



**LANDBANK**

SERVING THE NATION

# LANDBANK SERVES

CHRONICLES OF GROWTH

Volume XVII No. 9 | October 2022

## What's inside?

	PAGE
LANDBANK, DA ramp-up 'ayuda' delivery to rice farmers	3
LANDBANK opens new ATM in unbanked Sta. Praxedes, Cagayan	4
Bongabong LGU, LANDBANK lead groundbreaking of Agri-Hub	5
LANDBANK, UNICEF join hands to extend pre-disaster aid	6
LANDBANK deploys Mobile ATMs in typhoon-hit Nueva Ecija	7
New LANDBANK accounts go full digital	8
More LANDBANK customers can transact from 7-Eleven ATMs sans service fees	8
LANDBANK wins three honors at 13th Asia CEO Awards	9
LANDBANK does not send clickable links in emails, SMS	10
LANDBANK backs Navotas City's dev't plan	11
BIR, LANDBANK boost drive for digital tax collection	12
DOTr, LANDBANK reinforce ties to modernize transport sector	13
DHSUD, LANDBANK build on partnership for accessible housing	14
Isabela fish farm reels in success with LANDBANK support	15



LANDBANK Serves is a monthly online publication produced by LANDBANK's Corporate Affairs Group, with address at the 24th Floor, LANDBANK Plaza, 1598 M.H. Del Pilar cor. Dr. Quintos Sts., Malate, Manila, Philippines 1004. LANDBANK Serves Editors reserve the right to edit and finalize all stories prior to publication. For comments or suggestions/contributions, please contact us at 8551-2200 local 7636 or e-mail [lbp.cced@mail.landbank.com](mailto:lbp.cced@mail.landbank.com).

Deposits are insured by PDIC up to P500,000 per depositor.  
Regulated by the Bangko Sentral ng Pilipinas  
Telephone: (+632) 8708-7087 | SMS: 021582277 (Globe)  
Webchat: <http://www.bsp.gov.ph/> | E-mail: [consumeraffairs@bsp.gov.ph](mailto:consumeraffairs@bsp.gov.ph)  
Facebook: @BangkoSentralngPilipinas

Subscribe to our official online and social media channels:

[www.landbank.com](http://www.landbank.com)

[landbankofficial](#)

[@LBP\\_Official](#)

