

### About the cover

Contrast makes life more interesting. With contrast, one can see the similarities or differences through lenses of time, color, or size. The cover of the maiden issue showcases the NFPC, four decades apart. The back cover is the 1979 photo of the market and trading hall in a previously humble town fish landing area. Meanwhile, the colored front cover is the NFPC market hall today which now brings around 80% of the fish supply in Metro Manila. More than the sense of sight, contrast is a state of feeling. Contrast brings back stories, aspirations, challenges, and struggles. But most importantly, contrast shows the things which once a upon written as dreams.

NFPC 2020 photo by Gil Ernest Gatinga

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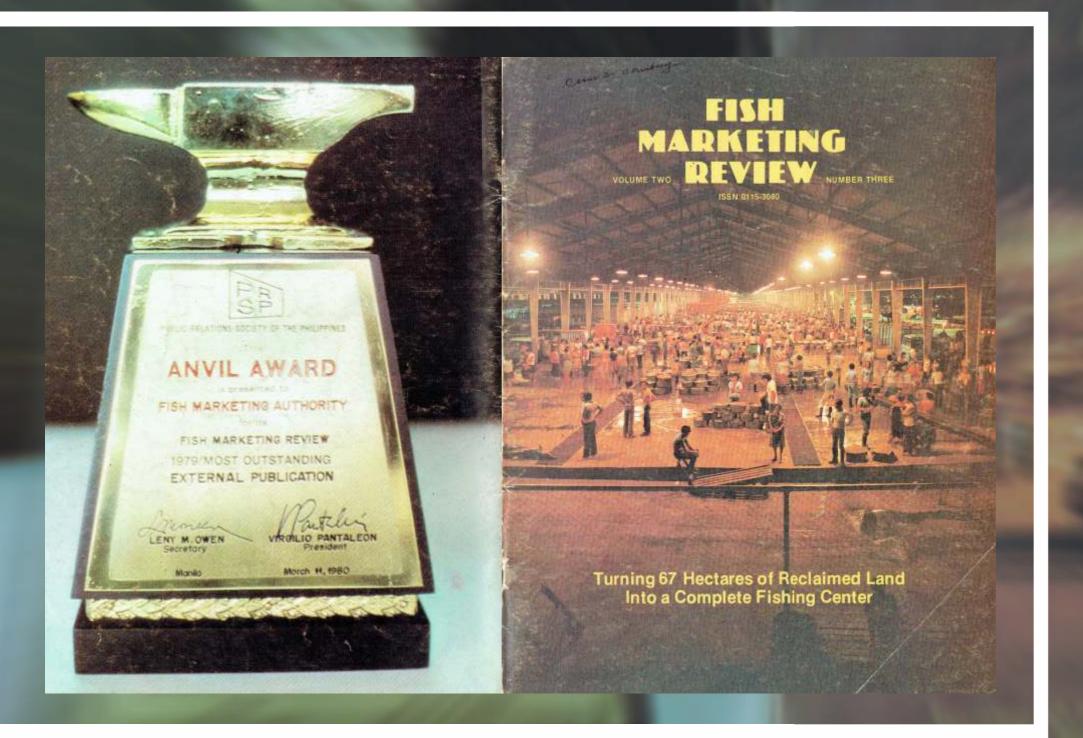




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The editorial team encourages readers to copy and distribute articles in this publication with proper acknowledgement. Everyone is also invited to contribute articles and photos, suggest topics for the future publication. Please email pid@pfda.gov.ph or send mail to THE EDITOR, PFDA Review, Public Information Division, Philippines Fisheries Development Authority, PCA Annex Building I, Diliman, Quezon City 1104 Metro Manila.



## **Editor's note**

The Philippine Fisheries
Development Authority
(PFDA) that we all know today
was previously called the
Philippine Fish Marketing
Authority (PFMA) which was
established on August 11,
1976.

In 1978, the PFMA published the Fish Marketing Review which served as the quarterly publication and was tagged as the "fishing industry magazine". It served as one of the leading information sources of the fishing sector back in the latter part of the 1970's. In fact, Fish Marketing Review won the coveted Anvil Awards as the Most Outstanding External Publication in 1979. The award was given to the publication only after one year from its launching. The PFMA was only two years old at that time.

