



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
21st City Council

PO21CC-355

71st Regular Session

ORDINANCE NO. SP- **3058**, S-2021

AN ORDINANCE DECLARING THE MONTH OF NOVEMBER AS AGRIPRENEURS MONTH IN QUEZON CITY AND PROVIDING FUNDS FOR ITS ANNUAL OBSERVANCE, AND FOR OTHER PURPOSES.

Introduced by Councilor ESTRELLA C. VALMOCINA.

Co-Introduced by Councilors Bernard R. Herrera, Lena Marie P.

Juico, Dorothy A. Delarmente, M.D., Tany Joe "TJ" L. Calalay, Nicole Ella V. Crisologo, Victor V. Ferrer, Jr., Winston "Winnie" T. Castelo, Atty. Bong Liban, Eden Delilah "Candy" A. Medina, Ramon P. Medalla, Mikey F. Belmonte, Franz S. Pumaren, Matias John T. Defensor, Wencerom Benedict C. Lagumbay, Jorge L. Banal, Sr., Peachy V. De Leon, Imee A. Rillo, Marra C. Suntay, Irene R. Belmonte, Resty B. Malañgen, Ivy L. Lagman, Hero M. Bautista, Jose A. Visaya, Karl Castelo, Patrick Michael Vargas, Shaira L. Liban, Ram V. Medalla, Allan Butch T. Francisco, Marivic Co Pilar, Melencio "Bobby" T. Castelo, Jr., Rogelio "Roger" P. Juan, Diorella Maria G. Sotto-Antonio, Donato "Donny" C. Matias, Freddy S. Roxas and Noe Dela Fuente.

WHEREAS, Section 19, Article II of the 1987 Philippine Constitution provides that: "The State shall develop a self-reliant and independent national economy effectively controlled by Filipinos";

WHEREAS, one way to achieve a self-reliant and independent national economy is to revitalize and modernize the country's agricultural sector, through agriprenurship, starting from the micro agricultural sector in the barangay;

WHEREAS, Agriprenurship covers a system of production and commerce among the agricultural sector/farmers/producers and buyers/end users/consumers to promote and achieve a viable, sustainable and stable community-based agricultural industry;

WHEREAS, with assistance from and effective intervention by the local government, participation from the multi-sectors promoting agripreneurship is the most feasible solution to empower and inspire local farmers to produce and locally market their products and for local consumers/end buyers to patronize the same;

WHEREAS, Agripreneurship will provide employment and boost income generation, poverty reduction, improvements in nutrition and food security, and business entrepreneurship opportunities which are essential elements for a healthy society and a self-reliant economy.

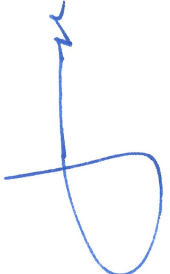
NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. There is hereby declared the month of November as "Agripreneurs Month" and shall be observed every year in Quezon City.

SECTION 2. OBJECTIVES. - This Ordinance shall have the following objectives:


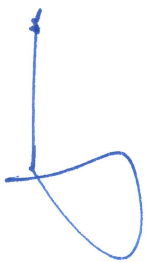


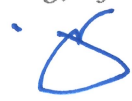
1. To provide activities and programs to increase awareness on Agripreneurship.
2. To promote conscientious farming and quality products among farmers and producers, and for consumers and end buyers to patronize the same.
3. To encourage and motivate agripreneurs in assisting farmers and producers in marketing their products and for the end buyers and consumers to patronize the same; and to ensure competitive prices that will benefit the local farmers and producers; with the end of view of boosting income generation and ultimately an independent and self-reliant economy.
4. To provide programs and incentives that will strengthen the participation of agripreneurs in agripreneurship.
5. To provide programs that will inspire and promote the participation of the multi-sector segment of our society and community thereby creating a strong public-private sectors' partnership.



