

# Corporate Social Responsibility



**BELLE**  
*Kaagapay*





## Belle Kaagapay's CSR on Livelihood

Belle Corporation's continued support in favour of renewable development and local empowerment has always manifested in Belle Kaagapay. Launched in September 2014 as the company's social responsibility arm, it aims to provide local communities with educational and beneficial services in the form of programs which will equip them with the necessary skills for self-sustainability.

One such program is the Kabalikat sa Kabuhayan (KSK) program. Executed in partnership with SM Foundation, Inc. (SMFI), Harbest Agribusiness Corporation, the Department of Welfare & Development (DSWD), the Department of

Agriculture (DA), and the local government of Tanauan, Batangas, it provided free training on the practice of agriculture as a whole. During its 12-week run, the tried and tested methods of traditional classroom lectures and hands-on experience were employed in order to educate its participants.

Through the combined efforts of Harbest Agribusiness and DSWD, participants learned about a wide spectrum of topics which included but were not limited to: modern farming methods and its technologies, urban gardening, crop production and development, product formation, values, marketing, social entrepreneurship, and even basic bookkeeping.

To conclude the training, a Harvest Festival was held where farmers, trainers, and patrons alike gathered and were able to commemorate the fruits of their labor. Both the learning experience,





and its eventual role in creating a livelihood for them, are a cause for joy for many, if not all. With this, the program hopes to be able to spur a more active relationship with the community while also providing it with opportunities that would otherwise be unavailable any other way. Not only will it be an avenue to connect the farmers to other potential buyers, but another of its future goals is to be able to integrate its participants into everyday operations by making them suppliers of Tagaytay Highlands Clubs and its members.

Steps have already been taken in order to make this plan a reality: farmers were given training for a wide variety of crops which included sweet corn and lettuce especially, since these staple vegetables are often used in dishes served at many of Tagaytay Highlands' restaurants. In addition, to further support their goal of development, Belle Corporation has welcomed its farmers to utilize at least 5,000 square meters

of a section of open land within the Tagaytay Highlands complex itself, free of charge. Likewise, that is not all the KSK program has to offer.

Spearheaded by SMFI since it began in 2007, over 14,000 farmers to date have benefitted from it. Not only are its participants able to provide food for their family – ensuring their food security – but it has also opened to them an additional source of revenue, further allowing them to build the life they want on their own.

Others also gain from this arrangement. Beneficiary schools where Belle Kaagapay carries out its feeding programs also partake in the products.

The large scope of the program ensures that all gain from the arrangement. Local communities, individual lives, and families alike are sure to enjoy from its positive and long lasting effects.