If you are wondering, Anvil Awards is considered to be "the Oscars" of the PR industry in the Philippines and presented annually by the Public Relations Society of the Philippines (PRSP) to recognize excellent PR campaigns. Many prominent organizations and business brands submit entries to the Anvil Awards yearly. But why is it such a big deal?

The Anvil Award trophy is not just another piece of metal. It signifies exceptional programs in public relations. Aside from the fact that it includes a screening process composed of around 30 panels of judges with expertise from various industries and disciplines.

Further, many previous awardees help the community and people in various areas like education, economy, environment, health, cultural preservation, among others. They are big and household names in banking, telecoms, fuel and power, and transport which all incorporate public relations into their vision, mission, and objectives.

The only remaining copy of the decorated Fish Marketing Review available in the Public Information Division was a scanned version kindly lent by a former employee. It says Volume Two, Issue Number Three. It is a sepia colored magazine which featured the Navotas Fish Port Complex (NFPC as the cover photo and proudly showcased a picture of the Anvil Awards trophy at the back. Hopefully, the rest of the previously published issues of Volume One and first two issues of Volume Two may find their way back home in the shelves of the PFDA.

The PFDA Review is an offshoot publication of the Fish Marketing Review. We are continuing a legacy. It is an attempt to make an impact again on our target audience and stakeholders in the fishery sector through relevant publication and dissemination of information. This is not a beginning. This is a continuation of an institution.



# PFDA supports sustainable aquaculture; explores Mindanao-based fishery sites

The Philippine Fisheries Development Authority (PFDA) is continuously exploring new opportunities to diversify programs and activities relevant to its mandate as the flagship government agency established to promote the development of the fishing industry through the provision of post-harvest infrastructure facilities and essential services.



#### Sarangani Province

The PFDA team conducted a site visit in San Andres Aquaculture Corporation (SANACOR) in Alabel, Sarangani Province, July 22, 2020.

SANACOR contributes to an average production of 10,000 metric tons of high value catch like pompano, sea bass, shrimps and milkfish in the province.

Aside from this, SANACOR also provides employment opportunities to thousands of fishers and workers in the province. The PFDA team met SANACOR officers - Engr. Danilo E. Caparos, Plant Manager, and Mr. Marfenio Y. Tan, Chief Executive Officer.

Sarangani Province is home to over 150 small and large companies engaged in aquaculture.

Aside from SANACOR, the PFDA team also organized a meeting with the Malalag Bay Fish Cage Operators and Fisherfolks Association in Malalag, Davao del Sur, July 23, 2020.

The PFDA team met Mayor Peter Paul Valentin; Mr. Pol Yuro, Municipal Administrator; Mr. Romulito B. Madrio, Port Supervisor, and Mr. Joseph Anthony Lanzar, Association President.

Mindanao is considered to be an aquaculture haven in the Philippines. According to BFAR reports, The Mindanao contributed 42% percent of total aquaculture production in the country in 2012 composed of ponds, fish cages in fresh and marine waters, and mariculture of oysters, mussels and seaweeds.

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Atty. Glen A. Pangapalan (Right), PFDA General Manager, with the SANACOR officials in Sarangani Province



The PFDA Top Management with the Malalag Bay Fish Cage Operators and Fisherfolks Association officers



The PFDA top management also met Mayor Michelle Marie Denise Rabat and officials of Mati City, Davao Oriental



Atty. Glen A. Pangapalan and Engr. Eduardo Manalo checking the existing facilities in Mati City

### **PFDA supports sustainable aquaculture** from page 4

The PFDA Top Management met Mr. Jericardo Mondragon, BFAR Center Chief from Panabo City, Davao Del Sur



Atty. Glen A. Pangapalan with Representative Alan Dujali of the 2nd district Davao Del Norte



The PFDA Top Management also met Mayor Allan L. Rellon and officials of Tagum City, Davao Del Norte

#### **Davao Oriental**

The PFDA top management had a meeting with the Mati City LGU in Davao Oriental, July 28, 2020.

The event was attended by the LGU officials led by Mayor Michelle Marie Denise N. Rabat with Councilor Anthony John Eric N. Rabat, and Mr. Alan E. Andra, Executive Consultant.

During the meeting, PFDA and Mati City LGU discussed the proposed construction of Mati City Fish Port which may be included in the 2021 – 2022 budget of the agency.

The Province of Davao Oriental is known as the "Tuna Highway" in the Philippines which offers a vast potential for fishing and aquamarine activities.

