

Ako'y Magsasakang Organiko (AMO): No Filipino Farmer would be left behind.

Malasiqui, Philippines
 Erica Midori Acuña

<https://www.youtube.com/watch?v=ycGKXewaoD0>



*Our product is incomparable with regard to cost and efficacy. It can decrease cost of production by as much as 50% and can increase yield by 30-100%

*In one cropping a farmer needs 12 bags of commercial fertilizer. With the use of the AMO 5-in-1 solution, three packs of AMO can replace 8 bags of commercial fertilizer.

	CONVENTIONAL FARMING	AMO FARMING
PER CROPPING:	12 BAGS of commercial fertilizer	3 PACKS AMO 5-in-1 solution and 4 BAGS of commercial fertilizer
COST:	P1,200.00 x 12 = P14,400.00 P 4,000.00 insecticides	P450.00 x 3 = P1,350.00 P1,200.00 x 4 = P4,800.00
TOTAL:	P 18,400.00	P 6,150.00
SAVINGS		P 12,250.00

As for efficacy, the AMO 5-in-1 solution can increase yield by **30% to 100%** in yield.

FARMER	CONVENTIONAL FARMING	AMO FARMING	INCREASE IN YIELD
MARVIN MONTOYA (RICE)	45 SACKS	73 SACKS	62%
DANTE ABULENCIA (RICE)	70 SACKS	148 SACKS	112%
ROMULO CARZA (RICE)	65 SACKS	114 SACKS	75%
ZALDY DELOS REYES (RICE)	180 SACKS	245 SACKS	36%
ROLANDO ROSAL (RICE)	80 SACKS	120 SACKS	50%

TObACCO MALASIQUI, PANGASINAN



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MALASIQUI, PANGASINAN





growth enhancer, and soil conditioner **all in one** that can decrease the cost of production, increase crop yield and improve the quality of produce.

• The AMO 5-in-1 solution is seaweed-based and is non-toxic, environment-friendly, and has no chemical residue on all produce.



PATOLA
MAPANDAN, PANGASINAN



CORN
MALASIQUI, PANGASINAN



PALAY
MALASIQUI, PANGASINAN



MONGGO
MALASIQUI, PANGASINAN



Year Founded:
2010

Organization type:

for profit

Project Stage:

Start-Up

Budget:

\$10,000 - \$50,000

Website:

<https://www.changemakers.com/N/A>

Twitter:



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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Ako'y Magsasakang Organiko is a social enterprise that aims to fight hunger and poverty by decreasing the cost of production and increasing the yield and revenues of farmers thus making food affordable.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if there would never be a poor farmer in Asia?

About Project

Problem: What problem is this project trying to address?

The project is trying to address the high cost of production and the low return in yield and revenues of the local Filipino farmers.

Solution: What is the proposed solution? Please be specific!

The proposed solution is to provide farmers with an affordable yet effective 5-in-1 foliar fertilizer, insect repellent, fungicide, growth enhancer, and soil conditioner solution that can decrease the cost of production, increase crop yield, and improve the quality of produce.

Awards

Young Entrepreneur Development Award sponsored by the US Embassy and GoNegosyo

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The AMO solution has helped in alleviating the lives of the local farmers in Pangasinan. Due to their increase in revenue, there were AMO farmers who have built their own house, paid their debt from loan sharks, and some have even sent their children to college due to the high return in profit. The team wants to expand nationwide and at the same time, turn AMO into a sustainable cycle of organic farming and organic consumerism. We also want to involve the youth in such a way that the waste in the produce can be turned into products for export such as extracted mango seeds that can be used as bases for lotion and corn hair that can be used as vitamin water.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

The AMO 5-in-1 solution decreases the cost of production by as much as 50% and increases the yield and revenues of farmers by as much as 100%. In traditional farming, a farmer spends around 18,400 pesos for a hectare of land while in AMO farming, he spends around 6,150 pesos only. As for efficacy, we have farmers who have testified that their yield have increased from 70 sacks to 148 sacks of rice and the quality of their produce have improved greatly.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

The team is implementing relationship marketing wherein we conduct seminars at the barangay level in order to educate farmers on sustainable organic farming through the use of the AMO 5-in-1 solution.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

The agriculture sector is one of the most sustainable industries in the country because it provides food, mankind's most basic necessity. The product is the only one of its kind in the market at the same time, the product is incomparable in terms of cost and effectivity. The product will surely be patronized by the local farmers.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Most fertilizer companies are addressing this problem. The proposed project is different when it comes to cost and efficacy. There is also a need to convert to organic farming in order to sustainable and safe for the future generations that is why AMO would be a good project to start on and develop.

Team

Founding Story

The project was founded five years ago by Eric Acuña, my father, as a solution to the high cost of production of the local farmers who live below the poverty line. This condition is very disheartening because the local farmers do most of the work and they provide food, our most basic necessity. These farmers need to be given the proper salaries and support. The average age of a Filipino farmer is 60 years old, we need to make farming sustainable and so we developed a product that could help address this problem.

Team

AMO is a family-owned business and its members of the board are my father and to older brothers. We also have full-time production and marketing teams composed of around five people. We are currently fixing our system for distributorship which can help us in expanding nationwide and hopefully, worldwide with the help of Unilever.

File attachments:

-  [screen_shot_2015-11-17_at_12.46.33_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.16_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.46_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.24_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.52_pm.png](#)
-  [screen_shot_2015-11-17_at_12.47.24_pm.png](#)
-  [screen_shot_2015-11-17_at_12.47.29_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.59_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.02_pm.png](#)
-  [screen_shot_2015-11-17_at_12.46.24_pm.png](#)

Background

Please confirm how you heard about the Unilever Awards:

The Unilever Awards was introduced to me by my friend who has seen the announcement on Twitter.

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

I am a co-founder, my organization title is Vice President for Marketing and Communications

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

No Poverty, Zero Hunger, Decent Work and Economic Growth, Responsible Consumption and Production.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

The project was recognized at the Young Entrepreneur Development Award sponsored by the US Embassy and GoNegosyo

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

The team is working with GoNegosyo, a company that aids Small to Medium Enterprises in the Philippines to grow and develop into successful businesses.

Source URL: <https://www.changemakers.com/globalgoals2015/entries/akoy-magsasakang-organiko-amo>