



# PCAF QUARTERLY



## PCAF SETS DIRECTION FOR 2025, PRIORITIZES STAKEHOLDER ENGAGEMENT AND BUDGET EFFICIENCY

“Think, refocus, and align our goals and targets based on the Department of Agriculture (DA) Secretary’s thrusts and priorities, anchored on ‘*Para sa Masaganang Bagong Pilipinas*’ 2024-2028 Plan”.

This was the message of Philippine Council for Agriculture and Fisheries (PCAF) OIC Deputy Executive Director Cyril Soliaban as he encouraged the agency’s officials and staff to focus and align their targets with DA’s five-year plan, focusing on “strong partnership with farmers, fisherfolk, private sector, and other stakeholders” during the blended FY 2025 Direction Setting and General Assembly on January 13, 2025, in Quezon City.

The direction setting aims to identify priorities and allocate resources based on the agency’s mandate and plan while outlining the steps needed and involving the entire workforce to ensure the attainment of the targets. [continue reading on page 2](#)

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- 10<sup>th</sup> National Agriculture and Fisheries Volunteers’ Day Celebration
- FY 2025 Direction Setting and General Assembly
- MOA Signing between PCAF and Ecowaste Coalition for a Solid Waste Management Program
- Meeting of PCAF and United States Department of Agriculture Reps on US PL480 Program funds

### Outstanding agri-fishery volunteers recognized at PCAF 10th NVD

Almost 500 volunteer-partners from the National Sectoral Committees (NSCs) and the Agricultural and Fishery Councils (AFCs), together with officials, staff, and representatives from the Department of Agriculture (DA) and various Local Government Units (LGUs), convened in Cebu City on December 3, 2024 for the 10th National Agriculture and Fisheries Volunteers’ Day (NVD) awarding ceremony.

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*This 2025, PCAF will continue to support and strengthen our Consultative Bodies. We will also conduct an operational meeting with Undersecretary Roger Navarro and the Regional Agricultural and Fishery Council Chairpersons before the National Agriculture and Fisheries (NAF) Council to discuss the needs of the AFCs.*

*There are also ongoing talks about the creation of Commodity Boards and the Terms of Reference will hopefully be finalized this January.*

**Julieta Opulencia**  
PCAF OIC-Executive Director

”



More than 140 PCAF employees joined the assembly to review their respective divisions' accomplishments in 2024 and set clear goals for 2025.

Among the priorities for the year include the creation of commodity boards as well as the conduct of regional AFC stakeholders' conferences and national summits, in partnership with the DA-Regional Field Offices and the DA Banner Programs.

In support of these objectives, Opulencia directed the strict adherence to the monthly disbursement program to address budget constraints and lapses.

It was also mentioned that procurement savings and unused balances will be allocated to fund other priority programs and projects.

To enhance technical and administrative support for the agency's Consultative Bodies, particularly in planning and financial matters, OIC Executive Director Julieta Opulencia directed the Human Resource Development Committee to strengthen its interventions for the agency's employees. This includes providing advance notice of scheduled training sessions and workshops, allowing employees to adjust their schedules and focus on the training.

These and the other agreements reached during the activity will serve as PCAF's guide throughout the year, aiming to contribute to a sustainable and developed Philippine agriculture. ■





Usec. Umali (extreme right) and OIC-ED Oplencia (extreme left) pose for a photo with the National Board of Judges: (from left to right) Mr. Romeo Recide, Dr. Ma. Luz Enriquez, Ms. Elsa Bayani, and Prof. Simeon Ilago.



PCAF Monitoring and Evaluation Section Staff Filadelfo Diaz V and Cagayan Valley Regional Coordinator Tricia Cabaddu interview Mr. Raul Montemayor of the NSC on Rice for the Fireside Chat during the NVD

Anchored on the theme “Celebrating a decade of volunteer recognition in the agriculture and fishery sector,” the Philippine Council for Agriculture and Fisheries (PCAF), in partnership with the DA Regional Field Office (RFO) VII, led the celebration to recognize the valuable contributions of the agency’s private sector partners from the NSCs and the AFCs in the regional, provincial, city, and municipal levels.

“*Sa loob ng sampung taon, ang ating pagdiriwang ay naging isang tradisyon, isang pagkakataon upang ipagmalaki ang mga nagawa ng ating mga bayani sa kabukiran at karagatan,*” said PCAF OIC-Executive Director Julieta Oplencia in her welcome message.

