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SPECIAL ORDER

No. 1328

Series of 2023

SUBJECT: CREATION AND COMPOSITION OF THE FY 2023 PANEL OF COACHES FOR START-UP AND UPSCALE COMPONENTS OF THE YOUNG FARMERS CHALLENGE (YFC) PROGRAM

Pursuant to Section 17 of Republic Act No. 8435 or the "Agriculture and Fisheries Modernization Act of 1997" to consider Rural Youth in the formulation of Agriculture and Fisheries Modernization Plan (AFMP), the Department of Agriculture implements the YFC Program. This program encourages the youth to engage in activities related to agriculture, agribusiness and agri-entrepreneurship on sustained basis to showcase its viability as a primary source of income comparable to employment in industry/service sectors. The YFC is composed of three (3) components: 1.) YFC Start-Up; 2.) YFC Upscale; 3.) YFC Business Development Assistance.

Further, Section 5 of DA Memorandum Circular No. 15, Series of 2023, "*Implementing Guidelines for the Young Farmers Challenge (YFC) Program – Component 1: YFC Start-Up Subcomponent A: Open Category*" stipulates the creation of the National Panel of Coaches for the YFC Program. The Panel of Coaches is composed of experts in the field of agribusiness who will serve as mentors/coaches in preparing the youth for the competitive financial grant assistance program. Hence, to implement the aforementioned provision, the National Panel of Coaches for the Start-Up and Upscale Components of the YFC Program is hereby created as shall be composed of the following members:

I. COMPONENT 1-YFC START UP

A. COMPOSITION

- **RENEN SZILARDO C. DE GUZMAN**
Assistant Professor
Department of Agribusiness Management and Entrepreneurship
University of the Philippines-Los Baños
- **VICTOR NOLA**
Founder and CEO, Sangkutsa Food Product
- **ALWYN JOY E. ROSEL**
Head of the Start-up Development, QBO Innovation Hub
- **ARTURO N. TOLENTINO**
Co-Founder/Manager, ARTFARM Sustainable Solutions

- **JOSHUA ARAGON**
Founder/CEO, Zagana.com
- **LUIS MACALINCAG**
Founder and President, Agbeam Farms
- **PAUL ANDRE L. MARTIRES**
President and CEO, GRM International, Inc.
- **ENGR. JAYDRICK JOHNSON A. YAP**
President, Southern Philipines Deep Sea Fishing Association (SOPHIL)
- **PRIMITIVO B. MALLILLIN III**
Professor, University of the Philippines-Diliman
- **GEOEL ANTHONY ESGUERRA**
Senior Research Analyst, University of the Philippines - Resilient Institute

B. FUNCTIONS

1. Select thirty-five (35) enterprises as National Finalists from the regional awardees wherein fifteen (15) enterprises each shall be selected under the following categories: Production, Processing, and Digital Agriculture. These finalists will compete at the National Level Competition Phase 2;
2. Mentor the finalists in improving and or enhancing their business models and the implementation scheme through business coaching; and
3. Serve as resource person in the training and capacity building activities to be spearheaded by the Agribusiness and Marketing Assistance Service (AMAS).

II. COMPONENT 2-UPSCALE

A. COMPOSITION

- **DAVE DEL ROSARIO**
Operations Head, QBO Innovation Hub
- **ALWYN JOY E. ROSEL**
Head of the Start-up Development, QBO Innovation Hub
- **ATTY. LLORENTE V. LILAGAN**
Compliance Officer, Philippine Rural Development Project-

National Project Coordination Office

- **JEWEL JOANNA S. CABARDO**
Assistant Professor
College of Economics and Management
University of the Philippines-Los Baños
- **REMUND JORDAN D. LABIOS**
Assistant Professor
College of Economics and Management
University of the Philippines-Los Baños
- **RIZNELLE ARNAEZ**
Founder
Twelve Topaz

FUNCTIONS

1. Mentor and coach the Top 16 YFC Upscale Finalists who will compete in the National Level Competition Phase 2;
2. Conduct practice for business pitching; and
3. Serve as resource person in the training and capacity building activities to be spearheaded by AMAS.

Additional coaches may be added upon the recommendation of the National Panel of Judges and upon issuance of Special Order.

All expenses to be incurred by the Panel of Coaches such as travelling expense, per diem, and honoraria shall be charged against the YFC fund under the FY 2023 General Appropriations Act or R.A. No. 11936, subject to the existing accounting and auditing rules and regulations.

This order shall take effect immediately and shall remain in force unless revoked in writing. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 27th day of November 2023.

DOMINGO F. PANGANIBAN
Senior Undersecretary

