

2025  
ANNUAL  
REPORT



## **Strengthening Food-Secure Communities and Better Family Nutrition**





## Who We Are

For more than four decades, East-West Seed Company Philippines has stood alongside Filipino farmers, helping improve their lives through innovative agricultural solutions that boost productivity and income. By providing high-quality seeds and practical technical knowledge, the company has enabled farming communities to grow not only better crops, but also better futures.

Inspired by this enduring commitment, the East-West Seed Foundation, Inc. (EWSF) was established in July 2012 to extend this mission beyond the farm. As the corporate social responsibility arm of East-West Seed Company Philippines, EWSF is a non-stock, non-profit organization dedicated to building stronger, healthier, and more resilient communities across both rural and urban areas.

## What We Do

We work in areas where smallholder farmers form the backbone of local communities and where challenges such as poverty, food insecurity, climate vulnerability, and limited access to basic services persist. These conditions are often compounded by underemployment and youth migration, creating barriers to long-term and inclusive development.

Through programs focused on food and nutrition security, youth engagement, home and community gardening, and capacity-building, the Foundation addresses these interconnected challenges. By equipping individuals and families with knowledge, skills, and sustainable solutions, EWSF helps communities strengthen self-reliance, improve well-being, and create pathways toward lasting growth and resilience.



### OUR MISSION

Vegetables with every meal -  
To increase appreciation, availability, and consumption through sharing of knowledge on vegetable production and health benefits.



### OUR VISION

Food Security for All

# Table of Contents

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<b>Message from the President</b>	<b>1</b>
<b>2025: Strengthening Food Security and Better Family Nutrition Through Partnerships</b>	<b>3</b>
<b>Growing Our Impact</b>	<b>4</b>
<b>Our Programs</b>	
◦ Advancing Food Security and Community Empowerment Through Gulayamanan	<b>6</b>
◦ Strengthening Vegetable Production Through VeggiEskwela VeggieTech: A Partnership with the Villar Foundation	<b>8</b>
◦ Food-Secure Communities Through VeggiEskwela BootCamp in Basilan	<b>9</b>
◦ Expanding Learning Through VeggiEskwela Online	<b>10</b>
<b>Our Digital Outreach</b>	<b>11</b>
<b>Beyond the core</b>	<b>13</b>
<b>Our Partners</b>	<b>17</b>
<b>Our Team</b>	<b>18</b>

# MESSAGE FROM THE PRESIDENT

Dear Partners, Stakeholders, and Advocates

As we reflect on the year 2025, three things particularly resonate for East-West Seed Foundation: **partnerships, commitment, and resilience.**



**Dr. Mary Ann P. Sayoc**  
*President, East-West Seed  
Foundation, Inc. Philippines*

The Foundation's journey, built on the vision of “**Food Security for All**”, extends beyond providing high-quality seeds and farming, to equipping Filipino communities with essential technical knowledge, so that they become more resilient, inclusive, and sustainable.

We continue to explore and innovate to deliver on our mission of increasing appreciation, availability, and consumption of vegetables through sharing about health benefits and knowledge on better production.

We continue to deliver on this mission through our strong partnerships with farmers, national government agencies, local government units, schools, and partner development institutions.

We are grateful for their continued support and collaboration.

Our commitment to improving food security and family nutrition of Filipino communities remains strong as ever. We continue to deliver and strengthen our key initiatives like the Gulayamanan Project, a milestone of which is its expansion to Bantayan Island in 2025. The island is not traditionally a vegetable growing area, and establishing community gardens demonstrated to communities there that they can grow their own nutritious vegetables while creating opportunities for additional household income.

# MESSAGE FROM THE PRESIDENT

VeggiEskwela, which equips participants with practical vegetable-growing skills and essential nutrition education, continues to grow and expand through its online and in-person capacity building programs. In 2025, the program expanded to Basilan, further empowering more communities to establish their own vegetable gardens.

While we recognise our many gains, we honour the legacy of someone dear that we have lost in 2025 - our former Executive Director, Ma. Elena Fe Primicias van Tooren, fondly called 'Bing'. Bing joined the Foundation in 2019 as Managing Director and became Executive Director in 2021.

