



Republic of the Philippines
Department of Agriculture
OFFICE OF THE SECRETARY
Elliptical Road, Diliman,
Quezon City 1100 Philippines



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Memorandum Order

No. 06

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SUBJECT: IMPLEMENTATION GUIDELINES OF THE KADIWA NI ANI AT KITA PROJECT

I. Background and Legal Basis

Chapter 5, Section 38 of Republic Act 8435 or the Agriculture and Fisheries Modernization Act of 1997 declared that, "it is the policy of the State to empower Filipino farmers and fisherfolk, particularly the women, involved in agriculture and fisheries through the provision of timely accurate and responsive business information and efficient trading services which will link them to profitable markets for their products. They shall likewise be given innovative support toward the generation of maximum income through assistance in marketing."

II. Rationale and Project Description

To operationalize the battlecry of the Department of Agriculture under the leadership of Secretary William D. Dar of "A food-secure Philippines with prosperous farmers and fisherfolk", the *KADIWA ni Ani at Kita* project envisions to increase small farmers' and fisherfolks income through direct product selling to end-users and increased institutional market linkages. Any important initiatives that cannot be sustained will result to nothing, as such partnership with local government units (LGUs) and other institutions, both from the national government agencies and private sectors, will help the Department of Agriculture achieve its mission.

In collaboration with the LGUs and other institutional partners, the project will help sustain the price advantage derived by small farmers and fisherfolks from selling directly to consumers as well as providing the urban poor and their families access to safe, fresh and quality agri-fishery products at affordable prices.

The institutionalized *KADIWA ni Ani at Kita* project, to be spearheaded by the Agribusiness and Marketing Assistance Service of the DA shall comprise the direct preparations, establishments and monitoring of marketing by small farmers and fisherfolk or their cooperatives/associations, of fresh agri- and fishery food products in a place identified for the purpose. The agri-fishery products will include, but not limited to rice, fish, poultry and livestock products, fruits and vegetables, root crops, and other basic commodities.

III. Objectives of the Project

The institutionalized *KADIWA ni Ani at Kita* project aims:

1. To make accessible and available quality and affordable agri-fishery products such as rice, fish, poultry and livestock products, fruits and vegetables and other basic commodities at affordable prices to the urban poor and their families;
2. To establish and sustain additional markets for small farmers' and fisherfolks produce/catch thereby increasing their access to direct buyers and respectively increase their income; and
3. To contribute to the effort to ensure a stabilized price and supply of food and other basic commodities, to the consuming public particularly in the urban poor areas

IV. Implementation Partners

1. Local Government Units
2. National Government Agencies
3. Private Institutional Partners
4. Farmers and fisherfolk groups/associations/cooperatives

V. Implementation Strategy

1. Introduction of KADIWA ni ANI at KITA project

Schemes and categories to introduce *KADIWA ni Ani at Kita*

- a. Engagement, Introduction and Launching
- b. Forging Partnerships and Participatory Monitoring
- c. Events and Promotions
- d. Market Matching with Institutional Buyers

2. Institutionalization of KADIWA ni ANI at KITA project

Schemes and categories to institutionalize *KADIWA ni Ani at Kita*

- i. **KADIWA Social Amelioration Scheme** – involves the partnership among DA, farmers and fisherfolk cooperatives/associations, Local Government Units (LGUs) and other institutions providing assistance to pre-identified groups like senior citizens, person with disabilities (PWD), solo parents, 4Ps beneficiaries and the like.

Under this scheme, the LGU partners or institutions will directly buy the agri-fishery products from the farmers and fisherfolk cooperatives/associations at competitive price for distribution to the pre-identified beneficiaries instead of cash assistance.

The LGUs will have to establish a profile of their target groups, using the existing registry systems that are in-placed and facilitate the distribution of agricultural products as it suits their requirements and distribution strategy.

A detailed implementation framework is presented in Annex A.

- ii. **KADIWA Agri-Kart** – under this scheme a partnership among DA, farmers and fisherfolk cooperatives/associations and business entities will be forged wherein a KADIWA Agri-Kart will be positioned in strategic areas in malls, parks, recreation areas, etc.

The DA will provide the KADIWA Agri-Kart which will be manned by representatives from the farmers group for a given schedule. All farmers and farmer groups selected to avail will be given assistance like promotional materials, expert guidance and advisory services.

A detailed implementation framework is presented in Annex B.

