



08 July 2020

MEMORANDUM NO. 2020-034

TO : ALL ELECTRIC COOPERATIVES

SUBJECT : CALL FOR SUPPORT AND PARTICIPATION TO THE  
**KADIWA NI ANI ATKITA PROGRAM**

In the fight to overcome COVID-19 and its effects, collaboration between the private sector and the national government is crucial. This is why the National Electrification Administration (NEA) fully supports the Department of Agriculture's "**Kadiwa ni Ani at Kita**" (*KAtuwang sa DIwa at GaWA Para sa Masaganang Ani at Mataas na Kita*) program which is anchored on the twin objectives of "Masaganang Ani at Mataas na Kita" and President Rodrigo Roa Duterte's marching orders "to provide available and affordable food to all Filipinos".

This project is the flagship market development program of the Department of Agriculture (DA) which seeks to ensure that food commodities are made available and accessible particularly in the marginalized sector in the rural areas since it not only helped the farmers/fisherfolks but also gave consumers an alternative access to fresh and affordable food

The Department of Energy (DOE) together with the NEA, the DA, and the Department of Trade and Industry (DTI) has had initial discussions with NAGMEC and PHILRECA Representatives on how synergies may be forged to bring to implementation of the program to the rural areas where an opportunity may be provided for local farmers and fisherfolks a link to the households and consuming public in the supply of affordable food and farm products.

The NEA is one with the Government in bringing this program of the DA at the ECs' doorsteps and thus calls for your participation in this worthy endeavor. A representative from the regional offices of the Department of Agriculture will visit your office to discuss further the program details.

Attached is a copy of the Briefer on the **KADIWA ni Ani at Kita** for your information/reference.

In taking part in the implementation of this program, we enjoin you to please adhere with the standard health protocols which the national government, government agencies and LGUs have issued with regard to the COVID-19 situation.

We look forward to your usual support and cooperation the EC way.

**EDGARDO R. MASONGSONG**  
Administrator

NATIONAL ELECTRIFICATION  
ADMINISTRATION  
Office of the Administrator



NEA-OA266262

7/10/20

DEPARTMENT OF AGRICULTURE



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**KADIWA**  
ni ANI at KITA  
KAtuwang sa DIwa at GaWA





# Enhanced KADIWA ni Ani at Kita Program

- “**KA**tuwang sa **DI**wa at Ga**WA** para sa Masaganang Ani at Mataas na Kita”
- The Kadiwa ni Ani at Kita program is the flagship market development program of the Department of Agriculture which is anchored on the twin objectives of “Masaganang Ani at Mataas na Kita” and the President Rodrigo Roa Duterte’s marching orders “to provide available and affordable food to all Filipinos”.



The **KADIWA ni Ani at Kita** program seeks to ensure food commodities are made available and accessible in high consumer demand areas, particularly among the poor and low-income families, by harnessing private sector participation, capacity enhancement of farmers' cooperatives and associations and engaging community organizations' participation in food supply distribution system. (Reference *MC 16 s. 2020*)



## Specifically the program aims:

- To make accessible and available quality agri-fishery products such as rice, fish, poultry and livestock products, fruits and vegetables and other basic commodities at affordable prices to the urban poor and their families;
- To establish an additional market for small farmers' and fisherfolks produce/catch thereby increasing their respective incomes; and
- To ensure the stability of the price and supply of food and other basic commodities within the urban poor areas; (Reference *MO 06 s. 2020*)

# *KADIWA ni Ani at Kita on Wheels (DA Mobile KADIWA)*

- The farmers/fisherfolk groups/cooperatives/associations also referred as KADIWA Suppliers will directly sell agri-fishery products to the target communities or barangays (LGUs) in the NCR and other high demand areas. In cases where suppliers do not have their own hauling vehicle, the DA will assist by providing vehicle to be used in distribution/selling.
- The LGUs shall coordinate as to the DA the schedules of the selling activity including specific selling hours. Prior to the actual selling schedule, the LGU provides the estimated number of households to be served and estimated volume of commodities /products to be sold. Likewise, the LGUs provide tents as waiting/queuing area for customers, designate area to park the vehicle and ensures orderliness of the selling activity.



*“A food-secure Philippines with prosperous farmers and fisherfolk”*





# KADIWA ON WHEELS

## SCHEDULE IN DAVAO CITY

**APRIL 11 (SATURDAY)**  
 GSIS Homeowners Covered Court,  
 Brgy. Matina Crossing

**APRIL 13 (MONDAY)**  
 Brgy. Tagakpan Gym,  
 Tugbok District

**APRIL 14 (TUESDAY)**  
 GSIS Homeowners Covered Court,  
 Brgy. Matina Crossing

**APRIL 15 (WEDNESDAY)**  
 Malagos Brgy. Hall  
 Baguio Brgy. Gym

**APRIL 17 (FRIDAY)**  
 A.L. Navarro Central Elementary School &  
 National High School,  
 Brgy. Lasang

**APRIL 18 (SATURDAY)**  
 Brgy. Panacan

**TIME: 9 AM - 2 PM**

In compliance with ECQ guidelines, every buyer is required to wear a **face mask** to observe **social distancing**, and to bring **FM Pass**.

**Bring your eco-bag** to minimize plastic waste.



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# *KADIWA ni Ani at Kita Retail Selling*

- This scheme provides the Kadiwa suppliers an area to directly sell their goods to the consumers. Government offices, LGUs and private sector (i.e. Home Owner Associations and Condominium unit owners) may request to the DA to conduct the Kadiwa Retail Selling activity in their own areas. They only need to identify the area/ space where the retail selling activity will be conducted, selling schedule and the number of households to be served. The DA shall invite and organize Kadiwa suppliers to participate in the retail selling.
- The partner government offices, LGUs and private sector partners will be requested to provide and set up the tents, tables, chairs and provide utilities such as electrical and water requirements needed especially for meat and fish products. Prior to the selling schedule, the partners will be requested to promote the activity in their office / neighbourhood.
- Since this is a direct marketing activity, the DA ensures that the products sold are cheaper compared to nearby market.



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