Throughout her time at the Foundation, Bing showed commitment and dedication to its programs and partnerships that promote food and nutrition security, youth engagement, home and community gardening, and capacity-building that equip individuals and families with knowledge and tools for sustainable living. She will surely be missed.

The work of the Foundation continues, and remains a powerful reminder that through collaboration, learning, and perseverance, we can advance a vision of healthier, more food-secure families and communities.

With every seed planted, every training session conducted, and every partnership forged, the East-West Seed Foundation is sowing the seeds of growth, resilience, and hope for a brighter future.



**Ma. Elena Fe “Bing”  
Primicias van Tooren**

*Executive Director, East-  
West Seed Foundation, Inc.  
Philippines  
2019-2025*

## 2025: Strengthening Food Security and Better Family Nutrition Through Partnerships

Guided by a shared commitment to nutrition and food security, the East-West Seed Foundation continued to work alongside communities and partners across the country to support Filipino families. Through close collaboration with farmers, local government units, schools, and partner institutions, the Foundation responded to agricultural challenges by promoting sustainable food production and improving access to safe, nutritious vegetables at the household level.

This commitment took shape through key programs that combined practical skills with meaningful learning. VeggiEskwela, delivered both onsite and online, empowered participants with vegetable-growing knowledge and nutrition education, helping families understand the connection between food production, healthy diets, and long-term well-being. Meanwhile, the Gulayamanan Project in Bantayan, Cebu built on its initial implementation, enabling communities to establish vegetable gardens that supported daily food needs while creating opportunities for added income.

Anchored in collaboration, learning, and perseverance, these initiatives reflect the collective efforts of partners and communities working toward a common goal. By strengthening programs and deepening partnerships, the Foundation continued to advance its vision of healthier, more food-secure Filipino families.

