



AGRI-TIPS

Transformed Information for Productivity and Sustainability



Meet Mang Boy.

- Samal Island, Davao del Norte
- 24-hectare mango farm owner



2018

Cecid fly pest infestation
in Samal, Davao del Norte



Misuse and overuse
of insecticide



Problem worsens
because of insecticide
resistance

A person wearing a green and white protective suit and a green hood is spraying insecticide onto a large, dense tree in a field. The person is holding a long, thin spray wand. The background shows a clear blue sky with some clouds. The ground is covered with dry grass and straw. The overall scene is brightly lit, suggesting a sunny day.

**Up to 27 insecticide
application**
per cropping

His insecticide cost continued to grow to up to

Php 500,000

How much
does Mang
Boy
actually
earn now?

Before

Php 2,000,000

Now

Php 500,000

*per hectare for each cropping



MANILA BULLETIN

The Nation's Leading Newspaper

Pests devastate Pangasinan mangoes; the worst year, say agriculturists

Published March 30, 2017, 4:56 PM

INQUIRER.NET

TODAY'S PAPER

Harvest drop expected as mango growers battle cecid flies

Philipp

NEWSINFO / HEADLINES

4 SHARES



Mango growers can't stop flies

Philippine

SECTIONS

Thursday, November 23, 2017

INQUIRER.NET

NEWSINFO / HEADLINES

1,450 SHARES



CECID FLIES ATTACK

Pest drops mango harvest in Pangasinan

Philippine Daily Inquirer / 01:50 AM March 30, 2017

This loss was valued at

Php 1.4B

IN ILOCOS REGION ALONE
(2013-2018)

