

SPECIAL ORDER

No. 344
Series of 2024

SUBJECT: AUTHORITY TO CONDUCT SERIES OF MARKET LINKAGE CARAVAN

In the interest of service, and in order to facilitate an active market linkage and partnerships, the Agribusiness and Marketing Assistance Service (AMAS) is hereby authorized to conduct a series of "Market Linkage Caravan" in seven (7) Regions scheduled as follows:

Venue	Dates
Region II	May 14-17, 2024
Region III	June 18-21, 2024
CAR	July 9-12, 2024
CALABARZON	August 6-9, 2024
Region I	August 27-30, 2024
MIMAROPA	September 25-27, 2024
Region V	October 8-11, 2024

The activity aims to advocate a proactive marketing system through farmers/fisherfolk-to-buyer partnerships, equip farmers and fisherfolk on production planning aligned with market and industry requirements, and establish coordination and complementation mechanisms with the local government partners for the necessary business development support to ensure effective market linkage.

The following are the number of participants to participate in each activity:


Participants	No. of Participants
1. Agribusiness and Marketing Assistance Service (AMAS)	10
2. Agribusiness and Marketing Assistance Division (AMAD)	4
3. High Value Crops Development Program (HVCDP)	2
4. Municipal Agriculture Office (MAO) and Provincial Agriculture Office (PAO)	8
5. Institutional Buyers/processors	10
6. Farmers' Cooperative and Associations (FCAs)	16
Total	50

Expenses to be incurred in the conduct of the activities such as payment for venue/training facilities, food, and accommodation, vehicle rental, the plane fare of invited buyers and other miscellaneous expenses shall be chargeable against DA-AMAS Funds, while traveling expenses and per diems of other participants (other than AMAS and

invited buyers) are chargeable against the funds of their respective offices, subject to the usual government accounting and auditing rules and regulations.

This order shall take effect immediately and be considered revoked upon completion of the events. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 6th day of March 2024.


FRANCISCO P. TIU LAUREL JR
Secretary



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