

RIMAT TI AMIANAN

The DTI Region 1 Official Publication



DTI strengthens Price and Supply monitoring of Basic Necessities amid COVID19 threat

The Department of Trade and Industry (DTI) Region 1, has intensified its monitoring of prices and supply of basic necessities after President Rodrigo Duterte signed Proclamation No. 922, declaring the state of national health emergency due to the pandemic coronavirus disease 2019 (COVID-19) last March 8.

Prices of basic necessities were automatically frozen at their prevailing prices for not more than 60 days as per Price Act or Republic Act 7581. Basic necessities under the jurisdiction of DTI are canned fish and other marine products, processed milk, coffee, laundry soaps and detergents, locally manufactured instant noodles, candles, bread, salt and bottled water.

DTI has issued MC No. 20-07 on Anti-Hoarding and Anti-Panic Buying which sets the reasonable limit in the sale of all basic necessities and some products intended for the protection of health such as, but not limited to, surgical and industrial masks, medical devices, alcohol, hand sanitizers and other disinfectants. Moreover, to properly inform the public, retailers were required to post notices in conspicuous places within their stores informing the consumers of the quantity of basic goods that they are allowed to purchase.

DTI R1 Dir. Grace Falgui-Baluyan has urged the public to be prepared but not panic buy nor hoard supplies. "We ensure the public that DTI is doing its job in safeguarding the welfare of our consumers" she said.

Dir. Baluyan also appealed to different business enterprises not to take advantage of the situation. Daily monitoring of prices and supplies of basic and prime commodities were done by the Consumer Protection Division (CPD) teams to ensure that costs of basic necessities were within the prevailing frozen price.

Under the Price Act, any business enterprise found to be violating the Price Freeze will be given a Notice of Violation (NOV) and be subject to an investigation. If proven guilty, the business enterprise owner shall suffer a penalty of imprisonment for a period of not less than one (1) year nor more than (10) ten years or a fine not less than P5,000 to more than Php 1 million or both.

DTI is in close coordination with the Department of Health in the monitoring of alcohol, sanitizers, face masks and other medical supplies. Establishments are encouraged to strategize such as rationing of items per buyer to avoid hoarding.

The public is also advised to be more vigilant and report to DTI Regional and Provincial Offices any unscrupulous business



establishments. Further, to be more cautious when buying online and refrain from patronizing overpriced products.

Meanwhile, the Local Price Coordinating Councils in the different cities and municipalities in Region 1 were fully mobilized and operational to help in the monitoring.

Prices of basic necessities reverted to their suggested retail prices (SRPs) effective May 16. The SRP bulletin for manufactured basic and prime can be viewed and downloaded from the DTI website. ### (w/ Ruth Salazar)

DTI, NBI, PNP-CIDG apprehend erring sellers of Basic Goods and Medical Supplies

To ensure the continuous supply of basic necessities and some essential medical supplies due to the declaration of under "State of Public Health Emergency", the Department of Trade and Industry together with NBI, CIDG, PNP intensifies its continuing campaign against hoarders and profiteers and apprehended retailers and on-line sellers of basic goods especially medical supplies.

At the height of the implementation of the Enhanced Quarantine Period over the entire Luzon, the DTI warned that criminal charges would be filed against those suspected of overpricing, hoarding and operating or into illegal manufacture

With the issued DTI Memorandum Circular (MC) No. 20-07 on Anti-Hoarding and Anti-Panic Buying retailers/on-line sellers of basic necessities and medical supplies found not complying with the DTI/DA/DOH Price Freeze will be dealt with accordingly (R.A. 7581). Any illegal acts of price manipulation such as hoarding, profiteering, cartel is prohibitive, in which a person could be penalized

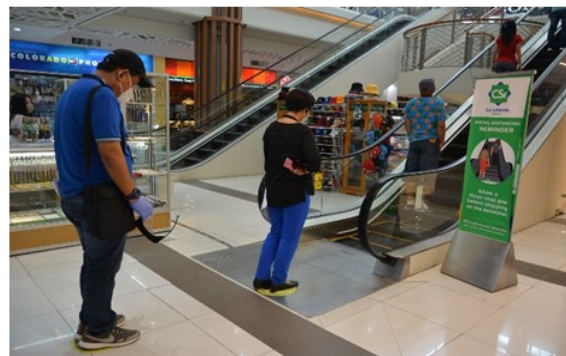
administrative of an administrative fine of P1 000.00, but not more than P1 million pesos, and criminal action with a fine P5,000.00 to P2 million or imprisonment of not less than five (5) years but not more than fifteen (15) years.

DTI Pangasinan OIC Provincial Director Natalia B. Dalaten appealed to retailers/on-line sellers not to engage in any price manipulation and to continue their support by providing the buying public ready access on basic goods at reasonable prices. She also advised the public not to patronize overpriced products. Further, to help the government in tracking down hoarders, profiteers and price manipulators by being vigilant.

DTI Region 1 has conducted a total of 57 joint operations with authorities with 55 persons arrested and more than Php 1 million worth of items confiscated products. Appropriate charges were filed by NBI, PNP-CIDG against the suspects. # (w/ Ruth Salazar)



DTI and DOLE monitor firms' compliance to COVID19 health protocols



The Region 1 Monitoring and Inspection Team composed of the Department of Trade and Industry (DTI) and the Department of Labor and Employment (DOLE) conducted monitoring of business establishments and work places to ensure that guidelines are properly being carried out to avoid the spread of coronavirus disease (Covid-19).

The DTI team led by Regional Director Grace Falgui-Baluyan and DTI La Union Provincial Director Merlie D. Membrere together with the DOLE team led by Assistant Regional Director Honorina Dian-Baga, visited the CSI City Mall La Union. The teams checked the compliance of the mall including the fast foods and other individual retail shops, to the joint DOLE-DTI Interim Guidelines on Workplace Prevention and Control of Covid-19. All businesses intending to resume operations are required to comply with the said guidelines in GCQ and MGCQ areas.

Results of monitoring showed that overall, the mall is compliant to the minimum health requirements such as the no facemask-no entry policy, thermal scanning, disinfectant footbaths at the entrance and strictly observes social distancing. Several recommendations for improvement were

brought out such as the daily accomplishment of health declaration form and provision of Covid-19 IEC materials for employees and customers. The absence of safety officer, identified isolation area and directional signage for foot traffic must also be responded to and carried out immediately. The mall management agreed to comply with all the recommendations within the week.

Director Baluyan emphasized that mall goers and consumers must follow the protocols implemented by the establishments for their own safety and protection. While more businesses are allowed to operate, she advised the public to remain cautious to avoid the spread of the virus.

The monitoring of business establishments will also be conducted in the different provinces. A follow-up visit will be done to check on the implementation of the recommendations to ensure compliance to the guidelines by the various business establishments. The results of the monitoring will be reported to the Regional Task Force (RTF) which will be endorsed to Local Government Units (LGUs) should there be a need to enforce sanctions or other appropriate actions for non-compliance. ###



DTI: Help local biz, buy OTOP at Rolling Stores

The micro small and medium enterprises (MSMEs) have been hit extremely hard by the effects of the pandemic coronavirus (Covid19). They are the vulnerable sector that were caught off-guard with the sudden stop of business operations, disrupted supply chains, lack of market, and other challenges to human and financial resources.

