



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
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**SPECIAL ORDER**

No. 944  
Series of 2024


**SUBJECT: AUTHORIZED AMAS PERSONNEL TO FACILITATE THE KADIWA RETAIL SELLING ACTIVITIES**

In the exigency of service and in view of the memorandum dated January 3, 2024 re: Request for Approval/Authority to Participate/Conduct Trade and Market-Related Activities for Calendar Year 2024 as approved by the Secretary (Attachment "A"), the staff (Attachment "B") of Agribusiness and Marketing Assistance Service – Market Development Division (AMAS-MDD) are hereby authorized to facilitate the Implementation of KADIWA Retail Selling activities in various areas/location in the National Capital Region and in Greater Manila Area (Attachment "C").

As such, they are entitled to meals/food, office supplies, other supplies and materials, printing of tarpaulin and miscellaneous expenses, chargeable against the Petty Cash fund for the Implementation of KADIWA Program, subject to availability of funds and the existing government accounting and auditing rules and regulations.

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

Done this 28<sup>th</sup> day of June 2024.

  
**FRANCISCO P. TIULA LAUREL JR.**  
Secretary



DA-CO-AMAS-SO20240605-00065



BAGONG PILIPINAS

*Masaganang Agrikultura,  
Maunlad na Ekonomiya*

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DA-CO-AMAS-MM20240109-00009

January 3, 2024

**MEMORANDUM FOR THE SECRETARY**

**THRU** : **ATTY. ALVIN JOHN F. BALABAG**  
 Chief of Staff

**ATTY. GENEVIEVE E. VELICARIA-GUEVARRA, CESE**  
 Assistant Secretary for Consumer Affairs

**FROM** : **THE DIRECTOR**  
 Agribusiness and Marketing Assistance Service

**SUBJECT** : **REQUEST FOR APPROVAL/AUTHORITY TO PARTICIPATE/  
 CONDUCT TRADE AND MARKET-RELATED ACTIVITIES FOR  
 CALENDAR YEAR 2024**

This is to request authority/approval of the targeted trade and market-related activities to be conducted and participated by the Department of Agriculture, through the Agribusiness and Marketing Assistance Service-Market Development Division per DA-AMAS FY 2024 Approved Work and Financial Plan.

Activities include the continuous conduct of KADIWA Retail Selling and market matching activities. In addition, there will be 18 local trade and market-related events that will be conducted/or participated such as events to celebrate National Women's Month, Farmers Fisherfolk Month, National Organic Agriculture Month, World Food Day, KADIWA Farmers and Fisherfolks' Expo. Budget support is also allocated to international events (both locally held and abroad) for trade fair participation such as Agrilink and FOODEX Japan for continuous promotion of Philippine exportable products in the international market and showcasing the integrity of Filipino companies as reliable export suppliers of agriculture-based products. Specifically, FOODEX Japan participation is recommended and requested by our Agricultural Attaché Aleli Maghirang per letter dated December 7, 2023. Participation to international trade exhibitions is identified industry intervention in PEDP 2023-2028 for diversification of export markets by increasing the Philippine mindshare.

Likewise, the DA shall continue to support the annual conduct of the Philippine Coffee Quality Competition (PCQC) and the Philippine Cacao Quality Awards (PCQA) aligned with the Philippine industry roadmaps of these high-value export products. As part of the market development program support, the market study shall be institutionalized providing allocations therein and capacity development sessions, coordination and assessment workshops for continuous staff upskilling.



Please refer to Attachment A for the list and details.

Expenses for activities amounting to **Php34,520,482.85** shall be charged against AMAS FY 2024 funds subject to usual accounting and auditing rules and regulations.

For your approval, Sir.