- iii. **KADIWA Market “Kadiwa ng Masa”**- a regular venue, similar to market place, will be identified and provided wherein the farmers and fisherfolk cooperatives/associations can sell their produce directly to the consumers at competitive prices on a regular basis.

A detailed implementation framework is presented in Annex C.

- iv. **KADIWA Outlet “Kadiwang Gawa ng Pamahalaan”** – a scheme wherein the participating government agency will dedicate a strategic area within the vicinity of its office for the farmer organization to sell their agricultural produce on a regular basis.

The participating government agency will provide the free use of the space and other utilities necessary for the operation of the outlet.

A detailed implementation framework is presented in Annex D.

In the implementation of the *KADIWA ni Ani at Kita*, the role and participation of DA including its Regional Field Offices, Bureaus and Attached Agencies is limited to facilitation, organizing events and activities, business matching, monitoring and evaluation only. In addition, the aforementioned offices are not allowed to engage into any business or income-generating related activities.

VI. General Feasibility Criteria to be Considered

The selection of participants, partners, location, schedule and scheme for the *KADIWA ni Ani at Kita* should meet the requirements provided in the following criteria, as needed. A brief narrative presentation and/or a completed checklist should be made available prior to the conduct of any KADIWA Event or Scheme, considering the criteria for the overall project feasibility, as follows:

1. Market Feasibility

- 1.1 a simple examination of the supply-demand situation;
- 1.2 the nature of the unsatisfied demand which the *KADIWA ni Ani at Kita* seeks to meet, its growth and the manner in which this demand is to be met.
- 1.3 analysis of the target markets;
- 1.4 scanning of competitors; and
- 1.5 the proposed marketing program
- 1.6 exit plan

2. Technical Feasibility

- 2.1 the quality, specifications and variety of agri-product line to be sold in the area;
- 2.2 suitability of the area for the *KADIWA ni Ani at Kita* scheme;
- 2.3 sufficiency of the electricity/power level and water supply to be used;
- 2.4 accessibility of the area including parking space, road networks, availability of public transportation, security arrangements, etc.

3. Financial Feasibility

- 3.1 simple presentation of the overall financial picture in terms of production cost, operating expenses, cash requirements, profitability, and cash flow

4. Socio-economic Feasibility

4.1 effects of the project on the society and the economy

4.2 benefits to the people

5. Management Feasibility

5.1 management structure of the farmers group

5.2 management team from the partner institutions

VII. Criteria for Selection of Supplier/Participants

1. Farmer, farmer groups, fisherfolk and fisherfolk organization with marketable volume and willing to supply and abide by the requirements of the *KADIWA ni Ani at Kita* project;
2. Shall be willing to handle the marketing/selling of quality products at the *KADIWA ni Ani at Kita* project;
3. Verified and endorsed by DA-RFOs and/or responsible Bureau/Office and Agency signifying the particular type of KADIWA they want to be a partner with;
4. Could sell products at competitive prices if not lower than monitored prevailing prices from nearby major market/s, supermarkets and similar establishments; and
5. Have the capability and system to keep a record of daily sales (and volumes sold) for purposes of monitoring and assessment of progress of operations.

VIII. Schedule of Operations

The schedule operation of the *KADIWA ni Ani at Kita* project may vary depending on the scheme, agreement among the project beneficiaries and other stakeholders and the feasibility indicators, but should be set on a regular basis (e.g. payday Kadiwa, weekly or daily).

IX. Products available and for sale

Basic and prime agri-fishery products such as, but not limited to rice, fruits, vegetables, fish (fresh and processed), poultry and livestock products and by-products, and root crops shall be available for sale in the different types of *KADIWA ni Ani at Kita* project.

Existing Rice Processing Centers (RPCs), Agricultural Trading Center/s and Food Terminals can participate and supply agri-fishery products to the *KADIWA ni Ani at Kita* Project.

Project Monitoring and Evaluation

The monitoring and evaluation (M&E) is necessary to keep the DA management and other project stakeholders updated on the progress, emerging issues and concerns that need to be promptly addressed.

Through the M&E system, the best practices as well lessons learned in the implementation will be documented. Likewise, a feedback mechanism will be instituted to further improve project implementation.

Project partners and farmer participants will be required to regularly submit reports to include selling price, operating cost, volume sold per commodity and sales generated to the DA for proper documentation.

