



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

**Special Order**

No. 78

Series of 2021

**SUBJECT : CREATION OF THE DA NATIONAL STEERING COMMITTEE AND SUB-COMMITTEES FOR THE CELEBRATION OF THE FILIPINO FOOD MONTH 2021**

Proclamation No. 469, Series of 2018 signed by President Rodrigo R. Duterte on April 13, 2018 declares the month of April of every year as the "Filipino Food Month" (FFM) and delegates the Department of Agriculture (DA), together with the National Commission for Culture and the Arts (NCCA), to lead the said celebration.

Thus, pursuant to the said Proclamation, a DA National Steering Committee is hereby created to provide policy direction and guidance for the successful conduct of activities for the celebration of the FFM on April 2021:

**DA NATIONAL STEERING COMMITTEE**

Chairperson : Undersecretary for Consumer Affairs  
Co-Chairperson : Undersecretary for Special Concerns and  
Undersecretary for High Value Crops and Rural Credit  
Vice-Chairperson : Assistant Secretary for Agribusiness and Marketing  
  
Members : Director, Agribusiness and Marketing Assistance Service (AMAS)  
Director, Agricultural Training Institute (ATI)  
Director, Bureau of Agriculture and Fisheries Standards (BAFS)  
Director, Bureau of Animal Industry (BAI)  
Director, Bureau of Plant Industry (BPI)  
Director, Bureau of Fisheries and Aquatic Resources (BFAR)  
Director, National Meat Inspection Service (NMIS)  
Director, Financial and Management Service (FMS)  
Director, Field Operations Service (FOS)  
Chief, Agriculture and Fisheries Information Division (AFID)  
Heads, DA Banner Programs  
  
Secretariat : Office of the Undersecretary for Consumer Affairs/Agribusiness  
and Marketing Assistance Service

The DA National Steering Committee shall have the following functions:

- Serve as the advisory body to the various Sub-Committees in all related activities for the celebration of the FFM;
- Ensure the close coordination with NCCA;
- Spearhead the holding of meetings to discuss concerns relating to the celebration;

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- Oversee the preparation and implementation of activities to ensure the successful celebration and observance of the event;
- Engage private sector groups/associations (e.g. Philippine Culinary Heritage Movement) involved in the field of Philippine culinary and gastronomy and related concerns as partners in the celebration;
- Work with/Consult/Invite, upon recommendation of the Sub-Committees as necessary, resource persons or representatives from other government units and/or private sector to support the celebrations; and
- Create additional Sub-Committees as deemed appropriate.

The following Sub-Committees are likewise created to report and provide technical and logistical assistance to the DA National Steering Committee:

A. Sub-Committee on Celebrations / Trade & Expo

**Lead:** To be nominated, **AMAS**

**Functions:**

- Identify activities, such as conduct of trade fairs and caravans, to showcase and highlight Philippine food culture and cuisine by providing farmers and fisherfolk a platform to promote their local produce, indigenous ingredients, and the like;
- Plan and execute identified activities under the "Celebrations" and "Trade & Expo" components of FFM;
- Closely coordinate with NCCA and event organizers;
- Collaborate with/Tap the Department of Interior and Local Government or specific Local Government Units for regional celebrations of FFM; and
- Identify sources of fund sharing and prepare all necessary documents to facilitate the procurement of goods and services for the conduct of "Celebrations" and "Trade & Expo" activities.

B. Sub-Committee on Education / Capability Building

**Lead:** To be nominated, **ATI**

**Functions:**

- Provide a venue for further training, advocacy, and information dissemination (e.g. seminars, lectures, demos, and workshops) on Filipino food cuisine, traditions, and related concerns to create awareness, synergies, tie-ups, and networks, among various stakeholders for encouraging and supporting Filipino food, gastronomy, and culinary heritage;
- Identify sources of fund sharing and prepare all necessity documents to facilitate the procurement of goods and services for the conduct of "Education" and "Capacity Building Workshop" activities.

C. Sub-Committee on Support

1. *Finance, Ways, and Means*

**Lead:** To be nominated, **FMS**

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**Functions:**

- Facilitate the allocation of fund and procurement process for the identified activities for the celebration; and
- Ensure that all documents are completed and submitted to facilitate the payment for counterpart expenses of DA.

2. *Publicity, Promotion, and Documentation*

**Lead:** To be nominated, **AFID**

**Functions:**

- Organize and implement the required publicity activity and media coverage for FFM activities;
- Conduct photo and video coverage of all FFM activities (pre/during/post);
- Prepare write-ups and articles for dissemination; and
- Coordinate with media organizations.

**The leads of the Sub-Committees are hereby authorized to identify 5-10 members each to assist them in carrying out the functions of their respective committees. The members to be identified are instructed to extend full support to their leads.**

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

All DA Service Units, Regional Field Offices, Bureaus, Attached Agencies, and Corporations are hereby advised of the creation of these Committees and are directed to support and/or align activities and encourage participation to implement Proclamation No. 469. Accordingly, funding for activities to support the FFM celebration shall be included in the work and financial plan for the succeeding years.

All expenses relative to the conduct of the various activities for the FFM celebration shall be chargeable against the DA-OSEC 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 remain in force until revoked in writing. All Orders inconsistent herewith are deemed revoked.

Done this 21<sup>st</sup> day of January, 2021.

  
**WILLIAM D. DAR, Ph.D.**  
Secretary

DEPARTMENT OF AGRICULTURE  
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