

## Philippines unveils the Rosales Agricultural Trading Center with P60M investment

31 March 2025 | News

**Located on an 8,000-square-meter the initiative will boost farmers' productivity**



**Located on an 8,000-square-meter the initiative will boost farmers' productivity**

The Philippines has unveiled the Rosales Agricultural Trading Center, a P60-million project aimed at enhancing farmers' profitability by transforming them into trade-focused, empowered individuals.

Located on an 8,000-square-meter lot the project began in November 2023 and was developed in cooperation with the local government unit of Rosales. The trading center, funded through the Enhanced KADIWA Inclusive Food Supply Chain Program, will also feature a training facility designed to introduce farmers to new technologies and teach them how to become successful agricultural entrepreneurs. The inaugural ceremony was officiated by Agriculture Secretary Francisco P. Tiu Laurel Jr.

"We believe this trading center will serve as a catalyst to reshape the future of our farmers, empowering them to become successful agripreneurs," Secretary Tiu Laurel added

"This initiative will not only boost farmers' productivity but also create new income opportunities and foster job creation throughout the supply chain in Rosales and surrounding areas," said Secretary Tiu Laurel. "By strengthening agricultural trade and education, this project plays a crucial role in developing a more sustainable and economically resilient farming sector, while ensuring a steady food supply for local communities," said The trading hub, Secretary Tiu Laurel stated during the inauguration, will serve as a prototype for similar facilities that the Department of Agriculture plans to establish in other parts of Pangasinan, benefiting both farmers and consumers. He also mentioned plans to build a solar-powered cold storage facility next to the Rosales trading hub, aimed at extending fresh produce shelf life, particularly high-value crops.

Additionally, the DA chief revealed plans to construct a rice drying facility in Rosales, which will be situated on land donated by Mayor Cezar.

Pangasinan is one of the top 10 rice-producing provinces in the country. The mobile soil laboratory will be deployed in July to test soil conditions across the province. This initiative aims to determine the best use of the land and identify the necessary inputs to optimize farm yields and boost farmers' incomes.

Despite the rise of commercial centers and other businesses, Rosales' economy remains primarily driven by agriculture. However, local farmers continue to face challenges, including high credit rates, expensive farm inputs, and low selling prices. In addition, unscrupulous traders exploit the lack of an efficient marketing system, inadequate infrastructure, financial limitations, and inconsistent policies.

The Rosales Agricultural Trading Center aims to address these issues by providing farmers with a direct market for their bulk produce, eliminating unnecessary middlemen, and ultimately increasing their profitability.