“This milestone marks a very special moment in the journey of the Philippine agriculture and fisheries sector, and it is with great pride and gratitude that we gather here to reflect on the tremendous impact of your dedication that have tirelessly worked to uplift our communities, our industries, and our nation,” she added.

On behalf of the DA RFO Central Visayas, Regional Executive Director Angel Enriquez warmly welcomed the guests and participants to Cebu City. She reiterated, “The theme of this celebration underscores how our collective efforts have made a remarkable difference in achieving the DA’s vision for a prosperous and sustainable future.”

Meanwhile, DA Undersecretary for Administration Allan Umali, representing Secretary Francisco Tiu-Laurel Jr. expressed his gratitude to the members of PCAF’s consultative bodies from the national to the local levels for fostering transparency and promoting good governance through collaboration to attain the DA’s priority thrust and programs.

In his message, as conveyed by Usec. Umali, Sec. Tiu-Laurel Jr. congratulated the dedicated volunteers, emphasizing that “these national

awards stand as a testament to your invaluable contributions to the development of Philippine agriculture. Your collective determination and leadership continue to inspire us, and together, we can achieve our ultimate goal.”

“You are more than honorees—you are beacons of light in our communities, demonstrating what it means to lead with heart and purpose. As we honor you, let us also reflect on the wider impact of your actions. Your work sets in motion a wave of hope and inspiration, proving that even the smallest act of kindness can create far-reaching results,” said PCAF OIC-Deputy Executive Director Cyril Soliaban as he addressed the awardees.

“Finally, this special recognition goes to our NVD awardees from the NSCs and the AFCs. This evening belongs to you—a celebration of your achievements, your dedication to collaboration, and your remarkable spirit of volunteerism,” he added.

Immediately after the awarding, Soliaban announced that for the next NVD, a Hall of Fame award will be introduced to honor volunteers who have consistently demonstrated exceptional dedication and impact over the years.

The 2024 NVD marked not only a decade of recognition but also the importance of continued efforts by the stakeholders in strengthening the agri-fisheries sector amidst the uncertainties.

### List of Committee/Council Awardees

Outstanding NSC	1st	NSC on Fisheries & Aquaculture
	2nd	NSC on Poultry & Livestock
	3rd	NSC on Corn & Feed Crops
Outstanding Executive Committee – RAFC Level	1st	RAFC Bicol
	1st	RAFC CARAGA
	2nd	RAFC Cagayan Valley
Outstanding Executive Committee – P/HUC/ICCAFC Level	1st	PAFC Misamis Oriental
	2nd	PAFC Nueva Ecija
	3rd	PAFC Albay
Outstanding Executive Committee – M/CAFC Level	1st	MAFC Sta. Maria, Bulacan
	2nd	CAFC Bayawan, Negros Oriental
	3rd	MAFC Sipocot, Camarines Sur
Outstanding Sectoral Committee – RAFC Level	1st	RAFC Bicol – Committee on Climate Change and Natural Resources
	2nd	RAFC Davao – Committee on Coffee
	3rd	RAFC Bicol – Committee on Gender Equality & Social Inclusion
Outstanding Sectoral Committee – P/HUC/ICCAFC Level	1st	HUCAFC Mandaue City – Committee on Fisheries
	2nd	ICCAFC Naga City – Committee on Gender Equality and Social Inclusion
	2nd	ICCAFC Naga City – Committee on Corn

Other lists of runner-ups are continued on page 8 (back page).









RAFC Caraga  
\*Outstanding RAFC Executive Committee\*



NSC on Fisheries  
\*Outstanding NSC Chairperson\*



Dr. Mary Ann Sayoc  
NSC on Fruits and Vegetables  
\*Outstanding NSC Chairperson\*



Bernadette delos Santos  
RAFC Bicol  
\*Outstanding RAFC Chairperson\*



Rene Delos Reyes  
PAFC Albay, Bicol Region  
\*Outstanding P/HUC/ICCAFC  
Chairperson\*



Macavinta-Laurdaus  
Western Visayas  
\*Outstanding PAFC Secretariat-Coordinator\*



Adrian Enriquez  
CAFC Bayawan, Negros Oriental  
\*Outstanding M/CAFC Secretariat-Coordinator\*



NSC Pillars  
(In no particular order) Gregorio San Diego, Jr. (NSC for Poultry and Livestock), Atty. Elias Jose Inciong, Jr. (NSC for Poultry and Livestock), Rodolfo Tamayo (NSC for Agricultural and Fisheries Mechanization), and Romeo Royandoyan (NSC for Climate Change, Environment, and Natural Resources)