To help curb the impacts of Covid-19 to MSMEs in the province of La Union, the Department of Trade and Industry (DTI) La Union partnered with La Union Entrepreneurs for Progress Association, Inc. (LUEPA) to extend the agency's assistance and support to the members by including their products in the DTI Rolling Stores. The partnership was fortified with the signing of a Memorandum of Agreement (MOA) between DTI La Union Provincial Director Merlie D. Membere and LUEPA President Gemma Chan last June 3, 2020.

DTI has been conducting Rolling Stores/ Diskwento Caravans in the different areas in Region 1 to give the consumers access to wide array of basic goods and prime commodities at reasonable prices. With the present situation brought about by the community quarantine, the rolling store is one of the implemented measures to bring goods closer to the consumers, subsequently limiting movements and without travelling afar or outside their respective barangays or municipalities.

Through the rolling store, LUEPA members now have the platform to market their products and generate income while expanding the choices of consumers in the basic necessities. Since the start of the community quarantine, majority of their

members stopped their business operations. It was only when the government eased the quarantine restrictions that they were able to resume operations. Established in 2019, LUEPA was conceptualized and formed by the MSMEs who underwent the DTI's Kapatid Mentor Me (KMME) Program. The Association has now grown to a total of 37 members that are all committed towards boosting the economic environment in the province. It has also built and established strong linkages with government agencies, Local Government Units (LGUs) and Non-Government Organizations (NGOs).

Aside from the basic goods, the One Town One Product-Next Generation (OTOP NextGen) items were among the best buys in the rolling stores. These products underwent product development through the OTOP Next Gen Program to improve marketability. These products were also sold at the OTOP Hub La Union located at Bacnotan Riverfarm Restaurant.

Other local products available at the rolling store were honey, milk and other dairy products, cacao tablea, longganisa, ilocos vinegar and pastries among others.

DTI La Union Director Membere encouraged the public to shop and buy local products. "Through our rolling stores, we do not only help our consumers have access to basic goods. We are also helping our homegrown MSMEs to recover from their affected businesses," she added.

The DTI-LUEPA initiated rolling store piloted at San Juan, La Union last June 3-5, 2020 and was able to cover three (3) barangays. ### (MJ Alonen)



PGIS and DTI Ease Access to Basic and Prime Commodities Amid Pandemic



The Department of Trade and Industry Ilocos Sur Provincial Office in partnership with the Provincial Government of Ilocos Sur (PGIS) and local suppliers conducted series of Diskwento Caravan among upland municipalities of the province amid the threat of COVID 19. This is in response to the request of various Local Government Units (LGUs) of the conduct of the activity in their respective municipalities.

The declaration of the Enhanced Community Quarantine (ECQ) for the whole island of Luzon limits the movement of all economic activities including the provision of goods and services. People in the far-flung municipalities of Ilocos Sur particularly the upland municipalities have difficulty in accessing basic necessities, sources of which usually come from the urban centers like Vigan City and Candon City. The issue of accessibility was raised during one of the meetings of the Inter-Agency Task Force (IATF) – Ilocos Sur chaired by Governor Ryan Luis V. Singson. Governor Singson assured the DTI on the availability of vehicles of the PGIS which can be utilized in transporting goods. PD Grace R. Lapastora dispatched the Negosyo Center Business Counsellors (NCBC) to coordinate with their respective LGUs and retailers and consolidate the needed goods requested by the populace. The NCBCs and some LGUs delivered the goods right at the doorsteps of the retailers.

The Diskwento Caravan is a great relief for the public during the Enhanced Community Quarantine (ECQ). Condiments, instant noodles, canned goods, hygiene products and disinfectant, cooking oil, flour, milk and sugar were sold during the caravan. The most commonly ordered commodities are flour and brown sugar as residents from these upland towns usually prepare their own snacks. OTOP products such as longganisa, garlic, ginger and onion were likewise offered to the buying public. “Agyaman kami Apo ti isangbay yo ditoy nanumo nga ili mi. Babaen ti panangidanon yo daguiti naduma duma a kasapulan daguiti tattao tatta ECQ ket dakkal a tulong unay ti itden na” (Our gratitude to DTI for reaching our humble municipality. Bringing these basic commodities in our town is a great help for our constituents), said Dr. Joey Warren Bragado, Municipal Mayor of San Emilio, Ilocos Sur. The vehicles provided by the Provincial Government of Ilocos Sur (PGIS) were fully maximized as these were used to haul products such as camote and ginger from local farmers of the said towns bought by the Diskwento Caravan Team to help them market their produce. “Adu iti produkto mi ngem narigat met nga mailako. Agyaman kami ti tulong yo a mangimarket daguiti patanor mi nga produkto kas kada kamoti ken laya ta adda met sukat daguiti banbannog mi nga farmers” (We have a bountiful harvest but we cannot sell them. We thank the DTI for somehow helping us market our local produce such as sweet potato and ginger), said Ms. Annabelle S. Onie of Gregorio del Pilar, Ilocos Sur.

The team was able to conduct twenty (20) Diskwento Caravans for the period March 24 to June 2, 2020 and was able to serve ten (10) municipalities covering fifty-one (51) barangays of Gregorio del Pilar, Quirino, Cervantes, Sigay, San Emilio, Salcedo, Suyo, Sugpon, Sta. Lucia and Sta. Cruz with 250 retailers and 148 households thus, ensuring easier access of consumers to basic and prime commodities in accordance with the suggested retail prices. # (Benigno Q. Ponce)

The ‘*asim-tamis tagumpay*’ of Uncle Tom’s Sukang Iloko



Uncle Tom with DTI Asec. Demphna Du-Naga



Mr. Timoteo de Guzman, or popularly known as “Uncle Tom” is a college dropout from Sampaloc, Manila. With his passion for business, he became one of Luna, La Union’s inspiring entrepreneurs.

During his younger years, Mr. de Guzman is already an entrepreneur. In fact, he and his brother Eddie were partners in selling condiments like catsup, soy sauce and fish sauce. It was then when he had his first taste of sukan Iloko which captivated him instantly. But, his plans of producing it was put on hold when a life-changing opportunity to work in Jeddah, Saudi Arabia came.

For 16 years as a factory worker in the Middle East, he was able to find love in Jeddah – a Filipina named Zenaida dela Cruz, who was born in Santo Domingo Sur, Luna, La Union. They got married and finally decided to move back to her hometown. The couple were then blessed with two kids – Karen and Timmy.

In 2003, Uncle Tom started to put-up a small business of condiments in Luna. It was then when he made up his mind to pursue his dream, producing a chemical-free and purely organic vinegar the traditional way. It is made of sugarcane juice, properly fermented to obtain a unique taste, quality and color.

The “Uncle Tom Food Product” was established and registered in 2006 with sukan Iloko as its main product. Unfortunately, its operation was put to a stop due to scarcity of raw materials. But three years later, “Uncle Tom Food Product” was formally launched and introduced to the market during a DTI – Sponsored Trade Fair at the CSI the City Mall, City of San Fernando, La Union.