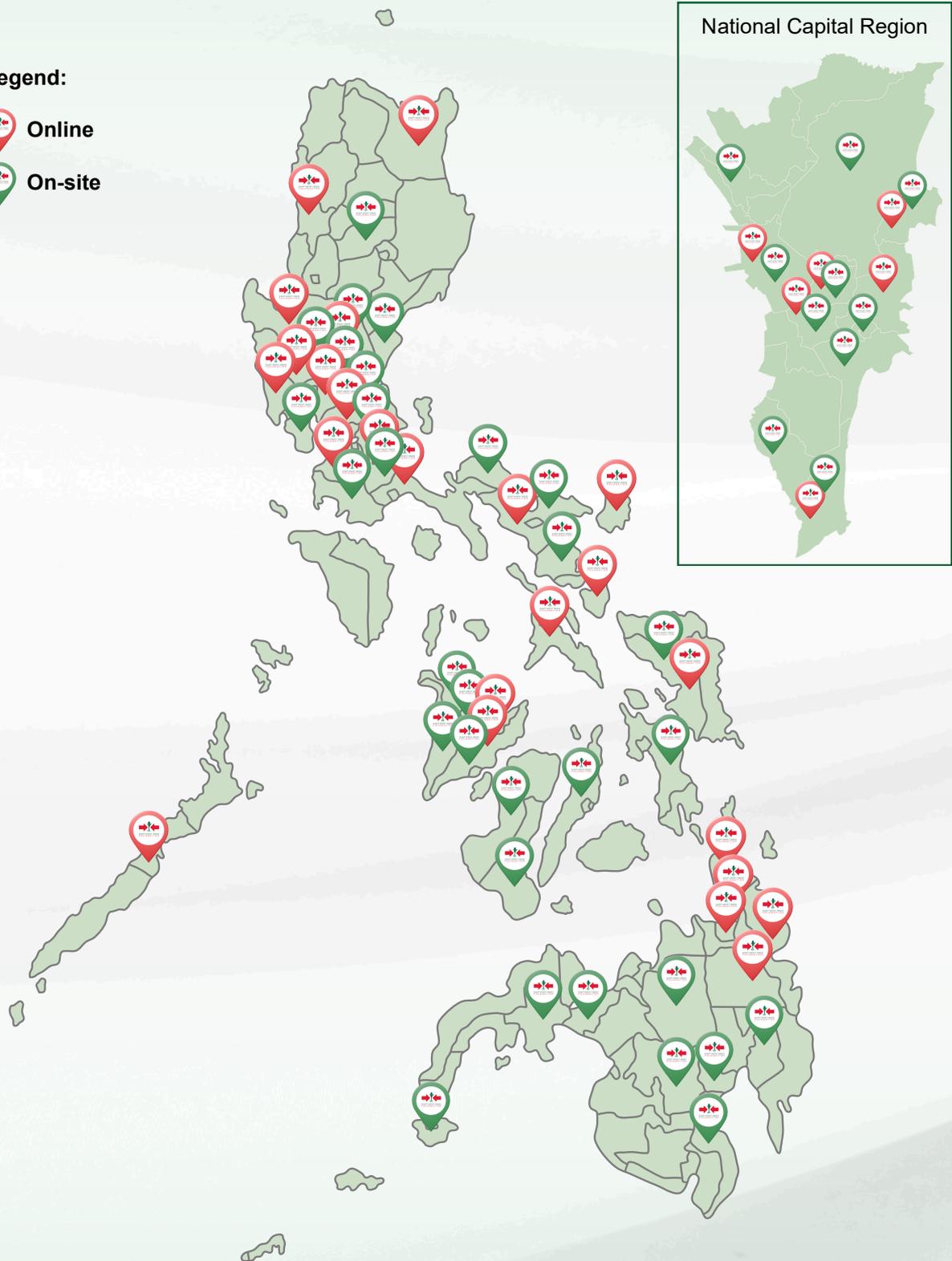


# GROWING OUR IMPACT

East-West Seed Foundation has reached communities across the country through its programs on vegetable production, nutrition, and capacity building.

Legend:

-  Online
-  On-site



# GROWING OUR IMPACT

From 2012 to 2025, these efforts have translated into measurable outcomes that reflect the Foundation's sustained commitment to advancing food security and improving family nutrition through education, partnerships, and community engagement.



**EAST-WEST SEED FOUNDATION**

East-West Seed Foundation  
**5,532 Teachers Trained**

\*Cumulative as of 2025

The infographic features a woman in a straw hat and overalls holding a smartphone, standing in a field of green plants. The background is a soft-focus field with a white silhouette of a plant on the left.



**EAST-WEST SEED FOUNDATION**

East-West Seed Foundation  
**29,282 Students Trained**

\*Cumulative as of 2025

The infographic features a young child in a straw hat holding a green leafy vegetable. The background is a soft-focus field with a white silhouette of a plant on the left.



**EAST-WEST SEED FOUNDATION**

East-West Seed Foundation  
**270 Partner Barangays**

\*Cumulative as of 2025

The infographic features a woman in a plaid shirt and straw hat standing in a garden with raised beds. The background is a soft-focus garden with a white silhouette of a plant on the left.



**EAST-WEST SEED FOUNDATION**

East-West Seed Foundation  
**3,479 Partner Schools**

\*Cumulative as of 2025

The infographic features two people working in a field, one holding a bucket. The background is a soft-focus field with a white silhouette of a plant on the left.

# OUR PROGRAMS

## Advancing Food Security and Community Empowerment Through Gulayamanan

Built on the momentum of the previous year, the Gulayamanan Program in Bantayan, Cebu continued to take root and flourish, bringing sustained support to local communities while strengthening food security and promoting sustainable vegetable production. Through the program, families were empowered to grow fresh, nutritious vegetables for their own consumption, while also creating opportunities to supplement household income.

In the barangays of Mojon and Kampingganon, community vegetable gardens became shared spaces of learning and cooperation. Fifty residents took part in hands-on trainings and received continuous guidance, gaining practical skills that nurtured both their crops and their confidence as growers. Implemented in close partnership with the Bantayan Local Government Unit, the initiative fostered active community participation and a strong sense of shared ownership—key elements that continue to anchor the gardens' long-term sustainability.

