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JOSELITO JOSE: Jollirice



JOSELITO JOSE, 50, of Brgy. Faustino, Cauayan City in Isabela is a progressive diversified farmer who plants hybrid rice and high-value crops.

Joselito has been doing his own experiment in growing hybrid rice. Unlike most hybrid rice planters, he planted his last crop by direct seeding instead of transplanting. He direct-seeded Jollirice on three hectares last season. He harvested an average of 167 cavans of 54 kg. per cavan per hectare. Not bad at all. It was a profitable crop considering the fact that he saved at least P4,500 for not having to pay for planters and those who pulled the seedlings from the seedbed.

He likes Jollirice because it is high-yielding and it has about the best eating quality among hybrid varieties. The rice is soft and aromatic. The direct-seeded Jollirice was profitable for Joselito. He spent only about P40,000 per hectare in the direct-seeded rice while the yield was worth about P121,000 per hectare.