



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

MEMORANDUM CIRCULAR

NO. 15

Series of 2023

SUBJECT : IMPLEMENTING GUIDELINES FOR THE YOUNG FARMERS CHALLENGE (YFC) PROGRAM – COMPONENT 1: YFC START UP, SUBCOMPONENT A: OPEN CATEGORY

Section 1. Rationale

According to the Philippine Statistics Authority (2020), the total number of persons employed in agriculture continued to decline from 2014 to 2018. In 2019, about 9.70 million persons were recorded as employed in the sector. Correspondingly, the agriculture sector's contribution to the country's total employment decreased to 22.9 percent¹.

In addition, young Filipinos are increasingly less interested in the agriculture industry, partly due to farmers being underpaid, with Php 247.81 average basic wage as of 2019². The average age for Filipino farmers is between 57 and 59 years old, which raises concerns about who will carry out the important task of farming in the coming years (Asis, 2020).

As part of the Department of Agriculture's (DA) thrust under Section 17 of the "Agriculture and Fisheries Modernization Act of 1997"³ to formulate programs for the rural youth to engage in agriculture, the DA implemented the Young Farmers Challenge (YFC) Program. The YFC Program supports and empowers young farmers and fisherfolk to be active partners in food security and agricultural development and modernization. The Program encourages the youth to engage in activities related to agriculture, agri-business and agri-entrepreneurship as agents and partners for sustainable development.

The YFC Program's three (3) components are the following:

- 1) YFC Start-Up** - a competitive financial grant assistance program for the youth who will engage in new or start-up agri-fishery enterprises.

Subcomponent A (Open Category) will be open to all interested youth ages 18-30 with a business idea with profitability potential. The grants shall serve as start-up capital for the proposed agri-fishery enterprise operated by either an individual or a joint venture of two or more youth.

¹ Philippine Statistic Authority (2020) *Agricultural Indicators System: Employment and Wages in the Agriculture Sector*

² Asis, M.B. (2020) *Sowing Hope: Agriculture as an Alternative to Migration for Young Filipinos?*

³ RA 8435 "Agriculture and Fisheries Modernization Act of 1997"

Subcomponent B (Intercollegiate Competition) – a region-wide intercollegiate Business Model Canvas (BMC) competition of selected students taking up agriculture and other related courses at State Universities and Colleges (SUCs) accredited by the Commission on Higher Education (CHED).

- 2) **YFC UPSCALE** – a program that will assist previous YFC awardees to continue, improve, and upscale the operation of their existing agri-fishery enterprise by providing them additional capital in the form of competitive financial grant assistance.

Subcomponent A (Enterprise Scaling Up) – open to all previous YFC awardees aspiring to scale up their current agribusiness operations, i.e., expand its current operation, invest in new technology, including product development, improve its marketing platforms, and generate employment, among others.

Subcomponent B (YFC Summer Camp) – a competition specifically targeting all previous YFC awardees to innovate new business ideas that will sustainably impact a specific community.

- 3) **YFC Business Development Assistance** – is an assistance intended for the YFC awardees through the provision of common shared facilities, equipment for value-adding and processing, research and development, trainings and capacity-building, among others.

Section 2. Definition of Terms

As used in this Guideline, the following terms shall be construed as:

- a. **Agri-fishery enterprise** refers to an enterprise engaged in agriculture and fishery-related economic activities, such as the production of crops, poultry, and livestock, including inputs, fishery or aquaculture production, processing of agri-fisheries produce, marketing and distribution of agri-fishery commodities and products, operated by an individual youth or group, i.e., managed by two (2) or more individual youth. As defined in this guideline, the enterprise is a start-up agri-fishery enterprise, **not necessarily** a business establishment with a legal identity, such as those engaged in farming/fishing activity. Agri-fishery enterprises must have business registration either with the Department of Trade and Industry (DTI) or the Securities and Exchange Commission (SEC) and possess Business Permit to have a legal identity to engage in business.
- b. **Business Development Services** refer to a wide range of non-financial services that will equip the youth beneficiaries to help them improve the performance of their businesses, access to markets, and ability to compete. It can be in the form of entrepreneurial training, assistance in business planning, product development, market linkage, business matching, loan facilitation, and potential collaborations.
- c. **Business Model Canvas** is a simplified template for visualizing a business model idea in a way that is easy to do and understand. It may then be transformed into a detailed business plan.

