



Republic of the Philippines
Province of Cagayan
TUGUEGARAO CITY
NINTH CITY COUNCIL
OFFICE OF HON. CERENE PEARL QUILANG



CITY ORDINANCE NO. _____

**DRAFT CITY ORDINANCE INSTITUTIONALIZING THE IMPLEMENTATION OF
THE KATUWANG SA DIWA AT GAWA PARA SA MASAGANANG ANI AT MATAAS
NA KITA (KADIWA) NG PANGULO PROGRAM OF THE NATIONAL
GOVERNMENT IN TUGUEGARAO CITY**

Sponsors:

HON. CERENE PEARL T. QUILANG
HON. MARK ANGELO B. DAYAG
HON. GRACE B. ARAGO
HON. MARC ALDOUS C. BACCAY
HON. ARNEL T. ARUGAY
HON. RESTITUTO C. RAMIREZ

WHEREAS, Chapter 5, Section 38 of Republic Act 8435 or the Agriculture and Fisheries Modernization Act of 1997 declared as a policy of the State to empower Filipino farmers and fisherfolk, particularly the women, involved in agriculture and fisheries through the provision of timely accurate and responsive business information and efficient trading services which will link them to profitable markets for their products, and shall likewise be given innovative support toward the generation of maximum income through assistance in marketing;

WHEREAS, the Department of Agriculture (DA) launched and spearheaded the Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita (KADIWA) in 2019, which seeks to empower the farming community by providing a direct and effective farm-to-consumer food supply chain;

WHEREAS, DA Memorandum Order No. 06 series of 2020 or the Implementation Guidelines of The Kadiwa Ni Ani At Kita Project provides that KADIWA envisions to increase small farmers' and fisherfolks income through direct product selling to end-users and increased institutional market linkages.

WHEREAS, the Department of Trade and Industry's (DTI) One Town, One Product (OTOP) is a priority stimulus program for Micro, Small and Medium-scale enterprises (MSMEs) as government's intervention to drive inclusive local economic growth to enable localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage;

WHEREAS, Department of the Interior and Local Government (DILG) Memorandum Circular No. 2024 – 003 encourages Local Government Units (LGUs) to implement the KADIWA Program of the government in their respective provinces, cities and municipalities;

WHEREAS, local governments such as Tuguegarao City have a direct impact on the local economy by encouraging business location and incubation, supporting enterprise development, linking local produce to markets, and facilitating job creation and livelihood development, ultimately encouraging sustainable local economic activities;

WHEREAS, the adoption of the Kadiwa Program helps in rebuilding the pandemic battered economy through this program to help revive local enterprises in the City.



Republic of the Philippines
Province of Cagayan
TUGUEGARAO CITY
NINTH CITY COUNCIL
OFFICE OF HON. CERENE PEARL QUILANG



NOW, THEREFORE, be it ORDAINED, by the Ninth City Council of Tuguegarao, in session assembled, to enact:

SECTION 1. SHORT TITLE. This ordinance shall be known as “**ORDINANCE INSTITUTIONALIZING THE KADIWA NG PANGULO PROGRAM IN THE CITY OF TUGUEGARAO.**”

SECTION 2. DECLARATION OF POLICY. It is hereby declared a policy of Tuguegarao City to adopt the state policy that promotes social justice in all phases of national development and recognizes the indispensable role of the private sector, encourages private enterprise, and provides incentives to needed investments. Towards this end, the City shall encourage, promote, and strengthen

SECTION 3. PURPOSE. This ordinance is intended to localize the KADIWA Program of the National Government, setting up KADIWA ng Pangulo in the city in partnership with the DA, DTI, DOLE and DILG, with the aim of achieving the following objectives:

- a) To ensure food security, delivery of nutritious food and access to affordable goods and commodities.
- b) Support farmers and fisherfolks to sell agri-produce, to facilitate product exchange of OTOP products, and to provide opportunity for local micro-entrepreneurs to market their products.
- c) To provide market opportunities to MSMEs through local product promotion and eliminating as many marketing layers, allowing producers to earn bigger income from directly selling their products instead of using trader-intermediaries.
- d) To encourage consumer spending, thereby jumpstarting and reviving local economies.

SECTION 4. DEFINITION OF TERMS. When used in this ordinance, the following terms shall mean:

- a) **KADIWA (KNP)** – shall refer to the "Katuwang sa Diwa at Gawang para sa Masaganang Ani at Mataas na Kita ng Pangulo Program” which is the program initiated by the President of the Philippines aimed at promoting agricultural productivity, ensuring food security, and increasing income opportunities for farmers, fisherfolk, and other stakeholders.
- b) **CONSUMERS** – shall refer to individuals or households who purchase goods and services for personal use or consumption. In the context of the KADIWA (KNP) program, consumers refer to those who buy agricultural products and other commodities from KADIWA outlets or participating establishments.
- c) **FARMERS** – shall refer to persons or groups engaged in agricultural activities, including crop cultivation, livestock farming, and agroforestry, for the purpose of producing food, fiber, or other agricultural products. For the purpose of this ordinance, a farmer must be a person residing in Tuguegarao City.
- d) **FISHERFOLK** – shall refer to people or groups involved in fishing activities, including commercial and subsistence fishing, as well as aquaculture. For the purpose of this ordinance, a fisherfolk must be a person residing in Tuguegarao City.
- e) **MSMES** – shall refer to Micro, Small, and Medium Enterprises or businesses that fall within specific size criteria set by the DTI based on factors such as capital investment, number of employees, and annual sales turnover.
- f) **OTOP** – shall refer to One Town, One Product program of the government that aims to promote local entrepreneurship and community-based enterprises by highlighting and