#### **Davao Del Sur**

The PFDA team also visited the Panabo City Fish Port in Davao del Norte, July 29, 2020.

The Panabo City Fish Port was constructed by the PFDA under the Nationwide Fish Port Development in 2016.

The PFDA Top Management met Congressman Alan Dujali, 2nd District -Davao Del Norte Representative; Ms. Mary Ann Cheng, Chief of Operations, and Mr. Jericardo Mondragon, BFAR Center Chief.

The meeting covered the discussions on the proposed expansion of the Panabo City Fish Port to augment growing fish trading and unloading activities in the locality.

The Panabo City is home to the Mariculture Park managed by the Department of Agriculture – Bureau of Fisheries and Aquatic Resources (DA-BFAR).

The mariculture zone has an estimated daily unloading of 16.23MT of cultured fish species like moonfish, goatfish, swordtail, slipmouth and sardinella, milkfish and rabbit fish (danggit).

#### **Davao del Norte**

The PFDA team also organized a meeting with the officials of Tagum City in Davao del Norte, July 29, 2020.

The meeting was attended by Mayor Allan L. Rellon, Arturo B. Manigo, Jr., City Planning and Development Coordinator, Mary Grace D. Terante, Department Head City Economic Enterprise Office, and Architect Louella May I. Apurada - Dumagdag, City Architect.

The PFDA Top Management and Tagum City LGU discussed the proposed construction of a modern fish market in the area.

Tagum City is part of more than 1,600 hectare resources of brackish and freshwater aquaculture production area in Davao Del Norte, which the Panabo City is also included.

Fish cultivated on brackish water includes bangus, shrimps, crabs and other fish species. On the other hand, fishes like tilapia and catfish are commonly raised on inland fishponds.

### Surigao del Sur

The PFDA management also participated in a forum with the city government of Bislig, Surigao del Sur, to discuss the proposed city fish port project and other relevant fishery post-harvest facilities, August 18, 2020.

City Mayor Florencio C. Garay, Vice Mayor Jonas A. Cacayan, and City Councilors Engar Convena, Edmond Estrella, and Geofry Cagakit represented the City Government of Bislig. Surigao del Sur Board Member Atty. Conrad C. Cejoco also graced the event.

Aside from the city government officials, the forum is also participated by the members of various stakeholders' groups such as the City Fisheries and Aquatic Resources Management Council (CFARMC) of Bislig and Mangagoy Fishermen Multi-Purpose Cooperative (MAFISCO).

According to the Philippine Fisheries Code of 1998, CFARMC serves an integral role in ensuring an inclusive development of the fishery sector in specific localities like Bislig City. Composed of fisherfolk organizations, cooperatives and non-government organizations in the locality, CFARMC assists the LGU in the preparation of the local Fishery Development Plan, recommends relevant municipal fishery ordinances to the City Council through its Committee on Fisheries, and assists in the enforcement of fishery laws, rules and regulations in municipal waters.

Meanwhile, MAFISCO is an association assisted by the Department of Science and Technology (DOST)- Small Enterprise Technology Upgrading Program (SETUP) in Bislig City. This is also the biggest SETUP funded project in the 2nd district of Surigao del Sur.

Members of the cooperative include fisherfolks, fishing boat operators, fish traders, market and ambulant vendors.

The fishing grounds in Bislig Bay is strategically located near the Eastern Seaboard fishing grounds of the Philippine Sea. It is also part of the rich fishing grounds in Surigao del Sur, along with Carrascal Bay, Lanuza Bay, Lianga Bay, Hinatuan Bay, Bislig Bay and in the municipal waters of Cortez. 

Mc Christian Julius A.

Macaranas II with reports and photos from the Office of the General Manager and the Office of the Assistant General Manager



The PFDA Top Management with the officers of CFARMC of Bislig City and MAFISCO in Surigao Del Sur



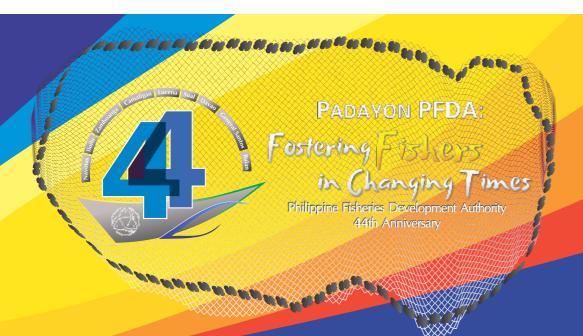
The PFDA participated in a forum with the city government of Bislig, Surigao del Sur, to discuss the proposed city fish port project



The PFDA Top Management during the forum with officials of Bislig City



The PFDA Top Management with the officers of CFARMC and MAFISCO during the site visit



# PFDA is now 44

First ever virtual anniversary program held

he Philippine Fisheries
Development Authority (PFDA)
celebrated its 44th Anniversary with
this year's theme "Padayon PFDA:
Fostering Fishers in Changing Time",
August 11.