All DA-RFOs, BARMM, concerned DA-Bureaus and Attached Agencies are hereby authorized to formulate supplemental guidelines to operationalize implementation so as to ensure the suitability to local conditions and appropriateness to specific stakeholders and partners. Implementation of any deviation from the general guidelines shall always require prior written approval of the Undersecretary for Consumer Affairs and/or Assistant Secretary for Agribusiness, who should also be furnished copies of all regional issuances on the execution of this project.

For guidance and appropriate action.

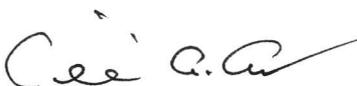
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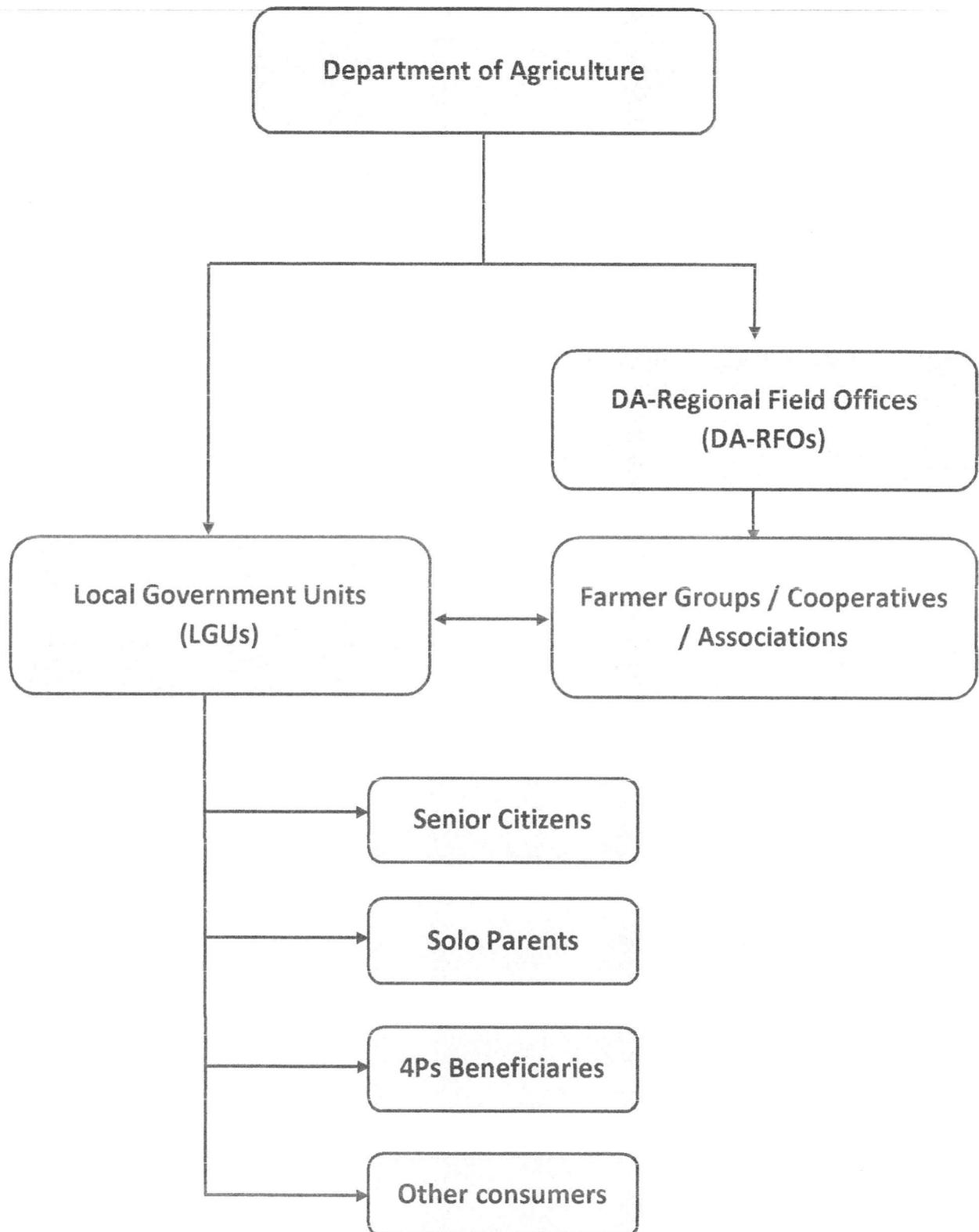
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Annex A. Implementation Framework for the KADIWA Social Amelioration Scheme



