



Memorandum Order No. 033-11
Series of 2021

TO : ALL PROVINCIAL DIRECTORS
(Maguindanao and SGA, Lanao del Sur, Basilan, Sulu and Tawi-Tawi)

FROM : THE MINISTER

SUBJECT : COFFEE AND BANANA SUMMIT, MARKET MATCHING
CUM MAFARLENGKE 3.0 AND SUBMISSION OF INPUTS TO
THE PROVINCIAL AGRI-FISHERY PROFILE AND THE
COMMODITY ROADMAPS

DATE : 4 Rabi' l Akhar 1443 AH
NOVEMBER 9, 2021

This pertains to the implementation of the **Ministry of Agriculture, Fisheries, and Agrarian Reform Local Exchange and Network of Goods in any Kind of Emergency (MAFARLENGKE)** as a banner marketing development program of the ministry, the Agribusiness and Marketing Assistance Division (AMAD) will conduct **Coffee and Banana Summit, Market Matching cum MAFARLENGKE 3.0** on **December 6-7, 2021** in **Shariff Kabunsuan Cultural Complex (SKCC), Cotabato City**.

The said event aims to present the industry situation of the coffee and banana commodities and products in the region, exploring possible market outlets, and showcasing the Bangsamoro agri-fishery products through the MAFARLENGKE 3.0.

Consistent with this, the following are the activities for the two-day event to wit:

Activities	Dates
Ingress/Venue Preparation and Arrival of Participants	December 5, 2021
Opening Day of MAFARLENGKE 3.0 Coffee and Banana Summit and Market Matching	December 6, 2021
Programs on Agri-fishery Value Chain Development	December 7, 2021

Moreover, the following are allotted number of farmers and fisherfolks for the display of agri-fishery products:

Province/Entity	Allotted Participants
Maguindanao and SGA	40
Lanao del Sur	20
Basilan	2
Sulu	2
Tawi-Tawi	2

Bangsamoro Agri-fishery Council Officers and Members	
Total	86

Due to financial constraints, each province shall allot Php20,000.00 for the purchase of agri-fishery products to be displayed during the said activities. Exhibitors from Basilan, Sulu, and Tawi-Tawi (BASULTA) will shoulder their transportation expenses. These shall be charged to the provincial office funds.

Anent this, you are hereby directed and instructed your Supervising Agriculturist/Provincial AMAD Focal Person, three (3) sector chiefs to attend and participate in the said activity and submit the validated provincial agri-fishery profile and the inputs on the commodity roadmaps on or before **November 20, 2021**.

For more information, you may contact *AMAD Chief Dr. Tong D. Pinguaman* with mobile number **0917-1053189**.

For information and **STRICT COMPLIANCE**.


MOHAMMAD S. YACOB, Ph.D.
 Minister

