



**NATIONAL ORGANIC AGRICULTURE BOARD**  
**Resolution No. 03**  
**Series of 2018**

**APPROVING THE NATIONAL ORGANIC AGRICULTURE PROGRAM (NOAP)  
COMMUNICATION PLAN**

**WHEREAS**, Section No. 05 of Republic Act No. 10068 otherwise known as the "Organic Agriculture Act of 2010" established the National Organic Agriculture Program (Program);

**WHEREAS**, the Honorable Board is the policy-making body mandated under Section 6 of RA No. 10068 to provide direction and general guidelines for the implementation of the Program;

**WHEREAS**, the National Organic Agriculture Program Document FY 2017-2023 has been approved by the NOAB to serve as a policy document that shall provide objectives and benchmarks for policy-makers and stakeholders in prioritizing actions towards a sustainable and competitive organic agriculture industry;

**WHEREAS**, in line with the Strategic Thrust on Extension, Capability Building, Promotion, Advocacy and Education, the National Organic Agriculture Program – National Program Coordinating Office (NOAP-NPCO) crafted a Communication Plan to increase public awareness, particularly among the consumers, the farmers, the youth, by engaging them on the fundamentals and benefits of Organic Agriculture; to intensify the advocacy of the NOAP by making it more felt through the use of tri-media in promoting it, especially through ICT advancements; and to tap and harness linkages between and among government and private entities for increased NOAP advocacy;

**WHEREAS**, NOAP-NPCO and its operating units shall utilize the website, social media, television, radio, newspaper, brochures/leaflets/posters, and video advertisements as communication frequency in the promotion of the NOAP;


**NOW, THEREFORE**, considering the foregoing, this Honorable Board, by virtue of the powers vested in it by RA 10068, has **RESOLVED**, as it hereby **RESOLVES**, to approve the NOAP Communication Plan;


**RESOLVED FURTHER**, that the NOAP-NPCO and its operating units shall refer to the NOAP Communication Plan in the promotion of the Program.

**RESOLVED FINALLY**, that the Secretary of the Department of Agriculture, NOAP – NPCO, head of all NOAP Operating Unites and members of the NOAB be furnished with copies of this resolution for proper guidance and appropriate action.

**APPROVED** by the following Members on the 17<sup>th</sup> day of January 2018:



  
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**USEC BERNADETTE ROMULO-PUYAT**  
 Alternate Chairperson  
 Permanent Representative  
 Department of Agriculture (DA)

  
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**ASEC. EPIMACO V. DENING III**  
 Vice - Chairperson  
 Permanent Representative  
 Department of Interior and Local Government

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**ASEC. HERMINIA FE B. SAN JUAN**  
 Permanent Representative  
 Department of Agrarian Reform


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**DIR. JOCELYN DR. ANDAYA**  
 Permanent Representative  
 Department of Education

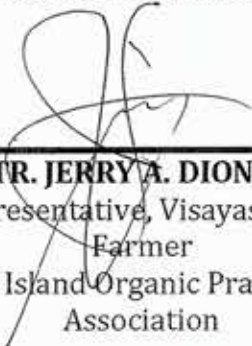
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**DIR. HENRY A. ADORNADO**  
 Permanent Representative  
 Department of Environment and  
 Natural Resources

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**DIR. PILAR MARILYN P. PAGAYUNAN**  
 Permanent Representative  
 Department of Health

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**REPRESENTATIVE**  
 Permanent Representative  
 Department of Science and Technology

  
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**DIR. NESTOR P. ARCANSALIN**  
 Permanent Representative  
 Department of Trade and Industry

  
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**MR. JEFFERSON C. LARUAN**  
 Representative, Luzon Small Farmer  
 La Trinidad Organic Practitioners  
 Multi-Purpose Cooperative

  
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**PTR. JERRY A. DIONSON**  
 Representative, Visayas Small  
 Farmer  
 Negros Island Organic Practitioners  
 Association



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**MR. ADELBERTO B. BANIQUED**  
Representative, Mindanao Small Farmer  
Molave Organic SRI Practitioners  
Associations

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**ENGR. GUILLERMO F. SARET, JR.**  
Representative, Agribusiness  
Firm/Private Sector  
Saret Organic Farmville

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**MR. NOEL B. SALAZAR**  
Representative, NGO  
Agro-Eco Philippines Inc.

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**DR. NORMAN G. DE JESUS**  
Representative, Academe  
Pampanga State Agricultural  
University (PSAU)