I. Project Partners

A. Suppliers

1. Existing producers, cooperatives or associations and agrarian reform beneficiaries duly registered with proper government agencies; and
2. LGUs and/or operators of trading posts, community food terminals and other market-related infrastructure assisted by the Department of Agriculture;

B. Local Government Units (LGUs)

C. Other Institutions

II. Requirements/Conditions

A. Suppliers

1. Must show ability to supply the identified agricultural and/or fishery commodities (fresh and processed);
2. Willing to undergo training and orientation;
3. Willing to undergo monitoring and auditing of DA in its compliance with the requirements of the project; and
4. Shall have an official receipt and with existing bank account.

B. Local Government Units and other institutions

1. Issue the applicable resolution authorizing the Local Chief Executive/Head of the Organization to undertake a Memorandum of Agreement with the possible suppliers, as applicable;
2. Must have a scheme willing to distribute agricultural and fishery commodities as part of their social amelioration program;
3. Must be willing to organize a team and assign a focal person who shall work with Department in the implementation of the Project; and
4. Willing to purchase food commodities on either government-to-government procurement (e.g NFA, SRA), negotiated procurement, bidding or any procurement scheme, as applicable.

III. Mechanics of Implementation

A. Screening of Suppliers

Upon completion of verification and accreditation process of DA-RFOs, concerned Bureaus and Agencies, the list of suppliers, trading posts and community food terminals, their location, and other relevant information shall be shared by DA with the LGU for proper coordination.

B. Delivery

1. Government agencies, operators of trading post, community food terminals and other market related infrastructure, existing producers' cooperatives or association and agrarian reform beneficiaries shall deliver the ordered agricultural and fishery commodities to each LGU on an agreed schedule.
2. Assigned representatives/inspectors of LGUs shall inspect the commodities according to specifications (quality and quantity) and issue acceptance receipt.
3. Corresponding post-harvest equipment needed to preserve the freshness and quality of the products shall be provided by the LGU partner as applicable.

