

PCA says Japan green-tech companies exploring fertilizer, aviation-fuel ventures

JAPANESE conglomerate Swung, Inc. is exploring collaboration with Philippine biofuel producers to make sustainable aviation fuel (SAF) in the Philippines, according to the Philippine Coconut Authority (PCA).

The PCA met in late May with a delegation from Swung, Inc., led by CEO Manabu Mizoguchi, and its partners Green Carbon Co., Ltd. and Kira Shoten Co., Ltd.

Swung, which conducted exploratory talks with the De-

partment of Energy's Renewable Energy Management Bureau, is interested in using byproducts from coconut and other crops, the PCA said in a statement.

"While the SAF production pathway remains under global

regulatory review, particularly under the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA), the PCA underscored its openness to facilitating discussions with biodiesel manufacturers and

agencies, such as the DoE and the Philippine Sugar Regulatory Administration (SRA), to assess technical feasibility and industry alignment."

The PCA said potential local production was discussed of

Swung's patented organic fertilizer technology, which has been undergoing evaluation by Philippine authorities since the submission of 50 kilograms of the product during an initial March visit. — **Kyle Aristophere T. Atienza**

Farm output seen posting strong Q2

By **Kyle Aristophere T. Atienza**

Reporter

AGRICULTURE is expected to post stronger growth in the second quarter, driven by a significant rise in rice and corn output, the Department of Agriculture (DA) said on Sunday.

Palay (unmilled rice) output is projected at 4.36 million metric tons (MMT) in the second quarter, which would be up 13% from a year earlier, the DA said in a statement.

This also represents an upgrade to the 4.34 MMT forecast issued in April.

The increase is driven by the growth in rice-land to be harvested — up 9.2% at 972,730 hectares — and improved yields, projected at 4.48 MT per hectare, up from 4.32 MT previously.

The DA cited favorable weather, increased government support through the Rice Competitiveness Enhancement Fund (RCEF), contract farming initiatives, and stronger palay procurement by the National Food Authority (NFA).

The NFA currently buys palay at between P18 and P24 per kilo.

The farmgate price of palay has averaged P17.75 per kilogram, down 28.9% year on year in May.

Month on month, the palay farmgate price fell 1.6% in May.

The DA said corn production is expected to grow "even more dramatically," noting that based on the standing crop as of May 1, the government projects second-quarter output to increase 27% year on year to 1.487 MMT.

The land area to be harvested is set to expand 16% to 402,690 hectares.

Rice and corn production are major contributors to crop production, which accounts for about 57% of agricultural output.

Meanwhile, the DA said in a separate statement it is putting the "final touches" on a draft



bill that aims to restore critical functions of the NFA.

The bill seeks to amend the Rice Tariffication Law to grant certain regulatory powers to the NFA to "better manage buffer stocks" and "regulate rice distribution and marketing," it said.

The bill also seeks to empower the NFA to set a floor price for palay, and support farmers' cooperatives and recipients of rice processing systems funded under the RCEF.

"It will also refine protocols for DA-led rice imports to ensure the country can respond swiftly to supply shortages and sudden spikes in commodity prices," the DA added.

"Critically, the measure grants the NFA greater flexibility in managing the appropriate level of buffer stock and ensuring that they are always of optimum quality — an essential tool in supporting not only the P20-per-kilo rice goal but also broader government efforts to ensure price stability and protect both producers and consumers," the DA said.

PHL-EU third round of FTA talks make 'good progress'

THE Department of Trade and Industry (DTI) said the third round of negotiations last week for a Philippines-European Union (EU) free trade agreement (FTA) was marked by "good progress."

"Good progress has been made in the text-based negotiations," Trade Undersecretary for International Trade Policy Allan B. Gepty said via Viber.

"Our fourth round of negotiations will be in October in Manila, but we have agreed to take advantage of intersessional (consultations) to help fast-track the negotiations," he added.

Mr. Gepty was in Brussels last week for the third round of FTA negotiations.

"This is a very important FTA for the Philippines not only because the EU remains one of our major trade partners but also because it is also a major source of investment," he said.

"This FTA will further deepen and strengthen our economic relations with the EU," it added.

