

Nomination: 20410

Kenny Rogers Roasters' Farmvocacy Campaign

Page: General Information
Name of Organization / Company Kenny Rogers Roasters Philippines
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Web Site Address
Page: Entry Information
Entry Title Kenny Rogers Roasters' Farmvocacy Campaign
Category U01 - U11 - Award for Innovation in Sustainability > U11. Project of the Year in the Area of Nature & Biological Diversity
Submission Format An Essay of up to 625 Words

Essay

Kenny Rogers Roasters continues to lead the way in purpose-driven initiatives with its Farmvocacy campaign, blending culinary excellence with a commitment to sustainability, biodiversity, and combating hunger. This initiative transforms underutilized spaces into thriving urban farms, creating green sanctuaries that contribute to environmental health and food security.

At the heart of the campaign is the Chimichurri Roast, a returning fan favorite known for its bold, herbaceous flavor. This dish features tender roasted chicken infused with a vibrant chimichurri sauce made from fresh herbs, garlic, olive oil, and citrus, celebrating nature’s bounty. By using locally sourced ingredients, the dish reflects Kenny Rogers Roasters’ dedication to supporting local farmers and sustainable practices. A portion of sales from the Chimichurri Roast directly funds Farmvocacy, making every purchase an investment in environmental and community well-being.

The Philippines faces critical environmental challenges, including rapid urbanization and habitat degradation, which threaten biodiversity and contribute to climate change. In parallel, food insecurity remains a pressing issue, with millions of Filipinos experiencing hunger daily. Farmvocacy addresses both problems by repurposing unused spaces into vibrant school farms, fostering biological diversity while fighting hunger. These farms enrich urban ecosystems, increase green spaces, and serve as carbon sinks, creating more oxygen and combating pollution.

In collaboration with Urban Farmers PH, an organization dedicated to promoting urban farming awareness, Farmvocacy brings sustainable farming practices to life in public schools. The campaign initially focused on Barrio Obrero Elementary School and Taguig Integrated School—both located in highly urbanized areas with limited access to nutritious food and green spaces.

The strategy revolves around education and empowerment:
Farm Champion Program: Urban Farmers PH trained students, teachers, and community members to manage the farms, ensuring long-term sustainability.

Transformation of Spaces: Previously unused areas were converted into fertile urban farms, showcasing the potential of underutilized spaces to become earth-saving resources.

Sustainable Farming Techniques: Farms incorporated methods that promote soil health, water conservation, and biodiversity, supporting pollinators and other vital species.

Expansion for 2025: Building on its success, Kenny Rogers Roasters will expand the initiative by developing five additional school farms this year, amplifying its impact.

Farmvocacy's measurable achievements highlight its success:
Environmental Impact: The school farms have increased local biodiversity, introduced more green spaces in urban areas, and contributed to better air quality through increased oxygen production.

Nutritional and Food Security Benefits: The farms now serve as sustainable food sources, with harvested produce used in school meals, directly addressing hunger and improving students' nutrition.

Community Engagement: Over PHP 300,000 was raised, enabling the establishment and maintenance of the farms.
Public Awareness: The campaign generated significant media buzz, earning PHP 6,917,167.20 in PR mileage and coverage from over 80 media outlets.

Brand Growth: Achieved 100% brand awareness, with 38% of consumers identifying Kenny Rogers Roasters as their top choice for “Deliciously Healthy.”

Farmvocacy exemplifies how corporate responsibility can address environmental and social challenges simultaneously. By transforming unused spaces into thriving school farms, Kenny Rogers Roasters not only supports biodiversity but also equips students with tools to sustain their communities. With five more farms planned for 2025, the campaign reinforces its commitment to a greener, healthier, and hunger-free future, proving that purpose-driven initiatives can create lasting, impactful change.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

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Yes
Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)
200 MB Max per File

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Do You Have Website URLs you would like to link to

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