

PRESIDENTIAL COMMUNICATIONS OFFICE
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SPEECH BY PRESIDENT FERDINAND R. MARCOS JR.
AT THE INAUGURATION OF THE UNIVERSAL ROBINA CORPORATION (URC) FLOUR
SARIAYA PLANT 2024

[Delivered at the URC Flour Sariaya Plant in Barangay Talaan Aplaya in Sariaya, Quezon
[29 November 2024]

Thank you to our Agriculture Secretary, Secretary Kiko Laurel, for your kind introduction. *[Please take your seats.]*

Joining us today is also taking an interest, of course, in food supply is our DAR Secretary, Secretary Conrad Estrella; Quezon 2nd District Representative Congressman Jayjay Suarez; Sariaya Municipal Mayor, Mayor Marcelo Gayeta; of course, the main proponent for all that we see here today, the Universal Robina Corporation Chairman, Chairman Lance Gokongwei; Universal Robina Corporation President and CEO Irwin Lee; all our partners in the private sector; my fellow workers in government; ladies and gentlemen, good morning.

Exactly seven decades ago, the Universal Robina Corporation made a promise: to delight everyone with good food choices.

Day by day, you have carried this until you have become synonymous with Filipino food and beverages that every Filipino family has come to love and enjoy.

From all-time favorites such as Blend-45, that our parents drank to perk up their mornings; to the C2 green tea that teens enjoy on a hot day – hindi lang teens, tayong lahat -- and of course, who will forget—Pretzels—that we have all indulged in in our time.

This only shows the mark that you have made to Filipino culture. Your commitment to producing quality food proves that we can go toe-to-toe with the best in the world.

Yet, you have not rested on your laurels. Rather, you have tried to find ways to beat what you have achieved in the past 70 years.

And so today, we are here in Sariaya, Quezon, celebrating another one of your milestones.

We are here to mark the inauguration of URC's newest 10-hectare flour milling plant— an achievement that will help shape the future of our food industry.

In a time when every grain counts, this establishment will aid in ensuring that our people have the resources they need to nourish themselves and the future of our nation.

With this new plant, the URC has positioned itself as a key player in our nation's food security, driving economic stability and innovation.

Its capacity and technology will enable us to produce 3,500 metric tons of flour per day, meeting both the growing demands of the local market and the ever-increasing appetite for high-quality food on our tables.

But this is not just about numbers. This facility, with its focus on efficiency and sustainability, speaks to our shared responsibility to build a stronger, more resilient future.

Our gathering today is a testament to our collective resolve to address the flour production gap and to implement solutions that will respond to the growing demands of our nation.

This facility's upgrades will reduce wastage, enhance operations, minimize URC's carbon footprint — and exhibit a firm commitment to innovation and sustainability. It will likewise address the nutritional needs of very many people.

Every *pan de sal* that carries us through the morning, every cake that sweetens our celebration, every bowl of noodles that satisfies us— are not mere sources of sustenance. They are also the fruits of expertise, dedication, excellence of all involved in their production, including those behind the milling process.

We reaffirm our unwavering support for local manufacturers and producers, especially in the vital food and beverage sector, as we look towards a more prosperous *Bagong Pilipinas*.

This Administration acknowledges the critical role you play in advancing our socio-economic growth—boosting farm productivity, supporting MSMEs, and ensuring the food security of our nation.

We will continue to create a supportive environment for our partners in the private sector through laws and agreements that promote the interests of both manufacturers and consumers alike.

To our friends at the URC, may you continue to be a steadfast partner in supplying high-quality foods, supporting local industries, creating employment opportunities for our fellow Filipinos.

May your commitment to product quality and community service resonate through every sack of flour produced in this facility.

Thank you and congratulations to URC in this fruitful endeavor.

Mabuhay kayong lahat!

Mabuhay ang Bagong Pilipinas! [applause]

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