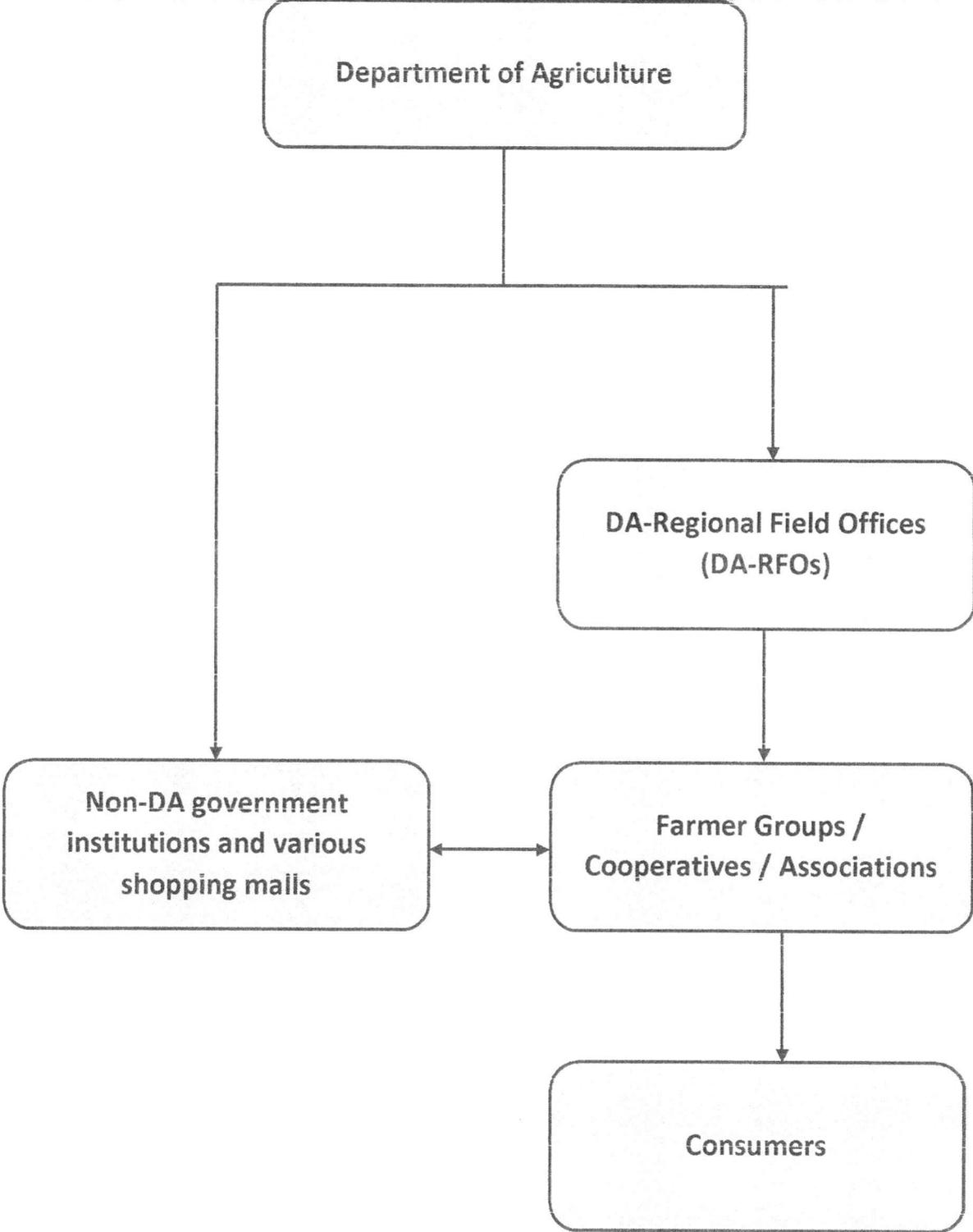
C. Payment

Payment schedule of the delivered agricultural and fishery commodities shall be mutually agreed upon by both parties.

D. Regular Reporting of Operations

LGUs and DA thru the AMAS/AMADs shall monitor the overall supply and distribution system and provide recommendations as necessary

Annex B. Implementation Framework for the KADIWA Agri-Kart Scheme



I. Project Partners

Farmer, farmer groups, fisherfolk and fisherfolk organizations

II. Requirements/Conditions

- A. Farmer participants shall designate/hire at least one (1) personnel to man the handling and selling of the product at the Kadiwa Agri-Kart;
- B. Shall ensure proper utilization and maintenance of the Agri-kart provided by the DA;
- C. Shall be willing to enter into a Project Contract in the implementation of the KADIWA Agri-Kart project;
- D. Must show ability to supply the identified agricultural and/or fishery commodities;
- E. Willing to undergo training and orientation about the implementation of the project including the basic rules and policies of the non-DA Government Institution;
- F. Willing to undergo monitoring and auditing of DA in its compliance with the requirements of the project; and
- G. Shall have an official receipt and with existing business registration

III. Non-DA Government Institution or Various Shopping Malls and Other Related Establishments

- A. Shall be recognized by the Department of Agriculture as project partner.
- B. Must have a common and complementary objectives and signified their intention, willingness and cooperation in achieving greater exposure of farmers' produce by providing alternative markets thru provision of space for agri-kart for the conduct of retailing activity.

IV. Mechanics of Implementation

A. Screening

- 1. The DA, thru Agribusiness and Marketing Assistance Service (AMAS) for the NCR and the Regional Field Office (RFO) AMADs, will be the lead in screening process and coordination with interested farmer groups, cooperatives and associations.
- 2. DA will recognize non-DA Government institution or various shopping Malls and will ensure the readiness of the venue including but not limited to provision of retail selling area, parking space and electrical requirement thru their respective management representative.