Program & Livestock Program  
DA Office\*



DA RFO 5 (Bicol Region)  
\*Most Supportive DA-RFO\*



MLGU Itogon, Benguet  
\*Most Supportive Municipal Local Government Unit (MLGU)\*



MLGU Santa Maria, Bulacan  
\*Most Supportive Municipal Local Government Unit (MLGU)\*



RAFC Chair  
\*Policy Advocacy Award (AFC)\*



Dr. Ernesto Ordoñez  
NSC on International Trade  
\*Policy Advocacy Award (NSC)\*



Roger Garinga  
Palawan PAFC Chairperson  
\*Environmental Stewardship Award (AFC)\*



Cheryll Rebata  
Albay Provincial Agriculturist  
\*Outstanding PAFC Co-Chairperson\*

*winners & highlights*





## PCAF, Ecowaste Coalition launch partnership for solid waste management during Zero Waste Month Celebration

In line with the Philippines' observance of Zero Waste Month, the Philippine Council for Agriculture and Fisheries (PCAF) and the Ecowaste Coalition officially signed a memorandum of agreement (MOA) on January 3, 2025, to kick off a collaborative project aimed at improving solid waste management practices. The signing ceremony, which took place in Quezon City, marks a significant step toward advancing the country's sustainability efforts through public-private sector partnerships.

PCAF Officer-in-Charge Deputy Executive Director Cyril Soliaban and Ecowaste Coalition National Coordinator Aileen Lucero formalized the partnership, witnessed by PCAF Partnership Development Division (PDD) Assistant Chief Conchita Del Rosario, PDD-Social Mobilization Section Chief and Capstone Project Lead Charmine Joy Esta, and Zero Waste Campaigner Jovito Benosa.

The capstone project, entitled "Improved Implementation of Proper Solid Waste Management Practices through LGU-AFC Collaboration: A Model of Stakeholder Communication and Engagement," will be implemented in three phases. It focuses on Poblacion West, Taysan, Batangas, with the first phase already conducted from September to November 2024. The pilot phase included the development of Social and Behavior Change Communication-based IEC campaigns and capacity-building training on waste management, composting, and recycling.

The project's second and third phases aim to ensure long-term sustainability, emphasizing behavior change, better compliance with waste segregation policies, and a marked increase in waste diversion success rates.

"This collaboration aligns perfectly with PCAF's performance indicators and supports the Department of Agriculture's (DA's) three-year plan to expand available agri-fishery areas for increased production by improving land fertility and modernizing production systems through increased adoption of climate-resilient farming technologies," said Soliaban.

"Through strategic partnerships and effective communication, we can promote sustainable practices that contribute to environmental conservation and community well-being," he added.

Aside from the Ecowaste Coalition, PCAF also enlisted the support of the DA's Agriculture and Fisheries Information Division and the Department of Environment and Natural Resources-Environmental Management Bureau to develop a comprehensive communication plan and advocacy materials.

The project not only aims to build local capacity but also focuses on establishing a technical working committee to assist local government units (LGUs) in accurately recording waste data and improving waste diversion efforts. The initiative is supported by the Municipal LGU and the Municipal Agricultural and Fishery Council (MAFC) of Taysan, Batangas, that expressed their commitment to the project's successful implementation during a coordination meeting on September 25, 2024.

As the Philippines commemorates Zero Waste Month this January, this partnership highlights the importance of collective action and community engagement in achieving sustainable waste management practices. ■



## PCAF presents status of US PL480 funds to US agri representatives

Floreliz Avellana, Chief of the Planning, Monitoring, and Knowledge Management Division (PMKMD), discussed with United States Department of Agriculture (USDA) representatives, Agricultural Counselor Michael Ward and Agricultural Specialist Florencia Sevilla, the status of the US PL480\* Program in the Philippines.

The session, held on January 17, 2025, in Quezon City, was led by PCAF OIC Executive Director Julieta Opulencia. PMKMD-Project Development Section (PDS) OIC Chief John Errasmus Mari Montiano presented to the USDA envoys the monetization and utilization of the US PL480 Program funds from 1991 to 2024.

The Philippine Council for Agriculture and Fisheries (PCAF) is the fund manager of the US PL480 Program. Through the PMKMD-PDS, the agency has been in charge of monitoring approved projects including the ongoing dairy project of the National Dairy Authority (NDA) and the Philippine Carabao Center.