With the limitations brought by the pandemic and due to the strict implementation of health protocols particularly the observation of physical distancing, the PFDA held the first ever anniversary virtual program streamed live via PFDA official Facebook page, August 24.

During the program, Engr. Danilo Axalan, Technical Services
Department Manager, provided updates on the status of the flagship projects for the rehabilitation of various PFDA-managed fish ports such as IFPC, LFPC, DFPC, NFPC, CFP, SFP and ZFPC.

Various PFDA programs were also highlighted such as the isDA ON

THE GO, the PFDA's banner Corporate Social Responsibility Program, and RFPs initiatives on the prevention of COVID-19 disease like the regular disinfection activities of the Regional Fish Ports.

The ISO 9001:2015 certificate was also awarded to the PFDA – Central Office and Zamboanga Fish Port Complex (ZFPC) during the virtual program through a video presentation by Mr. Tristan Arwen Loveres, Managing Director - TUV Rheinland Philippines, Inc.

To date, 5 PFDA RFPs are now ISO 9001: 2015 certified including Navotas Fish Port Complex (NFPC), General Santos Fish Port Complex (GSFPC), Davao Fish Port Complex (DFPC), Lucena Fish Port Complex (LFPC), and Iloilo Fish Port Complex (IFPC) which received their certifications in 2018.

The PFDA also extended appreciation to all the frontliners in

the medical field, service industry workers and all PFDA personnel for their contributions and services during the pandemic.

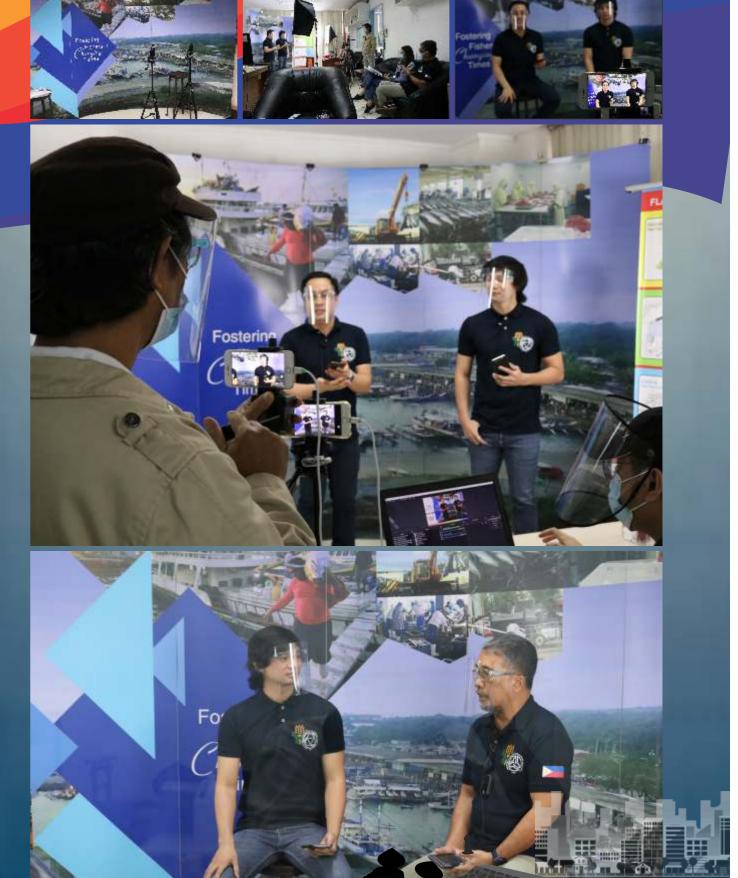
The month-long anniversary activities also included the launching of the newest in-house online program called PFDA Bulletin.

The virtual program also featured a presentation on Service Loyalty Awardees.

