



Republic of the Philippines
SANGGUNIANG BAYAN
Taytay, Rizal

DO No. 2408 – 024

ORDINANCE NO. 840 series of 2025

**AN ORDINANCE INSTITUTIONALIZING KATUWANG SA DIWA AT GAWA
SA MASAGANANG ANI AT MATAAS NA KITA (KADIWA) NG PANGULO
(KNP) IN THE MUNICIPALITY OF TAYTAY, PROVINCE OF RIZAL**

Introduced & Authored by: Coun. John Tobit E. Cruz

WHEREAS, the “Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita” (KADIWA), launched by the Department of Agriculture (DA) in 2019 alongside farmers, enterprises, and cooperatives, aims to strengthen community empowerment by establishing a direct farm-to-consumer food supply chain;

WHEREAS, the Local Government Unit (LGU) of Taytay, Rizal, is committed to making goods more affordable and accessible for the public by eliminating as many marketing layers and assisting local farmers in selling their produce;

WHEREAS, the Municipality of Taytay, although already classified as an urban municipality, still boasts around 300 hectares of Agriculture land and at least 36 registered organizations involved in farming, fisheries, livestock and poultry;

WHEREAS, the revival of the KADIWA food terminal will provide local farmers and fisherfolks with the opportunity to market and sell their products, and consumers will benefit from reasonable prices for goods, thus promoting local economic growth and food accessibility;

WHEREAS, the Local Government Unit of Taytay, Rizal, is dedicated to adopting a systematic approach to aid citizens below the poverty line, and endeavors to enhance its capacity for supporting enterprise development by connecting local produce to markets and subsidizing transportation costs for farm produce;

NOW THEREFORE, BE IT ORDAINED, as it is hereby ordained, by the 12th Sangguniang Bayan of Taytay, Rizal, in a session duly assembled, that:

Section 1. Short Title - This Ordinance shall be known as the “Taytay KADIWA Ordinance”.

Section 2. Objectives - This Ordinance is intended to support the implementation of “KADIWA ng Pangulo (KNP)” in the Municipality of Taytay, Rizal with the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE), Department of Social Welfare and Development (DSWD), and the Department of Interior and Local Government (DILG), with the aim of achieving the following objectives.

- 2.1.** To increase participation of local farmers and enterprises as well as consumers to KADIWA ng Pangulo;

- 2.2. To ensure food security, delivery of nutritious food and access to affordable goods and commodities;
- 2.3. Support farmers to sell Agri-produce, to facilitate product regional exchange of “One Town, One Product” (OTOP) products, and to provide opportunity for local micro-entrepreneurs to market their products;
- 2.4. To provide market opportunities to Micro, Small and Medium-Scale Enterprises (MSMEs) through local product promotion and eliminating as many marketing layers, allowing producers to earn bigger income from directly selling their products instead of using trader-intermediaries; and
- 2.5. To encourage consumer spending, thereby jumpstarting and reviving local economies.

Section 3. Definition of Terms - The following terms are defined for the purposes of this Ordinance:

- a. MSMEs (Micro, Small and Medium-Scale Enterprises) - any business activity or enterprise engaged in industry and/or services that has an asset size (less land) of up to One Hundred Million (Php 100,000,000.00) and an employment size with less than two hundred employees.
- b. DA-AMAD (Department of Agriculture-Agribusiness and Marketing Assistance Division - the agency responsible for assisting the establishment of KADIWA ng Pangulo (KNPs) among local government units.

Section 4. Establishment of a KADIWA Center - The following shall be observed in the organization and rollout of the KADIWA ng Pangulo within the Municipality:

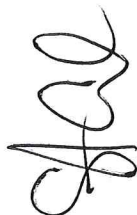
- 4.1. KADIWA ng Pangulo shall run at least once a month in an area conducive for selling and that is accessible to the general public.
- 4.2. Agricultural produce such as rice, vegetables and fruits of farmers for sale shall be marketed in local KADIWA ng Pangulo.
- 4.3. Processed goods, both food and non-food, produced by Micro, Small and Medium-Scale Enterprises and Cooperatives as “One Town, One Product” (OTOP) products of different barangays shall also be made available.
- 4.4. Mercato stalls (ready-to-eat-food) for micro-enterprises and cooperatives may be organized and hosted by the Local Government Unit.
- 4.5. The venue of the KADIWA ng Pangulo may be in a closed or an open space area provided there are available tents, tables and chairs. It should be well-ventilated and with areas that can accommodate stalls for selling products, areas for eating and parking.
- 4.6. No registration fee shall be collected from participating farmer, Micro, Small and Medium-Scale Enterprises, and cooperative merchants nor from visiting consumers.

Section 5. Physical KADIWA Center - The Municipal Government shall aim to construct a physical KADIWA Center within the municipality and in an area strategic for farmers and the general public. Likewise, the LGU, through its Municipal Agriculture Office shall manage the operations of the KADIWA Center.