- d. **Financial Grant** is a competitive financial grant assistance given to the declared awardees of this program, which shall serve as start-up capital for their planned agri-fishery enterprises.
- e. **Group-managed enterprise** is a business undertaking of **two (2) or more youth** members who are found to be eligible youth based on the criteria set under this implementing guideline. The enterprise is not necessarily registered with the SEC or CDA, i.e., with juridical personality at the time of application.
- f. An **individually managed enterprise** is a registered enterprise managed by an **individual youth** who is found to be eligible based on the criteria set under this guideline.
- g. **Panel of Coaches** – experts in the field of agribusiness that will serve as mentors/coaches in preparing the youth for the competition.
- h. **Panel of Judges** – serves as resource persons/evaluators during provincial, regional and national level competition of the YFC program.
- i. **Start-up Enterprise** is a new enterprise or **at the initial stage of project implementation** (no business registration/permit) and not an expansion or scaling-up of an existing enterprise of the applicant or his/her family's enterprise.

Section 3. Scope and Coverage

This guideline covers mechanisms pertaining to the YFC Start-Up – Sub Component A or the Open Category. This includes the following: (a) Objectives, (b) Competition Theme, (c) Levels of Competition, (d) Creation of Panel of Judges, (e) Eligibility Criteria, (f) Application Requirements (g) Evaluation and Screening Procedures, (h) Duties and Responsibilities of the YFC Start-Up Awardees, and (i) Business Development Services.

A separate guideline will be issued for the implementation of YFC Start Up Sub-Component B (Intercollegiate Competition), YFC UPSCALE and YFC Business Development Assistance component.

Section 4. The YFC Start-Up

The **Young Farmers Challenge (YFC) Start-Up (Open Category)** is a competitive financial grant assistance program for the youth who will engage in **new** agri-fishery enterprises. The Program is open to all interested youth ages 18 to 30 years old with proposed agri-fishery business concepts/enterprises with profitability potential. The grants shall serve as start-up capital for the planned agri-fishery enterprise of the Program's awardees either as individual youth or as a group-managed venture.

Under the General Appropriations Act (GAA) of 2023 (RA 11936), the amount of PhP 100 Million under the Market Development Services (MDS) is allocated for the

implementation of the Young Farmers Challenge program. Further, an additional amount of PhP100 Million under the Locally Funded Project (LFP) was also allotted for this program, making its total fund for FY 2023 PhP200 Million. It states that, *"The amount of One Hundred Million Pesos (P100,000,000) appropriated herein for the Young Farmers Challenge Fund shall be used to encourage and support the youth in staying or returning to agriculture; to engage them in food production, processing of agricultural products, and other farm-based enterprises; and to provide them the opportunity to own, lease, develop and cultivate the land for agricultural purposes."*

The YFC program shall again implement a competitive financial grant assistance to support a new batch of young agripreneurs. The program shall also continuously capacitate its beneficiaries through training and mentoring assistance, market linking and business networking, and assistance in business and product registration and certification, among others.

4.1 Objectives

This program seeks to encourage the youth to engage in agri-fishery enterprises on a sustained basis to showcase its viability as a primary source of income comparable to employment in industry/service sectors. Specifically, it aims to:

- a. Provide the youth access to capital to enable them to venture into profitable agri-fishery enterprises; and
- b. Provide agri-fishery business development assistance to further strengthen the agri-entrepreneurship capabilities of the youth.

4.2 YFC Start-Up Competition Theme

The Agri-Business Models shall focus on **start-up** agri-fishery enterprises—from micro to small scale—which are innovative, have the potential to generate incomes comparable to incomes of salaried workers in urban areas, and integrate sustainability into their business strategy. This is to encourage the generation of new agri-fishery enterprises. *Innovative* means the business model can provide new solutions to an identified problem (e.g. production, process, marketing, etc.). *Viability* means the business model has a clear target market and marketing strategy for at least one (1) year that can generate a good revenue stream and can show the potential to be scaled up in the future. *Sustainability* means that the enterprise can execute and maintain these strategies in ensuring its continuous enterprise operation. These shall be reflected on the Business Model Canvas (BMC) and Activity and Financial Plan to be submitted by the applicants.