Various officials also delivered their anniversary messages such as Department of Agriculture Secretary William Dar and Sen. Christopher "Bong" Go.

Lastly, representatives from all Regional Fish Ports participated in the offering of a Solidary Prayer as part of the call of the PFDA for unity and cooperation amid the pandemic. 

Mc Christian Julius A. Macaranas II and Miguel M. Pilarta



First two episodes on COVID-19 prevention measures, isDA ON THE GO, food safety

## PID launches online program "PFDA Bulletin"

The Philippine Fisheries
Development Authority (PFDA) is
continuously adapting to the "new
normal" approaches as it
continuously fulfills its mandate and
duty to all the stakeholders
including personnel and Regional
Fish Port clients.

The PFDA - Public Information Division (PID) launched the online program called "PFDA Bulletin", a 1hour virtual program streamed live via the official PFDA Facebook page where various topics and concerns are discussed with an expert resource person.

The launching coincides with the activities during the PFDA 44th Anniversary month.

For its maiden episode, PFDA Bulletin tackled "Health Updates: Dealing with COVID – 19 in the Workplace", August 19. Dr. Maritoni Jane A. Catan, PFDA Medical Consultant, served as the resource person for the topic.

Mr. Mc Christian Julius A. Macaranas II, OIC-PID; and Ms. Mary Anne Kristine R. Ramos, HRD Officer served as the moderators/hosts.

As more offices including government agencies like the PFDA opted for alternative work arrangements like working from home or shifting schedules, various initiatives are introduced particularly harnessing the power of the internet and social media.

The second episode of the PFDA Bulletin entitled "Food Safety Matters: PFDA Initiatives on Ensuring Safe Fish and Fishery Products" was broadcasted live via PFDA Facebook Page, August 26.



The PFDA Bulletin episode were conducted through Zoom and streamed via PFDA official Facebook page

The resource persons for the online program were Ms. Janet T. Manalo, Officer-in-Charge of the Regional and Municipal Projects Operations Division – OSD; Mr. Francisco Romeo G. Escandor, Officer-in-Charge of Sual Fish Port; and Mr. Nasil A. Abdul, Officer-in-Charge of Navotas Fish Port Complex - Police and Security Division.

Mr. Mc Christian Julius A. Macaranas II and Mr. Emilio Paul M. Candelaria served as the moderators and hosts of program.

The second episode of the PFDA Bulletin provided updates on "isDA ON THE GO", PFDA banner Corporate Social Responsibility (CSR) project. It aims to provide an affordable, steady supply of fish and fishery products to identified communities in strategic locations within Metro Manila, and various provinces like Rizal, Bulacan, Tarlac, Pampanga, Nueva Ecija, Cavite, Laguna, Batangas, and Sorsogon. Ms. Manalo, also one of the members of the project management, served as the resource person for the isDA ON THE GO.

The episode also tackled the importance of ensuring food safety amid the pandemic, from the production, distribution, storage, preparation, and consumption of fish and fishery products. Mr. Escandor, also a Quality Assurance Officer, presented the topic on food safety.

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### PFDA workforce obtains DICT Gsuite training

As part of the continuous efforts to provide seamless tasks collaboration and unhampered services among PFDA units and personnel amid the COVID-19 pandemic and limitations brought by community quarantine, the PFDA workforce acquired Online Google Suite End User's Training from the Department of Information and Communications Technology (DICT), June 24.

The Information Technology
Division under the Corporate
Planning and Management
Information Services Department
(ITD-CPMISD) led the activity. Mr.
Michael Yu, from Kollab and DICT,
served as the resource person
and moderator.

It is participated by 59 personnel

from the PFDA Central Office and nine (9) Regional Fish Ports – Bulan, Camaligan, Davao, General Santos, Iloilo, Lucena, Navotas, Sual, and Zamboanga.

The GSuite Training includes lectures on the use of various Google products like Gmail, Calendar, Drive, Meet, Docs, Sheets, Slides, Forms, Sites and Tasks. These products aid the use of business email, online file storage, shared calendars, and video meetings, particularly useful during alternative work arrangements like shifting schedules and working from home.

According to the DICT website, the training covers all government offices with Government-wide Email System (GovMail) accounts.
GovMail is the official email service for government gencies which provides data integrity in electronic communications and transactions. It is also one of the projects of the DICT towards achieving a digital government under the Digital Philippines initiative, according to the DICT website.

