

## MARKET DEVELOPMENT SERVICES

### I. Market Promotion and Development

Agribusiness and Marketing Assistance Division (AMAD) of the Department of Agriculture participated in different trade events locally and internationally which generated total sales of Php38.25M with a total volume of 27,975.39MT, to wit:

NO.	TRADE EVENTS	LOCATION	DATE	SALES GENERATED (Php) & VOLUME SOLD (MT)
<b>Internationally held</b>				
1	BIOFACH 2013	Nuremberg, Germany	Feb. 13-16, 2013	10.75M 26.88
<b>International (but locally-held)</b>				
2	International Food Expo 2013	SMX Convention Center, Mall of Asaia, Pasay City	May 15-19, 2013	23.73M 560
<b>National and Local</b>				
3	Farmers and Fisherfolks Month Celebration	DA Central Office Grounds, Quezon City	May 20-25, 2013	8,700 .07
4	South Cotabato Regional Industrial Technology and Trade Expo	Gaisano Grand Mall, Koronadal City	July 16-18, 2013	10,280 .076
5	PhilExport Davao XI – Mindanao Exporters’ Congress	SMX Convention Center, Davao City	Aug. 1-3, 2013	9,800 .16
6	AgriLink 2013	World Trade Center, Pasay City	Oct. 10-12, 2013	208,000 3.5
7	10 <sup>th</sup> NOAC & 1 <sup>st</sup> Natural & Organic Products Expo	PICC, CCP Complex, Manila	Oct. 16-19, 2013	3.52M 1.5
8	9 <sup>th</sup> Philippine National Corn Congress	Taal Vista Hotel, Tagaytay City	Oct. 23-25, 2013	23,000 .08

There are 22 organizations being assisted during the abovementioned events. Certified organic rice and coco sugar, assorted vegetables, tropical fruits, coffee, corn husks’ by-products and processed products like calamansi concentrate and the newest fruit-based wine products were the products being promoted by the region.



One of the big events which was conducted by AMAD was the Septemberfest 2013 dubbed as Regional Fruit Festival and Market Forum last September 19-22, 2013 at Robinsons Mall, General Santos City which showcased the best, quality and potential fruits and food products in the market. This was participated in by 36 exhibitors of fresh and processed fruits and sold a total volume of 530 metric tons valued at Php21M.



AMAD also supported South Valley Food Products in participating the Food Exposition in Hongkong last August 15-19, 2013 and generated sales of Php228,000.00 with a total volume of 1.2 MT.

To strengthen our camaraderie with the local government units, we had supported eight (8) LGUs in conducting their trade events namely; Municipalities of Surallah, Tupi, Tiboli and Polomolok of South Cotabato; Municipality of Alamada, North Cotabato; and provinces of Sultan Kudarat, South Cotabato and Sarangani.

This year Department of Agriculture-Agribusiness and Marketing Assistance Service (DA-AMAS) has provided two (2) elf trucks to AMAD Region 12 to be used in any marketing-related events. A total of 606.2 MT volume of assorted agricultural products were linked with a total value of Php13.999M and assisted 15 farmer groups/association as a result of facilitating the market matching/linkages.

Farmers were very grateful for the use of these vehicles because they have more earnings due to the reduced transportation costs.

One region's pride was being part of the momentous event last May 6, 2013 at Manila North Harbor, Manila wherein after 40 years the Philippines, once again exported rice. Through Don Bosco Multi-purpose Cooperative based in M'lang which was assisted by Region XII shared a total of 15 MT of black rice exported to Dubai.

Further, this event opened a gateway for Don Bosco MPC and pursued exporting certified organic colored rice (black, brown and red) to other countries like Hongkong and Macau with a consolidated volume of 7.269MT with a total value of Php726,900.00. The General Manager of Don Bosco MPC and his group were very much thankful to the AMAD for being the link to their flight.



Aside from certified organic rice, Tupi Balangon Growers' Association (TUBAGA) had also traded 57,600 boxes with a total of 777.6 metric tons of banana bongulan to Japan worth Php11,813,760.00. Mr. Jun Roque, Chairman of Banana Industry Council of Region 12 (BAICOR-12) had traded 4,725 MT of banana lakatan in Cebu, Iloilo, Bacolod and Manila. For livestock, we closely monitored the supply of pork, beef, carabeef, chevon and dressed chicken to Manila and Cavite with a total of \_\_\_\_\_ metric tons. (Source: Animal Quarantine Services, General Santos City)

## II. Agribusiness Industry Development

There were three (3) congresses/conferences that AMAD had actively participated namely: 10<sup>th</sup> National Organic Agriculture Congress (NOAC) last October 16-19, 2013 at PICC, CCP Complex, Manila; 9<sup>th</sup> National Corn Congress held in Tagaytay last October 23-25, 2013; and Global Rubber Conference last November 1-3, 2013 in Palembang, Indonesia.

AMAD also supported the conduct of Mindanao Banana, Rubber and Coffee Congresses which were held last August 29-30, 2013; November 5-7, 2013 and November 26-27, 2013 staged in the cities of Kidapawan and General Santos respectively.

## III. Agribusiness Investment and Enterprise

An Agribusiness Investment Opportunities Seminar (AIOS) on Food Processing for Overseas Filipino Workers (OFWs) beneficiaries and members was conducted and it was attended by 59 participants. An estimated 20% of these participants are now adaptors of the knowledge and skills they have gained.

On the other hand, during the first quarter of the year information dissemination was done to the affected areas of Typhoon Pablo for an opportunity to avail of a special financing facility through the Cooperative Bank. In Region XII there were seven (7) municipalities affected and their farmers responded. Conducted forum with a total of 556 individuals have attended.





AMAD implemented the Executive Order No. 376 or the duty and free tariff exemptions on the importation of agriculture and fisheries inputs, machinery and equipment. We have issued three (3) Certificate of Eligibility (CE) to name: a) Kenram Industrial Development Inc., Isulan, Sultan Kudarat last January 25, 2013; b) Kilambay Farms Agri Buy and Sell last June 14, 2013; and c) Dole Phils., Inc. last July 19, 2013. These assistance we provided them indirectly helped our farmers for employment and increased production.



#### **IV. Agribusiness Marketing Information**

Food Terminal Projects (FTP) is a special project lodged to AMAD. As of Calendar Year (CY) 2012 there were 105 Barangay Food Terminals (BFTs) established region-wide. This year, an additional five (5) BFTs were established situated in different parts of the region namely: 1) Brgy. Mother Kalanganan, Cotabato City; 2) Brgy. Poblacion, Columbio, Sultan Kudarat; 3) Brgy. Sta. Clara, Kalamansig, Sultan Kudarat; 4) Brgy. Datu Binasing, Pigcawayan, North Cotabato; and 5) Brgy. Sto. Niño, Arakan, North Cotabato.

And now, this year Region XII has a total of 110 BFTs established. The presence of these BFTs helped the rural communities avail of the lowest sold rice, the NFA especially during scarcity of rice and the special rice has gone so high. BFTs were alternative markets for our farmers.

The High Performing Food Terminal AMAD had established and assisted was the City Food Terminal of General Santos which is operated and managed by CFTEMCO. It did not only expand and helped its members but became the direct market of our farmers throughout the region. It also linked our farmers to other markets.

As for the BFT, Malandag BFT of Malandag, Malungon, Sarangani excelled in its operation and management. They were awarded Gawad Saka regional winner for the BFT LGU-operated category and received a cash prize of Php 50,000.00 and a plaque.