4.3 Levels of Competition

The "Search for Outstanding Youth Agri-Business Models" competition is a nationwide call for proposals and is open to all youth that meets the qualifications as prescribed in this guideline.

Applicants shall be required to submit their Business Model Canvas (BMC), which will be evaluated by panels of judges at each level of the competition.

The competition will be on three (3) levels: Provincial, Regional, and National Competition.

a. Level 1 (Provincial Level Competition)

In regions outside of the National Capital Region (NCR), the Provincial Panel of Judges shall select the Level 1 awardees which shall receive **PhP 80,000** each enterprise. These enterprises could be operated solely by **an individual youth** or a **group-managed enterprise**. From among the provincial awardees, the provincial panel of judges shall select enterprises that will compete at the regional level competition.

There will be six (6) awardees selected per province and three (3) awardees per independent city. In the case of NCR, the 16 cities and one (1) municipality are clustered into four (4). There will be six (6) awardees per cluster. The NCR Panel of Judges shall select the Level 1 enterprise awardees.

In case that there is no awardee in a certain province/city based on the approved passing score, the slot/s will be allocated to other province/city based on their scores and rankings.

b. Level 2 (Regional Level Competition)

At this level, there shall be three (3) categories of enterprises as follows:

- (a) Production - enterprise engaged in the production of crops, livestock, poultry, fisheries or aquaculture, farm tourism, agri-fishery inputs and fabrication of farm machinery/equipment;
- (b) Processing - enterprise engaged in transforming, packaging, sorting or grading of agri- fishery commodities into products; and
- (c) Digital agriculture - an enterprise that uses digital technology in providing tools or services for the improvement of farm/fishery production and/or processing.

The category of an enterprise shall be determined based on the major products or services offered by the enterprise. There shall be seven (7) awardees per region to be selected by the Regional Panel of Judges, distributed as follows: three (3) enterprise awardees for the agri-fishery production category, three (3) enterprise awardees for the processing category, and one (1) enterprise awardee for the digital agriculture category. In the event that there is no awardee for the categories of processing and digital agriculture, the slot/s will be added to the category of agri-fishery production.

Each regional enterprise awardee shall receive an additional financial grant of **PhP150,000**.

c. Level 3 (National Level Competition)

The national level competition shall be divided into two (2) phases:



Phase 1: Selection of 35 Finalists

Among the 112 regional awardees also known as the **National Nominees** (7 awardees per region including NCR), **35 enterprises** shall be selected by a National Panel of Coaches as **National Finalists**. There shall be 15 enterprises selected for the production category finalists, 15 enterprises for the processing category, and five (5) enterprises for the digital agriculture category.

Each nominee shall be given an equal opportunity to pitch their agribusiness models and enterprise implementation before the panel of coaches who shall evaluate their business models, and mentor the nominees.

Phase 2: Selection of 12 Outstanding Youth Agri-Business Models

The National Panel of Judges shall select from among the 35 finalists the **12 national awardees**, distributed as follows: five (5) enterprise awardees for the production category, five (5) enterprise awardees for processing category, and two (2) enterprise awardees for the digital agriculture category.

Each national enterprise awardee shall receive an **additional financial grant of PhP 300,000** per enterprise. The national level enterprise-awardees shall be declared as "Outstanding Youth Agri-Business Models".

Table 1. Number of Awardees and Amount of Financial Grant

Levels of Competition	Number of Enterprise Awardees	Amount of Financial Grant
Provincial Level	546 awardees (including NCR)	PhP 80,000 per awardee
Regional Level	112 awardees	PhP 150,000 per awardee
National Level	12 awardees	PhP 300,000 per awardee

Section 5. Creation of the Panel of Judges and Coaches (Provincial, Regional, and National) and the National and Regional Program Management Team (PMT)

The Panel of Judges shall be composed of a Chairperson from the Department who shall be designated by the DA Secretary in case of NCR and the National Panel of Judges, and the DA Regional Executive Director in the case of the regions. There shall be two (2) members: one (1) representative from the Department of Trade and Industry (DTI), and one (1) private sector practitioner (from the agribusiness industry) endorsed by the Regional Agricultural and Fishery Council (RAFC).

