

**[DA JOINT SPECIAL ORDER NO. 1, S. 1998,
February 11, 1998]**

**ENJOINING THE FOREIGN AGRICULTURAL AND FOREIGN TRADE
SERVICES CORPS TO CONDUCT MARKET INTELLIGENCE AND
PROMOTION ACTIVITIES TO SUPPORT THE PHILIPPINES
2000/DEPARTMENT OF AGRICULTURE'S GINTONG ANI
PROGRAM AS WELL AS FAST TRACK THE IMPLEMENTATION OF
AN ADJUSTMENT PLAN TO THE CURRENCY CRISIS: PRODUCTION
AND EXPORT OF HIGH VALUE AGRIBUSINESS PRODUCTS
(OPLAN PRODEX)**

The Department of Agriculture (DA), with support from the Department Trade and Industry (DTI), among other institutions, is implementing the Gintong Ani — High Value Commercial Crops Program (GA-HVCCC). Now on its second year of implementation, the DA will need the valuable and more active support of the Foreign Agricultural Service (FAS) Corps of the DA and the Foreign Trade Service (FTS) Corps of DTI in the sustainable development of the export agriculture sector. We need to pursue this export offensive in a manner which is similar to, or competitive with, the initiatives being done by Australia, New Zealand, Thailand, and the United States of America, to mention a few.

The assistance of the FAS and FTS Corps is immediately required for the implementation of OPLAN Production and Export of High Value Agribusiness Products (OPLAN ProdEx). This project will address the adverse effects on many business firms (particularly small and medium enterprises, including small farmers and fisherfolks), as well as Overseas Filipino Workers (OFW), brought about by the region-wide currency crises and serious devaluation of the peso vis-a-vis the US Dollar and other currencies. Enclosed as Annex A for your perusal is the project document. A P10 billion liberalized financing window is being set up by the Government to fund this project among other investment and entrepreneurial initiatives.

In the interest of the service, and in order to effectively implement this Project, the Foreign Agricultural Service Corps and the Foreign Trade Service Corps are hereby instructed to conduct market intelligence and market promotion activities to support the implementation of OPLAN ProdEx. In countries where both Agricultural and Trade Attachés are posted, they are instructed to jointly undertake such activities and closely cooperate in the implementation of the market development and promotion activities.

Moreover, the various attachés are instructed to respond immediately to the reasonable queries from stakeholders particularly producers, exporters, buyers and other end-users. As part of the strategy, we have widely circulated your contact addresses to all our development partners and stakeholders. Thus, please expect queries about market intelligence information.