

INAUGURATION OF THE NEW DAIRY MILK PROCESSING PLANT of STA. MARIA DAIRY MULTI-PURPOSE COOPERATIVE



The new milk processing plant of the Sta. Maria Dairy Farmers Multi-Purpose Cooperative (SMDFMPC) located in Pulong Buhangin, Sta. Maria, Bulacan was recently inaugurated last April 5, 2013 with, NDA Administrator Grace J. Cenas as the keynote speaker. We can see Adm. Cenas (center photo) challenging the Coop officers and members of to **LEARN**, and **EARN**, as much as possible!

In her keynote speech, Adm. Cenas asked the audience if they want to get rich. Answered with a resounding “Yes”, she shared her readings on the Five Steps on How to Get Rich. For starters, she said that every member has to **LEARN**. Learn to know and be informed. Then she followed this with the need to have **PASSION** in what one is doing. As much as possible, one must learn to acquire **SKILLS**. Going through the process, one has to identify the needs and should be willing to work without “kwenta”; willing to learn to analyze what one does; know the effects or consequences; analyze if it works and how it will work better; and if it fails, learn **WHY**? When all these have been gone through, then this would be the time one needs to know how to make “**KWENTA**” (accounting).

The coop officers and members were encouraged to know how much it costs or the production expenses incurred, know their cash flow and more importantly know how to make “**tubo**” or profit. And foremost, they need to know the **MARKET**. **They need to sell their products efficiently in order to make profit.**

Ching M. Lumanta
Information Officer for Luzon
April 10, 2013