It provides official gov.ph domains to National Government Agencies, Local Government Units, Government-Owned and Controlled Corporations, Government Financial Institutions, and other government projects.

■ Miguel M. Pilarta with reports and photos from Mr. Thadeus Mariano - ITD-CPMISD



The PFDA workforce from Central Office and 9 Regional Fish Ports (RFPs) convene virtually to learn about various products in the Online Google Suite End User's Training

### PID launches online program from page

Ultimately, the Food Safety and Environment Management Unit (FSEMU) discussed their role as the local monitoring and coordinating body of the PFDA on concerns pertaining to compliance on food safety, proper waste management, pollution control, and other relevant fisheries and environmental laws. Mr. Abdul,

also one of the Quality Assurance Officer in NFPC, discussed the FSEMU highlights.

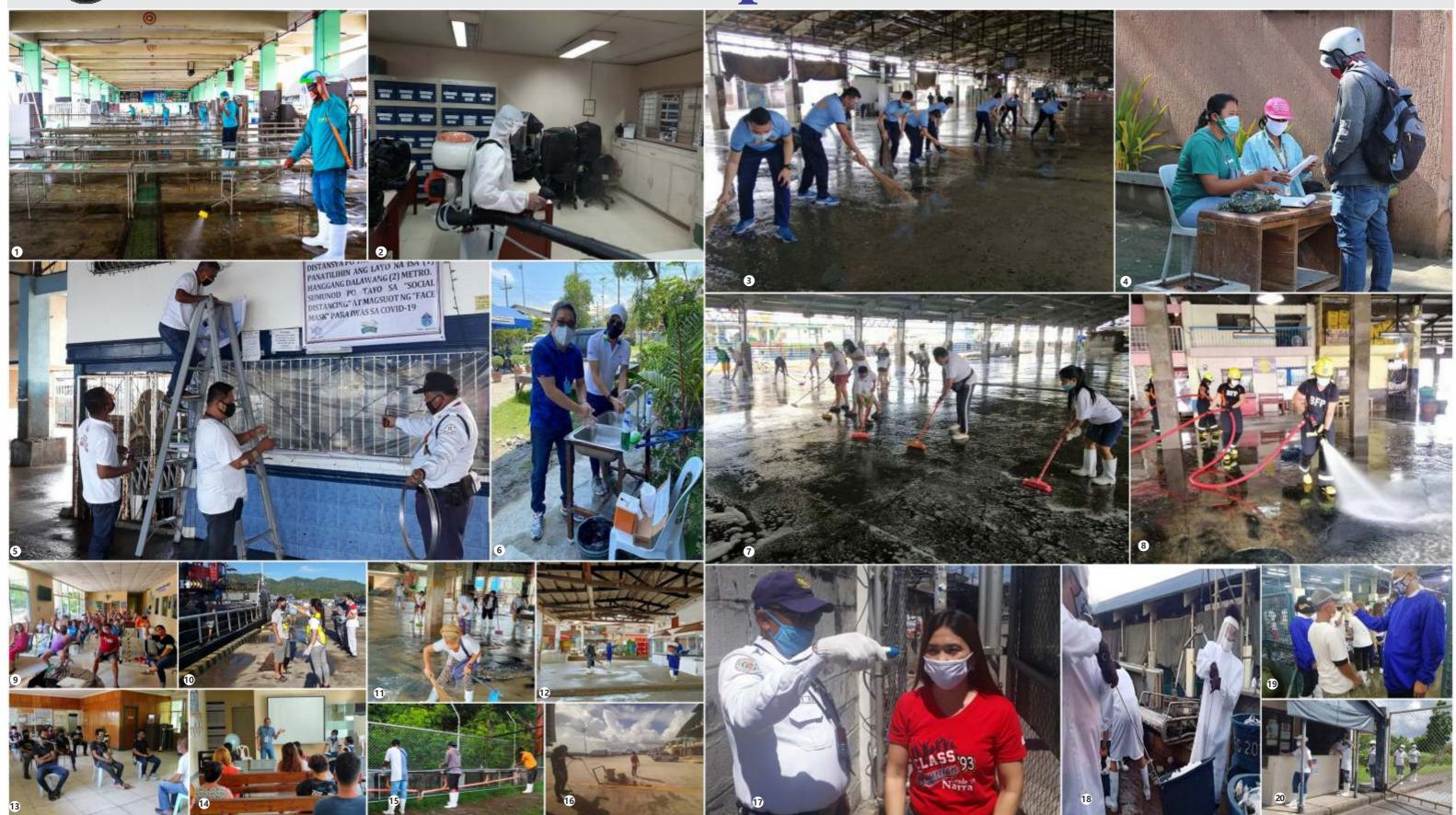
As more offices including government agencies like the PFDA opted for alternative work arrangements like working from home or shifting schedules, various initiatives are introduced particularly harnessing the power of the internet and social media.

