to nation-building. The tie-up with DA's Farm and Fisheries Clustering and Consolidation (F2C2) Program aims to train more agri-facilitators so they can be better equipped in helping farmers embrace clustering and consolidation as a business enterprise.



Photo courtesy of DA RFO VIII

"This is a good opportunity for them not only to focus on production, which is their old practice, but also to engage them in business," said DA Senior Undersecretary Domingo Panganiban. "The training is a good avenue for our farmers for future partnership with the private sector, other big companies, and institutional markets where they can sell their produce."

In keeping with the goal to train at least two agri-facilitators for each of the department's 15 regional field offices, DA personnel underwent the Foundation's Agro-entrepreneurship for Inclusive Value Chains course, which JGF and Xavier University - Ateneo de Cagayan offer as capacity building and coaching support. Here, they learn about the Agro-Enterprise Clustering Approach, which is used in JGF's Farmer Entrepreneurship Program to guide farmers in supplying to corporate markets.

The training is expected to bolster the participants' capabilities in guiding smallholder farmers toward the collective goal of an "empowered and prosperous" agriculture sector. This is consistent with the directives of the President Secretary to achieve food sufficiency in the country.

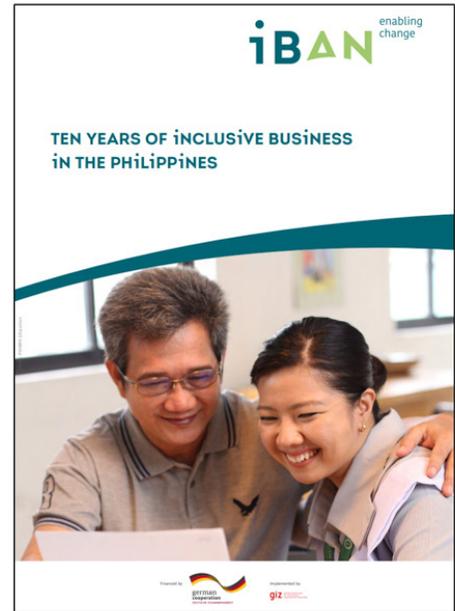
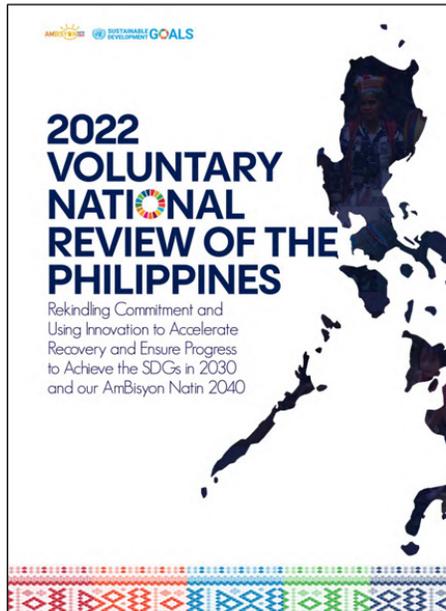
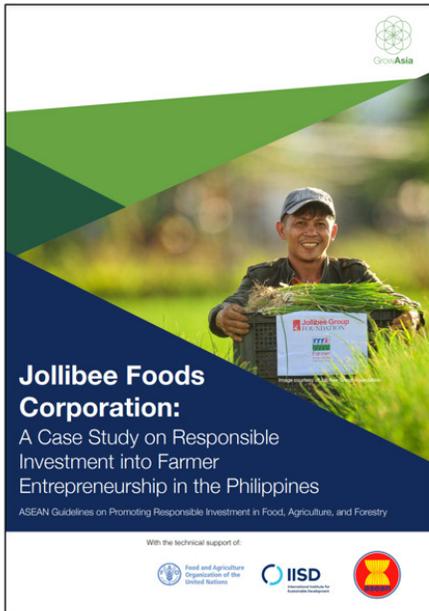
"The good thing about Agro-Enterprise Clustering Approach is it's not just about how farmers can harvest well, it is really focused on how to help them sell and earn," said Agriculturist Melvince Martirez of DA-Regional Field Office (RFO) VIII.

For his part, DA-RFO II Senior Agriculturist Jay Lord Bagasin said the course opened his eyes to the multipronged challenge that farmers go through every day, and how such problems can be addressed.

"I learned a lot during the course because the theories and concepts learned are backed up by the sharing of experiences of successful farm clusters and active interaction with co-participants during breakout sessions," he said.