The journey reached a meaningful milestone with the Gulayamanan Graduation Ceremony held on January 14–15, 2025. The event celebrated the dedication and achievements of the participants, marking their transition from learners to stewards of their own community gardens. Graced by former Bantayan Mayor Arthur E. Despi, LGU officials, and the East-West Seed Foundation team, the ceremony highlighted the power of collaboration in cultivating lasting change—one garden, and one community, at a time.





May 2025 marked a moment of intentional reflection for the Gulayamanan Project in Bantayan Island, Cebu. Stepping away from the day-to-day pace of implementation, the team chose to pause and look back on the journey shared with 50 dedicated beneficiaries—25 each from the barangays of Mojon and Kampinganon—through a post-project implementation review.

What began as a quiet assessment quickly became a powerful space for listening. The session opened the floor to the voices of the communities at the heart of Gulayamanan, bringing forward stories, insights, and candid feedback shaped by lived experience. These conversations offered more than validation of outcomes; they revealed the realities behind the work—what inspired participants, the challenges they encountered, and the changes they experienced along the way.

The exchange reinforced a simple but vital truth: meaningful learning does not come solely from reports or data, but from people. The perspectives shared during the review are now helping refine and strengthen the program, guiding improvements that respond more closely to community needs.

Taking time to reflect proved to be as essential as taking action. Through collective learning with partners, communities, and farmers, the Gulayamanan Project continues to move closer to its shared vision of better nutrition, improved livelihoods, and lasting food security for all.

*“Pawis at hirap sa pagbubungkal ng lupa, bilad sa sikat ng araw—lahat ng ito ay nasuklian ng saya nang makita namin ang bunga ng aming pagod. Ang inani namin ay hindi lang basta ani kundi simbolo ng aming tagumpay at ng tulong ng programang ito sa aming pang-araw-araw na pangangailangan. Tunay ngang kapag may itinanim, may aanihin...”*



Monica P. Batuto, Gulayamanan participant

## Strengthening Vegetable Production Through VeggiEskwela VeggieTech: A Partnership with the Villar Foundation

As part of our sustained commitment to strengthening local vegetable production and empowering aspiring growers, we continued the implementation of VeggiEskwela Onsite in 2025 through a strong partnership with the Villar Foundation. This collaboration enabled us to bring practical, field-based learning opportunities closer to communities, reaching six training groups and a total of 192 participants, composed of farm owners and individuals eager to begin their journey in vegetable growing.

Through the two-day VeggiEskwela VeggieTech Vegetable Production Training, participants were equipped with essential knowledge and hands-on skills aimed at improving agricultural productivity and promoting sustainable farming practices. Trainings were conducted at Villar Farm Schools across the country, with two groups trained in Las Piñas–Bacoor, three groups in San Jose del Monte, and one group in Iloilo.

Each training session was designed to be highly interactive, combining classroom discussions with practical field activities. This approach allowed participants to deepen their understanding of sustainable crop production techniques while building confidence to apply what they learned in their own farms and communities. Through our partnership with the Villar Foundation, VeggiEskwela Onsite continued to serve as a platform for shared learning, collaboration, and meaningful progress toward more resilient and productive vegetable farming systems nationwide.



## Food-Secure Communities Through VeggiEskwela BootCamp in Basilan

The VeggiEskwela BootCamp in the Province of Basilan, held in November 2025, was more than just a training—it was a gathering of people committed to making healthy food accessible to every family. Over four days, around 30 passionate future trainers came together, ready to learn, share, and take on the challenge of building food-secure and nutritionally empowered communities across the island.



In partnership with the Office of the Provincial Agriculture (OPAg) Basilan, the Provincial Government of Basilan, Philippine Council for Agriculture and Fisheries (DA-PCAF), and the Zuellig Family Foundation, we worked side by side with the participants, guiding them through nutrition-sensitive agriculture, community coaching, and household food production. It wasn't just about teaching technical skills—it was about inspiring confidence, nurturing leadership, and building a network of local champions ready to make a difference.

The BootCamp became a space for collaboration, conversation, and shared commitment. Each discussion, hands-on activity, and practical exercise brought new ideas to life and strengthened the participants' ability to translate knowledge into action in their communities.