LANDBANK

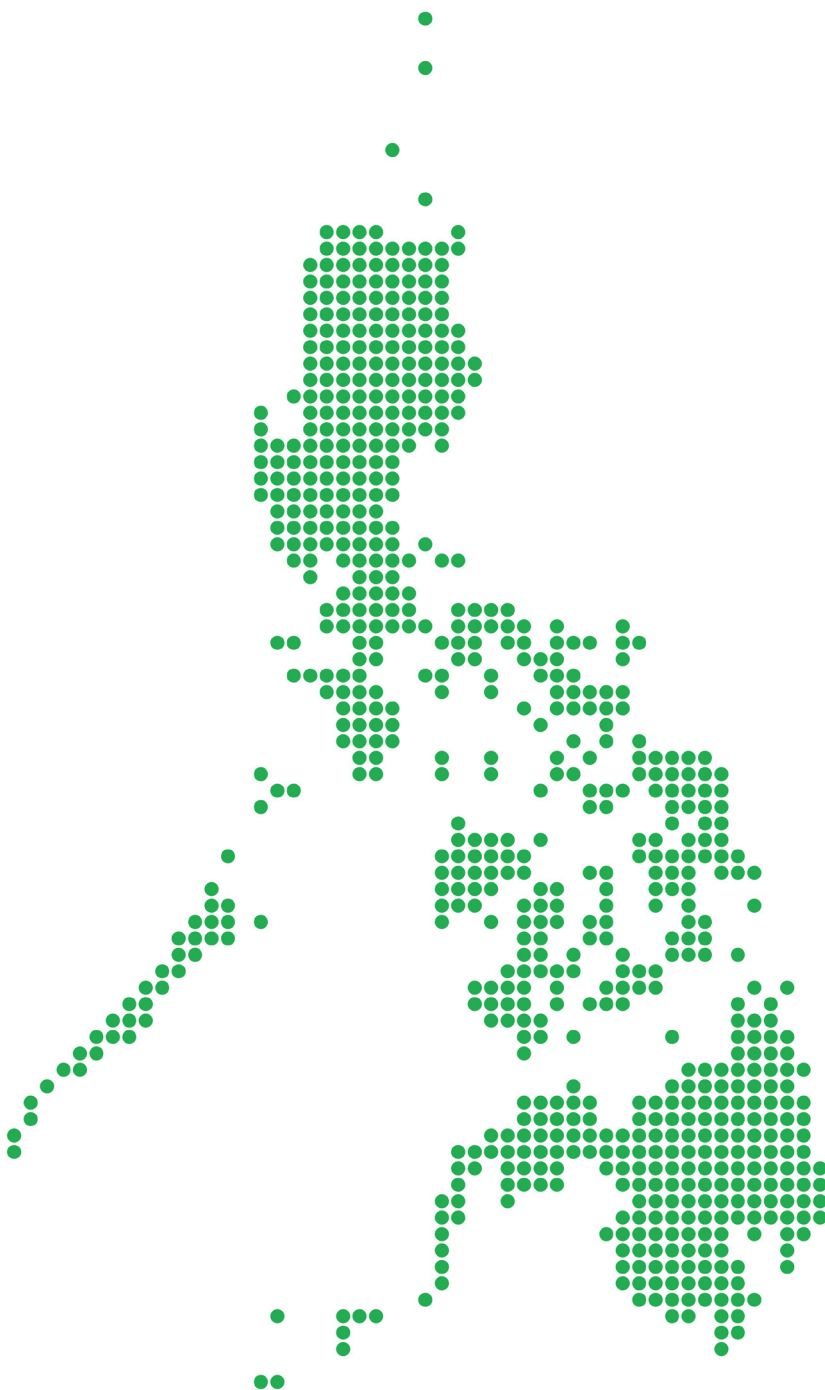
Land Bank of the Philippines (Official)

**LARGEST** GOCC in the Philippines

**No. 2** in terms of Assets and Deposits

**100%** of all cities and municipalities in the Philippines are reached

Present in all **81** provinces



## By the Numbers

As of end-September 2022

**607** Branches

**69** Branch-lite Units

**58** Lending Centers

**2,899** ATMs

**231** CDMs

**970** Agent Banking Partners

**1,603** POS Machines



# LANDBANK, DA ramp-up 'ayuda' delivery to rice farmers

In partnership with the Department of Agriculture (DA), LANDBANK continues to ramp up the distribution of cash grants to farmer-beneficiaries under the Rice Competitiveness Enhancement Fund - Rice Farmers Financial Assistance (RCEF-RFFA) Program.

As of end-September 2022, LANDBANK has produced Intervention Monitoring Cards (IMCs) for 54,188 beneficiaries nationwide, of which 26,523 hail from the province of Pangasinan; 8,011 from Cagayan; 7,047 from Isabela; 7,204 from Sultan Kudarat; and the rest from the provinces of Tarlac, Pampanga and Camarines Sur.

Through the LANDBANK IMCs, the beneficiaries are to receive P5,000.00 worth of cash assistance each to purchase needed farm inputs and boost agricultural productivity.

In close coordination with the DA, LANDBANK has likewise opened accounts for another 118,857 farmer-beneficiaries for immediate production and distribution of their own LANDBANK IMCs.

LANDBANK serves as the disbursing arm of the RCEF-RFFA Program, designed to provide responsive financial support to eligible farmer beneficiaries identified by the DA, as part of the implementation of Republic Act No. 11203 otherwise known as the Rice Tariffication Law (RTL).



The LANDBANK Umingan Branch in Pangasinan facilitates the distribution of P5,000 cash aid to farmer-beneficiaries under the Rice Competitiveness Enhancement Fund - Rice Farmers Financial Assistance (RCEF-RFFA) Program.

# LANDBANK opens new ATM in unbanked Sta. Praxedes, Cagayan

SANTA PRAXEDES, Cagayan – The residents of this unbanked municipality now have easier access to banking services, with the installation of a new LANDBANK ATM at the Municipal Gymnasium along the Pan-Philippine Highway.

