

Robinsons Supermarket joins Go Negosyo and DA to support local onion farmers

Supermarket chain buys onions direct from local farmers

In support of the government and Go Negosyo initiative to promote inclusive business, Robinsons Supermarket has placed an initial order of 5,000 kilos of onions from local farmers which are currently being sold initially in 35 branches in Metro Manila of the supermarket chain.

The initial order is part of Robinsons Supermarket commitment to support the undertaking that will assure local farmers better access to its wide distribution network anchored on the strength of the supermarket chain's more than a hundred branches scattered across the country.

Thru this joint public-private sector partnership, as championed by Agriculture Secretary Manny Piñol and Presidential Adviser on Economic Enterprise and Go Negosyo founder Joey Concepcion for big businesses to support local onion farmers, Robinsons Supermarket is helping the onion farmers of Nueva Ecija to have their products made widely available in the fresh produce section of the supermarket. This is all made possible with the retail chain now directly sourcing onions from the farmers themselves.

“By making these agriculture products available in our supermarket, we encourage our customers to buy homegrown produce and this will certainly bring about a boost of support for our local farmers,” says Robina Gokongwei-Pe, President and COO of Robinsons Supermarket.

Gokongwei-Pe added that “As a company borne out of a pioneering entrepreneurial spirit, we are happy to provide the impetus to help grow local business enterprises. This is just our little own contribution towards nation-building.”

Jody S. Gadia, Robinsons Supermarket General Manager, represented the company in a special meeting called for by Agriculture Secretary Manny Piñol with supermarket chain owners and executives last November 30, 2016.

Secretary Piñol disclosed a series of measures to strengthen and protect the local onion growing industry, including a commitment to provide government financing for a marketing agreement between local onion farmers and big supermarket and restaurant chains and a series of steps to improve the local farmers' competitiveness.

Go Negosyo head Joey Concepcion was instrumental in putting together the crucial agreement that finalized the deal for big supermarket and restaurant chains to buy direct from local onion producers.

Robinsons Supermarket, the supermarket of choice for fresh and healthy food, is a subsidiary of Robinsons Retail Holdings Inc. (RRHI), the second largest multi-channel retailer in the Philippines. It was established in 1985 as the first major retailer to promote health and wellness. It commits to bring together healthy selections and affordable prices in a refreshingly clean and organized shopping destination, a bold lifelong commitment to educate and empower its customers to make healthy choices. To date Robinsons Supermarket has over 140 stores nationwide and still growing.



BUY HOMEGROWN produce and support our local farmers. Local onions are now available at Robinsons Supermarket.