



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman 1100 Quezon City  
+63(2) 8928-8741 to 64 and +63(2) 8273-2474

## SPECIAL ORDER

No. 198

Series of 2025

**SUBJECT: CREATION OF THE NATIONAL PANEL OF JUDGES AND NATIONAL CAPITAL REGION (NCR) PANEL OF JUDGES FOR THE FY 2024 YOUNG FARMERS CHALLENGE PROGRAM**

In the exigency of service and pursuant to the implementation of the Young Farmers Challenge Program FY 2024, the National Panel of Judges for Start-Up, Upscale, and Intercollegiate Components and the NCR Panel of Judges are hereby created as follows:

### A. YFC NATIONAL PANEL OF JUDGES

#### I. YFC START-UP COMPOSITION

- Chairperson : **ATTY. GENEVIEVE E. VELICARIA-GUEVARRA, CESE**  
Assistant Secretary for Agribusiness, Marketing, and  
Consumer Affairs  
Department of Agriculture (DA)
- Vice Chairperson : **JUNIBERT E. DE SAGUN**  
Director, Agribusiness and Marketing Assistance Service  
Department of Agriculture (DA)
- Members : **MARIA ANGELA P. BAUTISTA**  
Country Director  
Philippine Partnership for Sustainable Agriculture
- : **GRACE F. BALUYAN**  
Assistant Secretary – Regional Operations Group  
Department of Trade and Industry (DTI)
- : **ANNETTE M. TOBIAS**  
Science Research Specialist  
Unit Head, Gender and Development Special Projects Unit  
Department of Science and Technology (DOST)

### FUNCTIONS

1. Adhere to the evaluation criteria and scoring system for the YFC-Start Up Open Category-National Level as stated under Memorandum Circular No. 49, Series of 2024;

2. Modify and/or propose additional categories for YFC Start-Up Component with the approval of the Chairperson in concurrence with the other members of the panel.
3. Responsible for judging the Top 35 National Level Finalists according to the set standard criteria and scoring system; and
4. Declare the fifteen (15) YFC Start-Up Component National Level awardees.

## **II. YFC UPSCALE COMPOSITION**

- Chairperson : **CHERYL MARIE NATIVIDAD-CABALLERO**  
Undersecretary for High Value-Crops  
Department of Agriculture (DA)
- Vice-Chairperson : **ATTY. GENEVIEVE E. VELICARIA-GUEVARRA, CESE**  
Assistant Secretary for Agribusiness, Marketing, and  
Consumer Affairs  
Department of Agriculture (DA)
- Members : **DONNEL JUN TIEDRA**  
Public Affairs Executive  
Nestle Philippines
- : **DOMINIC TOLENTINO**  
Assistant Secretary – Regional Operations Group  
Department of Trade and Industry (DTI)
- : **MELIZA ABELEDA**  
Senior Science Research Specialist and Assistant Director  
Department of Science and Technology (DOST)

## **FUNCTIONS**

1. Adhere to the evaluation criteria and scoring system for the YFC Upscale Category-National Level as stated under Memorandum Circular No. 50, Series of 2024;
2. Responsible for judging the Top 16 National Level Finalists (*1 finalist per region*) according to the set standard criteria and scoring system; and
3. Declare the Top 5 (five) YFC Upscale National Level awardees.

### III. YFC INTERCOLLEGIATE COMPOSITION

- Chairperson : **CHERYL MARIE NATIVIDAD-CABALLERO**  
Undersecretary for High Value-Crops  
Department of Agriculture (DA)
- Vice-Chairperson : **JUNIBERT E. DE SAGUN**  
Director, Agribusiness and Marketing Assistance Service  
Department of Agriculture (DA)
- Members : **ALWYN JOY E. ROSEL**  
Deputy Director  
QBO Innovation Hub
- : **ENGR. JAYDRICK JOHNSON A. YAP**  
President  
Southern Philippines Deep Sea Fishing Association
- : **ANNETTE M. TOBIAS**  
Science Research Specialist  
Unit Head, Gender and Development Special Projects Unit  
Department of Science and Technology (DOST)
- : **WINSTON T. SINGUN**  
Regional Director – National Capital Region  
Department of Trade and Industry (DTI)
- : **RENEN SZILARDO C. DE GUZMAN**  
Assistant Professor, Department of Agribusiness  
Management and Entrepreneurship  
University of the Philippines-Los Baños

### FUNCTIONS

1. Adhere to the evaluation criteria and scoring system for the YFC Upscale Category-National Level as stated under Memorandum Circular No. 51, Series of 2024;
2. Responsible for judging the fifteen (15) Intercollegiate National Level Finalists according to the set standard criteria and scoring system; and
3. Declare the Top 3 (three) YFC Intercollegiate National Level awardees.

