



Masaganang Agrikultura,  
Maunlad na Ekonomiya

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**SPECIAL ORDER**

NO. 492

Series of 2024

**SUBJECT : AUTHORITY TO CONDUCT AND ATTEND THE BUSINESS DEVELOPMENT SERVICES (BDS) FOR THE AWARDEES OF THE YOUNG FARMERS CHALLENGE (YFC)**

Consistent with Memorandum Circular No. 15, Series of 2023, the Department of Agriculture - Agribusiness and Marketing Assistance Service (DA-AMAS) is hereby authorized to conduct Business Development Services Assistance (BDS) for the Awardees of the Young Farmers Challenge in the following location and schedule:

Activities	Location/Venue	Dates	Authorized Participants
Kadiwa Retail Selling	Quezon City	Every 15th and 30th of the month of April to December 2024	<ul style="list-style-type: none"> <li>• 3 participants from Agribusiness and Marketing Assistance Service (AMAS)</li> <li>• 3 participants from Agribusiness and Marketing Assistance Division (AMAD) - CAR, Region I to XIII</li> <li>• 3 YFC Awardees from National Capital Region (NCR), Cordillera Administrative Region (CAR), Region I to XIII</li> </ul>
	Las Piñas		
	Taguig		
	Muntinlupa		
	Pasay		
	Pasig		
Manila			
Local Trade	Philippine Food Expo (Philfoodex), Pasay City	April 12-14, 2024	<ul style="list-style-type: none"> <li>• 8 participants from AMAS</li> <li>• 3 participants from AMAD - CAR, Region I to XIII</li> <li>• 3 YFC Awardees from</li> </ul>
	Filipino Food Month, DA Quezon City	April 8-12, 2024	
	Ang Sarap! Philippine Food Festival, Mandaluyong City	April 26-28, 2024	
	International Food Expo, Pasay City	May 10-12, 2024	

Expo	Manila Foods and Beverages Expo (MAFBEX), Pasay City	June 12-16, 2024	NCR, CAR, Region I to XIII
	World Food Expo (WOFEX), Pasay City	July 31-August 3, 2024	
	Agrilink, Pasay City	October 3-5, 2024	
	World Bazaar Festival, Pasay City	December 6-23, 2024	
Training and Mentoring Programs	Quezon City	May 20-24, 2024	<ul style="list-style-type: none"> <li>• 8 participants from AMAS</li> <li>• 3 participants from AMAD - CAR, Region I to XIII</li> <li>• 16 YFC Upscale National Finalists from NCR, CAR, Region I to XIII</li> </ul>
		June 1 and 29, 2024	
		September 2-6, 2024	
		November 11-15, 2024	
Enterprise Monitoring, Profiling, and Training Needs Assessment (TNA)	Taguig	June 17-28, 2024	<ul style="list-style-type: none"> <li>• 5 participants from AMAS</li> <li>• 18 YFC Awardees from NCR</li> </ul>
	Las Piñas		
	Muntinlupa		
	Caloocan		
	Valenzuela		
	Quezon City		
Enterprise Assessment	Sta. Mesa, Manila	September 17-19, 2024	<ul style="list-style-type: none"> <li>• 5 participants from AMAS</li> <li>• 5 YFC Awardees from NCR</li> </ul>
	Tipas, Taguig	October 22-24, 2024	
YFC Promotional	Philfoodex YFC Forum	April 13, 2024	<ul style="list-style-type: none"> <li>• 8 participants from AMAS</li> <li>• 5 participants from Local Government Units</li> <li>• 5 participants from State Universities and Colleges</li> <li>• 50 Students/Working/Out-Of-School-Youth from Metro Manila</li> </ul>
	IFEX YFC Forum	May 11, 2024	
	Quezon City	June 17, 2024	
	Las Piñas	June 19, 2024	
	Taguig	June 21, 2024	
	Valenzuela	June 24, 2024	
	Caloocan	June 26, 2024	
	Muntinlupa	June 28, 2024	
	Pasay	July 01, 2024	
	Manila	July 03, 2024	


The aims of the conduct of the activity are:

1. Enhance the entrepreneurial skills of the YFC Awardees;
2. Assist in the promotion of the YFC products;
3. Expand the market for the products of the YFC Awardees;
4. Link the YFC Awardees to government and private institutions for possible collaboration;
5. Feature the YFC program, its awardees, and their products to encourage other youths to engage in agriculture; and
6. Monitor and profile the enterprise implementation of the awardees, and determine the appropriate assistance needed to level up their enterprises.

All expenses to be incurred in the conduct of the YFC-BDS activities, such as food, fuel/gasoline, toll fee, parking fee, travelling, and other supplies and materials shall be charged against the Young Farmers Challenge Fund FY 2024 General Appropriations Act (RA 11975), subject to the availability of funds and the existing government accounting and auditing rules and regulations.

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

Done this 8<sup>th</sup> day of APRIL, 2024.

  
**FRANCISCO P. TIU LAUREL JR.**  
Secretary *R*



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