

## NDA Programs Aired live via SONSHINE RADIO



To drumbeat the programs of the National Dairy Authority (NDA), Camille Ignacio, Public Relations Assistant and Ching Lumanta, Information Officer for Luzon, guested at “A Healthy Chat @ Sonshine” and “Radyo Bazaar” of the SONSHINE RADIO, DZAR 1026 last June 14, 2013 (Friday). The program is aired to different local and provincial radio stations nationwide and with live stream through different channels worldwide.

Hosted by Ms. Grace Balicod, the event was made possible thru the efforts of their sales and marketing ministry staff, Ms. Hermie Martin and Ms. Chit Soriano.

In the “Healthy Chat” portion the dairy products from different cooperatives were featured particularly the yogurt from Sta. Maria Dairy Cooperative of Bulacan. The discussion of various dairy products to the listeners /viewers focused on alternative nutritious snacks or “baon” for growing kids and young students. The interview became a venue to introduce to the listeners the numerous healthy dairy products of NDA assisted cooperatives as well as the major programs of the NDA.

### **Ching M. Lumanta**

Information Officer for Luzon

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