Last month, EU Ambassador to the Philippines Massimo Santoro cited the importance of speedily concluding negotiations for the FTA without compromising quality in the face of recent events, including the new US tariff measures.

He also noted that both parties aim to include a digital trade chapter in the FTA, which is considered vital in improving services and access in an archipelago like the Philippines.

"The potential gains from this agreement extend far beyond trade and investments as we cover elements also on sustainability, good governance, and cooperation," Mr. Gepty said.

The EU is a key market for Philippine tuna, coconut, cacao, pineapple, semiconductors, and electronics.

In 2024, the Philippines exported \$8.073 billion worth of goods to the EU, while importing \$7.463 billion. — **Justine Irish D. Tabile**

NOTICE OF DISSOLUTION

NOTICE is hereby given that the shareholders and directors of One-Take Multimedia Inc. with SEC Registration No. 2023100119997-00, has approved the Amended Articles of Incorporation to change its corporate term of its existence until May 25, 2025 only. Thereafter the corporation shall be deemed dissolved without any further legal proceedings.

Parties having claims against the said corporation are hereby notified to present the same to Mr. Pedro G. Binag III at Brgy. San Lorenzo, Makati City on or before the aforesaid date or consideration in the corporation's liquidation.

The notice is being issued to inform the public and all concerned parties who may have legal claims against the said corporation.

PEDRO G. BINAG III
Corporate Secretary

OPINION

The first global generation is forcing workplace reinvention

IN BRIEF:

- Research indicates that 59% of young adults believe they should work for two to five organizations throughout their careers, while 19% feel they should work for six or more. Changing jobs is no longer seen as a negative but as a necessary step for career advancement.

- Today's youth desire employers who share their values and respect their personal time, reflecting a broader desire for careers that support stable lives.

- Financial security is seen as a means to fulfilling life rather than an ultimate objective, prompting organizations to realign their strategies with the evolving values of young adults.

Today's young adults are not just adapting; they are reimagining adulthood. A new EY global study, The First Global Generation, reveals that 18-to-34-year-olds across 10 countries prioritize financial independence on their own terms. They embrace responsibility while rejecting outdated standards, redefining success as a holistic pursuit beyond just financial metrics.

As a result, executives must reevaluate long-held assumptions about their organizations. Here are five insights from the study for organizations to consider in preparing for the next generation of consumers, employees, and citizens.

THE FIRST TRULY GLOBAL GENERATION: CONNECTED, INFORMED, CULTURALLY ADAPTABLE

Unlike earlier generations, the youth today have been exposed to global culture and crises in real time, fostering unprecedented interconnection while still maintaining unique regional identities. Although not everyone engages with the same content, there is a shared tendency to seek answers on common social platforms.

Technology serves as a foundation for these shared global experiences, providing young people with a common digital language and experience that bridges cultural gaps. The widespread use of social media has intensified this effect, with 94% of young adults engaging with these platforms daily. However, this environment is not without its drawbacks; 44% of respondents globally expressed a desire to reduce their social media usage, particularly in countries like Brazil, Germany, and Sweden.

A report by Sven Group highlights that social media is the preferred source of entertainment, education, news, and social connection for Generation Z (born 1995-2012). YouTube, TikTok, and Instagram are their top platforms.

Understanding how technology influences today's youth is essential for business leaders shaping the future. This insight will guide organizations in evolving their product and service strategies to cater to both global trends and local preferences.

PAST MILESTONES ARE IRRELEVANT

In 1935, when the Social Security Act was signed into law in the US, the official retirement age was 65, while the average life expectancy was just 60.7 years. Today, life expectancy is around 80.1 years. The Act was designed to support individuals who were largely expected to pass away before needing it. Similarly, in China, life expectancy has risen from 33 in 1960 to 79 today. The timelines of the past — how long we live, when we should stop working, and how we should approach retirement — have shifted from decades past, along with our extended lifetimes.

Young adults today, often referred to as the "Pragmatic Generation," approach traditional milestones with skepticism and a global perspective. Instead of committing to a single company for life, research indicates that 59% of young adults believe they should work for two to five organizations throughout their careers, while 19% feel they should work for six or more. In many cultures, changing jobs is no longer seen as a negative but as a necessary step for career advancement.