Insecticide Resistance Management Training





1.9 million mango growers and contractors

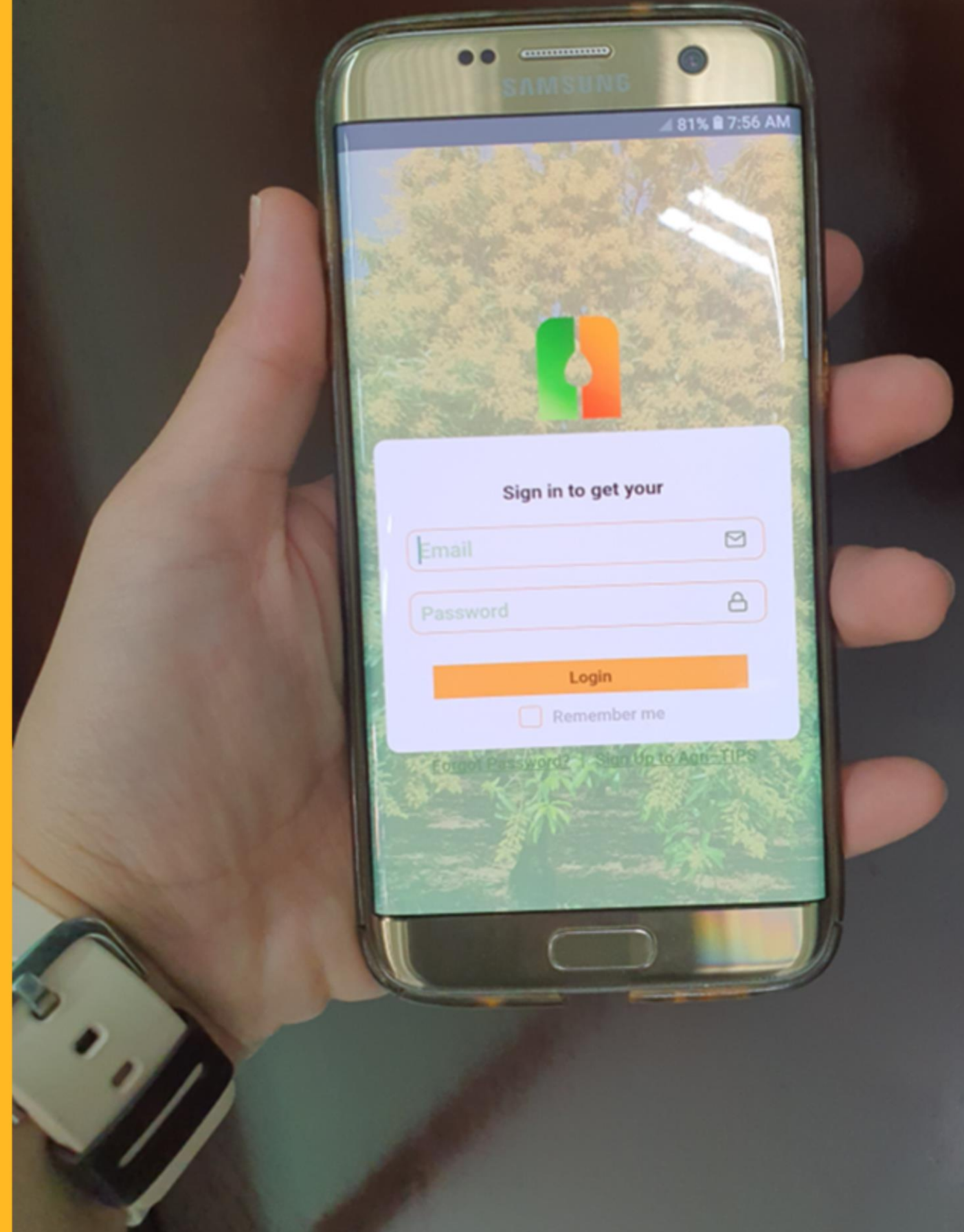
 Spread out over 8 regions



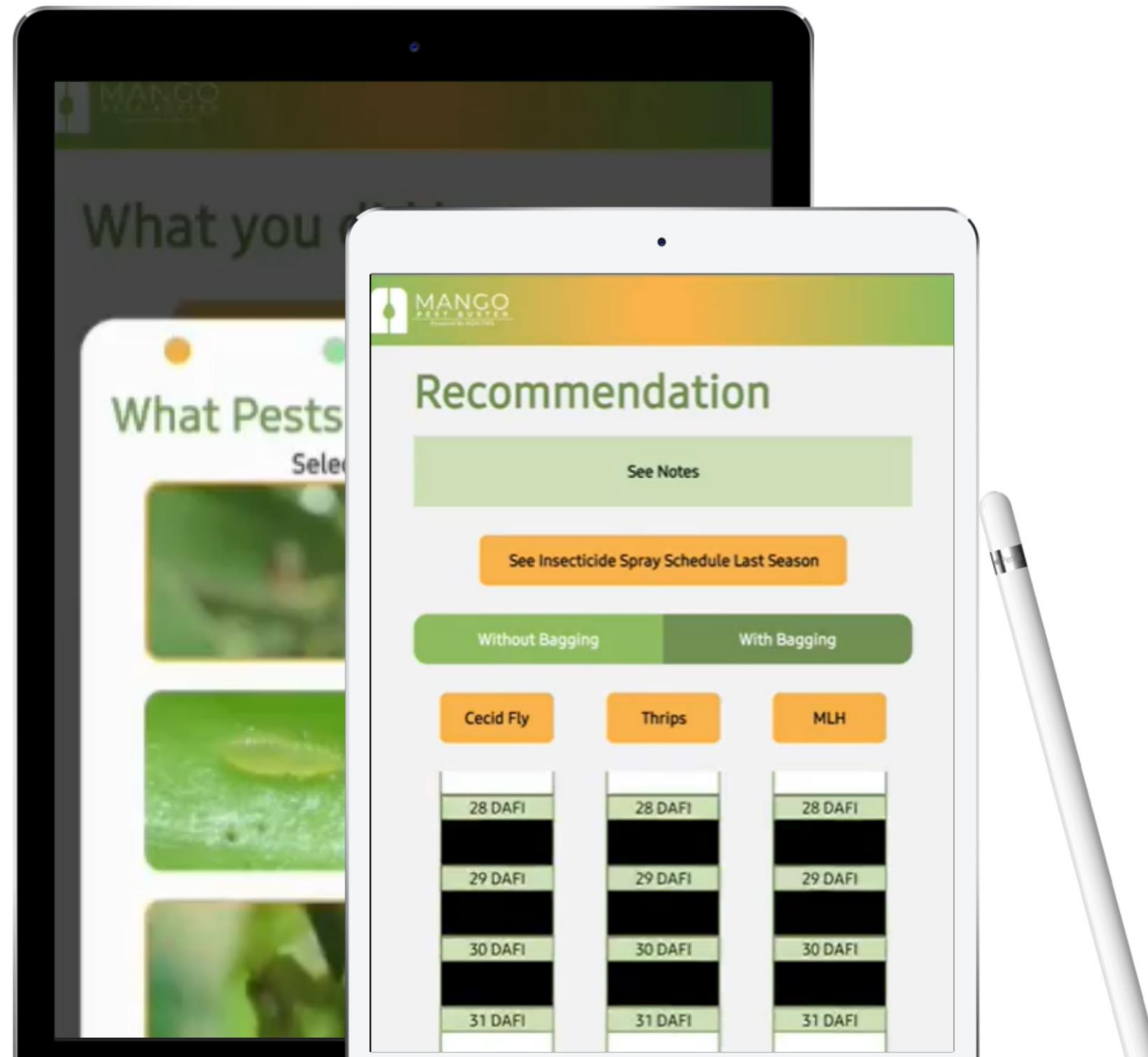