**JUNIBERT E. DE SAGUN**

**APPROVED / DISAPPROVED**

**FRANCISCO P. TIU LAUREL JR.**  
Secretary



DA-CO-AMAS-MM20240109-00009

## KADIWA REGULAR AREAS AND KADIWA NG PANGULO (KNP)\*

Attachment 2

Names of Staff	Designation	LCU	KADIWA LOCATION	SCHEDULE	
Ma. Neia R. Madamba John Rowen E. Ella William Inguito Jr. Jea May B. De Ramos Suzette L. Intong	Market Specialist II Market Specialist II Senior Administrative Assistant I Market Specialist I Market Specialist I Market Specialist I	QUEZON CITY	Bangko Sentral ng Pilipinas (BSP Security Plant Complex Canopy), East Avenue, Brgy. Pinyahan, Diliman, Quezon City	Twice a Month	
			Barangay Sikatuna Village, Maginhawa St. corner Mapagkumbaba St., Quezon City	every Wednesday	
			BF Homes (Multi-Purpose Hall), Brgy. Holy Spirit, Quezon City	every Saturday	
			Bureau of Agriculture and Fisheries Standards (BAFS-Entrance), 5-C Visayas Avenue, Brgy. Vasra, Diliman, Quezon City	every Thursday	
			Congressional Village Phase I & II (Centennial Clubhouse), Brgy. Bahay Toro, Quezon City	every other week (Friday)	
			Commission on Audit Central Office (Parking Lot), Commonwealth Avenue, Brgy. Batasan Hills, Quezon City	Every Payday	
			Don Enrique Heights (Covered Court), Brgy. Holy Spirit, Quezon City	every Saturday	
			Mapayapa Village II (Covered Court), Ilang-Ilang St., Brgy. Holy Spirit, Quezon City	every other week (Thursday)	
			National Irrigation Administration Central Office (Covered Court), NIA Road, Brgy. Pinyahan, Quezon City	every Wednesday	
			Philippine Heart Center (beside 7-Eleven), Brgy. Central East Avenue, Quezon City	every Thursday and Friday	
			Sofia Bellevue Condominium Corporation (Covered Court), #11 Capitol Hills Drive, Brgy. Matandang Balara, Quezon City	every Thursday and Saturday	
			St. Charbel Executive Village Ph 2 (Basketball Court), Mindanao Avenue, Brgy. Tandang Sora, Quezon City	every Thursday	
Vista Real Classica (Brisbane Court), Brisbane St., Brgy. Matandang Balara, Quezon City	every Saturday				
Marlon Charles P. Ruffo Jovy S. Cabillo Emmanuel Salazar Keith Adrienne Bercades Pamela Jane Ermitanio John John S. Gonoon	Market Specialist II Market Specialist I Market Specialist I Market Specialist I Market Specialist I Administrative Officer II	MANDALUYONG	The Podium (B1, Farmers Collective), Julia Vargas Avenue, Ortigas Center, Mandaluyong City	everyday (Monday to Sunday)	
			Department of Migrant Workers (DMW Bias F. Ople Building), EDSA corner Ortigas Avenue, Mandaluyong City	Every 15th and 25th of the Month	
			CALOOCAN	Brgy. 167, Llano Road, Caloocan City (Landmark: Pt Gasoline Station)	everyday (Monday to Sunday)
				Gillian Hills and Gateway Subdivision (Clubhouse), Barangay 167, Caloocan City	every Saturday
				North Matrix Ville I Subdivision (Church Parish Chamber), Barangay 177, Caloocan City	every other Saturday
			MANILA	Court of Appeals (Lobby), Abenida Ma. Orosa St., Ermita, Manila City	Twice a Month
				Department of Budget and Management (DBM Canteen) Central Office, General Solano St., San Miguel, Manila	Once a month (2 day event)
				Bangko Sentral ng Pilipinas (BSP), Roxas Boulevard, Malate, Manila	Once a Month (2 day event)
			NAVOTAS	Navotas City Hall, Mariano Naval, Navotas City	every payday
				Blk-18 Lot-13, Royal South Village (Clubhouse), Talon Singko, Las Piñas City	every Saturday
				Good Shepherd Parish, Doña Manuela Subdivision, Pamplona Tres, Las Piñas City	every Sunday
			LAS PIÑAS	Las Piñas City Hall (beside COMELEC), Alabang - Zapote Rd., Pamplona Tres, Las Piñas City	every Friday
Southland Estate Townhomes (Open Basketball Court), Brgy. Talon Uno, Las Piñas City	every Friday				
Talon Singko Barangay Hall (Covered Court), Apollo IV St., Brgy. Talon Singko, Las Piñas City	every Wednesday				



**Annex A.**

<b>Name of Personnel</b>	<b>Designation / Employment Status</b>
1. Junibert E. De Sagun	Director / Permanent
2. Joyce M. Bengo	Market Specialist IV / Permanent
3. Trinidad P. Carlos	Market Specialist III / Permanent
4. Ronaldo S. Caddarao	Market Specialist III / Permanent
5. Marilyn P. Ramilo	Market Specialist III / Permanent
6. Leonila R. Baes	Market Specialist III / Permanent
7. Vivian N. Doroja	Market Specialist II / Permanent
8. Ma. Nelia R. Madamba	Market Specialist II / Permanent
9. Jennifer T. Torred	Market Specialist II / Permanent
10. Marlon Charles P. Rufo	Market Specialist II / Permanent
11. Loredie A. de Jesus	Market Specialist I / Permanent
12. Cindee L. Piring	Market Specialist I / Permanent
13. Jorilyn A. Rosales	Market Specialist I / Permanent
14. Joseph B. Baldelomar	Administrative Assistant II / Permanent
15. Irish Joan O. Ativo	Market Specialist IV / COS
16. Kamille Mae Buron	Senior Agriculturist / COS
17. John Rowen E. Ella	Market Specialist II / COS
18. Eliada Deborah P. Del Rosario	Market Specialist I / COS
19. Joshua R. Lorenzo	Administrative Assistant I / COS
20. Marlon S. Manabat	Market Specialist III / COS
21. Cindee L. Piring	Market Specialist II / COS
22. Marie Antonette A. Lorenzana	Administrative Officer II / COS
23. Federico M. Wenceslao III	Administrative Assistant III / COS
24. William M. Inquito Jr.	Senior Administrative Assistant I / COS
25. Mary Anne B. Estrella	Market Specialist I / COS
26. John John S. Gonoon	Administrative Officer II / COS
27. Fejie C. Tualla	Administrative Officer I / COS
28. Romano B. Baldelomar	Administrative Assistant II / COS
29. Levi Reginald G. Pecson	Administrative Assistant I / COS
30. Emmanuel Abellanosa Salazar	Market Specialist I / COS
31. Ronald L. Tejada	Market Specialist I / COS
32. Pamela Jane Ramos Ermitanio	Market Specialist I / COS
33. Quinito Berto Disu Castillo	Market Specialist I / COS
34. Cyryll Galanido Cagas	Market Specialist I / COS
35. Keith Adrienne Grancapal Bercades	Market Specialist I / COS
36. Jea May Batasin De Ramos	Market Specialist I / COS
37. Jovy Sanchez Cabillo	Market Specialist I / COS
38. Jemma Casucog Ildefonso	Market Specialist I / COS
39. Suzette Larita Intong	Market Specialist I / COS
40. Albert A. Villaseñor	Administrative Aide IV / COS

*COS = Contract of Service*

**Noted by:**

**JUNIBERT E. DE SAGUN**  
Director, AMAS

**Approved:**

**FRANCISCO P. TIU LAUREL JR.**  
Secretary