"Convergence among the stakeholders is needed to address the technical and adaptive challenges affecting farmers. Truly, no institution is an island. DA cannot do it alone. It needs the help of other agencies and private institutions in fulfilling its mandate to help our farmers attain 'masaganang ani at mataas na kita' (bountiful harvest and high earnings)," he added.

## PROMOTING KNOWLEDGE SHARING FOR AGRO-ENTREPRENEURSHIP



The Foundation’s advocacy of promoting agro-entrepreneurship and inclusive business reaches more sectors—local and international—with the help of its industry and government partners who extend their platforms for knowledge sharing.

In 2022, the National Economic Development Authority (NEDA) recognized JGF’s efforts to contribute to the attainment of Sustainable Development Goals (SDGs). In [NEDA’s 2022 Voluntary National Review of the Philippines](#), the Foundation’s Farmer Entrepreneurship Program (FEP) and FoodAID initiatives were tagged “best practices contributing to SDG 1: Eradicate extreme poverty and hunger.”

The Foundation also shared its experiences in NEDA’s SDG Summit, serving as the private sector panelist for the session “Pace of Progress on the SDG Implementation in the Philippines,” alongside representatives from NEDA, the Philippine Statistics Office, the Department of Foreign Affairs, and the International Labor Organization.

The Foundation likewise collaborated with the Philippines Partnership for Sustainable Agriculture for the Agro-Enterprise Clustering Approach (AECA) learning session in March 2022. The said online event gathered some 150 participants from various sectors. In the session, JGF and FEP partners shared how AECA has helped smallholder farmers improve their livelihood and income as they become suppliers of corporate markets.

As the session was attended by organizations that support farmers, it also brought to light the importance of including farmer leaders in decision-making, and the need to cultivate their business mindset.

Grow Asia—an international multi-stakeholder platform for more inclusive, resilient, and sustainable food systems—developed a [case study on FEP](#) as part of a series on how such initiative aligns with the ASEAN Guidelines on Responsible Investment in Food, Agriculture, and Forestry.

“We have seen the phenomenal potential that gets realized when different players in the agriculture sector come together, and how this can result in significant change in the lives of the growers and agri-micro, small and medium enterprises,” said Grow Asia Executive Director Beverley Postma in her message to the agri facilitator graduates of the course “Agro-entrepreneurship for Inclusive Value Chains.”

She added that for lasting change to occur, it is important to “welcome the support of other organizations that are willing to share challenges and triumphs with us.”

Lastly, the Foundation’s work for agriculture and food security were featured in the “Ten Years of Inclusive Business in the Philippines” report, released by the Inclusive Business Action Network. It cited FEP as “a commercially viable partnership” between the Foundation and farmers, and highlighted as well the different innovations that improved the program.





# Jollibee Group FoodAID®



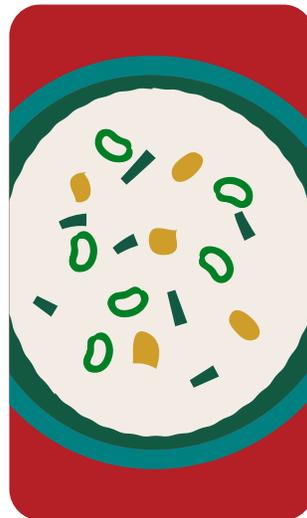
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Photo courtesy of CCT

SUSTAINABLE DEVELOPMENT GOALS



## JOLLIBEE GROUP FOODAID



Jollibee Group FoodAID is the concerted effort of the company, JGF, and partners in providing immediate access to food during times of disaster or calamity. JGF oversees the program operation, Jollibee Group donates meals or develops food products, and JGF's internal and external partners mobilize the food donations to reach people in need of sustenance.

In 2022, the Foundation and its partners served 1.66 million meals for families affected by the pandemic and various disasters, as well as COVID-19 frontliners. FoodAID also provided support to communities affected by major calamities, such as typhoons Agaton, Karding, and Paeng, and the massive flooding in Misamis.

By working with FEP partners Lamac Multi-Purpose Cooperative and Ahon Sa Hirap, Inc., farmers whose livelihoods have been devastated by typhoons also received support through farm inputs such as seeds and fertilizers, and a refresher training on agro-entrepreneurship to help them rebuild their business.

The program's ability to respond swiftly and extensively during disasters was bolstered by the roster of partners that FoodAID had grown during the pandemic. It solidified its partner base over the past year, gaining unique partnerships in addition to collaborators from existing JGF programs, the company's restaurant network, and franchisees.

