



Republic of the Philippines
OFFICE OF THE SECRETARY
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MEMORANDUM ORDER

No. 02

Series of 2025

SUBJECT : GUIDELINES ON THE ESTABLISHMENT OF LIVELIHOOD OPPORTUNITIES AND VIABLE ENTERPRISE (LOVE) FOR AGRICULTURAL FARMING COMMUNITIES: CHICKEN LAYER PROJECT

I. PROJECT DESCRIPTION AND RATIONALE

Eggs, next to rice, are the most common food served in a Filipino plate as it is the most affordable and accessible source of protein. It is also a source of vitamins and essential minerals helping to combat malnutrition and essential for a healthy diet. Beyond this, table eggs are source of livelihood and income of Filipino rural communities as well as agripreneurs. Egg industry contributes significantly to the Philippine economy.

The Department of Agriculture advocates the production of local food to ensure food security, enhance livelihood opportunities and promote sustainable agriculture. With this as a strategy, the Livelihood Opportunities and Viable Enterprise (LOVE) for Agricultural Farming Communities: Chicken Layer Project or to be tagged as "LOVE Project" shall be implemented.

The Chicken Layer Project or the LOVE Project involves the establishment of small scale egg production. This project will provide an immediate source of food and livelihood and immediate return on investment which will redound to food security.

The Project shall be implemented in selected provinces in all regions nationwide.

II. TARGET BENEFICIARIES

The beneficiaries of the LOVE Project are farmers, community groups, and Farmer Cooperatives and Associations (FCAs) as determined by the respective RFOs and LGUs, considering factors such as the community's food security needs, the beneficiaries' capacity to sustain the project, and their commitment to participate in the training and other activities. The beneficiaries shall be provided with a Module (Item V).

III. PROJECT IMPLEMENTATION

The Project shall be implemented by the Regional Field Offices nationwide (or on Pilot Regional Field Offices) in cooperation with the Bureau of Animal Industry (BAI), the National Livestock Program (NLP), Agricultural Training Institute (ATI), and the Local Government Units (LGUs).

A Memorandum of Agreement (MOA) shall be executed among the DA-RFO, LGU and target beneficiaries regarding the terms, obligations and responsibilities of each of the implementer.

IV. DUTIES AND RESPONSIBILITIES OF PROJECT IMPLEMENTERS

1. DA- REGIONAL FIELD OFFICES (DA-RFO)

- Identify the target beneficiaries with the assistance of the LGUs
- Lead the implementation of the project;
- Responsible for the procurement and distribution of the Module;
- Conduct project visit;
- Prepare and submit quarterly report to BAI and NLP; and
- Coordinate with concerned DA agencies on the implementation of the project and such others as needed.

2. AGRICULTURAL TRAINING INSTITUTE (ATI)

- Conduct of training and other extension services
- Provide relevant IEC materials to the target beneficiaries for reference and guidance; and
- Perform other tasks as needed.

3. BUREAU OF ANIMAL INDUSTRY IN COLLABORATION WITH THE NATIONAL LIVESTOCK PROGRAM (BAI and NLP)

- Prepare the MOA to be executed among the concerned DA offices, LGU and target beneficiaries.
- Conduct pre-inspection including blood testing of layers before delivery;
- Responsible for the monitoring of the project;
- Provide technical assistance to the target beneficiaries; and
- Perform other tasks as needed.

4. LOCAL GOVERNMENT UNIT (LGU)

- Provide assistance to the DA-RFO in identifying target beneficiaries;
- Provide assistance in the implementation and monitoring of the project; and
- Perform other tasks as needed.



V. MODULE

Module refers to 3-tier battery layer cages consisting of feeder and nipple drinkers, vitamins, medications, disinfectant, 48 heads ready-to-lay pullets, feeds (2 bags pre-lay and 6 bags of layer feeds), veterinary supplies, and a shed. A module amounts to Php 79,500.00. The breakdown of the amount is as follows:

ITEM	QUANTITY	DESCRIPTION	AMOUNT PER QUANTITY (in PHP)	TOTAL AMOUNT (in PHP)
Stocks	48	48 heads ready to lay, healthy and in good condition chickens (including logistics)	750.00	36,000.00
Cage	1	3-tier Battery Cage with feeder, and nipple drinker with logistics	20,500.00	20,500.00
Feeds	8	2 bags pre-lay and 6 bags of layer feeds good for 2.5 months	2,000.00	16,000.00
Veterinary Supplies	1	set of vitamins, medications and disinfectant	2,000.00	2,000.00
Shed	1	shed type house for chicken using local materials	5,000.00	5,000.00
TOTAL				79,500.00

VI. NUMBER OF PROVINCES, MODULE AND FUND ALLOCATION

REGION	NUMBER OF PROVINCES COVERED*	FUNDING ALLOCATION (in PHP)
I - Ilocos Region	4	3,498,000.00
II - Cagayan Valley	5	4,372,500.00
III - Central Luzon	7	6,121,500.00
IV-A - CALABARZON	5	4,372,500.00
IV-B - MIMAROPA	5	4,372,500.00
V - Bicol Region	6	5,247,000.00
VI - Western Visayas	6	5,247,000.00
VII - Central Visayas	4	3,498,000.00
VIII - Eastern Visayas	6	5,247,000.00
IX - Zamboanga Peninsula	3	2,623,500.00
X - Northern Mindanao	5	4,372,500.00

XI - Davao Region	5	4,372,500.00
XII - SOCCKSARGEN	4	3,498,000.00
XIII - Caraga	5	4,372,500.00
CAR - Cordillera Administrative Region	6	5,247,000.00
BARMM - Bangsamoro Autonomous Region in Muslim Mindanao	5	4,372,500.00
NCR - National Capital Region	1	874,500.00
TOTAL	82	71,709,000.00

*-11 beneficiaries per province

VII. FUNDING

The LOVE Project has a total budget of Php 85,190,000.00 charged against the DA-OSEC Trust Fund. The DA shall download the fund to BAI and ATI directly for Project Management and Training and Extension Support, respectively. Also, the DA shall download the fund to DA-RFOs for the procurement of modules. The BAI, ATI, and DA-RFOs shall establish/open a Trust Fund account specific for this project.

DESCRIPTION	RESPONSIBLE AGENCY	BUDGET (in PHP)
Project Management	BAI	6,519,000.00
Training and Extension Support	ATI	6,962,000.00
Procurement of Modules	DA-RFOs	71,709,000.00
TOTAL		85,190,000.00

VIII. EFFECTIVITY

This Order shall take effect immediately and shall remain in force unless revoked in writing. All order, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 15th day of JANUARY, 2025.

FRANCISCO P. TIU LAUREL, JR.
Secretary



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