



# KADIWA NI ANI AT KITA

*September 22, 2020*

*A food-secure and resilient Philippines  
with prosperous farmers and fisherfolk*



# Outline of Presentation

- KADIWA ni Ani at Kita
- Accomplishments
- Other Initiatives



# KADIWA ni Ani at Kita Program

The **KADIWA ni Ani at Kita** program aims to ensure that food commodities are made available and accessible in high consumer demand areas, particularly among the low-income families, by harnessing private sector participation, capacity enhancement of farmer cooperatives and associations, and engaging community organizations' participation in food supply distribution system



# Enhanced KADIWA ni Ani at Kita Program

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 areas;
- To establish additional market for small farmers' and fishers' produce/catch thereby increasing their income; 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 Program

## 4 Modalities

- A. KADIWA Retail Selling
- B. KADIWA on Wheels
- C. KADIWA ONLINE
- D. E-KADIWA



# 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 may request to DA for the conduct the KADIWA Retail Selling activity in their own areas.



with prosperous farmers and fisherfolk





# KADIWA ni Ani at Kita Retail Selling





# KADIWA ni Ani at Kita Retail Selling in Malls



RESTAURANT  
OWNERS of the  
PHILIPPINES  
Resto Ph

AyalaMalls



SUPERMALLS

EASTWOOD CITY

UPTOWN  
BONIFACIO

MEGAWORLD  
Lifestyle Malls

ROBINSONS  
MALLS

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





# KADIWA ni Ani at Kita Retail Selling in Malls



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# Kadiwa Diskwento Karavan Retail Selling

To make food and essential needs accessible to people during the Enhanced Community Quarantine (ECQ), the Department of Agriculture (DA) and Department of Trade and Industry (DTI) collaborated and aptly named the project as Kadiwa Diskwento Karavan (KDK)



## Kadiwa Diskwento Karavan Retail Selling





# KADIWA ni Ani at Kita Retail Selling



- **Unioil Petroleum Philippines and Phoenix Petroleum Inc.** – new partner- providing venue for KADIWA.
- **Fuel Subsidy Program** – partnership with DOE to provide fuel subsidy for farmers and fisherfolk participating in KADIWA on Wheels and Retail Selling





# KADIWA ni Ani at Kita on Wheels

- Mobile market (similar to rolling store) to serve the communities and/or barangays.
- The strategy is to bring food more accessible to consumer
- This started to address the travel restrictions and limited operation of markets during the ECQ