The Foundation received the Hall of Fame award from the Department of Social Welfare and Development, in recognition of its long-standing partnership with the government in times of calamities.

## ROXAS CITY LGU: EXTENDING THE BLT KITCHEN TO COMMUNITIES

Jollibee Group Foundation (JGF) has long been invested in ensuring access to food, particularly among school children under its Busog, Lusog, Talino (BLT) School Feeding Program. Through BLT, JGF and its partners provided daily meals to undernourished children to help them stay in school. But over the pandemic, its model has also been beneficial to communities—as shown in the case of Roxas City in Capiz.

Prior to the onset of the pandemic, the City Government, led by Mayor Ronnie Dadvivas, forged a partnership with the Foundation which led to the establishment of the BLT Central Kitchen at Inzo Arnaldo Village, about five minutes away from the City Hall. Launched in 2021, this was the first BLT kitchen in Panay Island. The partnership is aligned with Mayor Ronnie’s executive agenda for food security.



*Photo courtesy of Roxas City LGU*

However, due to school closure and the drastic change in needs caused by COVID-19, the Kitchen has shifted its service from schools to communities, especially during crises.

During the lockdowns and at the surge of typhoons Odette, Paeng, and Agaton, the BLT Kitchen catered to frontliners, stranded passengers, and evacuees.

“This BLT Central Kitchen has a huge impact on us. Perhaps it was a blessing in disguise that it was established in the midst of the pandemic, because it helped us a lot during the lockdown and the calamities that occurred in the same period,” said Perseus Cordova, Roxas City’s social welfare development officer.

For the evacuees from calamities, the BLT kitchen served congee because it could be easily prepared and distributed. JGF prepositions congee mix with its partners so it can be immediately used during calamities. “During typhoons, the Kitchen is operational 24/7 and accepts volunteers,” said Perseus. The congee is delivered to 16 of the city’s evacuation centers with 3,000 to 4,000 families.

The Kitchen employs seven full-time staff, which were trained by JGF on proper use of equipment, food preparation, and kitchen maintenance.

Even without calamities, the BLT Kitchen in Roxas City continues to serve different areas. Currently, it delivers meals to 12 day care centers that cater to 900 children. It provides three meals per day to the city's crisis center, which houses children in conflict with the law and abused children. It also offers a week's worth of meals to families affected by fire incidents.

"It is an eye-opener, that the BLT Central Kitchen can be used in different modalities—not just in school, but also in a community-based feeding program," said Perseus. "It's a good initiative to build trust in the community and a sense of volunteerism among parents."

To maximize the Kitchen, the city government will also use it for livelihood. Perseus hopes to add more BLT Kitchens to serve other parts of the city. With their effective approach in community feeding, the barangay council of Lanot in Roxas City adopted the program, building their own "Busog Lusog Kitchen" to be used in disasters.

"I saw the beauty of this partnership because JGF targets community partnership—building the trust of the community and local government unit, so they can work together as one," Perseus said.

## CENTER FOR COMMUNITY TRANSFORMATION: SHARING JOY THROUGH FOOD

Ensuring food security among communities is an endeavor that is best achieved through collaboration, as proven by the Foundation's continuing work.

In September 2022, the Foundation began its partnership with the Center for Community Transformation (CCT), a non-government organization that helps poverty sectors nationwide through holistic interventions. Among its programs is providing microfinance services, issuing capital and loans to indigent people who would otherwise be unable to fulfill bank requirements.



*Photo courtesy of CCT*

The collaboration began when CCT sought more partners for food distribution to support its various outreach initiatives. One of the potential partners they approached was Jollibee Group Foundation (JGF). “When we think of Jollibee, we think of happiness,” said Arlene Sy, Executive Director for Partnership-Communications. “We would be honored to partner with JGF in bringing food to the poor.”

Under the partnership, food items provided by JGF are distributed to families in select communities. One of these is Chicken Guisado, a ready-to-cook food pack developed by Jollibee Group's Research and Development Team in 2020 to allow more people to be provided with a nutritious meal at a lower cost.

“We select the communities from our database, those that are really in need. We teach the families how to cook [the chicken guisado] so they can have food on their table,” said Arlene. “It's not just distribution, but also outreach.”

Joining the staff in distributing the food are some 100 volunteers, most of whom are mothers engaged by CCT in its microfinance program. At least 6,000 people have benefited from the partnership, most of them in the Greater Manila Area. Street dwellers, including children, were also fed through the initiative.