## **B. YFC NATIONAL CAPITAL REGION (NCR) PANEL OF JUDGES**

### **I. YFC START-UP COMPOSITION**

- Chairperson : **JUNIBERT E. DE SAGUN**  
Director, Agribusiness and Marketing Assistance Service  
Department of Agriculture (DA)
- Vice Chairperson : **ANNE GLYN F. LISBO**  
Chief, Agribusiness Investment Promotion Division  
Department of Agriculture (DA)
- Members : **MARIA ANGELA P. BAUTISTA**  
Country Director  
Philippine Partnership for Sustainable Agriculture
- : **GRACE F. BALUYAN**  
Assistant Secretary – Regional Operations Group  
Department of Trade and Industry (DTI)
- : **ANNETTE M. TOBIAS**  
Science Research Specialist  
Unit Head, Gender and Development Special Projects  
Unit  
Department of Science and Technology (DOST)

### **FUNCTIONS**

1. Responsible for judging the eligible YFC applicants for the NCR Inter-City/Provincial and Regional Level according to the standard criteria and scoring system set by the National Panel of Judges;
2. Declare the NCR Inter-City/Provincial Awardees; and
3. Declare the NCR Regional awardees who shall compete in the National Level Competition.

### **II. YFC UPSCALE COMPOSITION**

- Chairperson : **JUNIBERT E. DE SAGUN**  
Director, Agribusiness and Marketing Assistance Service  
Department of Agriculture (DA)
- 

Vice-Chairperson : **LENY G. PECSON**  
Chief, Agribusiness Industry Support Division  
Department of Agriculture (DA)

Members : **DONNEL JUN TIEDRA**  
Public Affairs Executive  
Nestle Philippines

: **DOMINIC TOLENTINO**  
Assistant Secretary – Regional Operations Group  
Department of Trade and Industry (DTI)

: **MELIZA ABELEDA**  
Senior Science Research Specialist and Assistant Director  
Department of Science and Technology (DOST)

### **FUNCTIONS**

1. Responsible for judging the NCR YFC Upscale applicants according to the set of standard criteria and scoring system; and
2. Declare the three (3) NCR Upscale Regional Level Awardees.

### **III. YFC INTERCOLLEGIATE COMPOSITION**

Chairperson : **JUNIBERT E. DE SAGUN**  
Director, Agribusiness and Marketing Assistance Service  
Department of Agriculture (DA)

Vice-Chairperson : **JOYCE M. BENGO**  
Chief, Market Development Division  
Department of Agriculture (DA)

: **ALWYN JOY E. ROSEL**  
Deputy Director  
QBO Innovation Hub

- : **ENGR. JAYDRICK JOHNSON A. YAP**  
President  
Southern Philippines Deep Sea Fishing Association
  
- : **ANNETTE M. TOBIAS**  
Science Research Specialist  
Unit Head, Gender and Development Special Projects Unit  
Department of Science and Technology (DOST)
  
- : **WINSTON T. SINGUN**  
Regional Director – National Capital Region  
Department of Trade and Industry (DTI)
  
- : **RENEN SZILARDO C. DE GUZMAN**  
Assistant Professor, Department of Agribusiness  
Management and Entrepreneurship  
University of the Philippines-Los Baños


## FUNCTIONS

1. Responsible for judging the eligible NCR YFC Intercollegiate applicants according to the set of standard criteria and scoring system; and
  
2. Declare one (1) NCR Intercollegiate Regional Level Awardee.

All expenses in the conduct of the activities of the National and NCR panel of judges such as travelling expenses, per diem, incidental expenses, honoraria and/or token for the judges (non DA personnel) shall be chargeable against the YFC Funds, subject to the availability of funds and the existing accounting and auditing rules and regulations.

This Order shall take effect immediately and shall be considered revoked upon completion of the activities of the Judges at NCR and National Levels. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 4th day of Feb. 2025.

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