The PFDA aims to continuously reach its personnel and stakeholders despite limitations like physical presence and provide services through similar initiatives.

■ Miguel M. Pilarta



# PFDA COVID-19 prevention initiatives



1. GSFPC regular disinfection activities; 2. PFDA – Central Office regularly conducts misting and disinfection with the support from NFPC; 3. Members of the PNP Maritime regularly volunteer in NFPC general cleaning and disinfection; 4. Triage at the ZFPC entrance gate 5. Information dissemination through posting of COVID-19 reminders at the LFPC; 6. Atty. Glen A. Pangapalan and Board Member Rommel Padilla in one of the NFPC's hand washing facilities 7. Stakeholders like traders and brokers in NFPC regularly join the general cleaning activities; 8. BFP also volunteers in NFPC disinfection activities 9. IFPC conducted client orientation; 10. Monitoring of vessel crew at the SFP

11. Eco-friendly Women of NFPC during the regular general cleaning activities; 12. Regular disinfection at the IFPC; 13. ZFPC also conducted client orientation; 14. IFPC during the orientation activities; 15. GSFPC also installed hand washing facilities for port clients; 16. Regular disinfection at the BFPC 17. Monitoring of client temperature at the DFPC entrance gate 18. NFPC clients wearing proper PPEs; 19. Monitoring of client temperature at the NFPC entrance gate; 20. CFP also regularly monitors client temperature before entering the premises.

Compiled by **Johnny A. Basamot** 

## PFDA top management, RFPs clients convene via virtual forum to discuss concerns, food security

As the Philippine Fisheries
Development Authority (PFDA)
shifts to the new normal and adapt
innovative business as usual policy,
the PFDA Top Management recently
convened with various Regional Fish
Ports (RFPs) stakeholders to discuss
concerns on maintaining fish supply
as part of the efforts in ensuring
food sufficiency amid the pandemic.

PFDA Top Management and officers headed by Atty. Glen A. Pangapalan and Assistant General Manager Engr. Miguel B. Lambert, Jr. led the forum, while Port Manager Luz P. Ortiz moderated the discussions.

Among the participants in the virtual forum are stakeholders from the following:

Lucena Fish Port Complex (LFPC): Mr. Hanson Tan Yu, St. Dominic Fish Broker and Reina Mercedes Fishing Corporation; and Mr. Norman Yu, St Dominic Fish Broker;

Iloilo Fish Port Complex (IFPC): Mr. Jake Flores, Metro Iloilo Fish Brokers Association:

Navotas Fish Port Complex (NFPC): Mr. Roderic A. Santos- President -Market 1 Fish Traders Association & Sea Port Royale Inc.; Mr. Jolly Jeamboy O. Borlas, Jeamboy Fish Consignacion; Dr. Mario Daniel Eduardo DG. Pascual, Pascual Fish Trading and President -Market 345 Fish Traders Association; Ms. Teresita De Jesus, Irma Fishing and Trading, Inc.; Mr. Ferdinand Lim, RBL Fishing Corp. (NFPC); Mr. Peter Paul Santos, Bonanza Fishing and Market Resources, Inc.; Mr. Wilfredo Resurreccion, St. Joseph Fish Traders; and

Zamboanga Fish Port Complex (ZFPC): Mr. Jaydrick Yap, President -Southern Phils. Deep Sea Fishing Association, Zamboanga City.

Various administrative and operational concerns were raised by the forum participants such as continuous and strict implementation of wearing of IDs upon entry to all port premises, coordination with all fish traders and Local Government Units to ensure unhampered supply of fish within their respective areas, and consistent campaigns of safety and health protocols to prevent the spread of COVID-19 disease.

During the forum, the Top
Management extended its gratitude
to all the PFDA RFP stakeholders for
continuous service and contribution
in providing adequate food supply
amid the pandemic. 