MANGO

PEST BUSTER

Powered By AGRI-TIPS



What's in it?



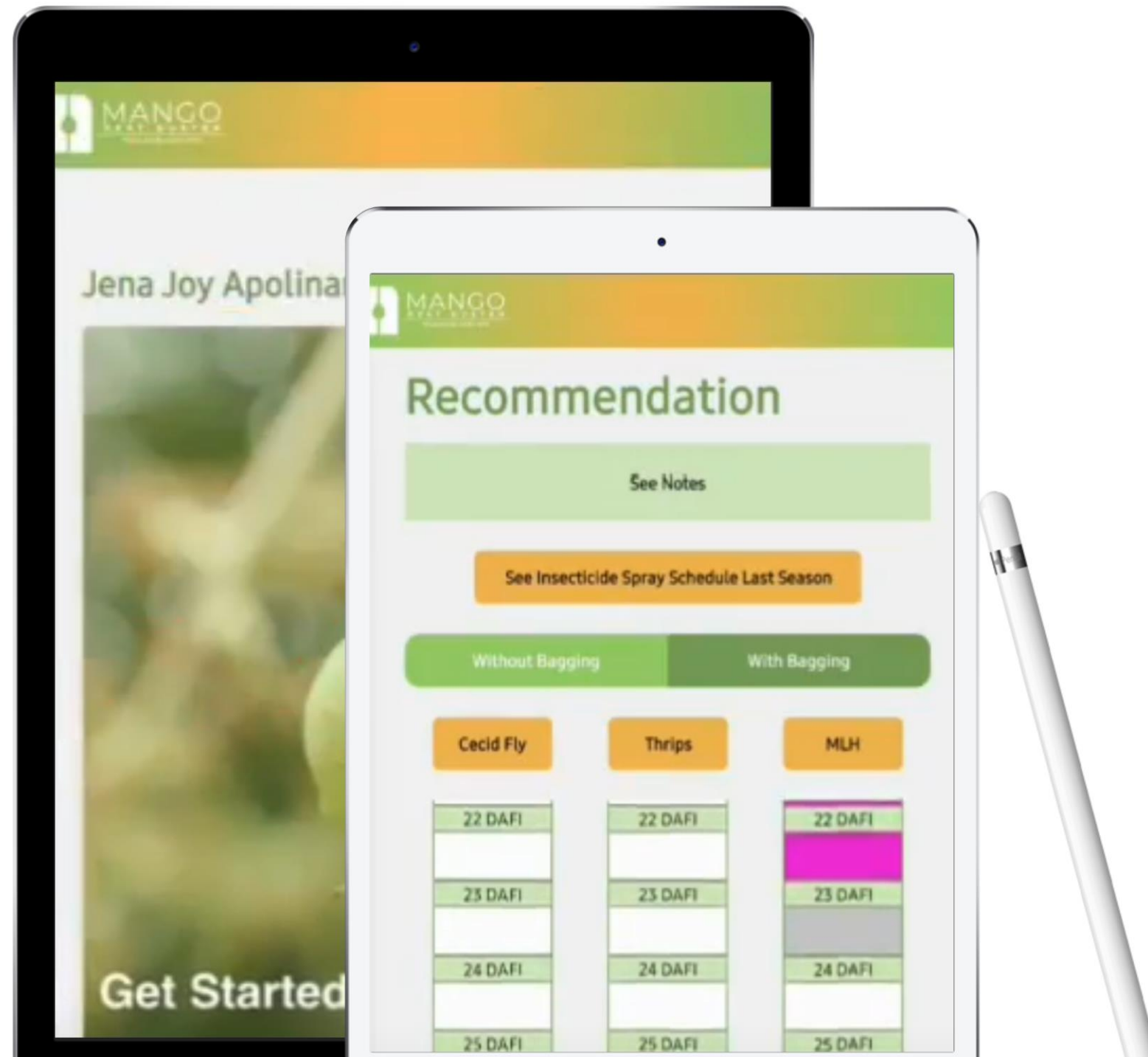
Personalized insecticide recommendation at their fingertips “whenever and wherever

What's in it?