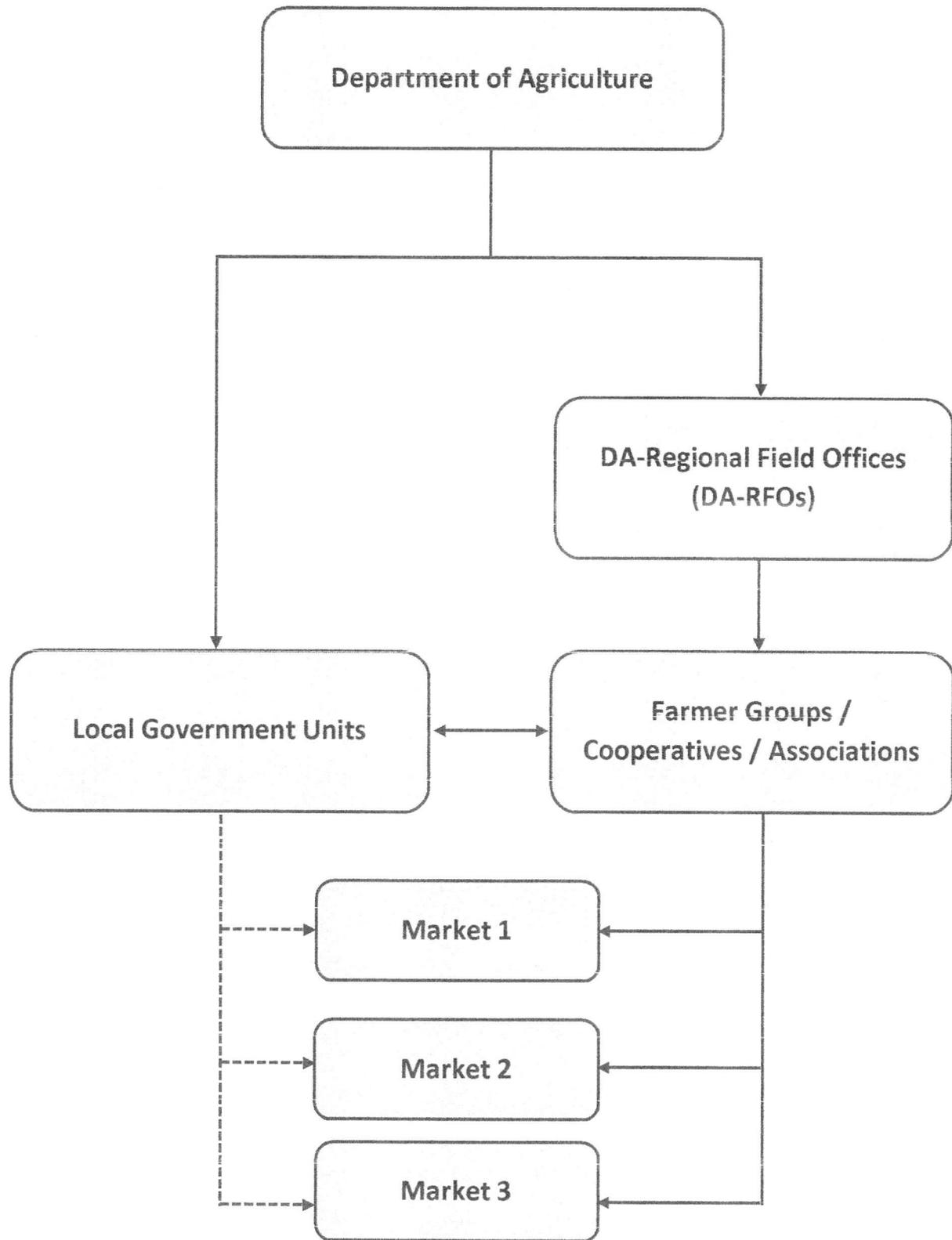
B. Operations of Agri-Kart

1. The operation of the Agri-Kart shall be determined through proper consultation, and by agreement among the project partners and farmer participants.
2. Farmer groups, cooperatives and associations could sell agri-fishery products but not limited to rice, fish, poultry and livestock products, fruits and vegetables, and other basic commodities. Compliance to standards and other requirements for processed products shall be observed.
3. The operation of the Agri-Kart shall observe the schedule of the mall hours or otherwise agreed upon by both partners.
4. Should ensure that there's enough agricultural and fishery products are on display with proper food handling, packaging and compliance to food safety.
5. Policies and operations of the partner mall should always be observed and followed by the farmer participants
6. DA will provide the Agri-Kart for the purpose of displaying and retailing of the farmers agri-fishery produce.
7. AMAS/AMADs will assign coordinator/s in each non- DA institution or identified partner malls to ensure the efficiency and productivity of the farmers/cooperatives

C. Pricing/Price Monitoring

Price of commodities to be sold at the Agri-Kart should be competitive compared to the malls or other similar establishments.

