



Republic of the Philippines
OFFICE OF THE SECRETARY
 Elliptical Road, Diliman 1100 Quezon City
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SPECIAL ORDER

No: 906

Series of 2024

SUBJECT: AUTHORITY TO CONDUCT THE TRAINING ON MARKET DIGITALIZATION FOR THE OPERATION OF AGRI-PINOY TRADING CENTER AND FOOD TERMINALS SCHEDULED ON JULY 9-11, 2024 IN PUERTO PRINCESA CITY, PALAWAN

In the exigency of service and to ensure the effective implementation of the activity, the following personnel are hereby authorized to conduct and attend the conduct of Training on Market Digitalization for the Operation of Agri-Pinoy Trading Center and Food Terminals scheduled on July 9-11, 2024 in Puerto Princesa City, Palawan.

This activity specifically aims to achieve the following objectives:

- 1) Provide market digitalization for the operation and implementation of APTC and food terminals
- 2) Gain insights into developing and implementing effective digital marketing strategies tailored to the agricultural sector
- 3) Identify operational issues and concerns and recommend strategies and action plans to address the issues
- 4) Determine how each trading center and food terminal will complement food mobilization
- 5) Document best practices for dissemination and replication in other areas.

Participants from the following offices/divisions/FCAs are hereby authorized to attend:

Office	Number of Participants
1. DA RFO MIMAROPA	6
Agribusiness and Marketing Assistance	4
High-Value Crops Development Program	2
Farm and Fisheries Clustering and Consolidation	2
2. DA Central Office	3
3. Provincial Agriculture Office	2
4. City Agriculture Office	4
5. Food Terminal Operators	16
6. Project Zacchaeus Marketing Corporation	2
7. Sentrong Pamilihan Trading Center	3
Total Number	40



BAGONG PILIPINAS



Masaganang Agrikultura,
Maunlad na Ekonomiya

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The expenses to be incurred in the conduct of activity such as payment for venue/training facilities, food and accommodation, travelling expenses, per diems of participants and other miscellaneous expenses shall be chargeable against DA MIMAROPA Funds, subject to the existing government accounting and auditing rules and regulations.

This Order shall take effect immediately and may be considered revoked upon completion of the activity. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 26th day of June 2024.

For and By the Authority of the Secretary


ALLAN Q. UMALI
Undersecretary for Administration
(as per Special Order No. 618, Series of 2024)





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