A Special Order shall be issued by the DA Secretary for the creation of the NCR Panel of Judges, National Panel of Judges, National Panel of Coaches and its National Program



Management Team. The National Panel shall formulate the standard criteria for judging the awardees which will then be relayed to all regional and provincial panels of judges. The National PMT staff shall be drawn from the Agribusiness and Marketing Assistance Service (AMAS).

Special Orders shall be issued by the DA Regional Executive Directors for the creation of Regional and Provincial Panels of Judges and the Regional Program Management Team. The Regional PMT shall be drawn from the Agribusiness and Marketing Assistance Division (AMAD).

The DA Regional Executive Directors (REDs) and/or the Assistant Secretary for Consumer Affairs may request representatives from the DA Bureaus and Attached Agencies as Resource Persons to support during the evaluation of the submitted BMCs.

Section 6. Eligibility Criteria of Applicants

To participate in the competition, applicants must pass the following criteria:

- a. Age is 18 to 30 years old at the time of application⁴;
- b. Natural born Filipino citizen;
- c. Has the resources, network, or capability to venture/engage in agriculture and fishery business enterprise, the location of which is within the region he/she is competing; and
- d. In the case of groups, all members must pass the above eligibility criteria, and members are not relatives up to the second civil degree of consanguinity or affinity.

The following are **not eligible** to participate in the competition:

- a. Personnel of the DA, its Regional Field Offices, bureaus, attached agencies, and corporations, including their relatives up to the fourth civil degree of consanguinity or affinity⁵;
- b. Personnel of the Provincial, Municipal, and City Agricultural and Veterinary Offices⁵;
- c. Previous Young Farmers Challenge Program Awardees;
- d. Recipients of any grant assistance or awards either in cash or in kind, amounting to PhP 50,000 and above, from the DA, its Regional Field Offices, bureaus, attached agencies, and corporations within one (1) year before the deadline of submission of application requirements.

Section 7. Application Requirements

- a. Application letter addressed to Regional Executive Directors (for Regions) and AMAS Director (for NCR).
- b. Duly accomplished Application Form;
- c. Business Model Canvas (BMC) and Activity and Financial Plan as prescribed by the program;

⁴ Section 2, Republic Act No. 8044 (Youth in Nation-Building Act of 1994) defines youth as aged 15-30 yrs old. However, the legal age is defined as 18 yrs. old as per Republic Act No. 6809.

⁵ Working as permanent, temporary, substitute, co-terminus, contractual, and casual as defined by CSC Memorandum Circular No. 40, Series 1998

- d. Clear scanned copy of at least one (1) valid ID (indicating the date of birth);
- e. Proof of residency of any of the following: (Barangay Certification, valid ID) indicating home address;
- f. Endorsement from the Provincial/ Municipal/ City Agriculture/ Veterinary Offices;
- g. Latest 2x2 ID Photo with white background;
- h. For group-managed enterprise, the members shall submit a declaration of intent amongst themselves that they commit to registering as a partnership or corporation within one (1) year from receipt of the grant; and
- i. Needed additional documents per category of enterprise, as follows:

1. Production Category

- Duly accomplished "Form 1 – Authority to use land or property"
Proof that he/she has an available farm lot or space for the production activity such as a scanned copy of the land title in the name of the applicant or his/her parent/guardian, lease or rental agreement from the lot/property owner, certification from lot/property owner allowing the youth to use such lot/property for the enterprise.

2. Processing Category

- Duly accomplished "Form 2 – Suppliers Information"
Proof that he/she has readily available supply directly from his/her farm, his/her family-owned farm, or from other farms. In case of the latter, he/she shall submit the name/s and location of farmers/ fisherfolk that committed to supplying the raw materials for his/her enterprise.

3. Digital Agriculture Category

- Blue Print, Autocad, among others
Proof of readiness to implement as shown by available software/application to be used in the project.

All the documents to be submitted for this program shall become the property of the Department of Agriculture.