Since then, Uncle Tom’s Sukang Iloko upgraded its production from small clay jars storage to large drums and stainless steel tanks. In 2012, Uncle Tom was even awarded as

“Most Outstanding La Union Entrepinoy Sector Leader in the Food Processing Category.” And in 2018, Uncle Tom Food Product began to expand its product line by adding soy sauce and cooking oil into it.

At the start of this year, 2020, the COVID19 pandemic has made a great impact on the sales and operation of Uncle Tom Food Product. Due to the ongoing Enhanced Community Quarantine (ECQ), majority of the consumers are not allowed to go out of their homes to buy basic stuff for their families.

With Uncle Tom’s innate passion for business and helping out the needy, he has shown his care for the people and continuous support to DTI programs by participating in the DTI Rolling Store and DA Kadiwa on Wheels (Diskwento Caravan), a joint program of the Department of Trade and Industry (DTI), Department of Agriculture (DA) and LGUs to bring products closer to the consumers. He sold complementary products such as Soy (toyo), Cooking Oil during the caravans.

The Diskwento Caravan held on April 23, 2020 at Sinapangan Sur, Balaoan, La Union has catered 7 barangays from the municipality. Most of the products brought were under Basic Needs and Prime Commodities such as groceries, fruits and vegetables, and other agri-products. And to complete the usual household needs for cooking such as vinegar, soy sauce and cooking oil, Uncle Tom have thought of bringing them together by incorporating his products to this program.

The Diskwento Caravan/Rolling Stores have assisted around 581 consumers. Therefore the DTI, DA, LGU of Balaoan, and Uncle Tom have helped more or less 500 families in Balaoan, La Union through this program.

(MJ Alonen)

DTI Ilocos Sur rolls out Livelihood Seeding Fund and Pondo Sa pagBangon at Ginhawa Programs for Micro Enterprises



As one of the government's responses to COVID 19 and to contribute to business continuity, the Department of Trade and Industry Ilocos Sur Provincial Office awarded 65 livelihood start up kits to 65 sari-sari store owners in the 14 barangays covering 3 municipalities of the province. The beneficiaries who were mostly located in the upland communities of Ilocos Sur received P8,000.00 -P10,000.00 worth of grocery items. The lack of public transport aggravated by the geographical challenge of accessibility hampered the continued operation of these sari-sari stores during the Enhanced Community Quarantine (ECQ).

The Livelihood Seeding Program - Negosyo Serbisyo Sa Barangay (LSP-NSB) and the Pangkabuhayan sa pagBangon at Ginhawa (PBG) provide for the extension of livelihood assistance to micro enterprises in priority areas to resume their businesses after devastating incidents and calamities, including armed conflicts. The Philippine Army has identified 39 barangays in the 12 municipalities of Ilocos Sur as Ending Local Communist Armed Conflict (ELCAC) areas.

Beneficiaries of these programs were identified by the various Local Government Units (LGUs) and they underwent training on Entrepreneurial Development to improve their business management skills. Mayor Leopoldo Gironella Jr. thanked the DTI for including Salcedo as one of the beneficiaries of the program during the turnover of the livelihood kits in Salcedo, Ilocos Sur.

"Agyaman tayo iti programa ti DTI kadagitoy naisagana nga groceries nga malpaay kanyayo ket nagasat kayo ta dakayo ti nanumo nga napili nga pangtedan kadagitoy nga isu pay nga mainayun kadagiti nga karga ti stores yu, ket kasta met nga pagyaman mi met ti anus yu nga nakikaadda kanyami ditoy. Sapay kuma ta makatulong dagitoy nga abasto

tapno makapagtuloy ti narugian yu nga store kadagiti luglugar yu", (We thank the DTI for providing these livelihood kits, and you are blessed for having been chosen as the recipient of these goods that shall be added to your respective sari-sari stores. We would like to extend our heartfelt gratitude for reciprocating our presence here. We hope that these will help improve the business that you have started.) said Mayor Gironella.

One of the beneficiaries in Nagbukel, Ilocos Sur also expressed her gratitude for her inclusion as one of the recipients of PBG. *"Daytoy nga inkami naawat ket mangtulong kadakami nga mangal-langon kadagiti napukaw nga pagganaran idi ECQ. Ket mapasigurado ti kaadda iti kangrunaan a kasapulan kabayatan nga ti pagilian ket adda iti sidong ti quarantine,"* (These livelihood assistance will help us recover the income we lost during the ECQ. It will also ensure the availability of basic goods in the barangays while the country is still under quarantine) said Ms. Imelda C. Barroga, owner of Barroga Sari-Sari Store in Nagbukel, Ilocos Sur.

"You are all lucky that you have been chosen as beneficiaries of the Department of Trade and Industry's Pangkabuhayan sa Pagbangon at Ginhawa Program. Make your business prosper. And always remember that we are here to secure you, be a good citizen and all together we achieve a peaceful municipality," said Capt. Bryan Malinao of 81st Infantry Battalion, 7th Infantry Division of the Philippine Army during the turnover of livelihood kits in Nagbukel.

The LSP-NSB is a project of the Department of Trade and Industry in partnership with the various Local Government Units, the Philippine Army and the Office of the Civil Defense. # (Amelia E. Galvez)

DTI Region 1- Livelihood Seeding Program

Negosyo Serbisyo sa Barangay (NSB) and Pangkabuhayan sa pagBangon at Ginhawa (PBG)

SUMMARY

As of July 15, 2020

PROVINCE	BARANGAYS COVERED	MSMEs ASSISTED	LIVELIHOOD KITS PROVIDED	AMOUNT OF KITS
ILOCOS NORTE	34	85	15	720,000
ILOCOS SUR	91	174	100	955,918
LA UNION	42	46	29	1,127,576
PANGASINAN	19	70	5	144,000
TOTAL	186	375	149	2,947,494



The Inabel and Binakol Facemasks

Helping local biz while staying safe and protected, in style!



The corona virus disease 19 (Covid19) has brought adverse impacts not only as threat to human health and lives but also to various businesses and economy. The implementation of community quarantine posed stiff challenges and unfavorable effects to micro small and medium enterprises (MSMEs).

But for entrepreneur, Esrom Asuncion, this is not a perfect time to slumber. Driven by strong entrepreneurial mindset, Esrom looked for an opportunity to rise amidst the challenges of the #newnormal.

Esrom, a native of San Juan, Ilocos Sur and owner of Esrom's House of Eco Buri. The main products include colorful and trendy bayongs, pouches and buri bags. A regular in trade fairs and exhibits, Esrom's products were always one of the top picks among local and international buyers. This is not until the pandemic Covid19 struck.

"I realized that my Buri Bags lost its market. Pasalubong Centers and Trade Fairs are prohibited. People do not need my bags anymore, they only need essential items to survive Covid-19." Esrom said.

The demand for Personal Protective Equipment, face shields and facemasks begun to increase across the globe. Everyone is required to wear masks to ensure basic level of protection from the virus. This is where Esrom grasped the idea to adjust in the situation and find ways to innovate products.

