



AgriRise

— GROWING TOGETHER, RISING HIGHER —

AgriRise 2026

*Aligning Stakeholders to Strengthen
Philippine Agriculture*

9:00AM- 12:30pm, July 25, 2026
Online Webinar

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Building Competitive Agribusiness: Aligning Production, Markets, and Systems

Agriculture today sits at a critical turning point. Even before the recent surge in global fuel prices and supply chain disruptions, local agripreneurs were already navigating long-standing structural challenges—limited access to financing, fragmented distribution systems, post-harvest inefficiencies, and difficulty competing with imported goods in terms of price and consistency.

The recent geopolitical tensions have only intensified these pressures. Rising fuel costs have driven up transportation and input expenses, further widening the gap between local production and imported alternatives. For many agripreneurs, this creates a sense of uncertainty—but within this disruption lies a powerful opportunity.

This event brings together forward-thinking agripreneurs, enablers, and industry voices to reframe the narrative: not as a sector in decline, but as one ready for reinvention. Local agriculture is no longer just about production—it is about value creation, market positioning, and strategic resilience.

Participants will gain insight into where real opportunities exist today—from strengthening local value chains and exploring direct-to-market models, to leveraging partnerships, financing, and smarter distribution strategies. More importantly, this is a space to understand how others are navigating the same challenges—and winning.

Now is not the time to step back from agriculture. It is the time to rethink how we participate in it. Those who adapt, collaborate, and innovate will not only survive this period—they will define the future of the industry.

This session is designed to equip participants with both the perspective and the confidence to move forward.

Benefits of Attending



See where the real opportunities are in today's changing agricultural market—and how to position yourself to capture them



Understand how rising costs are reshaping the value chain, and what that means for your pricing, distribution, and margins



Practical Solutions: Discover actionable solutions and best practices to address industry challenges and enhance healthcare delivery to citizens.



Learn how others are navigating the same challenges—and winning, through practical, real-world approaches



Identify pathways to scale beyond one-off harvests, including partnerships, financing, and direct-to-market strategies



Evaluate where you currently stand in the market—and identify the strategic shifts needed to move from entry or small-scale operations toward a more structured, competitive agribusiness



Gain a clearer understanding of how stakeholders—government, private sector, and agripreneurs—can better align to strengthen the agricultural value chain and unlock growth



Connect with a focused network of agripreneurs and enablers, in a high-value virtual setting designed for serious participants

Explore the Agenda

Saturday, July 25, 2026

Online Webinar

8:45am Registration

9:00am Welcome from the Organiser

9:10am Welcome from the Chair

9:10am **Keynote: Where the Real Opportunities Are**

Know where real opportunities in agriculture are already emerging—and how even small players can position themselves to participate, compete, and grow. By understanding demand, aligning with systems, and working collectively, agripreneurs can move from isolated producers to organized forces capable of shaping markets and capturing long-term value.

- Where the real opportunities are right now. Priority crops, high-demand markets, and sectors where the Philippines already has a competitive edge—but where supply is still fragmented or underleveraged.
- How small players can actually enter and win. Moving from “what I can produce” to “what the market will pay for”—and aligning production, quality, and timing with real demand.
- Why organization changes everything. How cooperatives, clusters, and aggregation unlock volume, consistency, and bargaining power—turning small farmers into credible market participants.
- Positioning for long-term growth, not one-time gains. Understanding standards, building reliability, and participating in systems that allow agripreneurs to grow sustainably across multiple cycles—not just one harvest

Speaker from Department of Agriculture, Philippines

9:30am **Keynote: Between Farm and Market: Where Value Gets Lost**

The Philippines does not lack supply or demand—but too often, the value chain fails to connect them in a way that benefits farmers. This session examines where breakdowns occur across the agricultural value chain, what has been done on the ground to bridge these gaps, and what a more coordinated, resilient system could look like moving forward.

- Where the value chain breaks down: production planning, aggregation, logistics, pricing, and market linkage
- What happens when coordination fails: timing mismatches, oversupply in one area and shortages in another
- What has worked in practice: how initiatives like rescue buying and direct linkage have helped bridge immediate gaps
- What needs to change next: moving from reactive fixes to structured, scalable systems that connect farmers to markets consistently

Allan Monreal, Agripreneur, Agro-Industrial Management Corp.

9:50am Panel Discussion: The Missing MiddleWhy Filipino Agripreneurs Struggle to Scale—And What’s Actually Broken

Many agripreneurs are doing the work—but remain stuck because the system between farm and market is fragmented, inconsistent, and often working against them. This session breaks down where value is lost and shows how small players, when organized and properly positioned, can move from isolated producers to a collective force that can access markets and grow sustainably.

- Where the value chain actually breaks. The real gaps in post-harvest handling, logistics, financing, and market linkage—and how these prevent growth even when production is strong
- Why effort alone does not lead to scale. Understanding the structural barriers that keep agripreneurs small despite hard work and increasing output.
- The disconnect between small producers and large buyers. Why most agripreneurs struggle to meet market requirements—and what needs to change to bridge that gap.
- How organization creates power and opportunity. How cooperatives, aggregation, and coordinated systems can transform small players into credible, competitive market participants

Felicitas Pantoja, Founder, Coffee for Peace

Allan Monreal, Agripreneur, Agro-Industrial Management Corp.

10:25am Break

10:35am What the Market Will Pay For and What It Will Sustain

Global demand is not just shifting toward higher-value products—it is increasingly shaped by expectations around consistency, traceability, and sustainability. This session explores how agripreneurs can align with real market demand while building systems that are resilient, scalable, and designed for long-term participation.

- What global buyers are actually looking for today—and how sustainability and traceability are becoming non-negotiable
- Why short-term profit opportunities often collapse, and how to identify demand that can be sustained over multiple seasons
- Aligning crop selection, production planning, and post-harvest handling with both market demand and system viability
- How small and mid-scale agripreneurs can enter higher-value markets without overextending or taking on unsustainable risk

Tisha Pla Dela Rosa, Chief, Macroeconomic Planning Policy, Department of Agriculture Philippines

Wencelito Gomez, President, Kalasag Farmers Producers Cooperative

Regina Rizon, CEO, Laregina Coconust Manufacturing

11:10am

Fireside Chat: From Harvest to System—Building Agribusinesses That Actually Last

Many agripreneurs can produce—but far fewer are able to build systems that consistently deliver value across cycles, markets, and changing conditions. This session focuses on what it takes to move beyond one-off harvests and into structured, resilient agribusiness models that can grow, adapt, and endure.

- The shift from selling harvests to building repeatable, system-driven agribusinesses
- Structuring relationships with farmers, buyers, and partners to ensure consistency—not just output
- Reducing risk across the cycle: demand volatility, price swings, and operational gaps
- Integrating sustainability and long-term planning without sacrificing profitability

***Nina Lehmann**, Founder, **Farmentor** (formerly with the Israel Department of Agriculture)*

11:45am

Q & A in Breakout Rooms

12:10pm

Closing: From Insight to Action

- Key takeaways from all sessions
 - Call to action
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