Annex C. Implementation Framework for the KADIWA Market "Kadiwa ng Masa"



I. Project Partners

A. Farmer Participant

1. Farmer, farmer groups, fisherfolk and fisherfolk organizations otherwise called as farmer participants that shall designate a dedicated personnel to man the handling and selling of the product at the Kadiwa ng Masa.
2. Must signify their strong willingness to participate in the project by signing the application contract for the KADIWA ng Masa.
3. Must show ability to supply the identified agricultural and/or fishery commodities.
4. Farmer, farmer groups, cooperatives and associations who are capable of bringing their produce at the venue of the KADIWA ng Masa. Must have their own capacity to shoulder the expenses to include hauling / logistics expenses.
5. Farmers or farmer groups that in need of additional market outlet for their products.
6. Willing to undergo monitoring and auditing of DA in its compliance with the requirements of the project.

B. Selection Criteria for Project Partner/LGUs/ Partner Government Office

1. Shall be willing to provide an appropriate space for the conduct of KADIWA ng Masa including necessary materials such as tables, chairs and tents.
2. Shall be willing to shoulder the water and electricity expenses for the operation of the Kadiwa ng Masa and provide security and janitorial support.
3. Must be willing to organize a team and assign a focal person who shall work with Department in the implementation of the KADIWA ng Masa.

II. Mechanics of Implementation

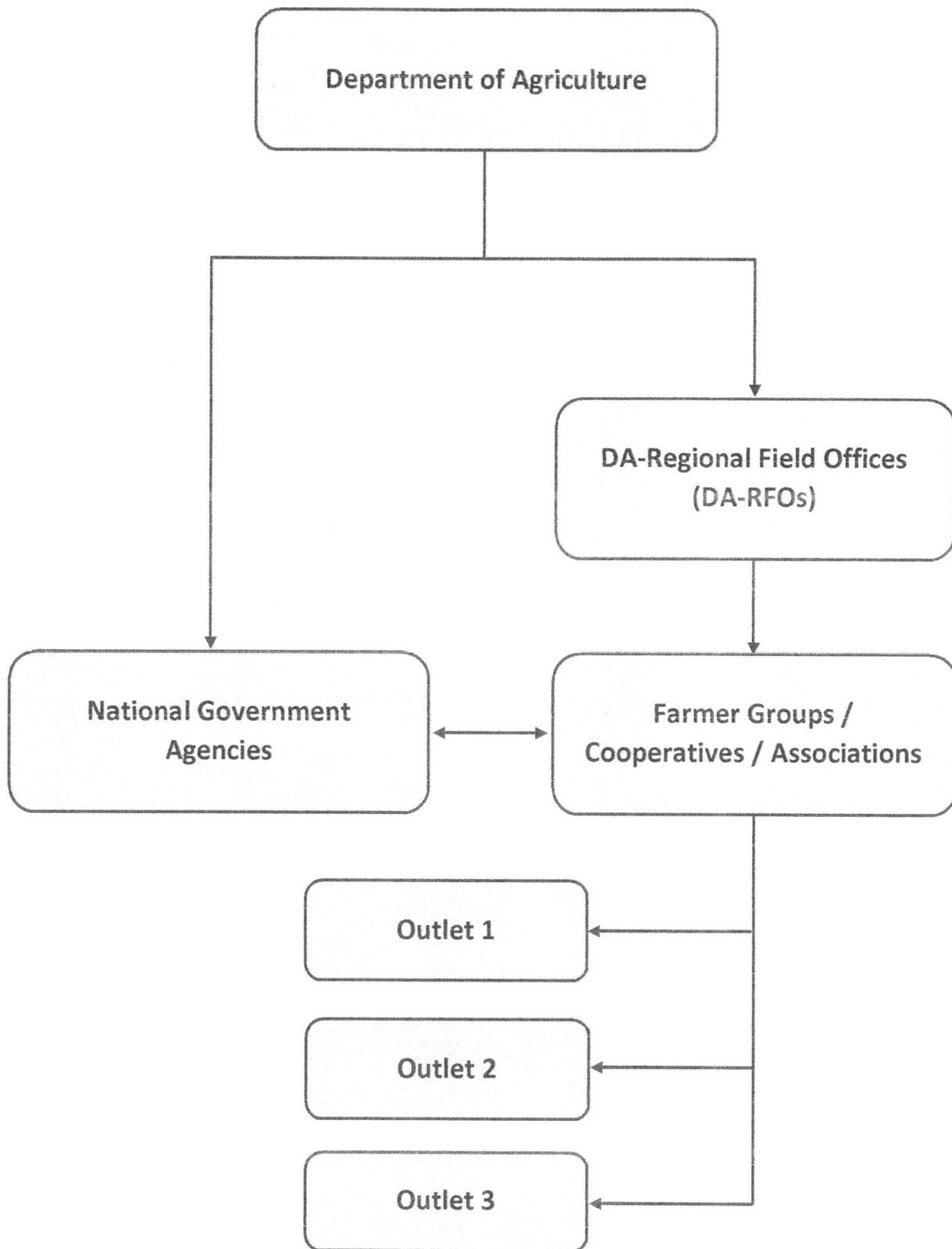
- A. Interested farmer, farmer groups, cooperatives, and associations shall accomplish a Contract Application Form to be submitted to the DA-AMAS copy furnish the AMAD in their region signifying intention to sell and display products at KADIWA ng Masa. Submission of filled up form will be through email (if sending email is doable on the part of the farmer if not AMAD will facilitate the submission).
- B. The farmers/farmer groups will then be contacted/visited by the AMAD for validation and evaluation as to readiness in the selling activity (availability of supply, manpower, logistics, and technical expertise on retailing activity).
- C. The farmers/farmer groups shall contact and notify the AMAD in their region or AMAS for a schedule depending on their harvest-schedule, however, reservation is on a first come-first serve basis.