“With the installation of this new ATM, the people of Santa Praxedes will save a lot of time, money, and effort. We are grateful to LANDBANK for granting us access to their services with this ATM,” said Santa Praxedes Mayor Esterlina A. Aguinaldo.

Mayor Aguinaldo led the LANDBANK ATM inauguration on Sept. 27, 2022 together with Vice Mayor Rene D. Estabillo, and LANDBANK Sanchez Mira Branch Head Menalyn Q. Rabaino, alongside Sangguniang Bayan members and other LGU partners.

“LANDBANK continues to expand its reach to deliver banking services where it is most needed. As we promote financial inclusion, we also look forward to helping advance economic activity in Santa Praxedes,” said LANDBANK President and CEO Borromeo.

The LANDBANK ATM will service all 10 barangays of Santa Praxedes in the northern part of the Province of Cagayan.

The strategic location of the LANDBANK ATM will benefit government employees and private customers, who no longer need to wait in long queues and travel to other towns for their cash requirements.

The LANDBANK touchpoint will also support the convenient payout for about 5,000 combined beneficiaries under the Conditional and Unconditional Cash Transfer (CCT/UCT) and Social Pension Programs of the Department of Social Welfare and Development (DSWD).



Mayor Esterlina A. Aguinaldo (left) leads the ceremonial cash withdrawal from the newly-installed LANDBANK ATM (right photo) located at the Municipal Gymnasium of the unbanked municipality of Sta. Praxedes in Cagayan.





Bongabong Municipal Mayor Elegio A. Malaluan (5th from left) and Vice Mayor Richard S. Candelario (4th from left), together with LANDBANK representatives, lead the groundbreaking ceremony at the LGU municipal compound on Sept. 6, 2022. The activity was witnessed by LGU officials and several local businessmen from the Municipality.

## Bongabong LGU, LANDBANK lead groundbreaking of Agri-Hub

To better serve the requirements of farmers and fishers, a LANDBANK Agri-Hub will soon rise at the compound of the Municipal Government of Bongabong by December 2022.

Bongabong Mayor Elegio A. Malaluan, together with LANDBANK Oriental Mindoro Lending Center Head, Assistant Vice President Edwin Roel Ramos; Calapan San Vicente Branch Head, Department Manager Ferdinand E. Abas; and Pinamalayan Branch Head Lizza Mae D. Camposano, led the groundbreaking ceremony on Sept. 6, 2022.

Mayor Malaluan expressed his gratitude to LANDBANK, as the new touchpoint in the locality will spur local economic growth and development—which are priorities under his administration.

The construction of the LANDBANK Bongabong Agri-Hub is set to commence within the month and expected to be inaugurated in late December 2022, in addition to the Bank's 10 existing Agri-Hubs nationwide.

The Bongabong Agri-Hub will provide accessible financial services mainly to the 12,233 farmers and fishers in the Municipality, to complement the nearest LANDBANK Lending Center in Calapan City.

The Agri-Hub will also deliver banking services to public and private clients of the Bank, including 5,360 beneficiaries of National Government's Conditional and Unconditional Cash Transfer (CCT/UCT) Programs in the Municipality.

The LANDBANK touchpoint will be equipped with various digital banking platforms, including the Digital Onboarding System (DOBS), which simplifies the account opening process for new clients to only 10-15 minutes.

The establishment of the Bongabong Agri-Hub is a testament to the Bank's continued commitment to serve key players in the agribusiness value chain. With this, LANDBANK hopes to generate more economic opportunities and activities in the Municipality and nearby areas.

# LANDBANK, UNICEF join hands to extend pre-disaster aid

LANDBANK and the United Nations Children's Fund (UNICEF) signed a partnership agreement to ensure the smooth and speedy disbursement of pre-disaster financial aid to some 22,000 families in typhoon-prone towns.

LANDBANK President and CEO Cecilia C. Borrromeo and UNICEF Philippines Representative Oyunsai Khan Dendevnorov led the ceremonial signing for a banking services agreement for the pilot run of the United Nations Central Emergency Response Fund (CERF) for Anticipatory Action on Oct. 6, 2022 at the UNICEF Philippines Office in Mandaluyong City.