Republic of the Philippines
Province of Cagayan
TUGUEGARAO CITY
NINTH CITY COUNCIL
OFFICE OF HON. CERENE PEARL QUILANG



supporting the development of unique products from different towns or cities across the country.

.SECTION 5. KADIWA PROGRAM OF TUGUEGARAO CITY

- a. The Kadiwa ng Pangulo Program of Tuguegarao City shall be conducted every 15th and 30th every month.
- b. The Kadiwa ng Pangulo Program of Tuguegarao City shall have three (3) market areas or product clusters:
 - Agricultural produce such as rice, vegetables, fruits, and fish of farmers and fisherfolk residing in the city;
 - Processed goods both food and non-food produce by MSMEs as OTOP products from the city; and
 - Stalls for ready-to-eat food for micro enterprises of the city.
- c. The venue of the KNP may be in a closed or an open space area provided there are available amenities and facilities such as tents, tables and chairs. The area should be suitable to accommodate stalls for selling products and an area for eating.
- d. No registration fee shall be collected from participating farmers, fisherfolk, and MSME merchants nor for visiting consumers.

SECTION 6. ROLES AND RESPONSIBILITIES. The KADIWA ng Pangulo Program of the city shall be a joint and collaborative arrangement between the city government and the national government agencies concerned. It shall also encourage full participation and support of non-government organizations, business sectors, and cooperatives.

The Tuguegarao City Government shall have the following responsibilities in the implementation of the KNP:

- a. Provide the venue and ensure order and security in the KADIWA ng Pangulo Program
 - The City Government of Tuguegarao shall lead in the overall management and operation of the KNP
 - The City Government of Tuguegarao shall facilitate the invitation and mobilization of local micro-entrepreneurs, cooperatives and MSMEs to sell local produce products in the KNP including OTOP, livelihood and PDL products.
 - Identify and secure a suitable venue for the KNP.
 - Assign stalls and provide any logistics support to participating sellers.
- b. Managing market areas for Mercato Stalls (ready-to-eat food)
 - Lead in the management of the KNP clusters for Mercato Stalls
 - Facilitate invitation and mobilization of local micro-entrepreneurs and MSMEs to sell ready to eat food and beverages in the KNP
 - Assign stalls to participating local MSMEs/Sellers
- c. Information and campaign
 - Invite the community/buyers to participate on the KNP day.
 - Shoulder the costs of printing for all IEC materials (e.g. streamers, tarpaulins, and any IEC materials)
 - Posting of streamers, tarpaulin and any IEC materials announcing the KNP day to the public.



Republic of the Philippines
Province of Cagayan
TUGUEGARAO CITY
NINTH CITY COUNCIL
OFFICE OF HON. CERENE PEARL QUILANG



- d. Coordination with peace and order agencies or related institutions
- Provide security and order in the premises of the KNP venue through coordination with the barangay and other peace and order institutions like PNP, military (if needed)
- e. Coordination with partner national government agencies
- Assign a Focal Person who will coordinate with partner national government agencies such as DA, DTI, DOLE, and DILG.
 - Coordinate with the regional government agencies for guidance in handling, operating and managing KNP, food and market supply, prospective sellers and other arrangement needed.
 - The Focal Person may coordinate with other concerned departments within the City government such as the Agriculture Office, City Veterinary Office, Social Welfare Office, PESO and Local Economic Development and Investment Promotions Office to assist them in the implementing the KNP.

SECTION 7. IMPLEMENTING RULES AND REGULATIONS. The City Mayor is hereby given authority to craft the Implementing Rules and Regulations for the localization of the KADIWA ng Pangulo Program in the City of Tuguegarao within 60 days from the approval of this ordinance.

SECTION 8. COMPLIANCE AND MONITORING. The City Agriculture Office and the Local Economic Development and Investment Promotions Office are hereby tasked to monitor the compliance of the ordinance and submit a report thereof every month.

SECTION 9. SEPARABILITY CLAUSE. If any provision or section of this Ordinance, or the application thereof to any person or circumstance is held invalid, the other provisions or sections of this Ordinance and the application of such circumstance shall not be affected thereby.

SECTION 10. REPEALING CLAUSE. All prior ordinances, executive orders, administrative order, rules and regulations, or parts thereof that are inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 11. EFFECTIVITY CLAUSE. This Ordinance shall take effect immediately upon its approval and subject to the provisions of the Local Government Code.