Republic of the Philippines
CITY GOVERNMENT OF MUNTINLUPA
Sangguniang Panlungsod ng Muntinlupa

OFFICE OF THE SECRETARY
TO THE SANGGUNIANG PANLUNGSOD/UNSOD
MUNTINLUPA
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FROM THE ORIGINAL
DATE: 22 APR 2025 Julie Siaboc

CONCURRED:

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SK Federation Chairman

U.P. LAW CENTER
OFFICE of the NATIONAL ADMINISTRATIVE REGISTER
Administrative Rules and Regulations
APR 25 2025
REGISTERED
NAR Registration No. 25-0473
TIME: BY:

ORDINANCE NO. 2024-279

AN 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 THE CITY OF MUNTINLUPA

****

Sponsored by: ***Hon. Coun. Engr. Marissa C. Rongavilla***
Hon. Coun. Atty. Raul R. Corro
Hon. Coun. Alexson V. Diaz
Hon. Coun. Paty Katy C. Boncayao
Hon. Coun. Atty. Rachel Katriel Ann C. Arciaga
Hon. Coun. Ivee Rhia A. Tadefa
Hon. Coun. Allan Rey A. Camilon
Hon. Coun. Jedidiah R. Presnedi, LPT
Hon. Coun. Ting D. Niefes
Hon. Coun. Mark Lester M. Baes
Hon. Coun. Francis Ian T. Bagatsing
Hon. Coun. Engr. Mamerto T. Sevilla, Jr.
Hon. Coun. Engr. Arlene D. Hilapo
Hon. Coun. Cornelio M. Martinez
Hon. Coun. Rodolfo W. Moldez, Jr.
Hon. Coun. Allen F. Ampaya
Hon. Coun. Jonas Angelo L. Abadilla

WHEREAS, **Chapter 5, Section 38 of Republic Act No. 8435** or the Agriculture and Fisheries Modernization Act of 1997 declares ***it 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. They 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)*** program in 2019 which seeks to empower the farming community by providing a direct and effective farm-to-consumer food supply chain;

WHEREAS, the DA has intensified the operations of the Kadiwa ni Ani at Kita ***which facilitated food availability and accessibility to consumers in high demand areas through partnerships with local government units, producers groups, private sector food chain actors and community organizations;***

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WHEREAS, in ***Memorandum Circular No. 2024-003*** dated January 12, 2024 of the ***Department of Interior and Local Government (DILG), local government units are encouraged to set up KADIWA ng Pangulo (KNP) in their respective localities*** in partnership with ***DA, DTI, DOLE and DILG*** and ***mandates the enactment of an ordinance institutionalizing Kadiwa Program.***

NOW, THEREFORE, BE IT ORDAINED, AS IT IS HEREBY ORDAINED, by the 10th Sangguniang Panlungsod of Muntinlupa in session assembled that:

SECTION 1. This Ordinance shall be known as ***"An Ordinance Institutionalizing the Kadiwa ng Pangulo (KNP) Program in the City of Muntinlupa."***

SECTION 2. This Ordinance is intended to ***localize and support the implementation of the Kadiwa ng Pangulo (KNP) Program in the City of Muntinlupa*** in partnership with the DA, DTI, DOLE and DILG, with the aim of achieving the following objectives:

2.1 *Ensure food security, delivery of nutritious food and access to affordable goods and commodities.*

2.2 *Support farmers to sell agri-produce, to facilitate product regional exchange of one town-one product products and to provide opportunity for local micro-entrepreneurs to market their products.*

2.3 *Provide market opportunities to micro, small and medium enterprises (MSMEs) through local product promotion and eliminating as many marketing layers, allowing producers to earn bigger income directly from selling their products instead of using trader intermediaries.*

2.4 *Encourage consumer spending, thereby jumpstarting and reviving local economies.*

SECTION 3. DEFINITION OF TERMS - When used in this Ordinance, the following terms shall mean:

3.1 KADIWA (KNP) — shall refer to the ***"Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita ng Pangulo Program"***, the program launched by the Department of Agriculture to *promote agricultural productivity, ensuring food security and increasing income opportunities for farmers, fisherfolks and other stakeholders.*

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3.2 *Consumers* — shall refer to individuals or households who purchase goods and services for personal use or consumption or those who buy agricultural products and commodities from KADIWA outlets or participating establishments.

3.3 *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 purposes of this Ordinance, farmer must be a person residing in Muntinlupa City.

3.4 *Fisherfolks* — shall refer to people or groups involved in fishing activities, including commercial and subsistence fishing as well as aquaculture. For purposes of this ordinance, fisherfolk must be a person residing in Muntinlupa City.

