



9th NATIONAL ORGANIC AGRICULTURE CONGRESS

JCenter Convention Hall, Mandaue City, Cebu | **6-8 November 2012**
Theme: "Organic Agriculture: For Food Security and Business Opportunity"

[DAY 1: TUESDAY] NOVEMBER 6

- [8:30 AM] **Part I - Opening and Ribbon-cutting of Trade Fair and Exhibit**
Chefs on Parade & Business Matching
DA - Agribusiness and Marketing Assistance Services and
Cebu Chamber of Commerce and Industry, Inc.
- [9:00] **Part II - Program Proper** | Emcee: **Ms. Karen Kristine Roscom, DA-BAFPS**
- [9:00] Invocation & National Anthem | **Mandaue City School for the Arts Choir**
- [9:15] Introduction of Participants and Guests | **Assistant Secretary Salvador Salacup, DA**
- Welcome Remarks**
- [9:30] From Cebu Provincial Government | **Governor Gwendolyn F. Garcia**
- [9:45] From Cebu City Government | **Mayor Michael L. Rama**
- [10:00] **An Introduction to NOAC** | **Undersecretary Bernadette Puyat, DA**
- [10:15] Inspirational Message from the COCAFM | **Sen. Francis Pangilinan, Chairperson, COCAFM**
- [10:35] Special Number | **Mr. John Lesaca, Chairperson, Haribon Foundation/Uncle John's Organic Farm**
- [10:45] **Message** and Intro of the Keynote Speaker | **Secretary Proceso J. Alcala, DA**
- [10:50] **Keynote Speech** | **Executive Secretary Paquito Ochoa, Jr., Office of the President**
- [11:10] Intermission Number | **Mandaue City School for the Arts Choir**
- [11:20] **Giving of Recognition Award to LGU of Dumingag, IFOAM Awardee**
- [11:30] Launching of 2012 Organic Directory: An Initiative of the DA - Agricultural Training Institute (ATI) and Spread Organic Agriculture in the Philippines (SOAP)
- [11:40] **Launching of the Official National Organic Agriculture Logo**
- [11:40] Awarding of Certificate to the Winner of the Official National Organic Logo and Slogan Making Contest
- [11:50] Photo Session/Press Conference
- [12:00 NN] **LUNCH**
- [1:00 PM] **Plenary Session** | **Mr. Melquiades Ibarra, DA-RFU 7**
- [1:00] » Milestone of Philippine Organic Agriculture from 2010 to present
Asec. Salvador Salacup, OIC-Director, DA-BAFPS
- [1:25] » Agriculture and Market Trends and Opportunities Worldwide
Mr. Andre Leu, President, International Federation of Organic Movement World
- [1:50] » Asian Regional Organic Standards (AROS) Updates
Ms. Lara Vivas, Senior Science Research Specialist, DA-BAFPS
- [2:15] » Capacitating ARBs to Meet Organic Market Demands | **Usec. Jerry Pacturan, DAR**
» **Emerging Market Opportunities for Organic Products**
- [2:40] - Nutraceuticals, Pharmaceuticals, Health and Wellness
Engr. Guillermo Saret, Jr., Vice President, Pascual Laboratories, Inc.
- [3:05] - Cosmetics and Personal Care Products from Organic Raw Materials
Mr. Joel Magsaysay, Owner, Ilog Maria Honeybee Farm
- [3:30] Complementary Medicine | **Dr. Susana M. Balingit, Chairperson, De La Salle Health Institute**
- [3:55] **Questions & Answers**
- [6:00] **Cultural Night** | **Cebu Provincial Government**