They were joined by UNICEF Deputy Representative for Programs Behzad Noubary and Deputy Representative for Operations Thomas Meyerer, alongside LANDBANK Senior Vice President Marilou L. Villafranca, and Assistant Vice Presidents Domingo Conrado G. Galsim and Renato R. Aquino.

Under the agreement, LANDBANK shall open an account on behalf of UNICEF for deposit and maintenance of funds among various banking services, including the crediting of multi-purpose cash transfers to the LANDBANK Prepaid Cards of identified Conditional Cash Transfer (CCT) Program beneficiaries.

UNICEF Philippines Representative Dendevnorov said that the anticipatory approach reduces the costs of humanitarian response and allows affected populations to make informed decisions ahead of a humanitarian crisis.

"In this context, we can say that cash transfers provided through Financial Service Providers (FSPs) like LANDBANK can improve the speed, efficacy and security of humanitarian aid delivery," said UNICEF Philippines Representative Dendevnorov.

Target beneficiaries under the pilot CERF for Anticipatory Action include families residing in the municipalities of Baras, Bato, San Andres and Virac in Catanduanes, as well as the municipalities of Catarman, Catubig, Gamay, Mondragon, and San Roque in Northern Samar.

The cash assistance worth P1,000 for each CCT beneficiary will be disbursed via LANDBANK Prepaid Cards, three days before the expected landfall of a Category 4 or 5 typhoon.

Beneficiaries can use the prepaid cards to withdraw cash assistance from LANDBANK automated teller machines (ATMs) and Agent Banking Partners, and make cashless purchases in groceries and drugstores via point-of-sale (POS) terminals.

LANDBANK recently upgraded the existing prepaid cards of the CCT beneficiaries into transaction accounts with expanded features to provide more convenient banking services, including cash card loading via LANDBANK branches, fund transfers through the LANDBANK Mobile Banking App, and cash-in via LANDBANK Cash Deposit Machines.



LANDBANK President and CEO Cecilia C. Borrromeo (3rd from right) and UNICEF Philippines Representative Oyunsai Khan Dendevnorov (4th from right) sign a banking services agreement Oct. 6, 2022, for the pilot run of the United Nations Central Emergency Response Fund (CERF) for Anticipatory Action. They are joined by UNICEF Deputy Representative for Programs Behzad Noubary (leftmost) and Deputy Representative for Operations Thomas Meyerer (5th from right), and LANDBANK Senior Vice President Marilou L. Villafranca (2nd from right) and Assistant Vice President Domingo Conrado G. Galsim (rightmost).



# LANDBANK deploys Mobile ATMs in typhoon-hit Nueva Ecija

LANDBANK deployed two mobile ATMs in the Municipalities of Sta. Rosa and Cuyapo to respond to the emergency banking needs of residents, following the damage and disruption caused by the recent super typhoon “Karding.”

A LANDBANK Mobile ATM was deployed to the Municipal Hall of Sta. Rosa on Sept. 29, 2022, to serve the urgent cash requirements of locals in the area.

Meanwhile, another Mobile ATM was stationed at the Municipal Hall of Cuyapo the following day, Sept. 30, 2022, in time for the payroll date of municipal employees and other LANDBANK customers.

The LANDBANK Mobile ATMs are designed to be deployed in areas with disrupted or limited access to banking services due to disasters or calamities, in line with LANDBANK’s commitment to provide unhampered banking services.

It is an offsite ATM mounted on a customized transport vehicle which can provide basic banking services, such as cash withdrawal, balance inquiry, bills payment, and fund transfer.

LANDBANK operates a total of 20 Mobile ATMs nationwide.



LANDBANK deployed a mobile ATM to the Municipalities of Sta. Rosa and Cuyapo in Nueva Ecija to service the cash requirements of customers in the province in the aftermath of super typhoon “Karding.”

## New LANDBANK accounts go full digital

All new customers applying for a LANDBANK deposit account shall be provided a cardless account, effective Oct. 4, 2022.