Esrom gathered all the scrap inabel fabrics from their bag production area, this time not to make another fashionable bag, but for a bigger and more useful purpose. Esrom's creative knack in arts and crafts paved way to the creation of facemasks made from Inabel and Binakol fabrics.

"As an Ilocano, I wanted to promote the genuine Ilocano culture and heritage through our inabel fabric. It's also a way of helping our local weavers earn a living amidst the pandemic." Esrom added.

Indigenous to the Ilocos region, Inabel is the Ilocano term for handwoven or "hinabi" in Filipino. Handed down from generation to generation, the art of Inabel Weaving is a golden thread entwined in the Ilocano culture. Manually woven through a wooden-pedal loom, an abel fabric is made up of pure creativity, imagination, positivity, respect, discipline and keenness. Traditionally used for blankets, pillowcases, table runner, bags and other garments, the *abel fabric* is one of the exceptional Ilocano crafts that showcase not only of the Agagabel's knack in weaving but also the greatness of Ilocano culture and tradition. "Binakol" on the other hand is a variation of the *abel* weave. Its design is composed of interlocked geometric patterns, resulting in an optical illusion despite its flat surface.

To ensure the quality of the facemasks, Esrom personally facilitates the production starting from the pattern making up to sewing. With the help of Esrom's mother and few family members they were able to produce masks for their consumption. When the demand got bigger and bulk orders came, she decided to hire members of the community to help them. Esrom prioritized those who have been displaced from their previous employments. To date, Esrom has a total of seven (7) workers.

Esrom did not go far nor joined trade fair exhibits to sell the inabel and binakol facemask. Buyers are within reach through the latest trend- E-commerce. Orders are being placed online and paid thru online banking or money remittances. Purchased products are sent to customers through courier services. These unique and washable inabel and binakol facemasks were sold not only in the Ilocos Region and Metro Manila but also

internationally, such as Japan and Hawaii.

As the demand and market for facemasks grow bigger, Esrom's team will continue to produce inabel and binakol facemasks. From a zero-income-generating business during the 1st few weeks of community quarantine, they have earned P20,000 income in less than two months of production.

With the business success in the midst of #newnormal, Esrom is thankful to DTI for the continuous guidance throughout her entrepreneurial journey. Aside from trade fairs and exhibits, Esrom is a regular recipient of various trainings conducted by DTI Ilocos Sur. ###



"The Covid 19 has brought drastic impact to MSMEs like me. In this difficult time, we need to step-up and find that 'silver lining' to help us get through it. To my fellow MSMEs, let's bounce back and help one another."

-Esrom Asuncion

DTI-SSF Project produces face mask, lab gowns

The Department of Trade and Industry (DTI) Shared Service Facility (SSF) for Production Facilities for Bauang Crochet and Wearables located at Central West, Bauang, La Union started to produce personal protective equipment (PPE) such as washable face mask and lab gowns in response to the shortage of mask and other protective equipment amid the COVID-19 outbreak. The said PPEs will be distributed to the health workers of the Rural Health Unit (RHU) of the municipality as a way of showing support to the frontliners who are more exposed to risk.

The members of Bauang Crochet Association, Inc adopted the work from home scheme to adhere to the protocols of the ongoing Luzon-wide enhanced community quarantine (ECQ). At present, they are producing 100-150 pieces of washable face mask and 1-2 lab gowns per day.

The Shared Service Facility for Production Facilities for Bauang Crocheters has a total project cost of PhP 804,330.00 and includes the following equipment: 12 units sewing machine (manual/motorized); 5 units industrial high speed sewing machine; 3 units embroidery sewing machine; 4 working tables with 4 chairs; 5 units thread winder; 5 units cutting machine; 4 pieces mannequin; 2 pieces electronic steam press; 2 pieces edging serger machine; 1 piece pinning machine; 6 display shelves; 15 storage boxes; 2 platform trolley. The said SSF Project was turned over to the Local Government of Bauang on March 15, 2016. # (MJ Alonen)



Rising Above the Adversity through Online Marketing

Adversity is inevitable. No matter how brilliantly invincible we think we are, a time always comes when we are bended to the ground by the weight of the adversity upon us.

Literally this has happened globally with the unprecedented rise of the Corona Virus 2019 Pandemic.

Worldwide, the small entrepreneurs are one of the most critically afflicted by the virus.

To rise above this adversity, especially during the period of Enhanced Community Quarantine (ECQ) when no business was allowed to open, entrepreneurs begun to devise new strategies in order to survive. This is where the “online” mode of marketing products was widely embraced by businesses and enterprises to raise money.

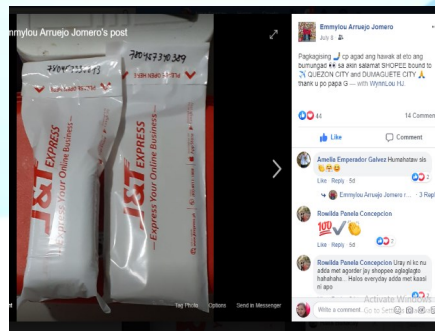
One of the MSMEs who successfully adopted the online marketing platform is Ms. Emmylou A. Jomero, owner of Wynn’s Food Products who produces cacao products such as Mylou tablea and 70% Dark Chocolate. She was anxious when the ECQ was imposed, she laments, “for me who lives in a remote and interior town of Salcedo, how can I sell my products. I rely mostly on trade fairs and supplying souvenir shops and pasalubong centers as major markets.” The idea of online marketing was brought up by the DTI for her to have sales. DTI-Ilocos Sur provided Ms. Jomero with the details and procedures on how to register with online shopping sites, such as Shopee and Lazada. Now, she enjoys the very convenient and easy way of selling products online through Shopee and Lazada, the two most famous and reliable online shopping companies in the Philippines. Her products are already accessed by consumers as far as General Santos, Cebu, Davao and Dumaguete City.

Rowilda’s Loomweaving, a 24-year old enterprise, founded by Mr. Dominico Panela, is not spared by the wrath of COVID. Once a vibrant enterprise doing business at the heart of the world’s famous ancestral site Calle Crisologo, it had to close abruptly when the ECQ was imposed in March 2020. Now managed by her daughter, Rowilda, she had to find ways to gain markets and re-start the selling activity as the uncertainty of when the tourism at Calle Crisologo will re-open is real. Rowilda recounts, “ang ipon namin ay unti-unti nang nauubos kaya dapat labanan naming ang sitwasyon para bumangon”.

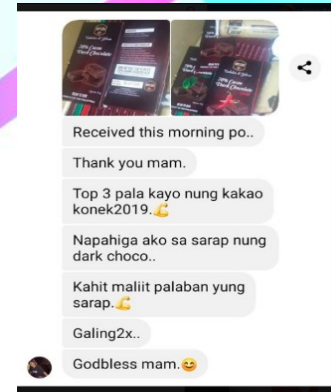
Rowilda’s Loomweaving diverted its craft into what is now in demand and necessary – the abel was turned into fashionable and protective face masks. She started promoting them online through facebook until she was able to register at Shopee in the middle of June 2020 and this first week of July 2020 at Lazada. Just like Ms. Jomero, DTI-Ilocos Sur provided Rowilda with the details and procedures on how to register with these online shopping sites. Everyday, she is amazed by the throng of orders she receives for masks and loomwoven products like table runners, placemats, hand towels, blankets and pillowcases.

