



MARIANO MARCOS STATE UNIVERSITY

15.3.5

MMSU CARES

The Coordinated Agribusiness, Research, and Extension Strategies Program (CARES) was devised to optimize the utilization, productivity, and profitability of the then underutilized 26-hectare contiguous farm owned by Mariano Marcos State University (MMSU) in Quiling Sur, Batac City. The program aims to empower all farmer-cooperators of MMSU by implementing science and technology innovations, site development initiatives, multi-sectoral partnerships, capacity building programs, farm mechanization, strategic agri-business marketing schemes, and the utilization of packaged technologies (POTs), among others. These efforts foster sustainable and enhanced rice-based farming practices, incorporating precision agriculture technologies and farm mechanization, ultimately leading to increased crop productivity and improved quality of life for the farmers.

Collaboration for shared land ecosystems

Collaborate with the local community to maintain shared land ecosystems

Evidence:

MMSU CARES

<https://www3.mmsu.edu.ph/resources/1Sv-HO2BsVtld5S4ESM5BmXvQJnttSEsB/view>