



OFFICE OF THE SECRETARY  
Elliptical Road, Diliman,  
Quezon City 1100 Philippines

December 3, 2018

**Memorandum Order**

No. 39

Series of 2018

**SUBJECT: IMPLEMENTATION GUIDELINES FOR THE ESTABLISHMENT OF TIENDA FARMERS AND FISHERFOLK'S OUTLET**

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In line with President Rodrigo Roa Duterte's declaration that it is his moral obligation to make food available and affordable for every Filipino, the Department of Agriculture through Secretary Emmanuel F. Piñol conceptualized the Farmers and Fisherfolk's Outlet project dubbed as the "TienDA".

"TienDA" has the purposive idea of creating an alternative market outlet for (small) farmers who could not readily access bigger and established markets. It was conceptualized as a strategic move towards empowering these farmers and fisherfolk by giving them full control of the food supply chain, from the farm to the market. In the short term, it will expand opportunities of both the producers and the consumers also referred to as "masa". The producers will be given a sure alternative market outlet, thus, ensuring them additional income, and consumers will have easy access to more affordable and freshly produced farm products. Additionally, as a form of direct market assistance, unnecessary marketing layers will be reduced, if not eliminated.

**I. General Objective**

Generally, the project is aimed at establishing/creating an alternative market outlet for producers, especially those with lesser access to commercial markets, while providing increased accessibility to affordable fresh farm products to consumers.

It also aimed to standardize the operation of TienDA as an alternative outlet of farmers produce and consumer's source of safe, nutritious and affordable food products.

## II. Implementation Mechanism

### a. Selection of TienDA Sites

Criteria for Selection of TienDA Sites

1. Captured market/demand requirement
2. Accessible to the farmer suppliers/producers

### b. Selection of Farmer and Fisherfolk as Supplier/Participants

Criteria for Selection of Supplier/Participants

1. Farmer, farmer groups, fisherfolk and fisherfolk organization with marketable volume and willing to supply and abide by the requirements of the TienDA;
2. Shall be willing to handle the marketing/selling of their products at the TienDA outlets;
3. Validated and verified by DA-RFOs and/or responsible Bureau/Office;
4. Shall ensure that the products for sale are safe for public consumption;
5. Readiness to enter into/engage in marketing agreement;
6. Could sell products at prices lower than monitored prevailing prices from nearby major market/s.

### c. Operations of TienDA Farmers and Fisherfolks Outlet

#### 1. Schedule of Operations

The operation of the TienDA Outlet shall be determined through proper consultation, and by agreement among the <sup>1</sup>TienDA Working Committee, project beneficiaries and other stakeholders.

The TienDA outlet shall be operated at least either once or twice every month, preferably during or near schedule of paydays which usually falls every 15<sup>th</sup> and 30<sup>th</sup> of each month.

#### 2. Products available and for sale in the TienDA

Basic agri-fishery products such as, but not limited to rice, fruits, vegetables, fish (fresh and processed), poultry, meat and meat products, and root crops shall be available for sale in the TienDA outlet. Rice requirement of each TienDA outlets must be supplied by the established operational Rice Processing Center (RPC), National Food Authority (NFA) and other qualified sources.

Agricultural Trading Center/s that are operational shall be encouraged to supply the TienDA with fresh fruits and vegetables.

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<sup>1</sup> As indicated in Special Order No. 944 Series of 2018, while the DA RFOs and DAF-ARMM is hereby encourage to constitute the same depending on Regional situation and applicability.

### **3. Provision of Logistics, Equipment and Other Assistance**

The DA shall provide the needed logistical, equipment and other assistance as support to the TienDA implementation subject to the evaluation and funds availability.

Weaning period for the provision of DA support will be observed or until such time the farmer participants can fully fund their participation to the TienDA and establish certain linkage as suppliers to sustain their operation as an enterprise.

#### **d. Pricing/Price Monitoring**

Price of commodities to be sold at the TienDA will be based on the following:

- a. Prevailing market price especially the previous day's price monitored by AMAS or AMAD from the nearby major markets;
- b. Supply and demand situation; and
- c. Farmer's suggested price provided the same is relatively lower than the nearest major market.

#### **e. Promotions**

Quad Media will be used in promoting the TienDA by the Department of Agriculture and its regional field offices, bureaus and attached agencies.

### **III. Project Monitoring and Evaluation**

Monitoring and evaluation is necessary in every project. This will keep the DA management and other project stakeholders updated on the progress and emerging issues and concerns that need to be promptly addressed.

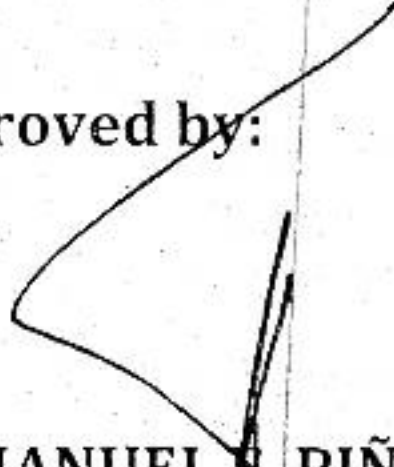
Best practices and lessons learned will be documented. Likewise, a feedback mechanism will be instituted to further improve project implementation.

Activity reports to include sales and price should be submitted to the Undersecretary for Agribusiness copy furnished the Assistant Secretary for Agribusiness and Director of AMAS within five (5) days after the conduct of the activity.

All DA-RFOs and DAF-ARMM are hereby authorized to formulate supplemental guidelines to operationalize implementation so as to ensure the suitability to local conditions and appropriateness to specific stakeholders and partners. Implementation of any deviation from the general guidelines shall always require prior written approval of the Undersecretary for Agribusiness and/or Assistant Secretary for Agribusiness, who should also be furnished copies of all regional issuances on the execution of this project.

For guidance and appropriate action.

Approved by:

  
EMMANUEL F. PIÑOL  
Secretary

DEPARTMENT OF AGRICULTURE  
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