New account holders will be enrolled in the LANDBANK iAccess and Mobile Banking App (MBA), and will benefit from having convenient access to digital banking services, including inter-bank transactions via InstaPay and PESOnet.

Cardless account holders can also use the LANDBANK MBA to access their account and withdraw cash from 2,899 LANDBANK ATMs nationwide, which have been upgraded with a cardless withdrawal feature.

Cardless cash deposit is likewise available via 231 LANDBANK Cash Deposit Machines (CDMs) nationwide.

However, new LANDBANK customers may still opt for a physical LANDBANK ATM card for a minimal fee of P150.00.



The Bank assures customers that it maintains the highest level of security in all its systems, while also reminding customers to remain vigilant against online banking fraud and scams.

## More LANDBANK customers can transact from 7-Eleven ATMs sans service fees

LANDBANK prepaid cardholders can transact for free from ATMs in selected 7-Eleven convenience stores.

In addition to holders of LANDBANK Regular ATM Cards and Debit Cards, customers can also use their LANDBANK Prepaid Cards to perform cash withdrawal and balance inquiry free-of-charge in 1,980 7-Eleven ATMs in Metro Manila, CALABARZON, Pampanga, Bataan and Cebu, as of end-September 2022.

For added convenience, LANDBANK cardholders now also enjoy an increased cash withdrawal limit of P20,000 per transaction from the previous P10,000.

This development benefits the 8.3 million previously unbanked Philippine Identification System (PhilSys) Project registrants onboarded by LANDBANK in collaboration with the Philippine Statistics Authority (PSA), as of end-September 2022.

The Bank is providing unbanked PhilSys registrants with their own LANDBANK transaction accounts, to bring more Filipinos into the formal banking system.

LANDBANK Prepaid cardholders also include about 10 million beneficiaries under the Conditional Cash Transfer and Unconditional Cash Transfer (CCT/UCT) Programs of the Department of Social Welfare and Development (DSWD).



# LANDBANK wins three honors at 13th Asia CEO Awards

LANDBANK garnered three Circle of Excellence Awards during the 13th Asia CEO Awards ceremony on Oct. 11, 2022 at the Marriott Hotel in Pasay City.

“These awards serve as confirmation that LANDBANK is headed in the right direction. We have fully transformed into a development-oriented institution that is more responsive to the needs of an expanded and diverse customer base,” said LANDBANK President and CEO Cecilia C. Borromeo.

LANDBANK bagged the Most Innovative Company of the Year award for its LANDBANKPay, the all-in-one mobile wallet. Through the application, users can safely and conveniently pay bills, load up mobile phones and tollway RFID accounts, make purchases online, and transfer funds anytime, anywhere.

The Bank also received the Most Sustainable Company of the Year award for the LANDBANK LGU Lending Program, which supports Local Government Unit partners to implement development programs, thereby promoting long-term economic growth in the countryside. Among the significant environmental

initiatives that the Program has financed include solid waste management projects, as well as renewable energy and energy efficient projects designed for climate change mitigation.

As of end-September 2022, LANDBANK's total loan portfolio to LGUs have reached P88.5 billion, which have helped advance economic activity and generate much-needed livelihood in local communities.

LANDBANK likewise received the Wellness Company of the Year Award for its Employee Wellness Program, which utilizes a holistic framework for promoting comprehensive health and wellness.

The LANDBANK Employee Wellness Program is designed to help employees attain an optimal health and work-life balance in a healthy, safe, and harmonious work environment, which leads to engagement, work productivity, and good quality of life.

The 2022 Asia CEO Awards is on its 13th year of recognizing outstanding leadership achievements by individuals and organizations in the Philippines and across the Asia-Pacific region.



(Right to left) LANDBANK Executive Vice President Alex A. Lorayes and Senior Vice Presidents Ma. Celeste A. Burgos and Randolph L. Montesa received the trophies awarded to LANDBANK in the Innovative, Sustainable and Wellness categories during the 13th Asia CEO Awards on Oct. 11, 2022.