“The recipients are very happy, especially when they hear that the food is from Jollibee or Chowking. They also said the Chicken Guisado is delicious and use it in their vegetable dishes. Of course, the volunteers and staff are delighted to be part of this program too. It's an answered prayer whenever someone responds to the needs of the community,” she said.

She also underscored that the experience has highlighted how helping communities in need is best done collaboratively.

“There is a lot of demand, and we know for a fact that one organization cannot just do it. We need partnerships with others, especially those who have resources, to keep doing what we're doing,” said Arlene. “I've always believed in the power of collaboration and that is one of our learnings from JGF—a collaboration with common values. The partnership also adds value to CCT because of Jollibee Group's reputation, credibility, and image.”

## JOLLIBEE WORLDWIDE SERVICES LOGISTICS: SERVICE BEYOND DUTY

Working with Jollibee Group Foundation (JGF) has given many employees within the Jollibee Group an opportunity to serve others through their work.

Jollibee Worldwide Services Logistics (JWSL), which facilitates the supply management of Jollibee Group products nationwide and in select international markets, contributes to the Foundation’s work through logistics.

Through JWSL, food donations are allotted and transported to partners. The coordination and system between JWSL and JGF need to be efficient to ensure that food items—mostly ready-to-cook food—will be timely and correctly delivered to the partners, and that spoilage will be avoided.

The partnership with JWSL falls under the wide network of Jollibee Group units that make initiatives like FoodAID possible.

Donating ready-to-cook food items started at the height of the pandemic in 2020, as many communities were in need of food due to the lockdowns. JWSL’s Supply Chain Management team facilitated many donation requests from Jollibee Group brands.



Photo courtesy of Jollibee

Among the team is Senior Account Manager Cosette Bo. She was also part of the team that responded to FoodAID for Typhoon Quinta, which greatly affected South Luzon. She recalled having to immediately source sacks of rice to be delivered to the area. These were used to prepare hot meals like congee.

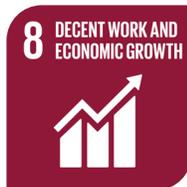
“Sometimes, this work is on top of our daily activities. There are days when we are occupied with meetings throughout the day, then we receive instructions on items to be donated. We would start the coordination at the end of day but we don’t mind because it’s actually fulfilling,” Cosette said.

“When JGF sends pictures of happy beneficiaries, it’s always a good feeling to know you’ve been part of the activities that lead to the food reaching communities who will benefit from them,” she added.





SUSTAINABLE DEVELOPMENT GOALS



## ACE SCHOLARSHIP PROGRAM



Since 2005, the Foundation has implemented the Access, Curriculum, and Employability (ACE) Scholarship Program to empower young underprivileged Filipinos. In recent years, JGF has strengthened the curriculum aspect by establishing Agro-Enterprise Resource Centers (AERCs) to support its initiatives for agriculture.

JGF's collaborations with ACE partners include curriculum development to help institutionalize the practice of agro-entrepreneurship, and scholarships to heighten the youth's interest in the opportunities in agriculture.

Through education and training opportunities, AERCs encourage young people to look at farming as a viable source of livelihood, thereby cultivating a new breed of Filipino agro-entrepreneurs to carry the agriculture industry forward.

AERCs offer the Agro-entrepreneurship National Certificate II course, which is accredited by the Technical Education and Skills Development Authority (TESDA). The course curriculum was developed in 2021 with Don Bosco Training Center Mati.

To date, there are four AERCs located in Don Bosco Mati (Davao Oriental), Sacred Heart Savings Cooperative (Ilocos Sur), Lamac Multi-Purpose Cooperative (Cebu), and Don Bosco Agro-Mechanical Technology Center Legazpi (Albay). Since 2020, these centers have trained 484 JGF scholars.

The Foundation also supports the training of young women through its partnership with Anihan Technical School for the Quick Service Restaurant Operations (QSRO) program. The course that JGF and Anihan co-created provides relevant training that matches the requirements of the food service industry. Since its launch in 2018, JGF has sponsored the education of 117 graduates.

## DON BOSCO MATI: CHANGING THE FACE OF FARMING

The agriculture industry in the Philippines is in a race against time as farmers get older at work. This is why it is important to cultivate among the youth a change in perspective, for them to see that farming can be a productive career option for them, too.

This is an advocacy shared by Jollibee Group Foundation (JGF) and Don Bosco Training Center - Mati. Their partnership, which started in 2018, was facilitated by Don Bosco - One TVET Philippines. Prior to this, JGF worked with other schools under the Don Bosco network for its ACE Scholarship Program.



