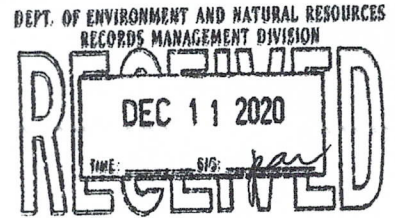




Republic of the Philippines  
DA - DAR - DENR - DILG  
NATIONAL CONVERGENCE INITIATIVE FOR  
SUSTAINABLE RURAL DEVELOPMENT  
(NCI-SRD)

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DA-DAR-DENR-DILG NCI-SRD  
JOINT MEMORANDUM ORDER (JMO) NO. 01  
Series of 2020



**SUBJECT : ESTABLISHING THE NCI-SRD COORDINATION  
MECHANISM FOR RUBBER, FIBER CROPS, COFFEE,  
CACAO, AND OTHER HIGH VALUE CROPS**

Cognizant of the Philippine Development Plan (PDP) 2017-2022 directing the government to pursue the national convergence initiative using the ridge-to-reef approach for the sustainable management of natural resources and rural development, the revised Joint Administrative Order (JAO) No. 01 Series of 2015 (Strengthening the Implementation Framework of the DA-DAR-DENR-DILG NCI-SRD), and the NCI-SRD Roadmap 2018-2030 directing the harmonization and streamlining of existing policies of the four (4) NCI-SRD agencies, this Joint Memorandum Order is hereby issued.

**SECTION 1. Objective**

This Order aims to institutionalize the convergence initiative and coordination mechanism of the DA-DAR-DENR-DILG NCI-SRD agencies for rubber, fiber crops, coffee, cacao, and other high value crops.

**SECTION 2. Scope and Coverage**

This Order shall include the following:

- 2.1 Major programs of the NCI-SRD agencies involving rubber, fiber crops, coffee, cacao, and other high value crops but not limited to:
  1. DA High Value Crops Development Program (HVCDP)
  2. DA Philippine Coconut Authority (PCA) Kaanib Program
  3. DAR Support Services Program
  4. DENR- Forest Management Bureau (FMB) - National Greening Program (NGP), Community-Based Forest Management (CBFM), and other related programs/projects
- 2.2 Coordination mechanism in the following eight (8) areas:

1. agricultural production;
2. training and technical assistance;
3. research and development;
4. marketing assistance;
5. machinery, equipment, facilities, and infrastructure;
6. rural credit and insurance;
7. policy and program formulation, monitoring, and evaluation, and regulatory support; and
8. registry system of farmer beneficiaries.

### **SECTION 3. Guiding Principles**

This Order subscribes to the NCI-SRD guiding principles, as specified in Section 2 of the revised JAO No. 1 Series of 2015. These guiding principles are as follows:

- 3.1 Convergence Initiative is a response to the fragmented delivery of rural development services towards improved governance and optimized use of resources.
- 3.2 Convergence Initiative is a strategy to strengthen the Local Government Units (LGUs) to grow sustainable local economies.
- 3.3 The ridge-to-reef approach shall be the tool for the interventions in the convergence areas.
- 3.4 In response to the poverty reduction goal of the government, the Convergence Initiative shall have a defined constituency. Interventions shall focus on the smallholder farmers (both agrarian reform beneficiaries or ARBs and non-ARBs), small fisherfolk, upland dwellers, and Indigenous Peoples (IPs).
- 3.5 The implementation of the Convergence Initiative shall be guided by the following:
  - a. The Convergence Initiative shall be treated as a complementation strategy between and among the NCI-SRD agencies (DA-DAR-DENR-DILG). It shall encourage the assistance of other national line agencies, state universities and colleges (SUCs), government-owned and controlled corporations (GOCCs), donor agencies, and international and local non-governmental organizations (NGOs), people's organizations (POs), IPs, and other relevant stakeholders.
  - b. The primacy of the LGUs as the integrating and converging force for sustainable rural development at the local level shall be strengthened.
  - c. The participatory approach shall be adopted in all phases of development: planning and budgeting, implementation, monitoring and evaluation, reporting, and knowledge sharing.



- d. Complementation of resources and expertise of the concerned agencies and LGUs shall be considered in the implementation of the Convergence Initiative.
- e. Private sector investment shall be encouraged in convergence areas.