# LANDBANK does not send clickable links in emails, SMS

LANDBANK does not send official emails and text messages with clickable hyperlinks, as part of the Bank's continuing efforts to ramp-up security and better protect customers against the prevalence of phishing and other online scams.

All emails and text messages allegedly from LANDBANK or a representative of the Bank that has a clickable link is definitely fake and part of a scam.

LANDBANK customers and the general public are advised not to click hyperlinks in these fake emails and text messages, and to immediately report receipt of the same to their respective Branches of account or through the LANDBANK Customer Care Hotline.



The Bank also warns of an online scam that uses Google Ads that lead to fake LANDBANK websites as well as a circulating fake promo of giving away P7,000 subsidies to people who complete an online survey supposed to be in celebration of the Bank's 60th anniversary. LANDBANK reiterated that it has not placed any ads on Google and does not have any subsidy promotions.

The public is advised to remain vigilant against phishing websites masquerading as official LANDBANK websites, as well as all other forms of online banking fraud.



Never share your account and personal information to anyone, as official LANDBANK representatives will never ask for critical financial and banking information from customers.

To report fraudulent activities, LANDBANK customers may contact their respective handling Branch or the LANDBANK's Customer Care Hotline through:

-  (02) 8-405-7000
-  1-800-10-405-7000
-  [customercare@mail.landbank.com](mailto:customercare@mail.landbank.com)

## PROTECT YOUR MOBILE WALLET FROM ONLINE SCAMMERS!

Here are five tips you can do to tighten the security of your LANDBANKPay:



-  1. ENABLE & UPDATE SECURITY FEATURES
-  2. MONITOR REGULARLY
-  3. NEVER SHARE YOUR PIN
-  4. AVOID CLICKING RANDOM LINKS
-  5. DOWNLOAD FROM CREDIBLE SOURCES

1. Enable your phone's security features and keep them updated.
2. Monitor your transactions regularly and report suspicious activities immediately to LANDBANK Customer Care Hotline.
3. Never share your LANDBANKPay PIN with anyone.
4. Avoid clicking random links that redirect you to a *phishing* site or downloading attachments from suspicious senders.
5. Download LANDBANKPay from credible sources only.





LANDBANK President and CEO Cecilia C. Borromeo (4th from right) and other Bank officers pay a courtesy visit to Navotas City Mayor John Reynald M. Tiangco (5th from right) on Oct. 14, 2022, to express support to the City Government's development agenda.

## LANDBANK backs Navotas City's dev't plan

LANDBANK continues to support the City Government of Navotas towards the fulfillment of its socio-economic initiatives to drive local recovery and inclusive development.

During a courtesy visit on Oct. 14, 2022, LANDBANK President and CEO Cecilia C. Borromeo and Navotas City Mayor John Reynald M. Tiangco discussed ongoing and potential collaboration programs and projects for the benefit of Navoteños.

LANDBANK has been supporting Navotas City's infrastructure projects through the years, including the construction of the Navotas City Hospital (NCH), Navotas Columbarium and Crematory, training center, medical and wellness center, and street lights.

Most recently, the Bank extended financing support to the City Government under the RISE-UP LGUs (Restoration and Invigoration package for a Self-sufficient Economy towards UPgrowth for LGUs) Lending Program, for the enhancement of the NCH and acquisition of various laboratory equipment and generator set, among others.

The City Government of Navotas and LANDBANK also partnered in 2021 to provide Navoteños with a safe and efficient online payment facility to settle local government fees.

Through the LANDBANK Link.BizPortal, Navoteños now enjoy the convenience of paying their real property taxes, business taxes, and other financial obligations to the City Government anytime and anywhere, without the need to physically line up at the city hall.

LANDBANK currently has two branches and 10 ATMs in Navotas City, providing convenient banking services to all of its 18 barangays.

LANDBANK customers include beneficiaries of the Department of Social Welfare and Development's (DSWD) Conditional and Unconditional Cash Transfer (CCT/UCT) Programs, local government employees, teachers, and private employees.

# BIR, LANDBANK boost drive for digital tax collection

LANDBANK expressed its continuous support for the Bureau of Internal Revenue's (BIR) tax collection modernization efforts towards providing convenient services for taxpayers.