Another successful online marketer is Ms. Estela Villareal, owner of Bantay Bread, maker of delicious and tasty breads and pastries like pandesal, pande coco, pianono, hopia and many others. She also owns Villareal Salon and Spa which was not allowed to operate during the period of community quarantine. The strong-willed entrepreneur quips, “we have to work double time at the bakery to sustain the needs of my family and the families of my workers in the salon and spa because they are temporarily out-of-work. Double time also means I have to look for ways to increase sales earn additional revenue. Kaya naisip ko yung natutunan ko sa KMME seminar lalo na yung Business Model Canvas. Kailangan kong mag-expand at magagawa ko ito sa pamamagitan ng paglikha ng mga ibang customer.” Through posting her products online, she was able to find outlets in several parts of Metro Manila. Her delectable hopia is her best-selling product and this is delivered to the ultimate customer via Grab and Lalamove.

Mr. Oscar Rallojay manufactures the Rallojay Perfume in his hometown of Sta. Catalina, Ilocos Sur. He sells directly to individual customers and has outlets in several towns of Ilocos Sur. Most of his customers are students and young employees because his products are easy on the budget. This mode of marketing takes a lot of his time and energy. Everytime there are individual orders, he has to meet each one and deliver the products to them personally. He would travel a lot in order to replenish his stocks in the different outlets. Knowing the risks he is taking especially during this time of Pandemic, the DTI – Ilocos Sur encouraged him to venture into online marketing of his products. Until he was introduced to PHB WORX International, Inc. an e-Commerce platform. He became a member of which and now he is linked to online shopping companies, such as Lazada, Shopee and Amazon. Through this platform Rallojay Perfumes reached customers as far as Singapore, Hongkong and the United Arab Emirates. # (January Sta. Clara)



Wynn's Food Products now reaching different cities and provinces nationwide through online shopping sites.



Washable Abel Iloco Face...

wholesale
₱120



Washable Facemask (abe...

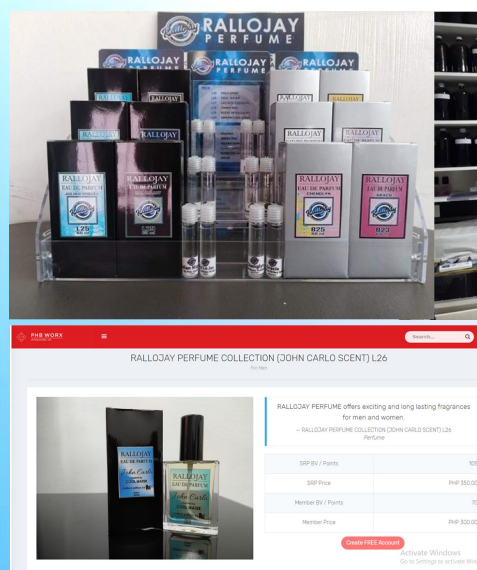
wholesale
₱120

8 sold

From abel novelty crafts into fashionable and protective face masks; Rowilda's Loomweaving pursues business transactions online to reach distant customers amid the pandemic.



A testimony on KMME wisdom putting into action by Ms. Estela Villareal of Bantay Bread House, also an owner of Villareal Salon and Spa



Mr. Oscar Rallojay of Rallojay Perfume, joined PHB Workx International, an e-commerce company that links products and services to online shopping sites, such as Lazada, Shopee and Amazon.

Of Fighting, Rising and Inspiring – C19 Pandemic Stories of MSMEs

By: Maricor S. Racela

Five Micro and Small Entrepreneurs from Ilocos Norte, share their stories of keeping the fight, rising stronger and coming out with beautiful inspiring stories in these trying times.

16 March 2020 (Monday). With Community Quarantine declared over the Entire North Luzon, I reported to the office with so much uncertainty, who knows what's going to happen next anyway. With the many concerns I had at that time, my mind raced to the OTOP Hub at the Laoag International Airport. With flights cancelled, and no certain date as to when the airport will resume its operation, I was worried with all the merchandise ready to welcome Summer, the peak season for the tourism industry.

I immediately called the CAAP, Laoag Office for them to allow our Hub Operator to enter the airport's departure area where the OTOP Hub is located. Instructed our hub operator to do a quick inventory of the goods at the hub and for her to inform the SME suppliers to immediately pull-out their goods, especially those with June 2020 expiry date (my poor foresight).

Days, weeks and months passed, rainy season has come, the lean season for most businesses, but Covid 19 is still actively lingering around. From the provincial state of being

under total lockdown on March 30, 2020 to its present state of being under Modified General Community Quarantine, the fight against the unseen enemy continues. #StayAtHome, #StaySafe became like popular brands, with no sign of fading quickly.

But, as the message to stay at home remain strong, both the government and the private sectors kept working hard to do something, the economy too has to keep moving. Resilient in nature, the Ilocanos won't seat and watch this pandemic eat their time or their sanity. Finding creative and productive ways to survive seemed to have become everybody's business. And sooner than expected, we witness our local economy coming back to life. Thank you to all our Micro Small Entrepreneurs, who propelled the local economy, moving with courage, tenacity and #malasakit sa kapwa at sa bayan. They are indeed our frontliner heroes too! Let the story of these 5 MSEs from Ilocos Norte unfold and inspire you.

Mango King Food Products

(DTI-SSF Co-operator, OTOPreneur, KMME Graduate-Batch 1)

Oh MANGOodness!

March, is mango madness season in this northern part of the country. With truckloads of mangoes coming in from the different parts of the Ilocos Region, March is undoubtedly one of the busiest months for Mango King Foods Products. Tons of mangoes are ready for harvest, and the delivery and production schedules have been set.

Then came the declaration, Community Quarantine in the Entire North Luzon, followed by the total lockdown order in Ilocos Norte. For the mango industry, business operation must continue. The matured mango fruits must be harvested and delivered to their destinations without delay. A wait-and-see attitude does not define a King. Fast action and sound decisions must be made. And, despite the ongoing Covid 19 pandemic, mango farmers still hope that loss from this year's harvest be brought down to its lowest level possible. So, being the Mango King, it braved the borders and checkpoints, and kept the business going as far as it can. Obeying quarantine protocols and ensuring the safety of its workers, Mango King was able to harvest mangoes from the different provinces in North Luzon. It was also able to deliver truckloads of mangoes to Manila. And while, mangoes still abound, it resumed its production of dried mangoes. Towards the middle of June 2020, Mango King launched a new product, the Mango King Green Dried Mangoes.

And by the end of June 2020, Mango King Dried Mangoes landed in the shopping site of Shopee. A King truly never stops. Not even an unseen enemy would give him a reason to just sit on his laurels.

As the mango season came to end, mango farmers were able to smile and be grateful of how they were able to survive the challenge of the time. With wisdom and perseverance, the Mango King shall continue to make the mango industry a strong and flourishing industry in this side of the country.