SECTION 3. DEFINITION OF TERMS. - As used in this Ordinance, the following terms shall mean:

- 1. Agripreneur - an entrepreneur whose main business is agriculture or agriculture-related.*
- 2. Agripreneurship - is defined as generally, sustainable, community-oriented, directly marketed agriculture. Sustainable agriculture denotes a holistic, systems-oriented approach to farming that focuses on the interrelationships of social, economic, and environmental process.*
- 3. Local Farmers and Producers - are persons and farmers engaged in the cultivation of soil in the farms, farm lots and lots in their respective communities and barangays for the growing crops and the rearing of animals to provide foods and other products.*
- 4. Consumers and End Buyers - are persons or entities who patronize the agricultural products and produce of the farmers and producers, whether on wholesale or whatever scheme and whether as direct consumers or as middlemen in facilitating the delivery thereof to the end users.*

SECTION 4. GUIDELINES AND POLICIES. - The following shall serve as guidelines and policies for the implementation of this Ordinance:






- 1. Identifying and determining the areas of concerns of local farmers and agricultural producers.*
 - 2. Assisting local farmers and producers relative to these concerns, providing them with technical assistance and technology know-how, through the aid of pertinent government agencies such as the Department of Agriculture; and educating them on ways to maximize their farming potentials and ensuring quality produce so that their products will be patronized by local end users and consumers.*
 - 3. Promoting these local agricultural products to encourage buyers and consumers to patronize the same.*
 - 4. Coordinating with the prospective entrepreneurs and agripreneurs, and offering them incentives and assistance so that they will actively participate in the agripreneurship program, thereby ensuring swift passage and exchange of agricultural products and produce of local farmers, taking into account considerations of consumability, freshness and fragility.*
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5. *Facilitating the marketing of local farmers' produce and agricultural products to ensure competitive prices through the cooperation of the multisectoral industry, private entities and concerned government agencies.*
6. *To cause the reporting of the progress and developments with regard to the program as well as the benefits inuring to the local farmers and producers.*
7. *To address other areas of concern through dialogues and consultations with all players to achieve the goals of this program.*

SECTION 5. PROGRAM OF WORK/ACTIVITIES ON AGRIPRENEURS MONTH. - *The following shall be the program of work/activities to be undertaken as follows:*

1. *Registration/ Identification of local farmers and producers in the different barangays to be accomplished through information dissemination and coordination with the Punong Barangays.*
2. *Assistance to the local farmers and producers in terms of technology, fertilizers, seedlings and the like, via lecture/session with the aid of resource speakers from the Department of Agriculture and the distribution of AGRI STARTER KITS to the new farmers.*
3. *Organizing formally the Agripreneurship Month by gathering and market exchange of agricultural and farm products from the local farmers and producers and encouraging consumers and end buyers to patronize the same.*
4. *Making regular follow-ups on the local farmers and producers and monitoring their progress for the Yearly Progress report every November of each year during annual Agripreneurship Month.*

SECTION 6. IMPLEMENTATION. - *The Office of the City Mayor shall spearhead the Agripreneurship Program and shall designate the concerned offices for the implementation thereof. All concerned city government agencies shall formulate the Implementing Rules and Regulations to effectuate and carry out the thrusts and provisions of this Ordinance.*



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SECTION 7. The amount of One Million Pesos (Php1,000,000.00) shall be appropriated for this purpose to be drawn from the general funds of the Office of the City Mayor as initial fund to cover the expenditures in the observance of the Agripreneurship Month subject to existing accounting and auditing rules. Thereafter, the succeeding appropriation shall be drawn from the general funds from the Office of the City Mayor as an initial fund to cover the necessary expenditures of the celebration subject to the existing accounting and auditing rules. Thereafter, the succeeding appropriations shall be regularly included in the Annual Budget of Quezon City.

SECTION 8. This Ordinance shall take effect immediately upon its approval.

ENACTED: July 5, 2021.


ERIC Z. MEDINA
Minority Floor Leader
Acting Presiding Officer

ATTESTED:


Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

APPROVED: NOV 12 2021


MA. JOSEFINA G. BELMONTE
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on July 5, 2021 and was PASSED on Third/Final Reading on July 12, 2021.


Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

