



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

No. 203

Series of 2025

**SUBJECT: CREATION OF THE DEPARTMENT OF AGRICULTURE NATIONAL STEERING COMMITTEE AND SUB-COMMITTEES FOR THE CELEBRATION OF THE 2025 HIGH-VALUE CROPS WEEK FROM APRIL 7-11, 2025**

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To celebrate the 30th anniversary of the implementation of Republic Act No. 7900 otherwise known as the "High-Value Crops Development Act of 1995", and in observance of Proclamation No. 469, Series of 2018, signed by President Rodrigo R. Duterte on April 13, 2018 declaring the month of April of every year as the "Filipino Food Month", the High Value Crops Week (HVC) 2025 shall be celebrated on April 7-11, 2025.

In view of the above, and to ensure the successful implementation of the yearly celebration of the HVC Week, a DA National Steering Committee and Sub-Committees are hereby created and shall be composed as follows:

**DA NATIONAL STEERING COMMITTEE**

**Chairperson: MS. CHERYL MARIE NATIVIDAD-CABALLERO, MTM**  
Undersecretary, High Value Crops (HVC)

**Alternate Chairperson: ATTY. JOYCEL R. PANLILIO**  
Assistant Secretary, High Value Crops (HVC),  
Assistant Secretary, Sagip Saka and Intellectual Property

**Vice-Chairperson: MR. JOSEPH MANICAD**  
Director, High Value Crops (HVC)

**Alternate Vice- Chairperson: ENGR. ANNE GLYN LISBO, MTM**  
Deputy Director, High Value Crops (HVC)

**Members: DR. GERALD GLENN F. PANGANIBAN**  
Director, Bureau of Plant Industry, and  
National Urban and Peri-Urban Agriculture Program

**MR. JUNIBERT E. DE SAGUN**  
Director, Agribusiness and Marketing Assistance Service

**ENGR. REMELYN R. RECOTER, MNSA, CESO III**  
Director, Agricultural Training Institute

**DR. HONORIO C. FLAMENO**

Director, Information & Communications Technology Service

**MS. CHERYL C. SUAREZ**

Chief, Agriculture and Fisheries Information Division

**MR. RONALD C. PAMITTAN**

Chief, General Services Division

**Secretariat: HVC Program Management Office**

The DA National Steering Committee shall have the following functions:

1. Provide guidance and ensure the successful implementation of activities for the event, including the selection of the theme and identification of activities and corresponding focal agencies, officials, personnel, and timelines;
2. Oversee the implementation of the plan and activities for the celebration of the HVC Week;
3. Engage/ Work with/ Consult/ Invite, as necessary, resource persons or representatives from other government units and/or private sector to support the celebrations; and
4. Perform other relevant tasks for the successful implementation of the activities and events.

**SUB-COMMITTEES:**

**A. Program and Invitation Committee**

The Committee shall organize the overall program of activities and responsible for inviting the guests, officials, and participants to the said celebration.

**Chairperson:** MS. CAROL ALBAY, HVCDP  
**Co- Chairperson:** MS. DEA ANN ALITA, HVCDP  
**Members:** MS. KRISTINE ANGELA PAMPLONA, HVCDP  
MS. ANGELA GARCIA, HVCDP  
MR. KEVIN GEORGE CALUBAYAN, HVCDP  
MS. MARIA ALELI YABUT, HVCDP  
MS. SHEIN GOMEZ, NUPAP

**B. Photo and Video Documentation, and Exhibit Committee**

The Committee shall lead the creation of Audio-Visual Presentation, photo and video documentation, implementation of publicity of activities, and creating and printing of HVC Week backdrop and tarpaulins.



**Chairperson:** MS. BETHZAIDA B. SARIAN, AFID  
**Co- Chairperson:** MS. DEA ANN ALITA, HVCDP  
**Members:** MS. ANGELA GARCIA, HVCDP  
MR. JEFFREY VENTEREZ, HVCDP  
MS. FRANCISCA BORMEDA, HVCDP  
MS. JENNY RENDORA, HVCDP  
MS. KLARISA MARILUZ LACHICA, HVCDP  
MS. KRISTINE ANGELA PAMPLONA, HVCDP

#### **C. Special Events Committee**

The Committee, in coordination with other DA agencies, shall undertake activities such as showcasing and retail selling of food products (fresh, processed, food sampling, tasting) setting up the high value crops produce (center) display exhibit, and organize the on the spot poster making and photography contest and High-value crops cooking demo show.

**Chairperson:** MS. DEA ANN ALITA, HVCDP  
**Co- Chairperson:** MR. JOSEPH BALDELOMAR, AMAS  
**Members:** MS. ALEJANDRIA ISUNGA, HVCDP  
MS. MARIA ALELI YABUT, HVCDP  
MS. KLARISA MARILUZ LACHICA, HVCDP  
MS. ARYANNE KRISTALEENE OREDINA, HVCDP  
MS. JOANA DIGNO, HVCDP  
MR. KEVIN GEORGE CALUBAYAN, HVCDP  
GSD staff

#### **D. Finance, Ways and Means Committee**

The Committee shall facilitate the allocation of fund and procurement process for the identified activities and materials for the celebration.

**Chairperson:** MS. CAROL ALBAY, HVCDP  
**Co- Chairperson:** MR. LEONEL LIMBAUAN, HVCDP  
**Members:** MR. MON JUSYL ALVA, HVCDP  
MS. FRANCISCA BORMEDA, HVCDP  
MS. JENNY RENDORA, HVCDP  
MS. ARYANNE KRISTALEENE OREDINA, HVCDP  
MS. DANIELA MARI SUPERAL, NUPAP

#### **E. Food, Token, Logistics and Security Committee**

The Committee shall ensure the food and arrangement of the venue, during the celebration.



**Chairperson:** MS. ALEJANDRIA ISUNGGA, HVCDP  
**Co- Chairperson:** MR. LEONEL LIMBAUAN, HVCDP  
**Members:** MS. JOANA DIGNO, HVCDP  
MR. NEHEMIAH BULATAO, HVCDP  
MR. JOEL BAFUL, HVCDP

**F. Physical Arrangement Committee**

The Committee shall ensure the arrangement of the venue (main event and center display), LED Wall, lights and sounds system, panel boards display, during the celebration.

**Chairperson:** GSD Staff  
**Co- Chairperson:** MR. MON JUSYL ALVA, HVCDP  
**Members:** MS. DEA ANN ALITA, HVCDP  
MS. KRISTINE ANGELA PAMPLONA, HVCDP  
MR. NEHEMIAH BULATAO, HVCDP  
MR. JEFFREY VENTEREZ, HVCDP  
MR. JOEL BAFUL, HVCDP


Further, all DA Regional Executive Directors are hereby directed to create a Regional Committee to ensure the successful preparation and implementation of the activities for the celebration of the 2025 HVC Week at the regional level.

All DA Service Units, Regional Field Offices, Bureaus, Attached Agencies, and Corporations are hereby advised of the creation of this Committee and are directed to support and/or align activities and are encouraged to participate in the celebration of the HVC Week.

All expenses relative to the conduct of the various activities for the HVC Week celebration shall be chargeable against the funds of the DA-OSEC/HVCDP and/or respective Bureaus, Attached Agencies, Regional Field Offices, and DA Service Units, subject to availability of funds and the usual 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 4th day of FEBRUARY 2025.

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