LANDBANK President and CEO Cecilia C. Borrromeo met with BIR Commissioner Lilia C. Guillermo on Oct. 5, 2022, to explore meaningful avenues for collaboration to advance better tax administration. They were joined by LANDBANK Senior Vice Presidents Marilou L. Villafranca and Randolph L. Montesa, and other Bank officers.

The Bank supports the BIR through the LANDBANK Link.BizPortal facility, which provides taxpayers with a safe, reliable, and efficient online payment solution to conveniently pay their taxes, among other digital banking services.

The LANDBANK Link.BizPortal allows customers to pay tax liabilities online via the BIR or LANDBANK websites, thereby eliminating the need to physically wait in line at BIR regional and district offices.

From January to September 2022, the LANDBANK Link.BizPortal has facilitated for the BIR over 585,000 transactions with a total value of P1.55 billion.



A contingent of senior officials led by LANDBANK President and CEO Cecilia C. Borrromeo (3rd from left) pay a courtesy visit to BIR Commissioner Lilia C. Guillermo (4th from left) in line with the Bank's continuing commitment to support modernized tax administration.





LANDBANK President and CEO Cecilia C. Borrromeo (5th from right) pays a courtesy visit to Transport Secretary Jaime J. Bautista (6th from right) to reaffirm the Bank's continuing commitment to the National Government's transport modernization agenda. Joining them are DOTr Undersecretaries Cesar B. Chavez (7th from right), Atty. Timothy John R. Batan (8th from right), Kim Robert C. De Leon (9th from right), LANDBANK Executive Vice Presidents Alex A. Lorayes (3rd from right) and Liduvino S. Geron (4th from right), and LANDBANK Senior Vice Presidents Randolph L. Montesa (2nd from right) and Ramon R. Monteloyola (rightmost).

## DOTr, LANDBANK reinforce ties to modernize transport sector

LANDBANK renewed its commitment to the Department of Transportation (DOTr) to fully support programs that provide a more efficient, convenient, and modern public transportation for Filipino commuters.

During a courtesy visit on Sept. 2, 2022, LANDBANK President and CEO Cecilia C. Borrromeo met with DOTr Secretary Jaime J. Bautista to discuss ongoing and potential collaboration programs and initiatives to advance the country's transport sector.

The LANDBANK and DOTr are partners for the Automated Fare Collection System (AFCS) Pilot Production Testing (PPT), which allows the convenient use of EMV contactless credit, debit and prepaid bank cards as cashless payment instruments in public transport modes.

Only LANDBANK contactless cards will be accepted as fare media for the interim implementation. Once the necessary regulations or policies have been issued, the LANDBANK AFCS solution can also accept and process the EMV contactless cards issued by other local and foreign banks.

In preparation for its full and commercial implementation, LANDBANK and the DOTr launched the AFCS in September, covering six units of modern public utility vehicles (MPUVs) of PM Jeepney Drivers Operators and Services, Inc. (PMJDOSI).

The remaining 144 MPUV units out of the total 150 PUV units shall soon be deployed in selected pilot sites in NCR, Central Luzon, Calabarzon, and Metro Cebu.

The Bank likewise offers the Support Package for Environment-friendly and Efficiently-Driven PUV (SPEED PUV) Program, to help finance the shift of public transport operators to modern, safer and eco-friendlier vehicles. LANDBANK can finance up to 95% of the PUJ's total cost at an affordable interest rate of 6% per annum, payable based on cash flow but not to exceed a maximum of seven years.

The National Government, through the Land Transportation Franchising and Regulatory Board (LTFRB), also offers P160,000.00 subsidy to borrowers for each PUJ financed under the Program.

# DHSUD, LANDBANK, build on partnership for accessible housing

LANDBANK President and CEO Cecilia C. Borromeo paid a courtesy visit to Department of Human Settlements and Urban Development (DHSUD) Secretary Jose Rizalino L. Acuzar to express support for the national government's inclusive thrust of expanding access to affordable housing for Filipinos.

The officials explored opportunities for collaboration to attract development partners, such as private developers, Local Government Units (LGUs), banks, and other financial institutions, to invest in affordable housing construction.