Good Vibes Café by Geronimo (OTOPreneur, KMME Graduate-Batch 1)

Keep spreading good vibes, eat with purpose!

An advocacy of the business, shouted even louder in this time of Covid 19 pandemic. Closing operation after the declaration of the Community Quarantine in North Luzon made the owner re-assess her business plan. Bouncing back after a week, she offered immune booster food and drinks especially designed for frontliners. Soon after, to everyone, who wished to pump up their health condition and protect themselves from contacting the infectious virus. Summertime is also the harvest season for local vegetables. With limited people movement, no open public markets and no public transportation operating, Good Vibes Café partnered with Ms Leilanie Adriano, a media personality. They helped local farmers dispose their produce, a support badly needed by the farmers at that time. The Good Vibes Café became the delivery and pick-up point of these fresh farm produce, no cost for the farmers, no price mark-up. The intention was just to facilitate fast disposal of these farm produce and provide the community with cheap, fresh from the farm fruits and vegetables.

When quarantine protocols eased up, Good Vibes Café introduced the MARU Barter Ilocos, a platform for cashless shopping. This is to encourage people in the community to engage with one another beyond the usual buy and sell transactions. Members of the MARU Barter Ilocos started to swap things – from plants, to homemade goodies, to farm produce, to pre-loved items, old books and many more. It is a growing community spreading good vibes with one another, spreading an infectious good feeling of giving something you are keeping that might be of more use for others. In this time when many are displaced from their previous employment, and don't earn as much as they used to, their skills can also be swapped to useful items - like a haircut to a kilo of rice, or a nail service to a pot of snake plant, or an appliance repair to a pack of baby diaper. Indeed, this meaningful initiative has grown, with over a thousand members in just a week. And as



the next school year is soon to open, an owner of a calamansi plantation, who has no market for her produce, offered her calamansi to MARU Barter Ilocos in exchange of school supplies which she will distribute freely to Day Care Centers in Laoag City. Helping has no boundaries and conditions, as long as you don't limit your creativity and you keep your heart open to see the need of your community.

Bagnos MPC (DTI-SSF Co-operator, OTOPreneur, KMME Graduate-Batch 1)

The Bagnos Multi-Purpose Cooperative is perhaps one of the best performing cooperatives in the country. With more than a thousand active members, no external loans, sound financial status, competently managed Income Generating Projects, and recipient to various awards in the Provincial, Regional and National levels, we could only unanimously say "Sana All!"

Few days before the declaration of the Community Quarantine and Provincial Lockdown, the cooperative's General Assembly on March 13, 2020 was all set. But due to the corona virus threat, the much awaited event has to be indefinitely postponed. Quick to respond to the needs of its members and to the community in this time of crisis, Bagnos MPC started distributing relief packs to its members as early as mid March. Recognizing the efforts and sacrifices of the barangay personnel on duty at the barangay checkpoints, the Cooperative also distributed food packs to these frontliners. And at the start of the following month (April), the cooperative started distributing the Interest on Capital Share and Patronage Refund to its 1,053 members which has a total whopping amount of PHP1.3M. Services of cooperative officers

and employees at the height of the Covid 19 pandemic did not go unnoticed. In appreciation to their dedication and commitment, their Mid-year Bonus was given to them in advance on April 20, 2020.

As the unseen enemy continues to threaten us, the cooperative incessantly and silently undertake other initiatives to help their members and other "kababayans" ease the burden brought by the Covid 19 pandemic. Quoting from one of their facebook page posts, "do good things and it will be given back to you a hundred fold."



Of Fighting, Rising and Inspiring - C19 Pandemic Stories of MSMEs

San Jose Multi-Purpose Cooperative (DTI-SSF Co-operator, OTOPreneur, KMME Graduate-Batch 1)

Before the Covid 19 pandemic, the cooperative produces binakol (handwoven fabric) bags and many other crafts made of binakol. The pandemic, which forced them to stop operation for a while did not dampen their entrepreneurial spirit. Rather, they treated this as an opportunity to discover another binakol product, demanded by the present time. Binakol facemask was then introduced. Up to this date, these facemasks are sold to government offices, business entities and walk-in buyers. These are also sold online through the cooperative's facebook page.

Free binakol facemasks were also given to the frontliners in the municipality of Sarrat. This is the cooperative's way of helping mitigate the spread of the virus, and as an act of gratitude to the invaluable service of the frontliners in the municipality. To date, the cooperative devotes 90% of its operation to binakol facemask production, and continues to address the market's need for washable facemasks, while providing employment opportunities in the community and promoting the local weave of the municipality.



Golda's Commercial (OTOPreneur, KMME Graduate-Batch 1)

Golda's Commercial is a family enterprise engaged in the production and printing of T-shirt/Jersey/uniforms in Ilocos Norte. Their existing clients are public and private schools and government and private offices/institutions, within and outside the province. Just when peak season for the production of uniforms for summer sports tournaments and for the next school year is about to start, the lockdown is declared. Health protocols to mitigate the spread of the corona virus prevented the conduct of sports tournaments and face-to-face classes. So, business operation has to stop – at least temporarily. While the owner has to continue facing its utility bills, workers salaries and other financial obligations, "laban lang" attitude kept the business going. From sports and school uniforms, they shifted their operation to the production of Personal Protective Equipment (PPEs) like hazmat suits and washable cloth facemasks. These are being supplied to hospitals, medical practitioners and private individuals. More than their financial obligation in their organization, there was this social obligation that they need to fulfill. An obligation to secure the community in contacting the infectious disease, done by first protecting the health of the Frontliners. This social obligation of the business was the driving force that inspired the family to start with its PPE production. A wonderful opportunity to be of service to others amidst the Covid 19 pandemic.



Negosyo Center-FabLab, creates face shields for Covid-19 Frontliners

With lots of the hospitals and other medical facilities facing shortages of medical supplies to combat the Covid-19 pandemic, more and more people are pooling resources, to include creative and innovative skills to do their share and help.

After seeing reports of massive shortages of personal protective equipment (PPE) such as facemask and face shields, the faculty of the Philippine Science High School (PSHS) - Ilocos Region Campus has realized their role and mission amid the pandemic Covid 19 threat- to make face shields!

Using the machineries and equipment at the DTI Negosyo Center-Fabrication Laboratory and Co-Working Space, they started producing face shields, aerosol boxes and triage boxes.

Dubbed as "PisAYUDA: Siyensya para sa Bayan" all the PSHS with Fabrication Laboratory nationwide agreed to step up and help the frontliners fighting against Covid-19. Ms. Ronna Ortaleza, Campus Director of PSHS-Ilocos Region Campus, said that part of their mandate as a fabrication laboratory is to use their facilities in fabricating needed materials during emergency situations. "This is our own little way of contributing to the shortage of face shields and alcohol. We're turning our fablab into production facilities to make face shields so that medical professionals battling COVID-19 can safely continue protecting us." she added.

