



**MASAGANANG SAKAHAN, INC.**  
A Landbank Subsidiary

**CORPORATE SOCIAL RESPONSIBILITY**

**A. CUSTOMERS**

MSI believes that integrity in dealings with customers is a prerequisite for a successful and sustained business relationship.

MSI operation is focused on meeting customer demands and requirements. MSI goal is to provide products and services which give fair value and consistent quality and reliability in return for fair reward.

MSI operate policies of continual improvement, of both processes and the skills of our staff, to take best advantage of advances in technology.

MSI has established lines of communication which allow us to respond quickly and efficiently to customer feedbacks and requirements.

Our sales effort and delivery capability are aligned in order to ensure that we can successfully and consistently deliver what we promise.

**B. PARTNER/SUPPLIERS**

MSI recognizes that sustainable business and quality service involves solid partnerships between MSI and its primary supplier/partner, the farmers and their cooperatives. Thus, MSI in support to their partner farmer-cooperatives is in continuous pursuit of identifying projects and opportunities intended to improve the productivity and income of its farmers-cooperatives:

Currently, MSI is into:

- Provision of marketing support/assistance through ensuring ready market for farmers cooperatives produced and/or market linking services
- Improving farmers-cooperative income through provision of price incentives for quality produce via Payment In Kind Program
- Making available MSI solar drying facilities for free for cooperatives drying needs
- Recognition/Award for Cooperatives active participation to MSI Program

MSI in the future is looking into:

- Provision of capability and training needs of partner farmer-cooperatives

## **C. ENVIRONMENT**

MSI acknowledges that there are inevitable environmental impacts associated with daily operations. Thus, MSI aim to minimize any harmful effects and consider the development and implementation of environmental standards to achieve this to be of great importance. As such, MSI strongly encourage the internationally established 3 Rs:

- reduce
- re-use
- recycle

In the course of MSI operations, MSI seek to identify opportunities to reduce consumption of energy, water and other natural resources. We also strive to re-use and recycle where possible like paper and dispose of non-recyclable items responsibly, thereby minimizing our impact on the environment.

In addition, this year, MSI management initiated a tree-planting program and intends to continue the said activity to ensure MSI support for keeping the nature at its better condition.

It is anticipated that by adopting simple, environmentally friendly initiatives, MSI will raise awareness amongst stakeholders and the wider community.