Section 8. Application Procedure

- a. Interested applicants may submit their application and all requirements to the DA-AMAS (in case of NCR applicants), or the DA Regional Field Offices (in case of other regions). Applicants are encouraged to submit online through the concerned offices' designated email accounts, and/or online platforms created for the purpose.
- b. Only applicants with complete requirements shall be processed for screening. Applicants with two (2) or more applications and late and/or incomplete submission of requirements will automatically be disqualified.

Section 9. Selection and Evaluation Procedures

9.1 Evaluation Criteria

Selection criteria for the “Search for Outstanding Agri-Business Models” shall be as follows:

- a. **Entrepreneurial attributes.** Entrepreneurial attributes or traits are the typical characteristics, abilities, and thought patterns associated with successful entrepreneurs. The applicant must exhibit basic entrepreneurial attitudinal attributes such as integrity (proof that he/she can be trustworthy), risk-taking (willingness to take calculated risks), passion (exhibits strong motivation to pursue agribusiness), good communication and marketing skills (as evidenced by his/her sales pitch), and leadership qualities (with vision and drive to excel).
- b. **Innovativeness of the business proposal.** Innovativeness means new ways of addressing a problem (e.g. market need, value chain problem, or production system weakness). This can be an introduction of new or modern technologies and/or enhancement of existing techniques and processes in producing goods and services, and/or marketing agricultural products.
- c. **Revenue stream of the business proposal.** The proposed business must show the clear potential of generating a revenue stream. The proposal can show clear plans for achieving business transactions and how the business will be able to expand its market over time.
- d. **Value Addition.** Value adding is the enhancement of a product or service that provides an additional economic value to an agri-fishery commodity/ product to attract more customers and consequently increase revenue/profit. Value can also be added in different ways such as branding a product to differentiate it from others, or adding extra or special features to a product to increase the value of the product or service to its customers.
- e. **Social Responsibility.** The proposed business is socially responsible as shown by: (a) its potential to scale up operations that can generate jobs for the community, (b) contribute to the welfare of others such as household savings on consumers by offering quality but affordable agri-fishery commodities/products or services and (c) promote environmental protection and conservation.

The National Panel of Judges shall determine the weight and scoring system for judging. The Panel may include additional criteria as “bonus points” at the Provincial Level such as youth that belong to the Indigenous People’s (IPs) community. The scoring system shall be cascaded to all regional and provincial panels for uniformity of criteria and a scoring system for judging at all levels (provincial, regional, and national).

9.2 Screening Process

- a. The PMT of the concerned offices (DA Central, RFOs) shall receive all applications;

- b. The PMT shall conduct initial validation, checking based on the eligibility criteria and compliance with application requirements;
- c. Once assessed as eligible, the PMT will issue a certification of eligibility; and
- d. The PMT shall endorse the BMC, Activity and Financial plan, and other pertaining documents of the eligible applicants to the panel of judges.

9.2.1 Selection of Level 1 awardees (Provincial Level Competition)

- a. The National and Regional PMTs shall set the final deadline for submission and announce the dates of judging;
- b. The Panel of Judges shall conduct BMC evaluation based on the prescribed criteria under Section 9.1 of this guidelines;
- c. The Panel of Judges may institute more than one (1) stage of judging, e.g. judging in batches, depending upon the number of applicants, e.g. semi-finals leading to finals;
- d. The Provincial Panel of Judges may opt to conduct face-to-face or online business pitching events;
- e. The Panel of Judges shall certify the Level 1 awardees and endorse the candidates for the regional level competition.

9.2.2 Selection of Level 2 and Level 3 awardees (Regional and National Level Competition)

- a. The National and Regional PMTs shall set the deadlines for the submission of requirements of the candidates for the regional and national awards;
- b. The Regional Panel and National Panel of Judges shall give the candidates equal opportunities to present the status of implementation of their business models. The Regional Panel of Judges may opt to conduct face-to-face or online business pitching event;
- c. The Regional Panel of Judges shall certify the declared regional awardees;
- d. The National Panel of Coaches shall certify the declared national finalists; and
- e. The National Panel of Judges shall certify the declared national awardees.