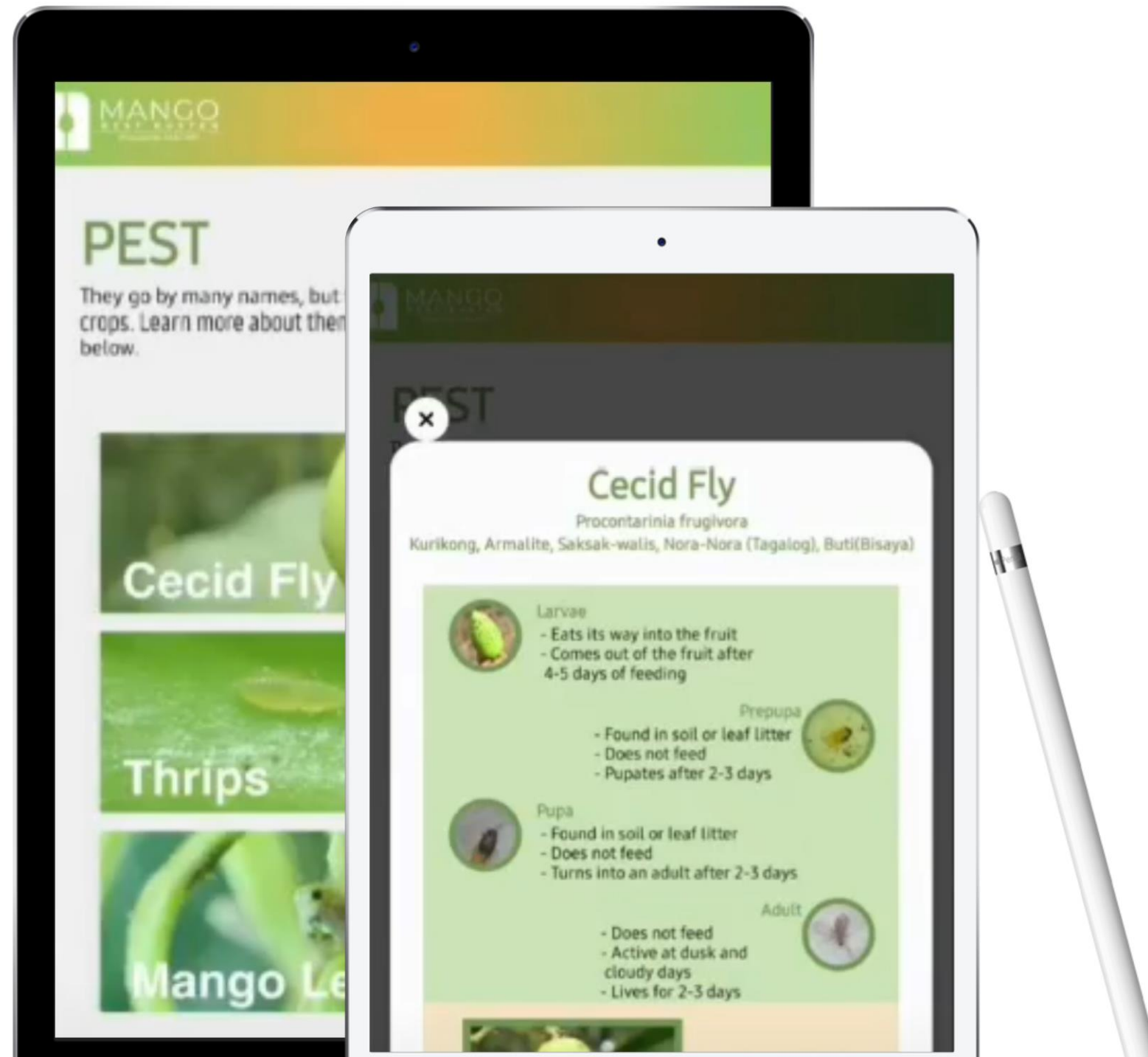
Unbiased recommendation based on mode of action

What's in it?



Record for future GAP Certification

What's in it?



