



Republic of the Philippines
OFFICE OF THE SECRETARY
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SPECIAL ORDER

No. 213
 Series of 2025

SUBJECT: AUTHORITY TO CONDUCT AND ATTEND THE NATIONAL ORGANIC AGRICULTURE PROGRAM (NOAP) STRATEGIC MARKETING AND ADVOCACY WORKSHOP

In the interest of service and to ensure the effective promotion and market development of organic agriculture, the Department of Agriculture - National Organic Agriculture Program (NOAP) is hereby authorized to conduct the NOAP Strategic Marketing and Advocacy Workshop on March 24-28, 2025 in Region II.

The said workshop aims to develop a comprehensive and effective advocacy and marketing plan that supports NOAP's goals and enhances stakeholder engagement. Specifically, it will focus on:

1. Identifying key audiences and crafting targeted messages to maximize impact;
2. Designing actionable plans to effectively communicate the benefits of organic agriculture;
3. Formulating strategic marketing approaches to strengthen the organic agriculture market; and
4. Defining measurable indicators to assess the success of advocacy and marketing efforts.

The following are hereby authorized to participate in the activity:

| OFFICE/ AGENCY | NO. OF PARTICIPANTS |
|---|---------------------|
| National Organic Agriculture Board (NOAB) | 3 |
| Director Aimee L. Paredes | |
| Director Donna L. Padre | |
| Director Noel B. Lumbo | |
| National Organic Agriculture Program – National Program Coordinating Office (NOAP-NPCO) | 17 |
| Director Bernadette F. San Juan | |
| Lea C. Deriquito | |
| Ma. Eliza J. Antinero | |
| Maria Teresita S. Lesaca | |
| Alexandrea D. Suñga | |
| Maricris A. Locquiao | |
| Dale Russeth Gabanes | |
| Frances Pamela R. Reyes | |
| Kristine Gabrielle O. Soriano | |
| Glenn B. Umandap | |
| Susanna Jane G. Sinay | |


| OFFICE/ AGENCY | NO. OF PARTICIPANTS |
|--|---------------------|
| Crissel A. Tenolete | |
| Marco Eugenio S. Locquiao | |
| Dyesel G. Cezar | |
| Earl Jerome Dimapilis | |
| Peter Paul D. Limjoco | |
| Kassandra Camille G. Ubas | |
| NOAP Implementing Units | |
| Agricultural Training Institute (ATI) | 1 |
| Bureau of Agriculture and Fisheries Standards (BAFS) | 1 |
| Agribusiness and Marketing Assistance Service (AMAS) | 1 |
| Agriculture and Fisheries Information Division (AFID) | 1 |
| Regional Field Offices | |
| Organic Agriculture Program (OA Focal Person and Alternate Focal) | 32 |
| Agribusiness and Marketing Assistance Division (AMAD) | 16 |
| Resource Person | 1 |
| Office of the Secretary | 2 |
| Nancy M. Supil | |
| Raymond I. Canoza | |
| Host Region (Secretariat) | 10 |
| TOTAL | 85 |

Expenses to be incurred in the conduct of the abovementioned activity such as venue rental, food, accommodation, vehicle rental, and supplies and materials, shall be chargeable against the DA-RFO II funds, while the plane fare of the resource person shall be chargeable against the DA-NOAP funds. Furthermore, travelling expenses and per diems of the participants and support staff shall be chargeable against the funds of their respective offices. All aforementioned expenses are subject to the usual government accounting and auditing rules and regulations.

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

Done this 7th day of February, 2025.

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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