Section 6. Roles and Responsibilities of Municipal Government Offices - KADIWA ng Pangulo is a joint program and collaborative arrangement among concerned

government agencies of national government and local government units. It also encourages full participation and support of non-government organizations, business sectors and cooperatives. The Municipal Government shall have the following responsibilities in the implementation of KADIWA ng Pangulo, as follows:

MARKET AREAS / PRODUCT CLUSTERS	ROLES AND RESPONSIBILITIES	LEAD IMPLEMENTING AGENCY
Providing the venue and ensuring order and security in the KADIWA ng Pangulo (KNP)	<ul style="list-style-type: none">• Lead in overall management and operation of the KADIWA ng Pangulo.• Facilitate invitation and mobilization of local micro-entrepreneurs, cooperatives and Micro, Small and Medium-Scale Enterprises to sell local produce products in the KADIWA ng Pangulo including “One Town, One Product”, livelihood and Persons Deprived of Liberty (PDL) products, in any.• Identify and secure a suitable venue for the KADIWA ng Pangulo.• Assign stalls and provide any logistics support to participating sellers.	Municipal Agriculture Office, General Services Office, Department of Agriculture-Agribusiness and Marketing Assistance Division
Managing Market Areas for Mercato Stalls (ready-to-eat-food)	<ul style="list-style-type: none">• Lead in the management of the KADIWA ng Pangulo clusters for Mercato Stalls.• Facilitate invitation and mobilization of local micro-entrepreneurs and Micro, Small and Medium-Scale Enterprises to sell ready-to-eat food and beverages in the KADIWA ng Pangulo.• Assign stalls to participating local Micro, Small and Medium-Scale Enterprises / sellers	Municipal Agriculture Office
Maintain clean-up / sanitation, order and support services	<ul style="list-style-type: none">• In coordination with the Department of Labor and Employment, tap the Tulong Panghanapbuhay sa ating Disadvantaged / Displaced workers (TUPAD) beneficiaries for the operation of the KADIWA ng Pangulo including but not limited to the clean-up, maintenance and support service	Municipal Agriculture Office, Public Employment Service Office, Manager-designee, Municipal Environment and Natural Resources Office
Information and campaign	<ul style="list-style-type: none">• Invite the community / buyers to participate on the KADIWA ng Pangulo day.• Shoulder the costs of printing for all Information and Education Campaign (IEC) materials (e.g. streamers, tarpaulins, and any IEC materials)	Municipal Agriculture Office, Public Information Office



	<ul style="list-style-type: none">• Posting of streamers, tarpaulin and any IEC materials announcing the KADIWA ng Pangulo day to the public.	
Coordination with peace and order agencies or related institutions	<ul style="list-style-type: none">• Provide security and order in the premises of the KADIWA ng Pangulo venue through coordination with the barangay and other peace and order institutions like Philippine National Police, military (if needed)	Local Philippine National Police
Coordination with partner national government agencies	<ul style="list-style-type: none">• Assign a Focal Person from Municipal Agriculture Office who will coordinate with partner national government agencies such as Department of Agriculture, Department of Trade and Industry, Department of Labor and Employment, and Department of Interior and Local Government.• Coordinate with the regional government agencies for guidance in handling, operating and managing the KADIWA ng Pangulo, food and market supply, prospective sellers and other arrangements needed.• Coordinate with Department of Agriculture and Department of Trade and Industry on the data on the number of sellers and income or revenue generated during the KADIWA ng Pangulo day.• The Focal Person may coordinate with the Liga ng mga Barangay and other concerned Departments within the Local Government Unit such as Municipal Social Welfare and Development Office, Public Employment Service Office and Local Economic Development and Investment Promotions Office to assist them in implementing the KADIWA ng Pangulo.	Municipal Agriculture Office

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Section 7. Monitoring and Evaluation - The Municipal Office for Agricultural Services (OAS) shall establish a monitoring and evaluation system in order to evaluate the impact on the local economy, which shall provide the estimated number of people that visited the KADIWA ng Pangulo, time and place of KADIWA ng Pangulo activity, number of consumers and sellers / entrepreneurs that participated including the revenue generated during the KADIWA ng Pangulo Day, and shall submit report to Department of Agriculture copy furnished the Department of Interior and Local Government - Taytay.

Section 8. Funding - The Municipal Government of Taytay, Rizal shall allocate funds from the General Fund for the initial implementation of this Ordinance.

Amor

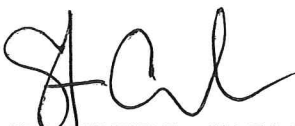
Section 9. Separability Clause - If, for any reasons, any part of the provision of this Ordinance shall be held unconstitutional or invalid, other parts hereof which are not affected thereby shall continue to be in full force and effect.

Section 10. Repealing Clause - All other ordinances, resolutions, circulars, memorandums, or rules and regulations inconsistent with the provision of this Ordinance are hereby repealed and modified accordingly.


Section 11. Effectivity Clause - This Ordinance shall take effect immediately upon its posting at the official social media accounts and at the Municipal Transparency Boards.

ENACTED, this 30th day of January 2025, 2:08 PM at the Sangguniang Bayan Session Hall, Municipality of Taytay, Province of Rizal.

I HEREBY CERTIFY, to the correctness of the foregoing Ordinance which was duly enacted by the Sangguniang Bayan of Taytay on second reading on January 22, 2025 and was passed on third and final reading on January 30, 2025, during the 129th Regular Session held on the 30th day of January 2025.


ATTY. STANLEE D. CALMA
Secretary to the Sanggunian

ATTESTED AND CERTIFIED TO BE DULY
ADOPTED BY HIS HONOR


HON. PHILIP JEISON J. CRUZ
Municipal Councilor / Temporary Presiding Officer

APPROVED BY HIS HONOR
DATE FEB 14 2025


HON. ALLAN MARTINE S. DE LEON
Municipal Mayor