*Photo courtesy of DB Mati*

Don Bosco Mati has always been inclined to teach agriculture; in fact, it was always one of the subjects in their courses. They saw the effort of the students from producing to selling crops, and realized that the subject was not enough—the students needed to gain more qualifications so they could focus on agriculture.

JGF and Don Bosco Mati then co-developed one of the first agro-entrepreneurship courses in the country, accredited by the Technical and Educational Skills Development Authority (TESDA). JGF also offers scholarships for this course.

According to training director Fr. Leo Polutan, SDB, this was not an easy process to complete as some of its faculty did not have a background in agriculture. However, with their passion and dedication, they have achieved their goal.

Don Bosco Training Center Mati now offers Integrated Farming Technology, with specialization in Organic Agriculture Production National Certificate (NC) II and Agro-Entrepreneurship NC II, as part of its technical-vocational education and training courses.

Since its launch in 2021, 131 students comprising four batches have availed of the program. Aside from their main lessons on agro-entrepreneurship, the students likewise undergo basic leadership training.

“Based on our experience in the community, more teenage local farmers are availing of our agriculture courses,” he said. “This means we have students who wish to go back to the farm after their studies. They see that their knowledge of agro-entrepreneurship will reap benefits because their livelihood will be sustainable.”

They had two scholars who, after taking the course, pursued college. One took up agriculture. Still, both of them go back to help their communities make farming more productive and sustainable.

“We also had a student who now works at DTI (Department of Trade and Industry). What he learned from agro-entrepreneurship helps him in assisting and monitoring small businesses in Davao Oriental, which support local farmers,” Fr. Leo said.

Now, Don Bosco Mati endeavors for all their faculty to be certified agro-entrepreneurship instructors by having them take the course, too. They have also sent one of their trainers to Don Bosco Victorias in Negros Occidental, as the latter is in the process of developing its own agriculture program.

“We have to continue this program because we see there is fulfillment. It becomes an eye-opener for students as they realize there is money in farming. The parents become motivated too as they see the farm improvements being initiated by their children,” said Fr. Leo. “We are blessed that we, JGF and Don Bosco, are instruments in addressing the challenges in agriculture.”

## SACRED HEART SAVINGS COOPERATIVE: RAISING A NEW BREED OF AGRO-ENTREPRENEURS

Beyond the crucial work of changing the mindsets of Filipino farmers now, an equally daunting yet fulfilling task lies in encouraging the next generation to embrace agriculture as a viable source of livelihood.

As it helps farmer groups adapt and fulfill their obligations under the Farmer Entrepreneurship Program (FEP), the Sacred Heart Savings Cooperative (SHSC) is also preparing budding farmers to carry agro-entrepreneurship toward the future. In 2019, it began encouraging individuals aged 18 to 30 to get into farming, through various agriculture-related initiatives. This includes the children of farmers enrolled in FEP, who join their family members in the program.



*Photo courtesy of SHSC*

The cooperative, which has its own training and assessment center, partnered with the Foundation for the establishment of an Agro-Enterprise Resource Center (AERC), which offers an agro-entrepreneurship course accredited by the Technical Education and Skills Development Authority (TESDA).

The establishment of the community-based AERC in late 2021 allows training “designed to specific needs and interests of the learner,” said SHSC training officer Joseph Roam. “Often there is hands-on and practical [application], and the trainee’s progress is at his own pace,” he added.

SHSC looks at this partnership as an important step to ensure the sustainability of agro-entrepreneurship in its community.

“It is important for us at the Sacred Heart Savings Cooperative because we help young farmers in building their capacity to become agro-entrepreneurs and leaders in promoting agriculture and entrepreneurship. That is the main objective of the AERC,” said Joseph.

For her part, Business Development Head Stephanie Labcaen said it is important “to encourage the youth to embrace agriculture” and to help them see it as a business.

“It’s important to inculcate in our youth the importance of agro-entrepreneurship, of turning farming into a business. This is so we can invite more youth to continue what their parents have started, so that they could look at farming as a worthy endeavor,” said Stephanie.

## SCHOLARSHIP COIN BANK



# Scholarship Coin Bank

Help us share the joy!



In 2022, the Foundation launched the Scholarship Coin Bank, through which the public can help support more youth scholars. Over the years, the coin banks have served as JGF's way to engage Jollibee Group customers to be part of its programs.