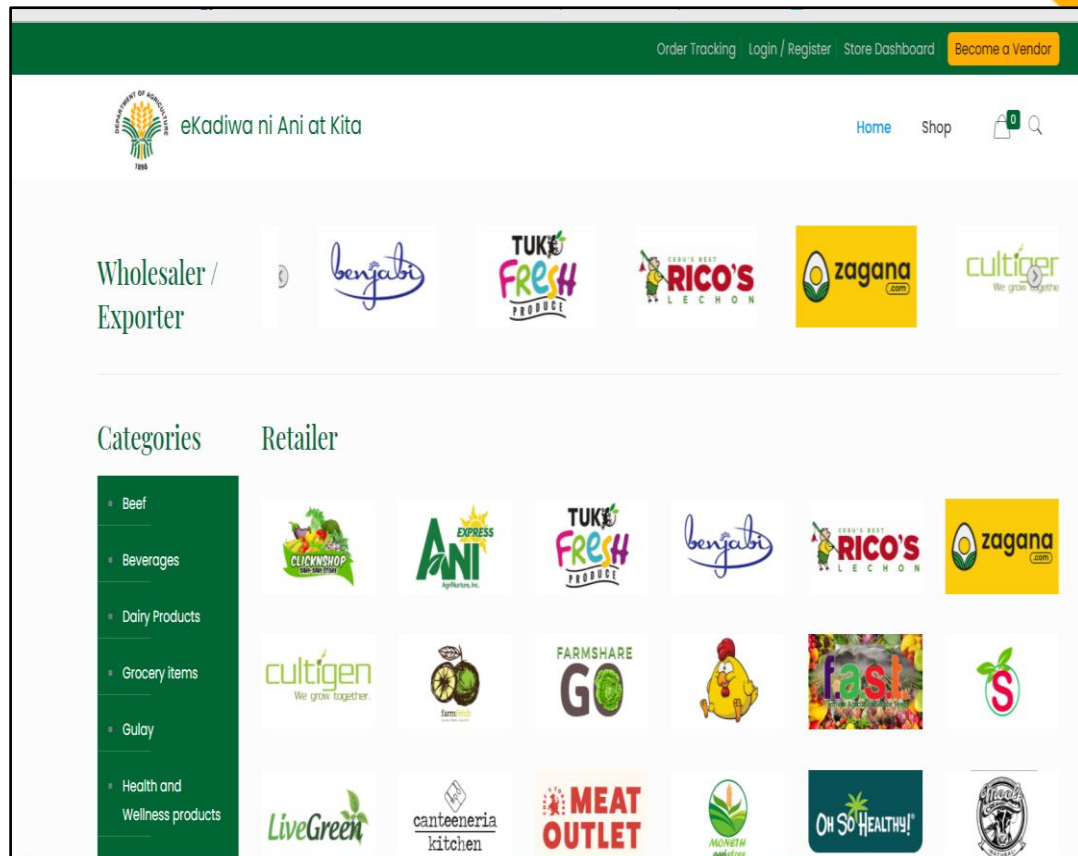


# KADIWA ni Ani at Kita on Wheels





# E-KADIWA





# KADIWA ONLINE

- Employs direct market linkage strategy
- Buyer can directly buy agri-fishery produce through call & text messages, email or repeat order platform.



# ACCOMPLISHMENTS



## Direct Procurement from Farmers by LGUs



**442**  
LGUs



**₱ 6 Billion**  
Value Purchased

# ACCOMPLISHMENTS



## KADIWA ni Ani at Kita



**1,969,257** Total households served nationwide



**23,294** Farmer and Fisherfolk Beneficiaries



**4,453** Agri-fishery Cooperatives Nationwide



# ENHANCED KADIWA NI AT KITA FINANCIAL GRANT ASSISTANCE PROGRAM

## WHAT IS ENHANCED KADIWA NI ANI AT KITA FINANCIAL GRANT ASSISTANCE PROGRAM?

The financial grants aim to enhance the capacities of farmers and fisherfolk organizations to become more reliable food commodity suppliers to consumers and for community based-organizations to sustainably operate the **KADIWA** retail stores.



## What are the available grant packages ?

### TYPE A GRANT FOR FCA ASSEMBLERS

To finance value adding activities as assemblers of farmers produce

### TYPE B GRANT FOR FCA CONSOLIDATORS

To finance value adding activities as consolidators and distributors of farmers produce to consumer markets

### TYPE C GRANT FOR KADIWA CBO RETAILER

To finance the start up cost requirements of operating and maintaining Kadiwa retail store

Grant amounts are project proposal-based. Types A and B grants may be availed by FCAs that operate in the regions. Type C grants are for CBOs in the National Capital Region (NCR) only.



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## Who can apply?

Farmers and Fisherfolk Cooperatives and Association (FCA) that can act as an assembler, consolidator or distributor of food commodities. FCA can be a cooperative, association or corporation duly registered with government agency (i.e., SEC, CDA, DOLE-BRW) which are composed primarily of small agricultural producers, farmers, farm workers, agrarian reform beneficiaries, or fisherfolk.

Community-Based Organization (CBO) that can operate the Kadiwa retail store. A CBO refers to a Non-Government Organization, Cooperative, Association, Corporation, People's Organization or Homeowners' Association (duly registered with SEC, CDA, DOLE-BRW or HLURB).

\*Priority shall be given to those FCAs / CBOs already participating in Kadiwa ni ani Ani at Kita Program.



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# Where to download the forms?

The application forms/templates/procedures are downloadable at [www.agribusiness.da.gov.ph](http://www.agribusiness.da.gov.ph), click “downloadable files”, then click “Enhanced KADIWA Grant Application Forms” or scan the QR Code.



For inquiries, please contact us at:

FCAs grants – Mr. Edmar Fajutagana (09562491126) or Ms. Tin Francisco (09271925838)

CBO grants – Ms. Joyce Bengo (09559625198) or Ning Carlos (09279100020)

Send us email at [kadiwanianiatkita@gmail.com](mailto:kadiwanianiatkita@gmail.com)



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## Other Initiatives

**Objective:** To promote agribusiness investment opportunities, programs and projects implemented by the Department, as well as its attached agencies.

**Target participants:** OFWs, displaced workers, students (Youth), private individuals interested to venture in agriculture, organizations/cooperatives, farmers and fisherfolks.



**KADIWA**  
**AgriBiz Webinar**  
Talakayang Ani, Magandang Kita

**AGRIBUSINESS INVESTMENT OPPORTUNITIES**

# THE DREAM COFFEE



*Ms. Larissa Joson*  
Young Agri-Entrepreneur  
Australia Awards Awardee for 2021  
The Dream Coffee (TDC)  
Rooted Seed Stories Corporation



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ang ANI na KITA

## Other Initiatives



- Develop investment opportunities of selected/priority agri-fishery products.
- Produce and distribute IEC materials such as Investment Concept, Cost and Returns Analyses (CRAs), brochures, etc.

## Other Initiatives

- Facilitate market-matching/ linkage
- Conduct market and product promotion
- Provide market-related information



*“Agribusiness and investment in agriculture are the best weapons against hunger and poverty, and they have made life better for billions of people”*

- Bill and Melinda Gates Foundation



# THANK YOU!



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