

## **MACHO Hybrid Sweet Corn – FARMER’s FAVORITE AT LEYTE CORN DERBY**

By Ed Noval and Gerry Vinculado

MACHO Hybrid Sweet Corn emerged the top choice of farmers in the corn exhibition derby held in Sta Elena, Tacloban City.. Eleuterio Indic, the farmer cooperador who planted several sweet corn varieties from various seed companies, picked Macho as the best variety because it outperformed other varieties in terms of germination, plant vigor and yield. He observed “Macho has better pest and disease tolerance vis-à-vis other varieties producing big, sweet, quality ears despite the adverse weather conditions.

The SWEET CORN FESTIVAL was one of the highlights of the 119<sup>th</sup> Fiesta celebration of Tacloban City drawing thousands of visitors from all over the country. It was organized by the Office of the Provincial Agriculturist of Leyte, City Agriculturist and local government units. Among the activities conducted were the technology forum on sweet corn production, sweet corn cooking contest and food tasting.



Mr. Eleuterio “Totoy” Indic, of Sta. Elena, Tacloban City, is the farmer cooperador of the sweet corn techno demo farm. He picked MACHO as the best performing variety in terms of germination, field performance and ear quality. He observed Macho’s excellent pest and disease tolerance and its big quality ears. According to him, he had no problem

selling his harvest because the traders like its sweet, tender and big ears and is preferred by consumers.



East-West Seed Company management provided full support to ensure success of SWEET CORN Festival in Tacloban City. Photo shows EWPH General Manager Mary Ann P. Sayoc, Sales and Marketing Manager Gerry P. Domingo, SOMD Manager Daisy Caraos, Product Manager Ric M. Reyes and Marketing Supervisor Gerry Vinculado posing with farmer at the Sweet Corn demo farm.



MACHO is indeed a high yielding hybrid. Photo shows Macho yielding two marketable quality ears per plant, a trait highly desired by farmers.