Coin banks can be found on the counters of Jollibee, Greenwich, Chowking, Mang Inasal, Red Ribbon, Burger King, Panda Express, and Yoshinoya restaurants nationwide. Donations can also be made online through the [Foundation's website](#) to make it more accessible to the public.



# PROGRAM SITE MAP



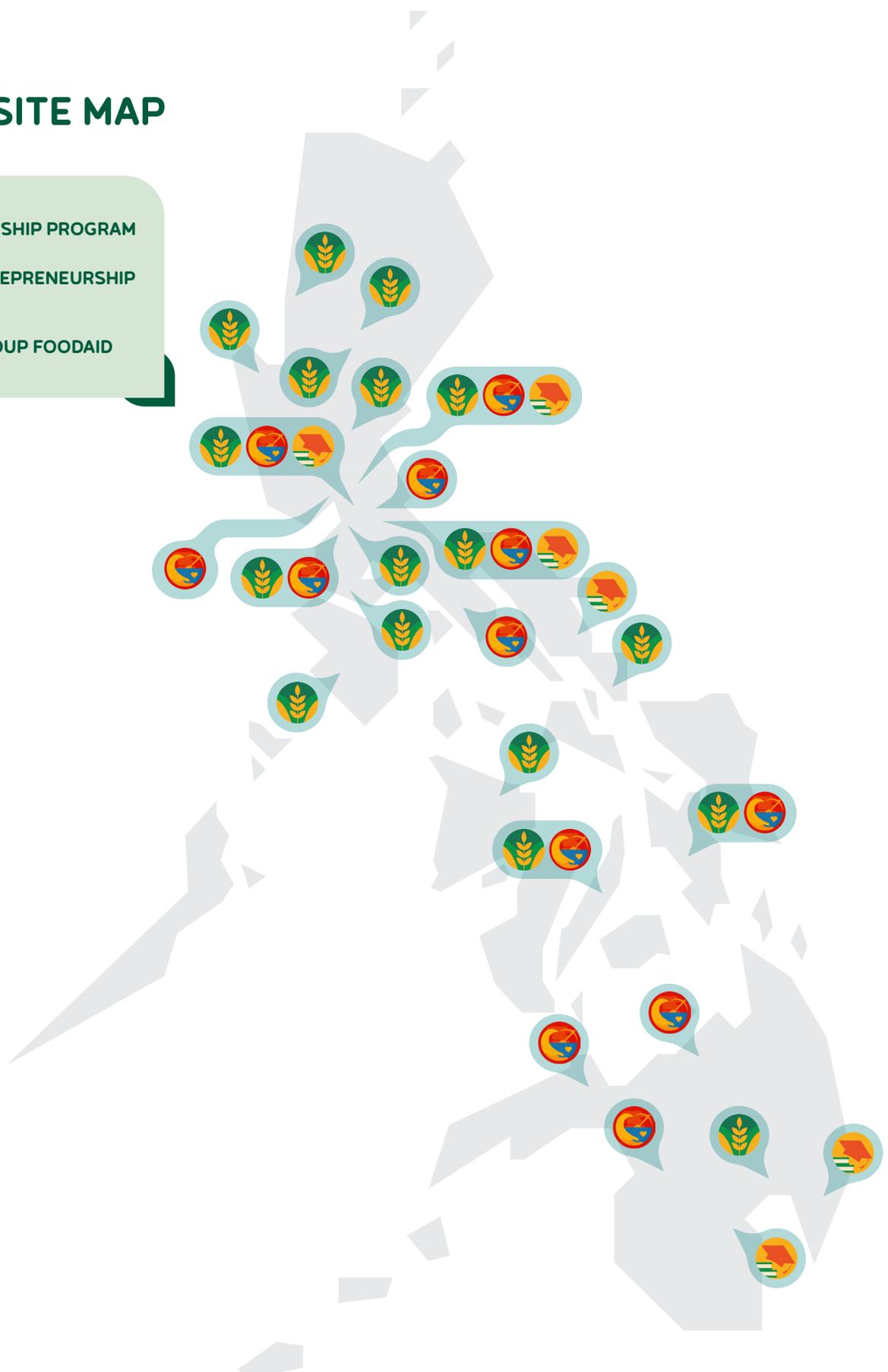
ACE SCHOLARSHIP PROGRAM



FARMER ENTREPRENEURSHIP PROGRAM



JOLLIBEE GROUP FOODAID



## 2022 PARTNERS

### PROGRAM IMPLEMENTING PARTNERS

#### ACE SCHOLARSHIP PROGRAM

- Anihan Technical School
- Ateneo de Davao University
- Chiang Kai Shek College
- Davao Chong Hua
- Don Bosco - One TVET Philippines, Inc.
- Don Bosco Agro-Mechanical Technology Center Legazpi
- Don Bosco Training Center Mati City
- Philippine Academy of Sakya
- San Pedro College
- UST Research and Endowment Foundation, Inc