Through initiatives like this, we move closer to a Basilan where every household can plant, harvest, and nourish their own well-being. When communities grow food together, they grow stronger together—and we are grateful to all our partners and champions who walk with us on this journey. The work continues, and every small step makes a lasting impact.

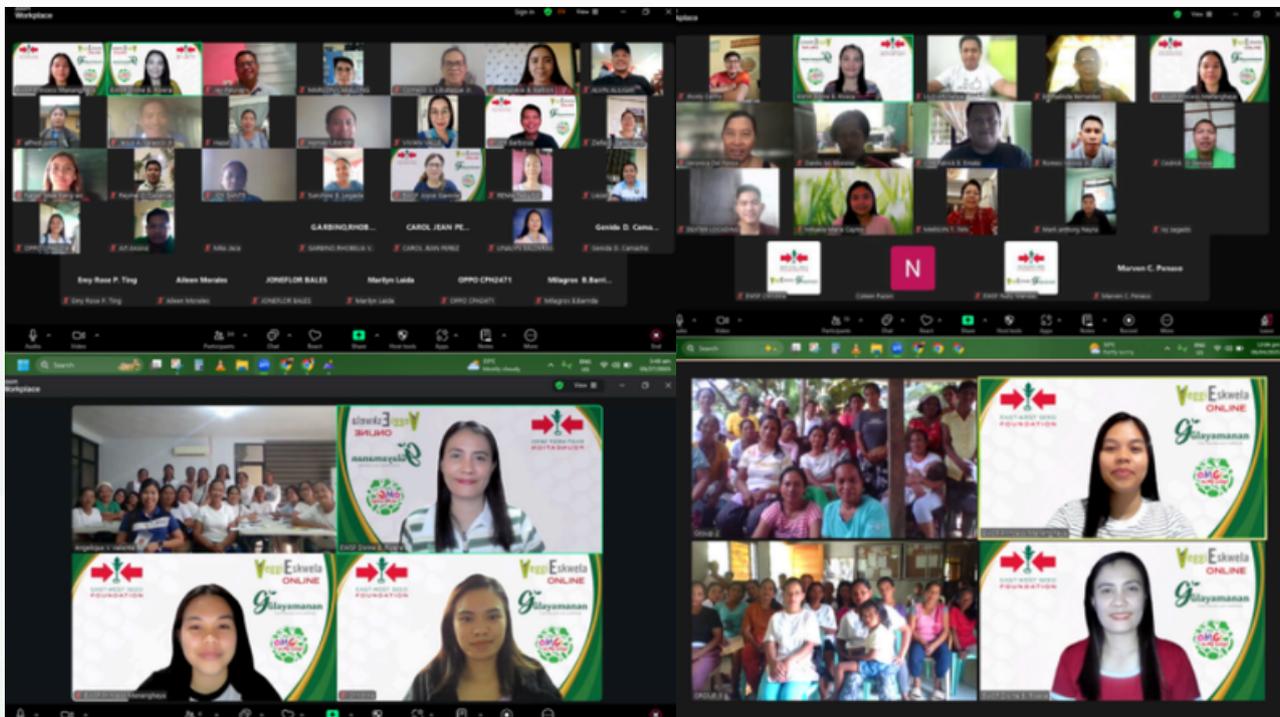


## Expanding Learning Through VeggiEskwela Online

VeggiEskwela Online continued to flourish in 2025, serving as a dynamic platform that brings education, practical skills, and sustainable practices closer to learners and communities across the country. Throughout the year, we had the privilege of working with five Schools Division Offices (SDOs) and 16 groups, engaging a total of 366 participants from the Department of Education (DepEd). Beyond DepEd, we also connected with 24 groups from other institutions, reaching 543 participants through our interactive and accessible virtual learning community.