According to a study cited by multi-platform media and events company HRM Asia, Gen Z employees in the Philippines seek purpose and prosperity. They prioritize financial security, family support, and societal impact, reflecting a blend of pragmatism and purpose-driven goals. Millennials, the generation preceding Gen Z, tend to prioritize interesting work and collegial environments, while Gen Z employees place greater emphasis on securing their financial future.

The study also revealed the collectivist nature of Filipino culture, with many Gen Z employees expressing a strong sense of duty to their families and a desire to make a positive impact on society through their work.

This shift signifies more than just a generational change; it is reshaping the very foundations of life. As boundaries blur, organizations must adapt their products, services, and employee value propositions to meet consumers where they are.

Companies looking to attract and retain customers can implement sustainability initiatives, as exemplified by a clothing brand that uses eco-friendly materials and ethical labor practices while showcasing their positive impact through marketing campaigns. Social responsi-

bility is demonstrated by a food company that partners with local farmers and donates a portion of profits to community programs, sharing stories of positive community changes. To attract and retain employees, a tech startup promotes work-life balance through flexible working hours and remote options, with employee testimonials highlighting this support.

HEALTH AND RELATIONSHIPS OVER FINANCIAL SUCCESS

Young adults are placing greater emphasis on their physical and mental well-being, as well as their family relationships, rather than solely focusing on wealth and career advancement. A significant 51% of young people globally consider their mental and physical health the most important measure of future success, followed closely by family relationships at 45%, surpassing wealth (42%) and occupation (41%). This trend challenges long-held societal beliefs that equate success with financial gain and material possessions.

The 2024 AXA Mind Health Report reveals alarming rates of mental distress among young Filipino employees, particularly 18-24-year-olds, who are disproportionately affected by severe anxiety, stress, and depression compared to older age groups. Beyond flexible work arrangements, such as remote work options, flexible hours, and generous vacation policies, 38% of those surveyed highlight the need for mental healthcare days, or any programs that encourage them to take breaks, disconnect from work during non-work hours, and prioritize their well-being.

While financial concerns remain, today's youth seek more than just a paycheck. They desire employers who share their values (69%) and respect their personal time (61%). This reflects a broader desire for careers that support stable lives rather than careers that dominate their lives.

As young adults' definitions of success evolve, organizations must adjust their consumer and employee value propositions to resonate with the deeper meanings these individuals seek in life.

MONEY AS A MEANS, NOT AN END

In times of economic uncertainty, the pursuit of wealth is undergoing a transformation. For younger generations, financial security is increasingly viewed as a foundation for a fulfilling life rather than the ultimate goal. A striking 87% of young adults globally consider economic independence very or extremely important, with over half of the surveyed countries (Brazil, Saudi Arabia, South Africa, India, and China) rating this importance above 90%. Sweden stands out with only 58%, likely due to its robust social systems.

Despite this emphasis on financial security, many young people face challenges in achieving economic independence due to broader economic instability and heightened financial anxiety. In the US, young adults often experience what some describe as the "unattainability complex." Similarly, in countries like China, South Korea, and Japan, many young adults view homeownership in desirable cities as an elusive dream unless they inherit property.

YOUNG ADULTS SEEKING BALANCE

A complex interplay of hopefulness and doubt has emerged. The data indicate a notable dichotomy: while 31% of youth worldwide feel very or extremely excited about their future lives at 50, slightly more (34%) harbor significant fears about what lies ahead.

Optimism is often linked to opportunities and a desire to improve the world, while pessimism tends to correlate with distrust, apathy, and risk aversion. As we navigate this intricate landscape, the future is more than just a destination; it reflects our collective beliefs shaped by the interplay of opportunity, culture, and geography.

Organizations must consider how their products and services can foster opportunity, hopefulness, and stability in these uncertain times.

SHAPING THE FUTURE WITH CONFIDENCE

The first global generation is reimagining adulthood — and forcing businesses to reinvent themselves in the process. Shaping the future of an organization necessitates understanding the people driving it. As businesses navigate this transformative period in human history, the perspectives of younger generations provide valuable insights into societal shifts.

Organizations that dare to think differently and embrace the unknown will not only confront the future — but also create it.

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