

About Us

- [Company History](#)
- [Vision & Mission](#)

About Us

SL Agritech Corporation (SLAC), a subsidiary of Sterling Paper Group of Companies, started in 1998 as an unincorporated entity performing research work on hybrid rice. Inspired by the success of China to overcome food shortages shortly after the postwar era and become surplus producer and exporter of rice, the Lim family, sought and obtained the assistance of Prof. Yuan Long Ping to develop hybrid rice varieties suitable to tropical conditions prevalent in the Philippines. The personal commitment of the person widely regarded as the “father” of hybrid rice, laid the foundation that dictated the direction and growth of the company and gave it a unique position in the development of hybrid rice technology in the Philippines.

In September 11, 2000, SL Agritech Corporation was formally incorporated with the primary purpose of promoting the development, commercialization and growth of hybrid rice technology. Underlying this objective is a commitment to bring employment and entrepreneurship to the rural areas and stimulate economic growth.

Starting modestly with land provided by the provincial government of Laguna in October 1999, SLAC initiated the development of several hybrid rice parental lines which were later transferred to a 40-hectare farm in Sta. Cruz Laguna that now houses the research and breeding complex of the company. In April 2000, the first crop of Mestizo A line and F1 Mestizo hybrid rice seeds were harvested, as stipulated in the initial partnership agreement forged between SLAC and the Department of Agriculture represented by the Philippine Rice Research Institute (PHILRICE). In 2001, the Hybrid Rice Commercialization Program was formally launched, signaling the drive to spread hybrid rice technology across all regions. It was also at this time that another agreement was signed with PHILRICE for SLAC to produce Mestizo Parental seeds. This prompted the company to establish its first major seed production base in Banaybanay, Davao Oriental. The marketing effort at that time consisted of joint undertakings between PHILRICE and SLAC with promotions channeled through trade fairs, television and radio features. These were later followed by more substantive efforts in the form of technology demonstrations.

The development of SLAC’s proprietary hybrid rice SL-8 which was initially released in D.S., 2002-2003, marked the start of the company’s expansion and the development of its marketing organization. A Regional Sales Manager who supervises a team of technical sales representatives and agronomists serving as field technicians divides the national sales area into three sales regions. The field technicians generate demand for the product by constant interaction with farmer groups and local agriculturists while sales representatives make sure of product availability at places of distribution.

The marketing program of SLAC makes no major departures from standard sales and marketing practices of companies in similar fields. It features a marketing organization made up of a strong field base that implements marketing strategies formulated in consideration of the total operating environment. This basically means that the marketing mix takes into account the factors that determine the “sale-ability” of the product in relation to conditions obtained in the market place. Product features for example must address factors critical to stakeholders in the rice supply chain.

Reinforcing the implementation of the marketing programs is a close working relationship with the Regional Field Units (RFU) of the Department of Agriculture, PHILRICE and the various agencies involved in the GMA Rice Program, a strong, albeit tacit partnership evolved with many of these agencies.

Following the success of SL8-H, SLAC introduced in 2004 a brand that will carry out its new line of hybrid rice varieties, the Doña Maria Premium Quality Rice, named after the Lim family’s visionary matriarch.

Doña Maria Premium Quality Rice is one of the leading rice brands in the country today. It has five (5) variants—Jasponica, Jasponica Brown, Miponica, Miponica Brown, and Jasponica Plus rice. Jasponica is a variety that combines the aroma of Jasmine rice and the excellent eating quality of Japanese rice while Miponica has the unique texture of Milagrosa and Japanese rice. The brown rice varieties are healthy and rich in nutrients such as dietary fiber, vitamin B complex, magnesium, and selenium. Jasponica Brown possesses a nutty and chewy texture whereas Miponica Brown is soft and full to the bite.

To make brown rice more appealing to children, Doña Maria has Jasponica Plus—the yumminess of white rice PLUS the healthy benefits of brown rice.

The development of its Doña Maria Premium Rice marked the start of the company's expansion and the development of its marketing organization.

What makes the brand unique from the other brands is it is the only rice brand in the Philippines who does all the process from planting, harvesting, milling, packing, and distribution. Not only is it proudly Philippine-made, its quality is compatible with imported rice. Grown in the choicest farmlands and having the best rice breeding technology in the Philippines, SLAC ensures the quality and benefits of its rice. With this commitment, SLAC has been certified with the ISO 9001:2000 for Hybrid Seeds and Hybrid Rice Production last February 2009.



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