

JCK: Mawala na ang YAMAN wag lang ang YABANG



A Batangas cliché that made Johnny C. Katigbak (JCK) what he is now. What started to be as a hobby became a profitable industry for this man who never wavered despite the ups and downs of the business. "I lost Php13 million in my early debut but it made me resolve more to pick up the pieces and study why and what caused this. It never for a second stalled my belief in the value of the product. Its weakness made me determined to make it its strength!"

The growing pains made in 1975, with only one dairy cow to boot way back, made the man DREAM like a KING. Growing up in a big clan of 11 siblings, his dad a doctor instilled in their minds that helping sick people should not be curative but preventive in nature. When people are healthy they could think better and appreciate better.

Forty years after, he still believes in the mantra that the value for the product shall be higher than its price. Think differently to make a difference, JCK emphasizes.

To would be dairy farmers, he shares that they need to have a lot of "Kumpay"ssion and a lot of "Dede"cation, pun intended. Dairy animals are voracious lot so they need to have to fill their stomach with a lot of forage grass or pasture (kumpay) and when these animals are well fed, then they will produce a lot of milk hence you need to milk them (dede) for all its worth to. That is how it is in this business. 24/7, 365 days with no day off and vacation. These milkers need to let out their milk lest they get mastitis.