#### Section 4. Definitions

For purposes of this Order, the following terms shall be defined as:

- 4.1 Community-Based Forest Management (CBFM) – the national strategy to ensure the sustainable development of the country's forestland resources with underlying principles of social equity, sustainability and community participation in the forest management and biodiversity conservation established by virtue of Executive Order No. 263 issued on July 19, 1995.
- 4.2 Convergence – integration, complementation, harmonization and optimization of institutional, technical, financial, and human resources.
- 4.3 Convergence Area – physical areas where the NCI-SRD is implemented based on a selection criteria as provided under the revised JAO No. 01 Series of 2015, proposed by the LGU, endorsed by the Regional Convergence Initiative Technical Working Group (RCI TWG) to the National Technical Working Group (NTWG), and approved by the National Steering Committee (NSC).
- 4.4 Convergence Initiative –complementation of efforts and resources between and among the DA, DAR, DENR, DILG, and LGUs that seek to promote sustainable rural development. It is a response to the fragmented and sometimes overlapping delivery of AFF and rural development services.
- 4.5 Fiber Crops – field crops grown for their fibers, which are used to make paper, cloth, rope or fiber crops among others and include, but not limited to abaca, cotton, piña, banana, buri, mulberry leaf (for silk production), coconut (for coir), sisa ,maguey, ramie, kapok, kazo, bamboo, jute and kenaf.
- 4.6 High Value Crops (HVC) – crops other than traditional crops which include, but are not limited to: coffee and cacao, fruit crops (citrus, cashew, guyabano, papaya, mango, pineapple, strawberry, jackfruit, rambutan, durian, mangosteen, guava, lanzones, and watermelon), root crops (potato and ubi), vegetable crops (asparagus, broccoli, cabbage, celery, carrots, cauliflower, radish, tomato, bell pepper, and patola), legumes, pole sitao (snap beans and garden pea), spices and condiments (black pepper, garlic,



- ginger, and onion), and cutflower and ornamental foliage plants (chrysanthemum, gladiolus, anthuriums, orchids, and statice).
- 4.7 Integrated Ecosystem Management (IEM) – approach or strategy, which refers to the coordinated and governance-oriented planning and budgeting, implementation, and monitoring and evaluation in a selected ecosystem. The selected ecosystem may include a watershed, sub-watershed, a legally or administratively defined protected area or watershed reservation, an ancestral domain claim covered by Certificate of Ancestral Domain Title (CADT) or Certificate of Ancestral Domain Claim (CADC), a key biodiversity area (KBA) or an identified area within KBA (such as dominant location and distribution of vulnerable, irreplaceable, or trigger species), island or group of islands, or a political unit that coincides with unique ecological processes. The approach or strategy is used for the purpose of reducing the overall threats to the sound, healthy, and sustainable functioning of an ecosystem. IEM may be used interchangeably with the terms ridge-to-reef approach and sustainable integrated area development (SIAD).
- 4.8 National Greening Program – a massive forest rehabilitation program of the government to reduce poverty, promote food security, environmental stability and biodiversity conservation, and enhance climate change mitigation and adaptation established by virtue of Executive Order No. 26 issued on February 24, 2011. It seeks to plant 1.5B trees in 1.5M hectares of open/denuded/degraded forestlands nationwide within a period of six years, from 2011-2016. The coverage was expanded from 2016-2028 by virtue of Executive Order No. 193.
- 4.9 Program – a group of related projects and activities sponsored or administered by the national government.
- 4.10 Registry System for Basic Sectors in Agriculture (RSBSA) - an electronic compilation of basic information on farmers, farm laborers, and fishermen, the target beneficiaries of agriculture-related programs and services.
- 4.11 Rubber Tree – robust, perennial tree crop which is the source of natural rubber, also scientifically known as *Hevea brasiliensis*.

## Section 5. Institutional Structure and Terms of Reference

The following sub-sections shall be the terms of reference of the DA-DAR-DENR-DILG NCI-SRD and the offices and agencies within the DA-DAR-DENR-DILG. Their terms of reference are based on their mandates and/or functions.



### 5.1 NCI-SRD

1. The general functions and specific composition of the NCI-SRD NTWG, National Secretariat, RCI TWG shall follow the DA-DAR-DENR-DILG Joint Administrative Order No. 01 Series of 2020 (Revised JAO No. 01 Series of 2015: Strengthening the Implementation Framework of the DA-DAR-DENR-DILG NCI-SRD).
2. The NCI-SRD NTWG, composed of the National Focal Person (NFP) as Chairperson and the four (4) Component Working Groups (CWGs) Chairpersons as members, shall oversee the implementation of this Order. The National Focal Person shall come from the DA while the Chairpersons of the four (4) CWGs shall come from the national offices of the DA-DAR-DENR-DILG. They shall serve on rotation basis for a term of three (3) years.
3. The NCI-SRD National Secretariat, which shall come from the national offices of the DA-DAR-DENR-DILG, shall provide the technical and administrative support to the NTWG in the performance of its tasks.
4. The NCI-SRD RCI TWGs, composed of the DA Regional Executive Director, and the DAR, DENR, DILG Regional Directors as members, shall implement and monitor the coordination mechanism in their respective convergence areas. It shall regularly report to the NTWG the status of implementation of the coordination mechanism.
5. The RCI TWG Secretariat, which shall come from the regional offices of the DA-DAR-DENR-DILG, shall provide the technical and administrative support to the RCI TWG in the performance of its tasks.
6. The NFP shall report to the National Steering Committee (NSC) on the status of the implementation of this Order.