**Handy reference
about insect pests
and insecticides**



Value Proposition

- **SAVINGS OF UP TO 80% OF INSECTICIDE COST PER YEAR (UP TO ₱ 140K IN PEST CONTROL SAVINGS)**
- **"FLAWLESS" FRUITS FOR PREMIUM PRICE**
- **ZERO WORRIES OF CROP FAILURE**
- **UPDATED INFO ON PESTS AND FPA REGISTERED PESTICIDES**

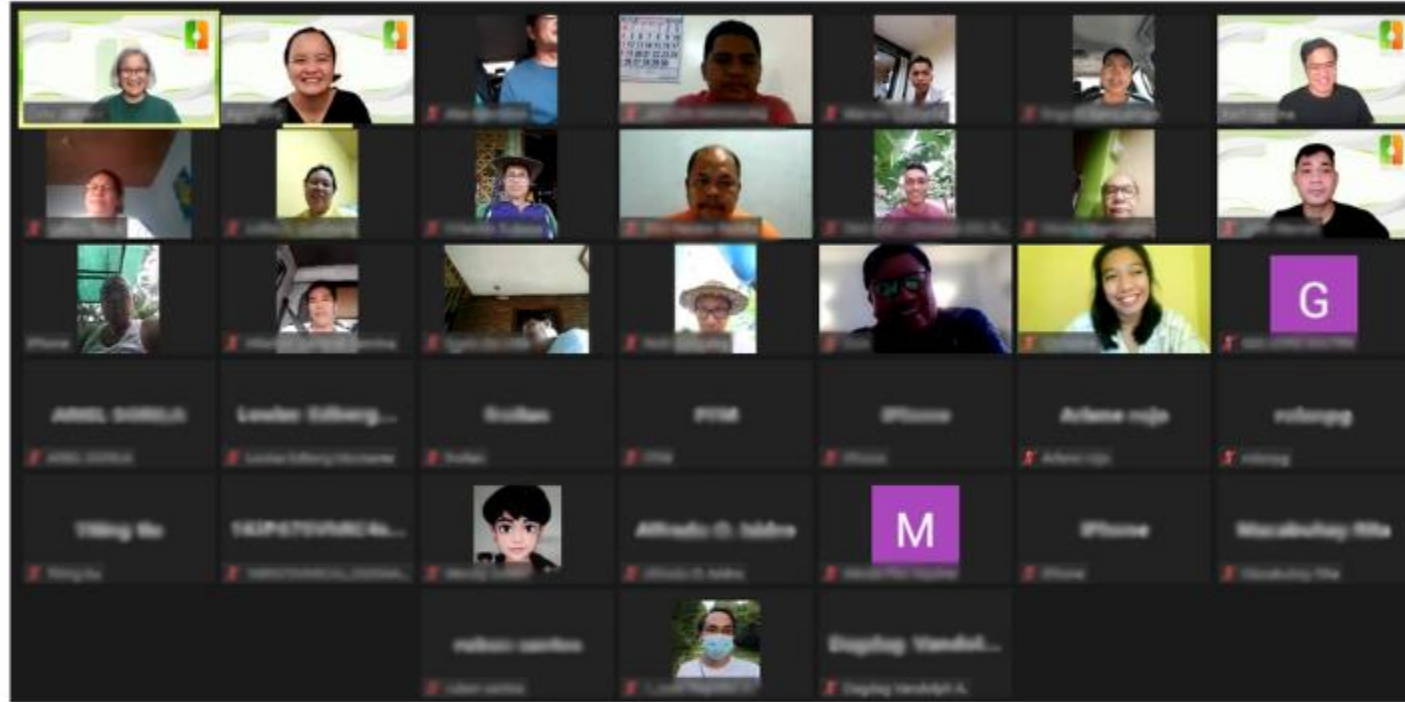
Business Model

PI,499 annual subscription
(good for 5 recommendations)

= 1 pack of insecticide or
1 kaing of mango



Go to Market



Online Webinar (September 2022)



Puerto Princesa, Palawan (September 2022)



Murcia, Negros Occidental (September 2022)



Jimenez & Lopez Jaena, Mis-Oc (Sept 2022)



Dipolog, Zamboanga del Norte (October 2022)



Celia dR. Medina PhD.

