NATIONAL ADMINISTRATIVE REGISTER · MAY 12, 2009

GUIDELINES FOR THE AMENDMENT OF SPECIAL ORDER NO. 120, SERIES OF 2007 AND THE CREATION OF NEW MARKETING COORDINATORS WHO WILL UNDERTAKE THE LIVESTOCK AND POULTRY MARKETING PROGR...

BAI DA ADMINISTRATIVE ORDER NO. 06, S. 2009, May 12, 2009

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WHEREAS, pursuant to the Special Order No. 120 series of 2007 designating personnel to under take and promote marketing programs in coordination with the Marketing Development Division of the Bureau of Animal Industry and the Local Government Units, monitor specific policy guidelines, undertake onsite assessment and evaluation of Livestock Oksyon Markets in their jurisdiction, regularly submit to the BAI-MDD the monthly consolidated livestock report from selected markets, and monitor cold storages in the regions and also address the issue of smuggling.

WHEREAS, pursuant to the Special Order No. 641, series of 2000 the Regional Directors of the Department of Agriculture-Regional Field Units (DA-RFUs) are automatically members of the special task force tasked to closely monitor the prices of livestock, poultry, eggs, meat and meat products, and other allied industries such as feeds including demand and supply trends;

WHEREAS, the Bureau of Animal Industry through the Marketing Development Division have been conducting regular National Task Force on Price and Volume Watch monthly meetings to closely watch the prices of livestock, poultry, meat and feeds and review the demand and supply situation;

WHEREAS, the highlights, together with the short and long term policy recommendations as a result of consultations have been regularly submitted to the Office of the Policy and Planning, and the Office of the Secretary as guide in their decision making process;

WHEREAS, Regional Marketing Coordinators have attended the two-day orientation seminar conducted by the Bureau of Animal Industry through the Marketing Development Division on September 2008. Among the objectives of which was to familiarize the participants about the National Task Force on Price and Volume Watch and their role in strengthening it.

WHEREAS, the said activity have enhanced the capabilities, duties and responsibilities of the Regional Marketing Coordinators, highlighted by a workshop where their role in the task force was underscored;

WHEREAS, it was agreed upon that the Special Order No. 120, series of 2007 be amended since some of the personnel included in the SO has been retired or transferred, resulting to changes of their duties and responsibilities. It was further suggested that the names of the participants in the orientation seminar be included in the new S.O. and that the activities conducted by the BAI-MDD be replicated in the regions.

NOW, THEREFORE, I, ARTHUR C. YAP, Secretary of Agriculture, do hereby issue this order:

> SECTION 1. Objectives and Scope - To reorganize and reactivate the Regional Marketing Coordinators and implement the Special Order No. 120, series of 2007, Special Order No. 641, series of 2000 and other

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administrative orders related thereto.

SECTION 2. Major Implementors - The Agribusiness and Marketing Assistance Division of the Department of Agriculture Regional Field Units shall spearhead the implementation of the said orders in collaboration with the Bureau of Animal Industry through the Marketing Development Division. The Division Chiefs will automatically be the focal persons in the region and support personnel be identified through a Special Order.

SECTION 3. Logistics and Administrative Support - In order to effectively implement Special Order No. 120, series of 2007, Special Order No. 641, series of 2000 and other administrative orders related thereto, logistics and administrative support will be given to the regional field units. The amount of Seventy Five Thousand Pesos (P75,000.00) should initially be earmarked for each region annually.

SECTION 4. Repealing Clause - All rules and regulations or portions thereof inconsistent herewith are repealed or amended accordingly.

SECTION 5. Effectivity - This order shall take effect fifteen (15) days after the publication of the same in the Official Gazette, and filing three (3) copies thereof with the UP Law Center.

Adopted: 12 May 2009

Recommended by:

(SGD.) DAVINIO P. CATBAGAN, DVM
Officer-in-Charge
Bureau of Animal Industry

Approved by:

(SGD.) ATTY. ARTHUR C. YAP
Secretary
Department of Agriculture

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