#### FARMER ENTREPRENEURSHIP PROGRAM

- AGAP Farmers Association of Pangil, Laguna
- Ahon Sa Hirap, Inc.
- Albacopa Federation of Cooperatives
- Alcala Onion Rice Corn Growers Multi-Purpose Cooperative
- Alfonso Castañeda Vegetable Growers Association
- Green Habits Agriventures Inc.
- Hundred Island Farmpreneurs Agriculture Cooperative
- Kalasag Multipurpose Cooperative
- Lamac Multi-Purpose Cooperative
- Lingap para sa Kalusugan ng Sambayanan (LIKAS), Inc.
- Local Government Unit of Alaminos City, Pangasinan
- Local Government Unit of Alcala, Pangasinan
- Local Government Unit of Bani, Pangasinan
- Local Government Unit of Guinayangan, Quezon
- Local Government Unit of Magallanes, Cavite
- Local Government Unit of San Jose City, Nueva Ecija
- Local Government Unit of San Luis, Batangas
- Local Government Unit of Vigan City, Ilocos Sur
- Lourdes Multi-Purpose Cooperative
- Magallanes-Samahang Magsasaka ng Kay-apas at Medina Agriculture Cooperative
- MASIFAGCA Pangkabuhayan, Inc.
- Onion and Vegetables Producers Cooperative
- Pantay Onion Producers Cooperative
- Sacred Heart Savings Cooperative
- San Pedro College
- Tagudin Agroentrepreneurs Association, Inc.
- Taloy Farmers Multipurpose Cooperative
- Tugui Grande Fresh Produce Farmers Association
- Tulay Sa Pag-Unlad, Inc.

## 2022 PARTNERS

### PROGRAM IMPLEMENTING PARTNERS

#### JOLLIBEE GROUP FOODAID

- 2KK Kapwa Kapatid Foundation
- AKAP Pamilya of the Diocese of Novaliches
- Ako Bakwit, Inc.
- Art Relief Mobile Kitchen
- Center for Community Transformation
- Climb Against Cancer
- CO Multiversity
- Department of Social Welfare and Development
- Jollibee Franchisee Association
- Kabuhayan sa Ganap na Kasarinlan Credit and Savings Cooperative (K-Coop)
- Kasagana-ka Development Center, Inc.
- Kawa Pilipinas
- Local Government Unit of Roxas City, Capiz
- Philippine Navy - Naval Reserve Command Multi-Sectoral Linkaging Committee
- Presidential Commission for the Urban Poor
- Rise Against Hunger
- Samahan ng Nagkakaisang Pamilya ng Pantawid (SNPP)
- SPECS Foundation
- St. Vincent Seminary
- Vicariate of St. Anne, Diocese of Pasig

### ADVOCACY PARTNERS

- Association of Foundations
- Department of Agriculture
- Go Negosyo
- Grow Asia
- League of Corporate Foundations
- Philippine Business for Education
- Philippine Disaster Resilience Foundation
- Philippines Partnership for Sustainable Agriculture
- Xavier University - Ateneo de Cagayan
- Zero Extreme Poverty

## 2022 PARTNERS

### RESOURCE PARTNERS

- BPI Direct BanKo
- Central Luzon State University
- Department of Agriculture - Agricultural Credit Policy Council
- Department of Agriculture - Bureau of Plant Industry
- Department of Science and Technology - Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development
- Harbest Agribusiness Corporation
- IBM's The Weather Company
- PUM Netherlands Senior Experts
- Southeast Asian Regional Center for Graduate Study and Research in Agriculture
- Visayas State University

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## ABOUT JOLLIBEE GROUP

Jollibee Foods Corporation (JFC, also known as Jollibee Group) is one of the fastest-growing restaurant companies in the world. Its mission is to serve great-tasting food and bring the joy of eating to everyone through its 16 brands with over 6,500 stores across 34 countries including the Philippines, United States, Canada, the People's Republic of China, United Kingdom, Vietnam, United Arab Emirates, and Australia.