The eight-man-team led by Engr. John Dee Mangoba collaborated to address the urgent need and started putting equipment such as 3-D Printers and Laser Cutters to manufacture components of face shields on March 23, 2020. Using these machines, prototypes were developed from raw materials such as acrylic sheet, filaments, acetate sheets, silicon tube for glass, mighty bond, and other materials. Face shields and aerosol boxes were then produced. They aimed to produce 1500 pieces of face shields, aerosol boxes and a triage chamber. To date, 837 faceshields and 20 aerosol boxes have been produced and turned over at no cost to the medical frontliners

of La Union Medical Center, Rosario District Hospital and Ilocos Training and Regional Medical Center. Apart from the medical equipment, they also maximized their laboratory to produce liters of alcohol.

The fabrication process was never a problem with the use of the high-tech machines. However, supply of raw materials has affected production due to the closure of establishments selling these materials. Maximizing the use of social media, they began crowdsourcing for suppliers of raw materials. An overwhelming support from different groups and individuals started to pour in. Volunteers and donors expressed their willingness to help and donated materials. The active General Parents Teachers Association also supported and sourced out materials. "Thank you to all the donors who unselfishly shared their resources in order for us to fabricate PPEs." Ortaleza said.

The DTI NC-Fablab is a joint project by the Department of Trade and Industry (DTI) Region 1 and PSHS- Ilocos Region Campus. Located inside the campus, the facility offers technical prototyping platform for ideation, innovation and invention to help in the landscape of entrepreneurship and craftsmanship not only in the province of Ilocos Sur but also in the region. Since its launching in 2016, it has enabled local designers in partnership with local MSMEs to come up with high value and high quality product prototypes before full-blown commercial production.

The Fablab has been a home for hundreds of MSMEs and PSHS students who collaborated and shared their technical know-hows to improve product designs. Now, it has also transformed to a production facility with a bigger and noble purpose. ###





“Ang BUKID Tangi sa La Union, nagtatanim ng PAG-IBIG”

The province of La Union is eyeing to become the Heart of Agri-Tourism in Northern Luzon by 2025. In the City of San Fernando, one of the growing and must-see agri-tourism spots to explore is the **IBIT'S INTEGRATED FARM**, an organic farm owned by *Engr. Manuel G. Acosta* in Barangay Masicong. With the initiative of his wife, Mrs. Marilene C. Acosta, the farm started its operations in the late quarter of the year 2016

“Better go home and plant camote.” This is what our teachers always say when you flunk the exam. Mrs. Acosta followed, not because she failed her exam but because she personally witnessed the economic standing of the relative farmers of Mr. Acosta and their families when she visited the farm. Mrs. Acosta told her husband right away, “Apay ngay nga kasta, kasla awan nagbaliwan ti panagbiagda, 10 years manipud idi natay da Nanang ken Tatang ket awan pulos nagbaliw. Adda problema da. Masapul tulungan tayo isuda.”

Fortunately, Mr. Acosta just retired. They discussed

as a family what they could do to help. This started their advocacy to empower and improve the social well-being of the farmers, his/her family and most especially, his community. Mr. Acosta and his family started the "Adopt a Farmer and His Family" project. The first family they adopted were given a house to live in and a Sari-sari store and Vulcanizing shop for additional income while waiting for harvest season. The farmer was also sent to trainings and was given farm inputs.

Currently, there are now 4 families working at Ibit's Farm wherein farm inputs, tool/farm equipment, credit, pangkabuhatan and trainings are given to them.

Many of our farm families, farming is not just about growing food for their families and their community, but also a way out of poverty for their children. During summers, there is inadequate water for all the crops. Solar water pump with an elevated tank is needed but it is too expensive and the famers cannot afford it. The farmers are seeking credit with high interest to be able to buy farm inputs. During harvest, the one who buys the harvest dictates the selling price. These are some of the challenges that the famers are facing that it seems that there are no improvements in their life. Despite the challenges they face, farmers still continue to farm.

Mr. Acosta and his family really helps and empower our Bayaning Magsasaka, in strengthening their knowledge, values, skills and services they need to overcome the challenges they face and open entrepreneurial opportunities for them. They conduct financial literacy teachings to improve the situation of the farmers.

As Mr. Acosta has limited knowledge about farming, he actively participated seminars and workshops conducted by different groups and agencies which greatly contributed to his desire to improve and expand his knowledge. His first conference attended, the National Conference for Small & Family Farmers; New & Beginning Farmers, drove him to look

for new and good practices that can be applied in his farm for continual improvement and to be shared with other farmers. From the conventional methods of inorganic faming, Ibit's Farm now utilizes locally-available and environment-friendly farm inputs in the farm. They practices natural and organic farming methods and Good Agricultural Practices. He changed the mind-set of other bayaning magsasaka that were used to traditional farming. Partners from Switzerland supported him in his vision and gave Php 25,000 to buy water supply materials for the farmers. Vermicomposting Facility Project was also given by the City Government of San Fernando, La Union to the community. With these, the families are now the model family farmer practicing Organic Farming in the community, making Ibit's Integrated Farm mission of empowering our Bayaning Magsasaka slowly being realized.

In Ibit's Farm, families and organizations can have a first-hand experience on the back-to-basic farm life through the pick and pay scheme wherein visitors personally pick fresh, naturally grown crop vegetables from Ibit's Farm at a farm gate price, which means the price is lower by 30% from the market price. The visitors can also can cook and eat Picknakbet (Ilocano pinakbet) and PICKnanok (native tinolang manok) right after. The PERO (Pick Eat Raw Okra) Challenge, Kuliglig Challenge, Land preparation using plow and carabao and feeding native pigs and goats ideas developed in the farm.

Mr. Acosta was a graduate of the *Department of Trade and Industry's Kapatid Mentor ME coaching and mentoring Program* that developed his better business perspective. He is now a sought-after resource person who shares his time and expertise on farm tourism pro-bono as a way of helping others and promoting his advocacy on assisting Bayaning Magsasaka. Aside from trainings he attended, Mr. Acosta continues to learn to become innovative



by exchanging ideas and technologies with his fellow farmers and experienced successful farmers in the country.

Mr. Acosta seizes the opportunities to mentor and talk about farm tourism and his journey as a farmer. He taught and shared his experiences and skills in farming enterprise with others using his own farm as a learning site, making Brgy. Masicong, the only Barangay with **three (3) Learning Sites accredited** by the Department of Agriculture- Agricultural Training Institute. He is likewise a strong advocate of Organic Farming and promotes farm safety and environmental protection awareness. Ibit's Farm is also a Department of Tourism **Accredited Farm Tourism Site**, thus putting La Union in the Philippine Agri-Tourism landscape in support of the Provincial Government of La Union to be a leader in Agri-Tourism.

His humble contributions in propelling the development of the province and his community were recognized by the Province of La Union and awarded him the **Most Entrepinoy Award** during the Pamadayaw Conferment of Awards 2020.