### 5.2 DA

1. Agribusiness and Marketing Assistance Service (AMAS) shall provide technical services through market development and an enterprise development information system for rubber, fiber crops, coffee, cacao, and other high value crops.
2. Agricultural Credit Policy Council (ACPC) shall provide agricultural credit programs for rubber, fiber crops, coffee, cacao, and other high value crops.
3. Information and Communication Technology Service (ICTS) shall facilitate access to the RSBSA.
4. Field Operations Service (FOS) shall provide technical and support service to farmer beneficiaries based on the RBSA.



5. HVCDP Office shall provide technical and support services on production and machinery, equipment, and postharvest and irrigation facilities.
6. Philippine Council for Agriculture and Fisheries (PCAF)- Committee on Commercial Crops (CC) shall provide a forum for policy and program formulation, monitoring, and evaluation for rubber, fiber crops, coffee, cacao, and other high value crops.
7. Bureau of Agricultural and Fisheries Engineering (BAFE) shall provide technical support and regulatory services on mechanization and infrastructure projects for high value crops.
8. Bureau of Agricultural Research (BAR) shall provide technical and support services through coordination with various research and development institutions (RDIs) for rubber, fiber crops, coffee, cacao, and other high value crops.
9. Bureau of Plant Industry (BPI) shall provide technical support on production and regulatory support for rubber, fiber crops, coffee, cacao, and other high value crops.
10. Bureau of Soils and Water Management (BSWM) shall provide technical and support services through research and development on suitability and conservation of soil and water for rubber, fiber crops, coffee, cacao, and other high value crops.
11. Agricultural Training Institute (ATI) shall provide technical and support services through extension support, education and training service (ESETS) for high value crops and coordination with other training institutions.
12. Philippine Center for Postharvest Development and Mechanization (PhilMECH) shall provide mechanization and postharvest research and development for high value crops.
13. Philippine Crop Insurance Corporation (PCIC) shall provide insurance protection to farmers against losses arising from natural calamities, plant diseases, and pest infestations of high value crops.
14. Philippine Coconut Authority (PCA) shall provide technical and support services through production, market development, ESETS, research and development, policy and program formulation, monitoring and evaluation, and regulatory support for coco coir as fiber crop.
15. Philippine Fiber Industry Development Authority (PhilFIDA) shall provide technical and support services through production and research and development, and regulatory support for fiber crops.



16. Philippine Rubber Research Institute (PRRI) shall provide technical and support services through ESETs and research and development on rubber.
17. Regional Field Offices (RFOs) shall provide technical and support services, agricultural machinery, equipment, facilities and infrastructure program, and regulatory support at the regional level.

#### 5.3 DAR

1. Support Services Office (SSO) shall provide policy and program development on support services relating to rubber, fiber crops, coffee, cacao, and other high value crops.
2. Bureau of Agrarian Reform Beneficiaries Development (BARBD) shall provide technical advisory, training and other support services for the development of enterprises relating to rubber, fiber crops, coffee, cacao, and other high value crops.
3. Foreign Assisted and Special Projects Office (FASPO) shall provide Official Development Assistance (ODA) in identified CARP-covered areas with high value crops.

#### 5.4 DENR

1. Forest Management Bureau (FMB) and Ecosystems Research and Development Bureau (ERDB), through its NGP and CBFM approach, shall provide technical assistance in the production and technology development of rubber, and other high value crops. FMB shall also provide policy inputs/guidance in the implementation of the same.

#### 5.5 DILG

1. Bureau of Local Government and Development (BLGD) shall provide policy support to the Local Government Units (LGUs) in relation to programs on rubber, fiber crops, coffee, cacao and other high value crops.

### **Section 6. Coordination on Agricultural Production**

The NCI-SRD shall coordinate with the following:

1. DA-BPI on the production/procurement of quality planting materials and accreditation of plant nursery operators and its nurseries based on existing guidelines.
2. DA-PhilFIDA and DA-BPI on accreditation of abaca plant nurseries based on existing guidelines.
3. DA-PhilFIDA on production support for fiber crops.
4. DA-RFO (through the Field Operations Division) for rubber, fiber, coffee, cacao, and other high value crops in the convergence areas.