The Jollibee Group has eight wholly owned brands (Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Yonghe King, Hong Zhuang Yuan, Smashburger); four franchised brands (Burger King, Panda Express, Yoshinoya in the Philippines, and Tim Ho Wan in certain territories in China); 80% ownership of The Coffee Bean and Tea Leaf; 60% ownership in the SuperFoods Group that owns Highlands Coffee; and 51% ownership of Milksha, a popular Taiwanese bubble tea brand.

The Jollibee Group, through its subsidiary Jollibee Worldwide Pte. Ltd. (JWPL) owns 90% participating interest in Titan Dining LP, a private equity fund that owns the Tim Ho Wan brand. The Jollibee Group has a joint venture with the THW Group to open and operate THW restaurants in Mainland China. It also has a business venture with award-winning Chef Rick Bayless for Tortazo, a Mexican fast-casual restaurant business in the United States.

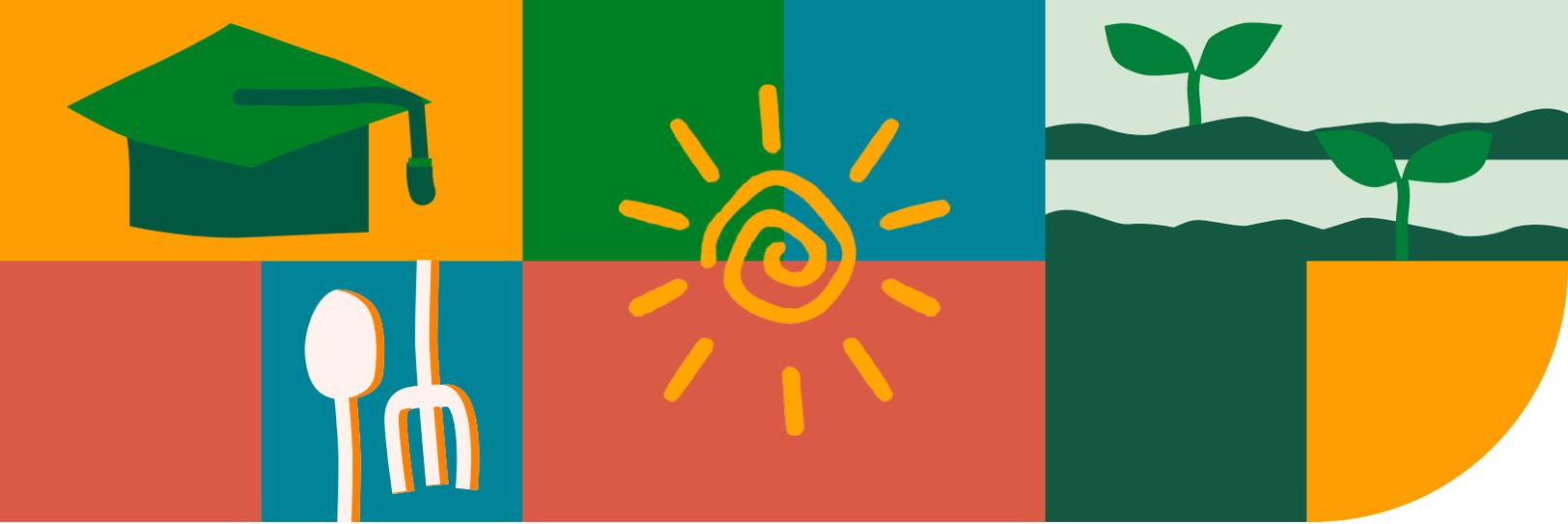
The Jollibee Group has launched its global sustainability agenda dubbed Joy for Tomorrow, which aims to strengthen the company's commitment to sustainable business practices. The agenda centers on the key pillars of Food, People, and Planet, and consists of 10 focus areas namely: food safety, food quality, nutrition & transparency, employee welfare, farmers livelihood, community support, good governance, packaging & recycling, waste reduction, and energy & water efficiency. Each focus area sets goals and initiatives that contribute and align with the United Nations Sustainable Development Goals (UN SDGs).

The Jollibee Group was named the Philippines' most admired company by the Asian Wall Street Journal for ten years. It was also honored as one of Asia's Fab 50 Companies and among the World's Best Employers and World's Top Female-Friendly Companies by Forbes. The company is also a two-time recipient of Gallup's Exceptional Workplace Award, making it the only Philippine-based company to receive the distinction.

To learn more about Jollibee Group, visit [www.jollibee.com](http://www.jollibee.com).

## Jollibee Foods CORPORATION





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