- D. The Regional Office thru AMAD will then endorse the list of interested farmers/farmer groups for scheduling with specific products
- E. The DA-AMAS shall confirm the schedule of the farmer through call. The DA-AMAS shall have a calendar to list down the names of farmers scheduled for each KADIWA ng Masa.
- F. For cancellation of schedule, the farmers shall inform the DA-AMAS or the AMAD two (2) weeks prior to their scheduled selling to give sufficient time to look for other farmers who will fill in their slot. Farmers who have cancelled their slots without advice will only be allowed to join again after two (2) months. "No show" or farmers who did not come on their scheduled date will no longer be allowed to join.
- G. Farmers shall provide the list of products and selling prices one to two (1-2) days before their schedule
- H. Preferably, prices of products to be sold must be lower than the prevailing price at nearby market.
- I. Sales for the selling activity shall be monitored and the farmer shall fill up the Client Satisfaction Survey Form (CSF)

III. Operation KADIWA Market "Kadiwa ng Masa"

- A. Operation will be based on the pre-determined date identified by the Project Partner/LGUs/ Partner Government Office where farmers/farmers group can sell their produce directly to the consumers at affordable price.
- B. AMAS/AMADs will assign coordinator/s to ensure the efficiency and productivity of the farmers/cooperatives and to directly supervise the activity.

Annex D. Implementation Framework for the KADIWA Outlet “Kadiwang Gawa ng Pamahalaan”



I. Mechanics of Implementation

A. Selection of Strategic Sites

The site for the Kadiwang Gawa ng Pamahalaan requires the following specifications:

1. Shall have at least with a minimum area of 30 square meters preferably with provision of storage area for the produce;
2. Shall be in the ground floor or any strategic areas for ease of moving the produces, secured, and in an area where there is a significant customer traffic;
3. Shall have at least one (1) chest freezer (either provided by the project partner/partner government office or the farmer cooperatives) for the handling of fishery and meat products;
4. Shall be well ventilated and with good source of water; and
5. The use of the space shall be for free.

B. Selection Criteria for Project Partner/ Partner Government Office

1. Shall be willing to provide the abovementioned requirements;
2. Shall be willing to shoulder the water and electricity expenses for the operation of the Kadiwang Gawa ng Pamahalaan; and
3. Shall be willing to sign a Memorandum of Agreement (MOA) in the implementation of the project.

C. Responsibility of Farmer Participant

1. Farmer, farmer groups, fisherfolk and fisherfolk organization otherwise called as farmer participants shall designate/hire at least one (1) personnel to man the handling and selling of the product at the Kadiwang Gawa ng Pamahalaan Outlet;
2. Shall ensure proper utilization of the facilities and equipment provided by the partner government agency. Should any repair be incurred on the use of the facility and equipment, the cost of the repair shall be borne by the farmer participants; and
3. Shall be willing to sign a Memorandum of Agreement in the implementation of the project.

D. Schedule of Operations

The operating hours of the Kadiwang Gawa ng Pamahalan shall observe the working hours of the project partners or by agreement among the project beneficiaries and other stakeholders.