The meeting was also attended by DHSUD Undersecretary Robert Juanchito T. Dispo, together with LANDBANK Executive Vice Presidents Liduvino S. Geron and Julio D. Climaco, Jr., Senior

Vice Presidents Randolph L. Montesa and Marilou L. Villafranca, and Vice President Francisco E. Burgos Jr.

LANDBANK is providing DHSUD various digital banking services, including digital payment to suppliers through the LANDBANK weAccess, and viewing of account information and preparation of reports on issued checks through the LANDBANK electronic Modified Disbursement System (eMDS).



LANDBANK President and CEO Cecilia C. Borromeo (4th from right) pays a courtesy visit to Department of Human Settlements and Urban Development (DHSUD) Secretary Jose Rizalino L. Acuzar (5th from right) on Aug. 30, 2022 to express support for the National Government's intensified mass housing program. Joining them are DHSUD Undersecretary Robert Juanchito T. Dispo (6th from right), alongside LANDBANK Executive Vice Presidents Liduvino S. Geron (7th from right) and Julio D. Climaco, Jr. (3rd from right), Senior Vice Presidents Randolph L. Montesa (2nd from right) and Marilou L. Villafranca (rightmost), and Vice President Francisco E. Burgos Jr. (leftmost).



## Isabela fish farm reels in success with LANDBANK support

**S**AN MATEO, Isabela – When Cagayan Valley, one of the country's largest tilapia-producing regions, faced a region-wide shortage of tilapia fingerlings in 1993, business graduate Arnel Santiago decided to establish his own fish hatchery to help boost local production and earn additional income.

With no prior experience in aquaculture but armed with determination to learn about fish farming, Arnel completed trainings on fish pond operations and established A.R. Santiago Fish Farm. He was able to sustain his operations until 2002, when running his business became a challenge due to lack of capital.

It was then that Arnel availed of his first loan from LANDBANK to purchase feeds and modern equipment such as water pumps and a backhoe, as well as a 2.4-hectare agricultural land to expand his fish farm.

Through LANDBANK's continuing credit assistance over the years—which has since amounted to P6.4 million—Arnel's fish production increased from an average of 100,000 tilapia fingerlings to 300,000 to 500,000 fingerlings per month.

*"Isang taos-pusong pasasalamat sa LANDBANK. Dahil sa tulong nila ay umasenso at napalawak ko ang aking negosyo. Nakatulong rin ako na mapunan ang kakulangan sa produksyon ng tilapia dito sa aming rehiyon,"* said Arnel.

A.R. Santiago Fish Farm now supplies fingerlings to various fish pond operators and buyers in Cagayan Valley and the Cordillera Administrative Region (CAR). The farm is also tapped by the Bureau of Fisheries and Aquatic Resource (BFAR) Region II and other local government units to supply fingerlings for their distribution activities to fish farmers.

With his increased income, Arnel was able to purchase a solar irrigation system to power his water pumps during daytime. This has since reduced monthly operational expenses by 30%.

To support the local fishing industry in Isabela, Arnel offers technical assistance to new fish breeders who want to venture into the tilapia breeding business. The A.R. Santiago Fish Farm is now accredited as a 'Learning Site for Agriculture' by BFAR, the Agricultural Training Institute (ATI), and Technical Education and Skills Development Authority (TESDA).

Arnel has also reaped various awards for his accomplishments as a fish farmer from the Department of the Agriculture (DA) and the Local Government of San Mateo.

*"Gusto kong ibahagi ang aking expertise at technical knowledge sa bagong henerasyon, para masiguro ang tuloy-tuloy na paglago ng aquaculture industry sa ating bansa,"* Arnel added.



LANDBANK assisted the operations of A.R. Santiago Fish Farm, owned by Arnel Santiago (left photo) in San Mateo, Isabela, which now produces 300,000 to 500,000 tilapia fingerlings monthly that are sold regularly to fish pond operators, government agencies, and other buyers in the Cagayan Valley and Cordillera Administrative Region (CAR).



**LANDBANK**

SERVING THE NATION

[www.landbank.com](http://www.landbank.com)