



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

MEMORANDUM ORDER

No. 49
Series of 2022

SUBJECT: ADOPTION OF AND ADHERENCE TO SELECTED PHILIPPINE COMMODITY INDUSTRY ROADMAPS (CIRs)

WHEREAS, one of the eight (8) paradigms that guided the Department of Agriculture (DA) to level up agriculture and fisheries is the development of commodity industry roadmaps which led to the issuance of DA Memorandum dated January 25, 2021 prescribing the Guidelines on the Review and Updating of all A|F Commodity Industry Roadmaps (CIRs);

WHEREAS, one of the ways forward activities identified at the 2021 National Food Security Summit is the development of priority CIRs;

WHEREAS, the DA through the Philippine Council for Agriculture and Fisheries (PCAF) facilitated consultations with industry stakeholders under the National Banner Program Committees which include, among others, high value crops (**Banana, Mango, Coffee, Cacao, Onion, Vegetables, Abaca, Rubber**), fisheries and aquaculture (**Milkfish, Tilapia, Shrimp, Shellfish and Seaweeds**), poultry (**Broiler and Layer**), livestock (**Hog, Dairy, Small Ruminants and Carabao**), **corn**, and **coconut**, in the development of their respective CIRs;

WHEREAS, these CIRs shall serve as blueprints and guides to all concerned industry stakeholders for the optimal realization of the targets set for the period covering 2022 to 2027 and beyond;

WHEREAS, the roadmaps are envisioned as the embodiment of how the industries will achieve their goals of inclusive growth through a value chain approach, as well as increased and sustained yields and incomes, improved farm productivity and enhanced farmers' skills and capacities;

WHEREAS, these documents include narratives of the general production and market trends, development milestones, opportunities and industry targets as well as harmonized programs and projects of various concerned agencies to achieve the targets, from which strategic interventions, programs and other activities from the national down to the local levels shall be anchored upon;

A food-secure and resilient Philippines
with empowered and prosperous farmers and fisherfolk



NOW THEREFORE I, WILLIAM D. DAR, Secretary of the Department of Agriculture, by the powers vested in me by law, do hereby approve the adoption of the industry roadmaps for twenty one (21) priority commodities as vital instruments to provide directions to the concerned stakeholders towards a sustainable and globally competitive Philippine agricultural and fishery commodity industries that will likewise contribute to attaining a food secure and resilient Philippines with empowered and prosperous farmers and fisherfolks.

FURTHER, to ensure adherence to the commodity industry roadmaps in all plans, programs, activities and projects of concerned DA banner programs, bureaus, attached agencies and corporations, the following directives and measures are hereby instituted:

1. Annual tagging and alignment of CIR strategies and investment requirements in the concerned agency plan and budget proposals;
2. Roll-out of the DA CIR commitments and investments through consultation with the industry stakeholders across levels via the DA Management Committee, National Banner and Other Priority Program Committees (NBPCs and OPPCs) and Regional and Local Agricultural and Fishery Councils (AFCs); and
3. Conduct of periodic review, CIR investment-oriented NAF Council assessment and calibration/updating of the CIRs.

This ORDER shall take effect immediately.

Issued this 27th of June, 2022.



WILLIAM D. DAR, Ph.D.
Secretary



DA-CO-OSEC-MO20220616-00006

A food-secure and resilient Philippines

with empowered and prosperous farmers and fisherfolk

