

UDMF joins SANDUGO Festival in Bohol while NEFEDACO BEEFS UP MILK MARKETING ACTIVITIES

The Visayas Region is teeming with festivals all the year round. These have become occasions to display the products from various areas, and a joyful commemoration of the life of the saint, or a historical figure/event.

In Bohol, one famous festival is the Sandugo Festival, which commemorates the Blood Compact between Rajah Sikatuna and Spanish conqueror Miguel Lopez de Legazpi. Celebrated during the entire month of July, the Boholanos showcase Bohol's famous products such as the "calamay" made of ground glutinous rice paste, brown sugar and coconut oil and packaged in coconut shells, peanut cookies, and ubi (purple yam) products.

For Sandugo 2013, the Ubay Dairy Multiplier Farm (UDMF) participated in the celebrations by giving fresh milk samples to the tourists and local residents. Delighted Boholanos lined up to get their fresh milk products at the Carlos P. Garcia Plaza. Maja Blanca made with fresh milk and milk bars were also sold. This was the opening salvo and a sneak peek into more milk products to come once the UDMF goes into full operations producing a wide variety of fresh milk and other dairy products.



Trade fairs were also held in Negros Occidental, which the dairy cooperatives participated with their own product display booths, and sold Le Grand Dairy Milk, a premium product of the Negros Federation of Dairy Cooperatives. Foremost among these trade fairs were the ones held during the Pasundayag Festival, Panaad Festival, and the Diskwentro Caravan sponsored by the Department of Trade and Industry. Le Grand Milk was featured as the main product in the One Town One Product (OTOP) presentation of La Carlotta City.



At the same time, the Negros Federation of Dairy Cooperatives is preparing its milk products to be sold to public schools in Negros Occidental as the Department of Education office in Negros will no longer allow soft drinks and junk food to be sold in their schools.