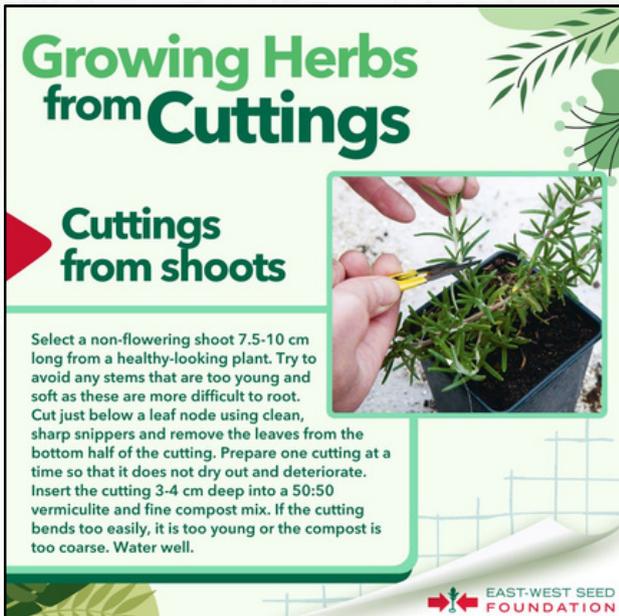
For us, VeggiEskwela Online is more than a program—it's a space for learning, sharing, and applying knowledge in real-life settings. Through every session, we aim to equip participants not only with practical skills in sustainable vegetable production but also with a deeper understanding of nutrition. We've seen how these lessons extend beyond the screen, inspiring healthier food choices, home gardening practices, and even community initiatives.

As the program continues to grow, we are reminded of the power of collaboration and innovation. VeggiEskwela Online remains a valuable tool in supporting educators and learners, fostering food literacy, and nurturing communities that are empowered to take charge of their nutrition and sustainability.



# Our Digital Outreach: Post, Share, Grow

Our social media presence continued to gain momentum in 2025, with rising engagement on the East-West Seed Foundation and Oh My Gulay! Facebook pages. These platforms became vibrant spaces for connection and conversation, helping us share stories and strengthen our advocacy for nutrition, food security, and sustainable vegetable production. We also expanded our digital presence by launching a EWSF YouTube channel and the Oh My Gulay! Instagram account, creating new spaces to reach, engage, and inspire wider audiences.



post from East-West Seed Foundation facebook page

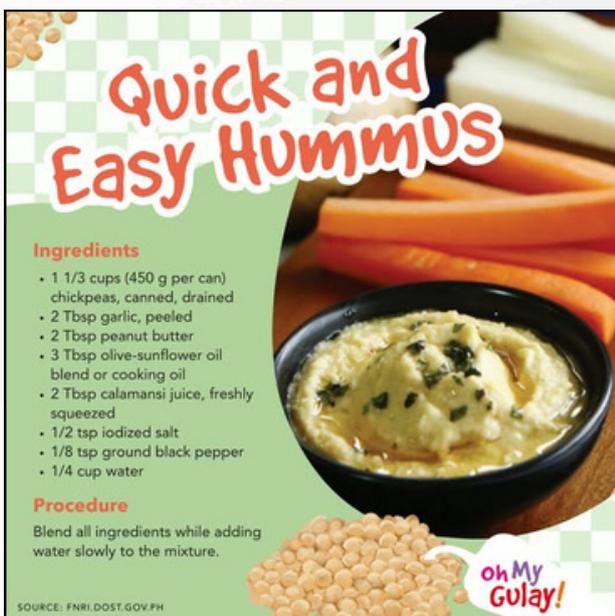
**f** East-West Seed Foundation, Inc. - Philippines

**94,593**  
Page followers

**5,790,664**  
Page reach

**10 % (Very High)**  
Engaged user

▶ East-West Seed Foundation, Inc.  
**@eastwestseedfoundation**



post from Oh My Gulay facebook page

**f**  Oh My Gulay

**53,426**  
Page followers

**3,415,744**  
Page reach

**10 % (Very High)**  
Engaged user

 Oh My Gulay!  
**@ohmygulay\_ph**

# Our Digital Outreach: Post, Share, Grow

The East-West Seed Foundation website remained our primary online hub in 2025, giving trainees easy access to learning materials and certification assessments while supporting their progress and recognizing their achievements.