[DAY 2: WEDNESDAY] NOVEMBER 7

- [9:00 AM] **Breakout Session 1: Success Stories and Best Practices in Organic Agriculture**
Moderators: Ms. Elsa Parot, ATI & Ms. Emalyn Legal, NOAB
- [9:00] (A) Sharing from an Individual Farmer
Mr. Ronald Costales, Vice President, Costales Farm
- [9:35] (B) Showcase of Multi-stakeholder Partnerships (academe + GA + LGU/PGU + PO+NGO) in Promoting OA to Smallholder Farmers
Dr. Blesilda Calub, University Researcher, University of the Philippines Los Baños
- [10:10] (C) Dumingag Genuine Peoples Agenda and Sustainable Organic Agriculture Master Plan: Towards LGU Success
Mayor Nacianceno Pacalioga, Jr., LGU of Dumingag, Dumingag, Zamboanga Del Sur
- [11:00] (D) Experience of Cabiokid in Organic Farming
Bert Peeters, Exec. Director, Cabiokid Foundation
- [9:00 AM] **Breakout Session 2: Value Chains in Organic Agriculture**
Moderators: Mr. Miller Bicaldo, NOAB & Mr. Edwin Lopez, NOAB
- [9:00] (A) Organic Value Chain
Mr. Ricardo Joaquin Sison, President, Philippine Institute of Supply Management
- [9:35] (B) Organic Rice Value Chain by GlowCorp
Mr. Bernie Berondo, General Manager, GLOW Corp.
- [10:10] (C) Organic Vegetables Value Chain
Mr. Jefferson Laruan, Owner/Proprietor, Lily of the Valley Organic Farm
- [9:00 AM] **Breakout Session 3: OA Research and Technology Advancement**
Moderators: Mr. Rey Pedroso, NOAB & Ms. Adoracion Armada, PCAARRD-DOST
- [9:00] (A) Latest research findings on OA | **Mr. Joel Lalles, Division Chief, DA-BAR**
- [9:35] (B) The Philippine National Standard for Organic Aquaculture
Ms. Adelaida Palma, Agricultural Center Chief IV, DA-BFAR
- [10:10] (C) Product development: The Fresh Start Experience
Mr. Ramon Uy, Jr., Owner/Proprietor, Fresh Start, Inc.
- [11:00] (D) ACES Research Updates: Pelletized Organic Feeds for Bangus and Livestock
Dr. Francisco Dela Pena, Jr., CEO/President, ACES Polytechnic College
- [9:00 AM] **Breakout Session 4: Certification and Verification Systems and Alternative Marketing Strategies in Organic Agriculture**
Moderators: Dr. Chito Medina, NOAB & Dr. Jose Balaoing, BSU
- [9:00] (A) PGS: Guaranteeing Organic Products | **Ms. Rowena Buena, MASIPAG**
- [9:35] (B) Internal Control System | **Ms. Leilani Ramona Limpin, Executive Director, OCCP**
- [10:10] (C) Organic Plus: Fairtrade | **Ms. Ramona Ramos, Director, World Fair Trade Organization - Asia**
- [11:00] (D) Certification Procedure and Certification Subsidy
Engr. Leandro Gazmin, Director, DA - Agribusiness and Marketing Assistance Services

NOTE: Allotted time for each presentation: Maximum of 25 mins. plus 10 mins. Q&A

PROGRAMME

[DAY 2]

[12:00 NN] **LUNCH**

[1:00 PM] **Plenary Session** | Emcee: **Ms. Karen Kristine Roscom, DA-BAFPS**

[1:00] » Presentation and approval of the Resolution

Moderator: **Mr. Edicio Dela Torre, DA – Secretary's Technical Assistance Group**

[4:00] » Announcement of the 10th NOAC venue

[4:05] Closing Ceremonies | Emcee: **Ms. Karen Kristine Roscom, DA-BAFPS**

Closing Remarks | **Regional Executive Director Angel Enriquez, DA- Region 7**

[6:00] **Fellowship / Cultural Night**

[DAY 3] NOV. 8

Technical Tour (3 sites):

1. Archival's Ecohouse
2. Tindahang Pinoy
3. Mango Gallery

Public Consultative Meeting for the Finalization of the Revised Philippine National Standards for Organic Fertilizer

Venue: **Fortuna Hotel**

For the first 100 participants only.

Emcees: Ms. Karen Kristine Roscom, DA-BAFPS and Mr. Melquiades Ibarra, DA-RFU 7



Republic of the Philippines
DEPARTMENT OF AGRICULTURE



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PROGRAMME



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THEME Organic Agriculture:
**FOR FOOD SECURITY &
BUSINESS OPPORTUNITY**