Section 10. Duties and Responsibilities of the Awardees

The recipients of the awards shall have the following duties and responsibilities:

- a. Submit a notarized Sworn Statement of the duties and responsibilities of the awardees;
- b. Open a new bank account, preferably with the Land Bank of the Philippines (LBP), or use an existing bank account under his/her name upon the receipt of the Notification of Awards. For group awardees, any of its members may opt to open an individual or joint bank account, or use an existing individual bank account under any of its members' names. The group shall indicate in a Sworn Statement whose bank account they agreed to use to receive the financial grant. The said bank account shall strictly be used for the implementation of the agri-fishery enterprise;
- c. The amount received shall strictly be used for the implementation of the planned agri-fishery enterprise;

- d. The awardee/s shall strictly implement their proposed agri-fishery enterprise within one (1) month after the receipt of the financial grant;
- e. Submit updates/reports to the DA-concerned offices (AMAS/AMADs) based on the following timelines:
 - i. Status report on the initial implementation of the project after the release of financial grant;
 - ii. Quarterly progress report; and
 - iii. Terminal report one (1) year after the receipt of financial grant (report should attach evidence of the progress of venture, e.g. pictures).
- f. Notify in writing and seek approval from the concerned offices (AMAS, AMADs) in case of any changes or delays due to force majeure, late release of the financial grants, etc., or any concerns affecting the implementation of the agribusiness venture;
- g. Ensure availability of documents and other information relevant for the monitoring and evaluation of the project;
- h. Misuse of the financial grant and non-compliance with the above undertakings will result in a return or refund of the unused grant amount to the DA. The DA YFC PMT will assess the enterprise implementation and examine the latest progress report, including the liquidation of expenses and the challenges encountered by the enterprise, to determine the misused amount. The amount shall be returned to the DA within sixty (60) days.
- i. **For individual entry** - ensure that the youth beneficiary will personally manage the agri-fishery enterprise during the implementation period. Should the DA determine that the awardee is merely a figurehead and the actual management is performed by others, the financial grant must be refunded/returned to the DA based on the assessment of the YFC PMT.
- j. **For group entry** - inform the DA within five (5) working days if any of the enterprise group members are no longer connected with the enterprise. Replacement by the remaining active youth members of the group will continue the implementation of the project venture provided that all the funds granted will be fully utilized per the approved project venture. Should the enterprise fail to inform the DA of the said changes within five working (5) days from the change of circumstance, the unused grant amount must be refunded/returned to the DA based on the assessment of the YFC PMT.

Note: Separate guidelines shall be issued for the conduct of enterprise monitoring of the National and Regional PMTs, and the process for the return of funds in case of misuse of the financial grant by the awardee/s.

Section 11. Release of Funds (Financial Grants)

A Certificate of Award shall be issued by the DA Secretary for the NCR Awardees and National Awardees, and by the respective Regional Executive Directors for Provincial and Regional Awardees. The Certificate shall be co-signed by the Chair/Co-Chair of the Panel of Judges.

The fund release to the Awardees shall be supported by the following documents:

- a. Certificate of Award;
- b. Business Model Canvas (BMC), and Activity and Financial Plan;
- c. Notarized Sworn Statement of the Awardees;

- d. Notarized Authority to Use Land/Facility for not less than three (3) years of operation;
- e. Photocopy of the bank account to which the award will be deposited duly signed by the awardees. For Awardees with group members with individual bank accounts, the group shall indicate in a Sworn Statement whose bank account they agreed to use to receive the financial grant; and
- f. A certified true copy of one (1) valid ID of the awardee/s.

Section 12. Business Development Services (BDS)

The BDS is dedicated to capacitating the YFC beneficiaries or awardees through training like business planning, product development, and market linkage assistance, among others. This is in collaboration/partnership with the DA's Bureaus and Attached Agencies, Department of Trade and Industry (DTI), Food and Drug Administration (FDA), Department of Science and Technology (DOST), Technical Education and Skills Development Authority (TESDA), Cooperative Development Authority (CDA), and other agencies.

The BDS shall not be limited to the following:

- **Training Programs and Assistance in Business and Product Registration and Certification**

Capability-building activities such as training, seminars, and learning exchanges will be provided to program beneficiaries. The program will engage experts and resources of other government agencies, academe, private sector, and even non-government organizations, if necessary.