**66,060**

*Certificate issued*



**13,016**

*Website members*



## Beyond the Core: Milestones and Recognition



We at the East-West Seed Foundation were recognized as an Outstanding Partner by DepEd SDO Nueva Ecija on January 28, 2025. This award highlights our strong collaboration and contributions to quality education and community development.



EWSF joined the 2025 National Women's Month Celebration at DepEd SDO Bulacan on March 19, 2025. We conducted a lecture and hands-on training on container vegetable gardening for non-teaching staff.



In collaboration with East-West Seed Philippines' HR Team, we conducted two HR Gulayan Training sessions in April 2025. We engaged community volunteers and barangay officials in hands-on container vegetable gardening.

## Beyond the Core: Milestones and Recognition



Through our participation in the PPSA's Scaling Up Sustainability (SUS) Project: Farmers Fair in Cagayan Valley on July 16–17, 2025, we supported efforts to advance climate-smart agriculture and farmer entrepreneurship. The event brought together mentors, farmer champions, and partner organizations committed to sustainable farming. Funded by GlobalGiving in partnership with Corteva, the SUS Project aims to train 100 Filipino farmers and expand sustainable practices in their communities.



The national launch of the Expanded School-Based Feeding Program (ESBFP) was held on July 21, 2025 at Juan Sumulong Elementary School, led by DepEd Secretary Sonny Angara and DOH Secretary Ted Herbosa. The event highlighted the role of school gardens in supporting child nutrition, food security, and healthy eating, marked by the harvesting of fresh vegetables. The East-West Seed Foundation, with Farm-Ready GG Seedling Corporation, supported the initiative through the distribution of vegetable seedlings for school and community gardens.



During Catechetical Month on September 12, 2025, at Mary Help of Christians School, Pampanga, we led a Basic Gardening session for students. Participants from Grades 7–12 and MOHTIW learners gained practical vegetable gardening skills through hands-on learning.

## Beyond the Core: Milestones and Recognition



Being named a grantee of the George S.K. Ty Grant is an honor that affirms our commitment to meaningful and inclusive initiatives. The grant reflects our mission to advance sustainable development and empower communities. Through this partnership, we aim to strengthen our programs, extend our reach, and create lasting impact for the communities we serve.



Participation in the National Nutrition Council Sub-Island Conference on September 3–4, 2025 in Cebu City allowed us to engage in key discussions on food security and nutrition. Representing the private sector through the Kain Tayo Pilipinas Coalition, we joined fellow advocates and partners committed to building a healthier, food-secure Philippines.



At the DepEd NCR Regional Stakeholders' Conference on October 24, 2025, we joined the recognition of outstanding School-Based Feeding and Gulayan sa Paaralan implementers. During the event, we showcased our VeggiEskwela and Oh My Gulay programs, promoting sustainable food production and nutrition education.



# OUR PARTNERS



## Accreditation and Affiliation



# OUR TEAM

## Board of Trustees



**Dr. Mary Ann P. Sayoc**  
*President*



**Senen C. Bacani**  
*Vice President & Auditor*



**Juan B. Santos**  
*Trustee*



**Rachel P. Lomibao**  
*Trustee*



**Cherrie D. Atilano**  
*Trustee*



**Maria Anna Patricia Sadorra**  
*Trustee*



**Eufemio T. Rasco, Jr.**  
*Trustee*



**Joost Pekelharing**  
*Trustee*



**Maaïke Groot**  
*Trustee*



**Henk Hermans**  
*Trustee*

## East-West Seed Foundation Team

**Divina B. Rivera**  
*Program Officer*

**Mary Joyce V. Gaviola**  
*Program Manager*

**Ruby P. Mandac**  
*Finance-Administrative Officer*

**Ma. Christina B. Guiwa**  
*Nutritionist-Dietitian*

**Princess O. Mananghaya**  
*Project Officer*

**John Wilson DR. De Leon**  
*Project Officer*

**Teodorico M. Barbosa, Jr.**  
*Program Officer*

**Anthony C. Permazo**  
*Project Officer*





EAST-WEST SEED  
FOUNDATION



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