



## GROWING OPPORTUNITIES: UCU LAUNCHES LIVELIHOOD TRAINING ON MUSHROOM FARMING



Urdaneta City University (UCU) is taking significant steps to support sustainable business initiatives with the launch of a Livelihood Training Program on Mushroom Production, held on September 15, 2019. The program, organized by the Center for Community Development and Extension Services (CCDES) under the leadership of Dr. Mary Ruth Cinchez, aims to provide participants with the practical skills needed to start their own mushroom farming businesses while promoting sustainable agricultural practices.

In partnership with the Provincial Agriculture Office, represented by Mdm. Concordia S. Lee, the training focused on both the technical aspects of mushroom production and the entrepreneurial strategies needed to establish a viable, long-term business. Mdm. Lee, who served as the lead trainer, guided the participants through key processes such as cultivation, harvesting, and the economic potential of mushroom farming as a sustainable business venture.



The event was held at UCU's Audio Visual Room and saw strong participation from various members of the university community, including Deans, Department Heads, faculty, and students. The program is part of UCU's broader vision to empower individuals with the skills and knowledge needed to launch start-up businesses that contribute to the local economy and promote environmental sustainability.