As needed, enterprises will be provided with technical assistance and guidance in registering their businesses and products with appropriate regulatory agencies, i.e. Securities and Exchange Commission (SEC), Department of Trade and Industry (DTI), etc., including the acquisition of a License to Operate (LTO) with the Food and Drug Administration (FDA), product registration/certification including laboratory analysis (microbial, nutritional facts, shelf life), Intellectual Property Office (IPO) Philippines Trademark application, among others. Beneficiaries of FDA-LTO assistance should have existing facilities and equipment that are ready for FDA inspection and application.

- **Mentoring Assistance**

Youth beneficiaries will be mentored by linking them to existing and successful agribusiness companies that shall teach them the different aspects of business operation.

- **Market Linking and Business Networking**

Enterprises will be linked to potential buyers to expand their market through face-to-face/ online market matching and online platforms (i.e. KADIWA Agribiz Portal, Deliver-E platform, etc.). They will also be assisted in the promotion of their products through participation in KADIWA retail selling activities, local and international trade fairs and exhibits, business-to-business matching (B2B), in-store promotion, market testing, etc.

- **Monitoring and Enterprise Assessment**

Project implementation of the youth beneficiaries will be regularly, at least quarterly monitored to ensure continuous implementation of their enterprises. These enterprises will be profiled and assessed to facilitate the provision of interventions that would help improve their enterprise operation. Part of the assessment tool is the Training Needs Assessment which will be the basis for preparing capability-building and technical assistance activities for the YFC awardees.

Section 13. Documentation and Promotion of Success Stories

Success stories and best business models shall be documented by AMAS-AMADs in coordination with Agriculture and Fisheries Information Division/ Regional Agriculture and Fisheries Information Section (AFID/RAFIS) and published on DA websites and various media platforms. These promotion strategies aim to encourage other youth to venture into agribusiness.

Section 14. Funding Source

All expenses incurred in the conduct of the Program including the provision of a financial grant to awardees, honoraria, and/or token of Panel of Judges, Panel of Coaches, and Resource Persons shall be charged against the Young Farmers Challenge Fund under the FY 2023 General Appropriations Act (RA 11936) subject to existing government accounting and auditing rules and regulations. The basis for the computation of the honorarium of the Panel of Judges and Panel of Coaches shall be the Department of Budget and Management (DBM) Budget Circular No. 2007-1.

Section 15. Supplementary Guideline

The Regional Executive Directors (REDs) are hereby authorized to issue a supplementary guideline as deemed necessary to facilitate the orderly implementation of the program in their respective regions. However, supplementary guidelines shall be consistent with the provisions of this Memorandum Circular.

Section 16. Repealing Clause

All DA issuances, orders, rules and regulations, or parts thereof that are inconsistent with the provisions of this Order are hereby repealed or modified accordingly.

Section 17. Separability Clause

If any provisions under these guidelines are declared unlawful or unconstitutional, the other provisions not stated as such shall continue to be in full force and effect.

Section 18. Termination Clause

The DA shall turn-over the master list of the YFC Start-Up awardees to the concerned Local Government Units (LGUs) one (1) year after the receipt of financial grant and submission of a terminal report. Once turned-over by the DA, the LGU is expected to undertake the monitoring and evaluation as well as the follow-through support to the

continuity of the awardee's agribusiness enterprise. The YFC awardees may still avail of the other business development services of the Department should they be considered eligible.

The YFC Start-Up enterprise will be considered/declared terminated when the operation is affected with the factors provided for under Section 19, Force Majeure of this guidelines.

Section 19. Force Majeure

Neither the implementing units nor the awardees will be held responsible for any delays or failures in carrying out these guidelines as long as they are caused by events or circumstances that are beyond their control, such as natural disasters, war, civil unrest, government actions, strikes, labor disputes, or difficulties in obtaining materials or transportation.

Section 20. Effectivity

This Guideline shall take effect immediately upon publication in the DA Website and/or in a newspaper of general circulation, and its filing with the University of the Philippines Law Center - Office of the National Administrative Registrar.

Done this 18th day of May, 2023.

DOMINGO F. PANGANIBAN
Senior Undersecretary



DA-CO-AMAS-JMC20230508-00001