



Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
1100 Quezon City

January 21, 2021

MEMORANDUM

TO : ALL UNDERSECRETARIES
ALL BUREAU DIRECTORS
ALL HEADS OF ATTACHED AGENCIES AND CORPORATIONS
ALL REGIONAL EXECUTIVE DIRECTORS
ALL SERVICE DIRECTORS

FROM : THE SECRETARY

SUBJECT : ADOPT A CITY OR TOWN FOR VEGETABLE PRODUCTION

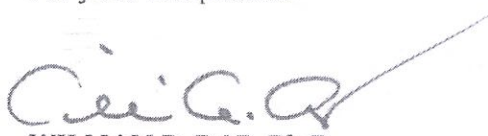
Attached is a report of the successful collaboration implemented by Philippine Rice Research Institute (PhilRice) for the Phase I of the PAG-AHON (sa Palay at Gulay-may Ani, Hanapbuhay, Oportunidad, at Nutrisyon) project with Lupao LGU, Lupao Vegetable Growers Association, and East-West Seed Company.

This was part of my directives through a Memorandum dated April 15 2020, arising from Management Committee Meeting on COVID-19, for all DA agencies/centers/units located in the regions **to adopt a city or town to be supported on massive "Gulayan sa Barangay"**, small animal raising, etc. The initial assignments were for Philippine Carabao Center (San Jose City, Nueva Ecija), PhilRice (Lupao, Nueva Ecija), and Philippine Center for Postharvest Development and Mechanization (Muñoz, Nueva). "Adopt A City or Town" aimed to enhance household food security by promoting massive vegetable gardening in public areas, idle private spaces, residential backyards.

In this regard, we now have a good example that each bureaus/attached agencies and corporation can adopt. You are all hereby directed to implement the "Adopt A City or Town" project adapting the guidelines used by PhilRice (see attached file). The project will further help strengthen our strategies to stabilize vegetable supplies and prices.

Submit your respective proposals to the Office of the Secretary **on or before February 15, 2021**.

For your compliance.


WILLIAM D. DAR, Ph.D.


B A F S
OFFICE OF THE EXECUTIVE DIRECTOR

Received by: 
Date: 

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DEPARTMENT OF AGRICULTURE

in replying pls cite this code
For Signature: S-01-21-0422

0021-MEMO-10-30

MEMORANDUM OF UNDERSTANDING

KNOW ALL MEN BY THESE PRESENTS:

This MEMORANDUM OF UNDERSTANDING, hereinafter referred to as the "MOU", is made and entered into this 11th day of May 2020, by and among:

**PHILIPPINE RICE RESEARCH
INSTITUTE (PhilRice)**

JOHN C. DE LEON
Executive Director

**EAST-WEST SEED COMPANY INC.
(EWSC)**

HENK PAUL MARIE HERMANS
General Manager

MUNICIPALITY OF LUPAO

ALEX ROMMEL V. ROMANO
Municipal Mayor

**LUPAO VEGETABLE GROWERS
ASSOCIATION**

HENRY V. RAMOS
Chairman/President

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About the PAG-AHON Project

PhilRice was directed by the DA Secretary through a Memorandum dated 15 April 2020, arising from a Management Committee Meeting on COVID-19, to adopt the municipality of Lupao, Nueva Ecija under the Revitalized Gulayan sa Barangay Project of the 'Plant Plant Plant' or Ahon Lahat, Pagkain Sapat (ALPAS) Program.

The project titled "Revitalized Gulayan sa Barangay", which we operationally dubbed as "PAG-AHON", was subsequently implemented with the following co-implementers and partners: Local Government Unit of Lupao, Lupao Vegetable Growers Association, and East-West Seed Company.

Project Components:

Component 1 - Crop Diversification

Objective: To increase the productivity and net income of rice farmers through rice plus vegetables crop diversification.

Component 2. Establishment of Community Food Hubs

Objective: To help mitigate the issues on access to seeds and food resiliency.

Component 3. Rice-Veggie Techno-Demo "Gulayan sa Palayan"

Objective: To showcase rice-vegetable technology and encourage rice farmers to diversify.

Component 4. Vegetable Seeds/Seedlings Distribution

Objective: To help sustain the project and enhance food security in the communities.



PAG-AHON Project

(Sa Palay at Gulay - May Ani, Hanapbuhay, Oportunidad, at Nutrisyon)

Welcome
DA Sec. William D. Dar and Party

LUPAO, NUEVA ECJIA
23 SEPTEMBER 2020



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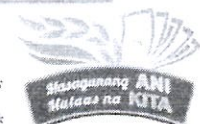
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Department of Agriculture of Republic of P : Agri dep't pours investments in promising Nueva Ecija town



09/23/2020 | 11:05pm EDT

Author: DA Communications Group | 24 September 2020

The Department of Agriculture (DA) is set to continue its partnership with the municipal local government unit (LGU) of Lupao in Nueva Ecija with more projects being implemented and in the pipeline for 2020 amounting to P51.6 million.

Following the success of the 'Sa Palay at Gulay - May Ani, Hanapbuhay, Oportunidad, at Nutrisyon (PAG-AHON) Project' in Lupao, Agriculture Secretary William Dar directed the DA Regional Field Office (RFO) in Central Luzon and attached agencies to concretize its assistance to the town.

'I would like to see the outputs of your research being used by the farming communities. *Baliw na baliw ako makakita ng mga extension ng technologies na nagawa na ninyo doon sa kanayunan.*' Secretary Dar said during the PAG-AHON Harvest Festival held on September 23, 2020.

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SunStar PAMPANGA
Tuesday, October 5, 2020

BACOLOD BAGUIO CAGAYAN DE ORO CEBU DAVAO DUMAGUETE ILOILO MANILA PAMPANGA

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Agri chief inspects food security project in Nueva Ecija

IAN OCAMPO FLORA
September 27, 2020



THE Department of Agriculture (DA) Secretary William Dar together with DA Ambassador on Food Security James Reid and other officials conducted a site visit in the "Sa Palay at Gulay, May Ani, Hanapbuhay, Oportunidad, at Nutrisyon" (Pag-ahon) project in Nueva Ecija as part of the DA's Plant, Plant, Plant Program.

Pag-ahon was established in Nueva Ecija on May 11, 2020, by the Philippine Rice Research Institute.

"I am really happy that this is happening. We can always innovate in times of this pandemic," Dar said.

This project aims to ensure food security by increasing the harvest and income of the local farmers and provide an access to planting materials and diversify sources of income.

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Implementing Guidelines

To effectively deliver the aim “to enhance household food security by promoting massive vegetable gardening in public areas, idle private spaces, residential backyards.”

- Project stressed the need to coordinate with partner agencies/ companies/ associations/ consolidators willing to collaborate and support DA and its attached agencies or corporations
- Put together component activities like crop diversification, establishment of community food hubs, rice-vegetable techno-demo, seeds and seedlings distribution – and provide innovative products and sustainable services that will help vegetable farmers and households in the barangays also survive, reboot, and grow
- Ensure food security in the municipality by helping determine ideal areas for vegetable gardening in the municipality’s community (in case of Lupao, in 22/24 of its barangays); and
- Ultimately help bring and stabilize food/vegetable supplies and prices in the metropolis (e.g. Metro Manila)

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Thank you

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