3.5 *MSMEs* — shall refer to micro, medium and small enterprises or businesses that fall within the specific size criteria set by the DTI based on factors such as capital investment, number of employees and annual sales turnover.

3.6 *OTOP* — shall refer to One Town, One Product program of the government for MSMEs to drive inclusive local economic growth.

3.7 *DTI* — Department of Trade and Industry.

3.8 *DILG* — Department of Interior and Local Government.

3.9 *DOLE* — Department of Labor and Employment

SECTION 4. The KADIWA Program of Muntinlupa City

4.1 The Kadiwa Program shall run every 15th and 30th day of every month.

4.2 It shall have three (3) market areas or product clusters:

- Agricultural produce such as rice, vegetables, fruits and fish of farmers and fisherfolks residing in the City;
- Processed goods both food and non-food produce by MSMEs as OTOP products of different localities; and
- Mercato Stalls (ready-to-eat food) for micro enterprises of the City.

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4.3 The venue of the Kadiwa may be in a closed or an open space area such as the City Quadrangle, with available amenities and facilities such as tents, tables and chairs. It shall be well-ventilated and with areas that can accommodate stalls for selling products, area for eating and parking.

4.4 No registration fee shall be collected from participating farmers/fisherfolks/MSME merchants nor from visiting consumers.

SECTION 5. *Roles and Responsibilities* — The Kadiwa Program shall be a joint program 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 City Government of Muntinlupa shall have the following responsibilities:

A. *Provide the venue and ensure order and security*
- Lead in the overall management and operation of the Kadiwa
- Facilitate invitation and mobilization of 'local micro-entrepreneurs, cooperatives and MSMEs to sell local produce products in the Kadiwa including OTOP, livelihood and PDL products, if any
- Identify and secure a suitable venue for the Kadiwa
- Assign stalls and provide any logistics support to participating sellers.

B. *Manage market areas for Mercato stalls (ready-to-eat food)*
- Lead in the management of the Kadiwa clusters for Mercato stalls
- Facilitate invitation and mobilization of local micro-entrepreneurs and MSMEs to sell ready to eat food and beverages in the Kadiwa . Assign stalls to participating local MSMEs/sellers

C. *Information and campaign*
- Invite the community/buyers to participate on Kadiwa day
- Shoulder the costs of printing for all IEC materials (e.g. streamers, tarpaulins and any IEC materials)
- Post streamers, tarpaulins and any IEC materials announcing the Kadiwa day to the public

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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 such as POSO, PNP, military (if needed)

E. *Coordination with partner national government agencies*
   - Assign a Focal Person (such as the DA-Extension Services Office) to coordinate with partner national government agencies such as DA, DTI, DOLE and DILG.
   - Coordinate with regional government agencies for guidance in handling, operating and managing Kadiwa, food and market supply, prospective sellers and Other necessary arrangements. _ Coordinate with DA and DTI on the data on the number of sellers and income or revenue generated during the Kadiwa day.
   - The Focal Person may coordinate with other concerned departments such as the Social Services Department, Public Employment and Services Office, Local Economic and Investment Promotions Office, etc. or the Economic Cluster to assist them in implementing the Kadiwa.

SECTION 6. To assess impact on local economy, the Focal Person/DA-ESO shall submit an estimated number of people that visited the Kadiwa, time and place of Kadiwa activity and shall submit report to DA and DTI, copy furnished the DILG. The DA-ESO/Economic Cluster is hereby tasked to establish a monitoring and evaluation system to monitor compliance with this Ordinance and submit a monthly/quarterly report thereof to the Office of the City Mayor.

SECTION 7. The City Mayor may designate the Economic Cluster to draft the Implementing Guidelines for the localization of the Kadiwa Program in the City of Muntinlupa within sixty (60) days from approval of this Ordinance.

SECTION 8. The City Government of Muntinlupa shall allocate funds for the implementation of this Ordinance.

SECTION 9. Separability Clause — If for any reason or reasons, any part or provision of this Ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall continue to bê in full force or effect.

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SECTION 10. Repealing Clause — All previous ordinances inconsistent with this Ordinance shall be deemed 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.

ENACTED, by the ***10th Sangguiang Panlungsod of Muntinlupa*** this **16th** day of ***December, 2024***, on its ***126th Regular Session.***

CECILIA C. LAZARTE
Secretary to the Sanggunian

ATTESTED:

ARTEMIO A. SIMUNDAC
City Vice-Mayor/Presiding Officer

APPROVED:

ROZZANO RUFINO B. BIAZON
City Mayor

Date: 20 DEC 2024

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