Mr. Acosta also initiated several activities such as "Plant a bamboo tree for the love of our Environment" and "Educational Tour for a Cause" to make a difference, empower farmers, uplift the community for nation development and for our future generation. During the Covid-19 Pandemic, because of the implemented enhanced community quarantine, they had difficulty in selling their harvest/produce at the market but it did not hinder them from helping. Our Local Farmers from Masicong, headed by Mr. Acosta, did their part in helping and providing freshly harvested veggies to our front liners in this difficult time. As Mr. Acosta said "*Ours is a "purpose-driven" and not Profit-driven entity*" Farmers are truly an inspiration and instruments of blessing that deserves appreciation. # (MJ Alonen)

DTI: BE A SUSTAINABLE CONSUMER

The Department of Trade and Industry (DTI) urgently call consumers to become "**sustainable consumers**" so as to drastically address the global crises of climate change and biodiversity loss.

OIC- Provincial Director Natalia B. Dalaten enjoins the public in the celebration of the 2020 World Consumer Rights on March 15 by becoming more vigilant, well-informed and be a sustainable consumer.

Dir. Dalaten reiterates the need to check the purchases or our present consumption which is now affecting badly the Mother Earth. According to Consumers International, 30%-40% of all food produced worldwide is lost or wasted. Only 9% of all plastics ever produced has been recycled, 79% is dump or in landfills, and 12% has been incinerated affecting the marine pollution and biodiversity. If we don't take action millions of people will be displaced by 2030 due to water scarcity. The target to keep the temperature to 1.5 C in the Paris Agreement might be missed due to increasing greenhouse emissions.

To empower the consumers and the business establishments, DTI will conduct series of seminars for 2020 on sustainable consumption and green economy. (Ruth Salazar)



DTI PANGASINAN joins the celebration of World Consumer Rights Day



Bakers PH - Mura, Masarap, Masustansya!

Bakers PH is a famous bakeshop in Laoag City, Ilocos Norte, known especially for its Bagnet Hopia, Pizza Bread and all-day Hot Pandesal. Guided with its 3 Ms – Mura, Masarap at Masustansya, Bakers PH offers a wide array of freshly baked, delicious and affordable breads and pastries. No doubt, it easily captured the heart and taste bud of the Ilocanos. Established in May 2015, Bakers PH is indeed growing fast, with its now 8 stores and 2 commissaries located in various parts of the province.

In this time of crisis, Bakers PH is one with the province of Ilocos Norte in responding to the needs of its “kababayans.” At the height of mitigating the spread of the corona virus, where almost all businesses were then closed, the doors of the Bakers PH Main Branch along Gabu Road in Laoag City remained open. It bravely and dedicatedly fulfilled its mission, to deliver fresh, delicious and affordable breads. As private businesses closed shop, affecting a number of workforce to stay at home with no pay, Bakers PH generously shared its resources and distributed relief packs to various residents in the different barangays in Laoag City. Food packs were also distributed to border checkpoints and to other frontliners in the province. In April 2020, Bakers PH was tapped by the PGIN to produce nutribun for its Capitol Feeding Program: Nutrition in Emergency, a 120-day feeding program of the provincial government, under the administration of Hon. Governor Matthew Marcos Manotoc and with the support of Hon. Senator Imee Marcos. The program aimed to provide undernourished children with Nutribun and Pasteurized Choco-milk drink to improve their health condition and strengthen their immune system. Moreover, understanding the plight of the consuming public, Bakers PH assures its patrons, that prices of their baked products shall remain, and they shall continue to refrain from increasing their prices.

While we continue to experience the devastating impact of the Covid-19 pandemic in our province, Bakers PH is committed to be a company with a heart, ready to respond to the call to serve, and actively be part of a healthy community and a growing economy.
(Maricor S. Racela)



Ilocos Region Paving its Way for the Halal Development

The Regional Halal Subcommittee under the RDC – 1 Economic Development Sector Committee convened for its first quarter meeting cum Islamic awareness orientation on February 4, 2020 at DTI Regional Office 1.

The member-agencies composed of regional line agencies, SUCs and HEIs, LGUs, financing institution and Muslim community were able to deepen their knowledge and awareness on Islam and Halal during the orientation conducted by Mr. Jamil Dimaano of Alhuda Center.

ARD Daria Mingaracal also discussed the rationale, functions and roles of the subcommittee. The creation of the committee is in line with RA 10817 or the “Philippine Halal Export Development and Promotion Act of 2016”, an act that mandates the implementation of strategies and



Forging Partnership Towards Sustainability of Coffee Industry in Ilocos Region



The Philippine Coffee Advancement and Farm Enterprise (PhilCAFE) Project under ACIDI/VOCA recently expanded its operation in Mountain Province, catering the needs of coffee stakeholders in the Cordillera Region as well as nearby communities. One of its pilot activities was the conduct of Regional Stakeholders' Forum held on February 18, 2020 at the Mt. Province Polytechnic College (MPSPC).

Seizing the opportunity, three (3) DTI staff and two (2) coffee growers from Ilocos Region, Ret. Gen. Juan Luna, Chairman of the Region 1 Coffee Council and Mr. Rodolfo Aciong, Top 3 Robusta winner of the 2019 Philippine Coffee Quality Competition (PCQC) traversed the long and winding road of Mt. Province to join the said forum. Most of the participants were coffee growers/processors from CAR, LGUs and partner agencies like DTI, DOST, DAR and DA.

The forum aimed to forge partnership and collaboration on quality coffee. PhilCAFE presented its current activities and how will the project benefit stakeholders in the locality. To further increase the interest of participants on

quality coffee, trends and opportunities particularly on market potential and buyer requirements were presented by the SCAA President. OIC-PD Mabel Banggawan of DTI-Mt. Province likewise discussed the 2020 PCQC and Philippine Coffee Expo which was supposed to be conducted last April 2-3, 2020 in Davao City. Unfortunately, due to health threat of covid-19 pandemic, both activities were cancelled.

Before the forum ended, participants identified their needs in terms of coffee production and postharvest, processing, financing/investment, and marketing thru a workshop. The venue transformed into a more interesting learning environment during the presentation of outputs and exchange of ideas.

The opening of PhilCAFE office in Mountain Province creates more opportunities for coffee stakeholders in Ilocos Region particularly on technical and advisory services. Coffee growers/processors are optimistic that the new assistance from our new partner will further uplift the local coffee industry. # (Aple Madayag)

activities to support the Philippine Halal program. It shall provide support in the monitoring of updates related to Halal products, processes and services for local and export and recommend and suggest initiatives pertaining to Halal Industry Development in the region. DTI Regional Office 1, led by Dir. Grace Falgui-Baluyan and Alhuda Center – La Union (Islamic Group), represented by Mr. Jamil Riyadh Dimaano, served as the chairperson and vice-chairperson respectively.

The sharing of the member-agencies' insights and initiatives on Halal as inputs for the Subcommittee's CY 2020 Action Plan will help in taking advantage of the global and domestic opportunities of Halal markets and paving Ilocos Region's Halal development. (Ayra Fontanos)



STOP COVID 19



"Ang negosyanteng Pinoy ay resilient at malikhain. Iyong lockdown (community quarantine) ay panahon para mag-isip at mag-innovate ng products. An opportunity to discover new markets."

RACKY DOCTOR

President
Pangasinan Entrepreneurs Development
Association Incorporated (PEDAI)



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