5. DENR-FMB on the production/procurement of quality seedlings and planting materials for rubber and other high value crops of convergence areas within the NGP and CBFM project sites.

#### **Section 7. Coordination on Training and Technical Assistance**

The NCI-SRD shall coordinate with the following:

1. DA-ATI, DENR-FMB, DAR-SSO, and DAR-FASPO for high value crops. DA-ATI shall also coordinate with other national government agencies (NGAs) involved in training and technical assistance.
2. DA-BAFE on technical assistance for mechanization and infrastructure projects for high value crops.
3. DA-PRRI for rubber.
4. DA-PhilFIDA for fiber crops.
5. DA-RFO (through the regional training centers of the ATI) for rubber, fiber, coffee, cacao, and other high value crops in the convergence areas.

#### **Section 8. Coordination on Research and Development**

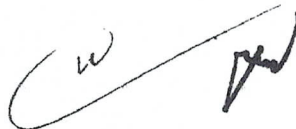
The NCI-SRD agencies shall coordinate with the following:

1. DA-BAR in relation to research grants and listing of technologies ready for commercialization for high value crops. DA-BAR shall also coordinate with relevant State Universities and Colleges (SUCs), other NGAs, and research institutions.
2. DA-BSWM on soil and water suitability and conservation for rubber, fiber crops, coffee, cacao, and other high value crops.
3. DA-PRRI and DENR-ERDB for the technology development of rubber.
4. DA-PhilFIDA for fiber.
5. DA-PHilMech for high value crops mechanization and postharvest research and development.
6. DA-RFO (through the regional research centers) for rubber, fiber, coffee, cacao, and other high values crops in the convergence areas.

#### **Section 9. Coordination on Marketing Assistance**

The NCI-SRD agencies shall coordinate with the following:

1. DA-AMAS in relation to market matching, product promotion through trade fairs, enterprise development, agribusiness investment promotion and support for rubber, fiber crops, and other high value crops. DA-AMAS shall also coordinate with other NGAs involved in trade and promotion.





2. DA-RFO (through the Agribusiness Marketing Assistance Division) for the market-related interventions in the convergence areas.

#### **Section 10. Coordination on Machinery, Facilities, and Infrastructure**

1. The NCI-SRD agencies shall coordinate with the DA-HVCDP Office, DA-BAFE, and DA-PhilMECH for rubber, fiber crops, coffee, cacao, and other high value crops.

#### **Section 11. Coordination on Rural Credit and Insurance**

1. The NCI-SRD agencies shall coordinate with DA-ACPC and DA-PCIC on rural credit facilities and insurance for rubber, fiber crops, coffee, cacao, and other high value crops. DA-ACPC shall coordinate with other financial institutions involved in rural credit.

#### **Section 12. Coordination on Policy and Program Formulation, Regulation and Monitoring and Evaluation**

The NCI-SRD agencies shall coordinate with the following:

1. DA-PCAF CC, DA-PRRI, DA-BAFE, DA-PhilMECH, DENR-FMB, and DILG-BLGD, on policy and program formulation, monitoring and evaluation in relation to rubber, fiber crops, coffee, cacao, and other high value crops.
2. DA-BPI for regulations on high value crops.
3. DA-PCA for regulations on coconut coir.
4. DA-PhilFIDA for regulations on fiber crops.
5. DA-BAFE for regulations on mechanization and infrastructure projects for high value crops.
6. DA-RFO for regulations on rubber, fiber, coffee, cacao, and other high values crops in the convergence areas.

#### **Section 13. Coordination on Registry System of Farmer Beneficiaries**

1. NCI-SRD agencies shall coordinate with DA-FOS and DA-ICTS on the RSBSA.
2. NCI-SRD agencies shall coordinate with DA-AMAS for the enterprise development information system.

**Section 14. Funding.** All expenses relative to the implementation of this Order shall be charged against the concerned offices and agencies, subject to accounting and auditing rules and regulations.



**Section 15. Repealing Clause.** All previous NCI-SRD issuances inconsistent with the provisions of this Order are hereby repealed or amended accordingly.

**Section 16. Separability Clause.** If, for any reason, any part of provision of this Order is declared invalid or unconstitutional, any part or provision not affected thereby shall remain in full force and effect.

**Section 17. Effectivity.** This Joint Memorandum Order shall take effect immediately and shall remain in force until revoked.

APPROVED BY:

*William D. Dar*  
**WILIAM D. DAR**

Secretary

Department of Agriculture (DA)



*John R. Castriciones*  
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Secretary

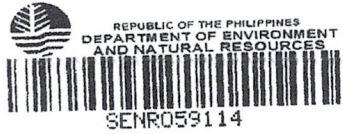
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