Founder/CEO
Professor of Entomology
President, PhilFruits
Association, Inc.
Consultant, DA
Member, FPA Pesticide Policy
Technical Advisory Committee
Consultant, FAO
NCPC Director



Jena Joy G. Apolinario

Professor of Entomology
Mango Thrips Specialist



**Ma. Ester dR. Mariñas
PhD.**

Ret. Professor of Horticulture
Dean, RMTU College of
Agriculture



Karl dR. Medina

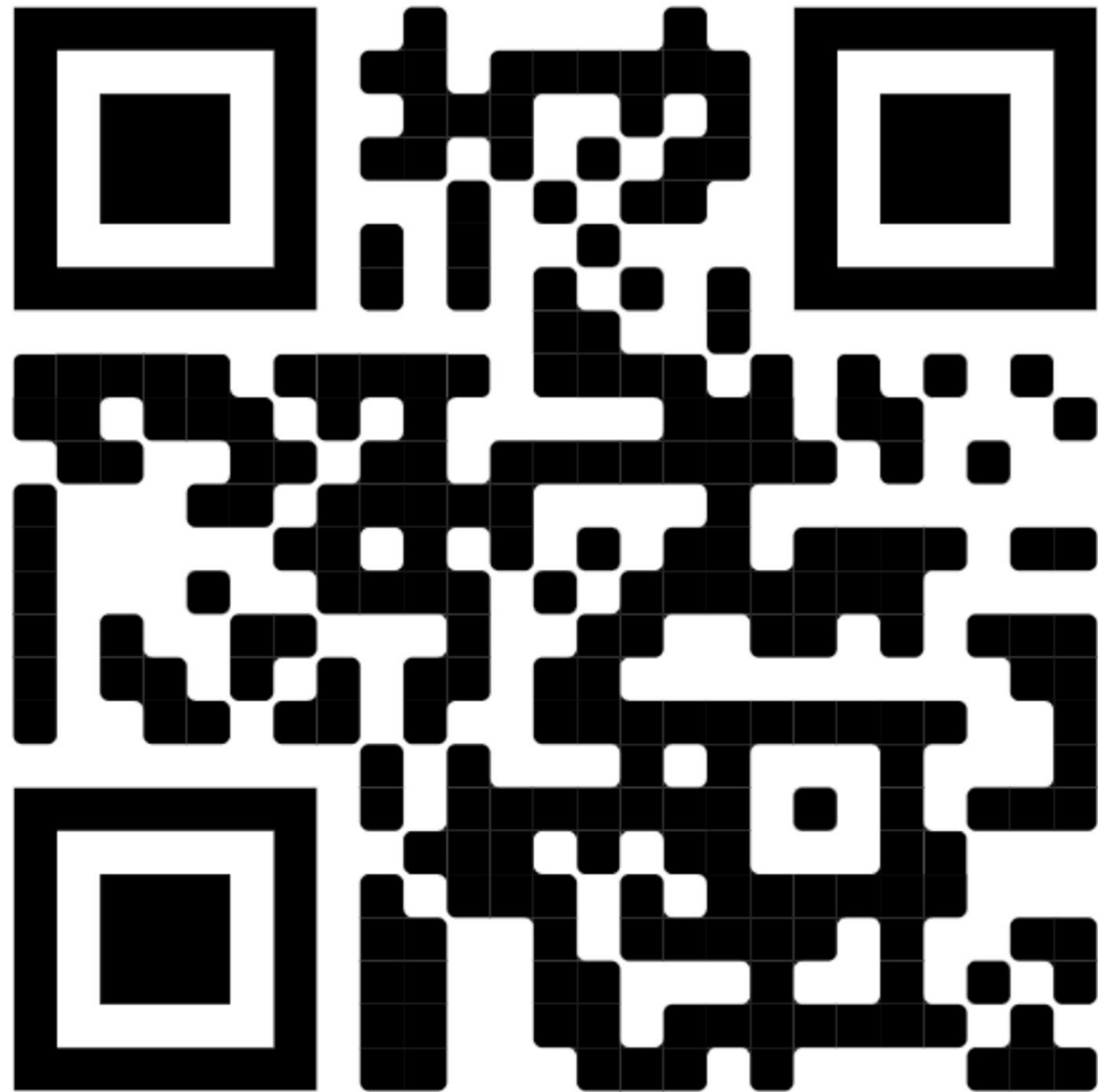
Head of Technology
CEO of DigitizePH



MANGO
PEST BUSTER

Powered By AGRI-TIPS

**Every farmer,
an expert.**



Contact us



MOBILE
+63 966-775-5494



EMAIL
admin@agri-tips.com



WEBSITE
<https://agri-tips.com>