Meanwhile, Ward expressed his appreciation to PCAF for monitoring the program. He assured the group that the Washington D.C. Office would be updated on the fund's status and future directions.

PCAF and USDA were also joined by representatives from the NDA. ■

*\*US PL480 stands for the United States Agricultural Trade Development and Assistance Act or Public Law 480*





## List of Individual Awardees

Outstanding NSC Chairperson	1st	Dr. Mary Ann Sayoc, NSC on Fruits & Vegetables
	2nd	Dr. Ernesto Ordoñez, NSC on International Trade
	3rd	Dr. Arnulfo Frontuna, NSC on Poultry and Livestock

Outstanding RAFC Chairperson	1st	Bernadette Delos Santos, RAFC Bicol
	2nd	Engr. Miguel Pedroso, RAFC Eastern Visayas
	3rd	Grace Cenas, RAFC Central Visayas

Outstanding P/HUC/ICCAFC Chairperson	1st	Rene Delos Reyes, PAFC Albay
	2nd	Orlando Corpuz, PAFC Nueva Ecija
	3rd	Arnulfo Magcope, PAFC Aklan
	4th	Gerson Domoguen, PAFC Benguet

Outstanding M/CAFC Chairperson	1st	Engr. Preciosa Maturan, CAFC Bayawan, Negros Oriental
	2nd	Judith Mangalino, MAFC Sipocot, Camarines Sur
	3rd	Florencia Mendoza, CAFC San Fernando, La Union

Outstanding RAFC Executive Officer	1st	Aloha Gigi Bañaria, RAFC Bicol
	2nd	Doris Joy Garcia, RAFC Ilocos
	3rd	Dr. Susan Balanza, RAFC CAR

Outstanding RAFC Secretariat-Coordinator	1st	Sheila Marie Orpilla, RAFC Cagayan Valley
	2nd	Liezl Lopez, RAFC Central Visayas
	3rd	Cecilia Paz Elorde, RAFC Eastern Visayas

Outstanding P/HUC/ICCAFC Secretariat-Coordinator	1st	Vic Mae Macavinta-Laurdaus, PAFC Aklan
	2nd	Jenelle Idica, PAFC Ilocos Sur
	3rd	Francis Abasola, ICFAFC Naga City

Outstanding M/CAFC Secretariat-Coordinator	1st	Adrian Enriquez, CAFC Bayawan, Negros Oriental
	2nd	Marlou Daliling, MAFC Itogon, Benguet
	3rd	Juliet Quiatchon, MAFC Sta. Maria, Bulacan

## List of Special Awardees

Outstanding Co-Chairperson	Cheryll Rebeta, Albay Provincial Agriculturist
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Policy Advocacy Award	<ul style="list-style-type: none"> <li>(AFC) Grace Cenas, RAFC Central Visayas</li> <li>(NSC) Dr. Ernesto Ordoñez, NSC on International Trade</li> </ul>
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Partnership Champion Award	<ul style="list-style-type: none"> <li>(AFC) Christopher Lindo, RAFC CARAGA</li> <li>(NSC) Hazel Tanchuling, NSC on Rice</li> </ul>
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Environmental Stewardship Award	Roger Garinga, PAFC Palawan
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Distinguished Service Award	Rodolfo Tamayo, NSC on Agri-Fishery Mechanization
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Most Supportive DA Offices	<ul style="list-style-type: none"> <li>DA National Corn Program</li> <li>DA National Livestock Program</li> </ul>
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Most Supportive DA RFO	DA RFO Bicol Region
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Most Supportive PLGUs	<ul style="list-style-type: none"> <li>PLGU Misamis Oriental</li> <li>PLGU of Albay</li> </ul>
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Most Supportive MLGUs	<ul style="list-style-type: none"> <li>MLGU of Sta. Maria, Bulacan</li> <li>MLGU of Itogon, Benguet</li> </ul>
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Outstanding Regional Accounting Office	1st	DA RFO Zamboanga Peninsula
	2nd	DA RFO Western Visayas
	3rd	DA RFO Bicol

Certificate of Recognition	<ul style="list-style-type: none"> <li>Engr. Roger Navarro</li> <li>Engr. Ariodear Rico</li> </ul>
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\*For the list of AFC and NSC Pillars, refer to pages 4 and 5 (centerfold).

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The editorial team encourages everyone to photocopy and circulate this newsletter with proper acknowledgment. Everyone is also encouraged to contribute stories of individuals or organizations engaged in the development of the agri-fishery communities.

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