Mc Christian
Julius A. Macaranas II



Atty. Glen A. Pangapalan led the virtual meeting with the RFPs clients and discussed port concerns and food security and the pandemic.

### PFDA joins confab with House Committee on ARF, discuss updates on fisherypost-harvest infra project

Led by Chairperson Leo Rafael M. Cueva, District Representative - Negros Occidental, 2nd District, the House Committee on Aquaculture and Fisheries Resources (AFR) organized a virtual conference with various relevant agencies to discuss the process and updates on proposed fishery-post harvest projects under the Philippine Fisheries Development Authority, September 3.

Atty. Glen A. Pangapalan, PFDA General Manager, presented the process on the establishment of fishery post-harvest facilities like municipal fish ports which is one of the PFDA's core mandates and updates on the proposed MFPs.

The virtual conference was also participated by the representatives from various concerned agencies such as the Department of Budget and Management (DBM), and Department of Interior and Local Government (DILG).

According to the House of Representative website, the House Committee on Aquaculture and Fisheries Resources leads "all matters directly and principally relating to aquaculture and fisheries production and development, the business of aquaculture, use of aquatic resources, fresh water and fisheries culture research and technology applications, aquaculture and fisheries education and training". 

Mc Christian Julius A. Macaranas II

### isDA ON THE GO:

# Fresh Perspective on Frozen Fish Products

After more a year from its official launch, isDA ON THE GO, the Philippine Fisheries Development Authority's flagship Corporate Social Responsibility (CSR) Project, has expanded to 55 locations and continues to supply affordable and quality fish and fishery products amid the community quarantine due to COVID-19 pandemic.

As of December 1, 2020, the project has sold more than of 86, 200 kilos of fish and fishery products, benefiting to around 306,000 families.

Further, the 55 locations are distributed in four modalities: retailing market; KADIWA partnership; direct sales to groups, institutions, and villages; and market on wheels.

Retailing markets are located in 22 Waltermart supermarket outlets in Metro Manila, Bulacan, Tagaytay City, Nueva Ecija, Tarlac, Pampanga and Batangas.

Meanwhile, isDA ON THE GO outlets through KADIWA Partnership, a tie-up program with the Department of Agriculture's marketing program "Kadiwa ni Ani at Kita", are currently located in 19 various areas in Quezon City, Marikina City, Taguig City, Navotas City, Pasig City, and Cainta City, Rizal.

Private retailers and direct sales are outlets in 14 locations led by private individuals or groups in various institutions and villages like Eco-Friendly Women of NFPC, St. Luke's Hospital, Taguig, Sikatuna Villager, and Don Jose Heights in Quezon City.

Lastly, market on wheels are isDA ON THE GO outlets located at scheduled trade fairs initiated by Local Government Units (LGUs). The project was officially launched last April 8, 2019 in Antipolo City, Rizal as the pilot location.

The project offers various fish species including galunggong, tulingan, mackerel, cream dory, salay-salay, squid rings, pampano, mixed seafoods, tuna belly, tuna panga, among others. 

Mc Christian Julius A. Macaranas II with reports from Ms. Janet T. Manalo and Mr. Marco Polo Pangilinan - Operations Services Department and CSR Unit)









The isDA ON THE GO official banner (top); DA Secretary William Dar led the launching of KADIWA ni Ani at Kita with isDA ON THE GO at the AFP Headquarters (2-3); isDA ON THE GO at the PCA, Quezon City (bottom).

PFDA Review Maiden Issue 2020
PFDA Review Maiden Issue 2020

# RMPOD-OSD, ITD-CPMISD conduct refresher on project monitoring system

The Philippine Fisheries
Development Authority (PFDA) is
continuously improving its various
corporate systems to keep up with
the changes and needs of all the
stakeholders amid the challenges of
the new normal.

The Regional & Municipal Project Operations Division - Operations Service Department, and Information Technology Division -Corporate Planning and Management Information Services Department collaborated to conduct a refresher training on Project Monitoring System, September 4. The activity primarily aims to update the status of all completed municipal fish ports through the use of the Project Monitoring System (PMS).

The PMS is a PFDA internal and web-based application designed by the ITD-CPMISD which records and monitors all the projects established by the PFDA.

The system reflects the entire project management status which may commence from PFDA-initiated projects or requests of various stakeholders like Local Government Units, conduct of feasibility studies, funding status,

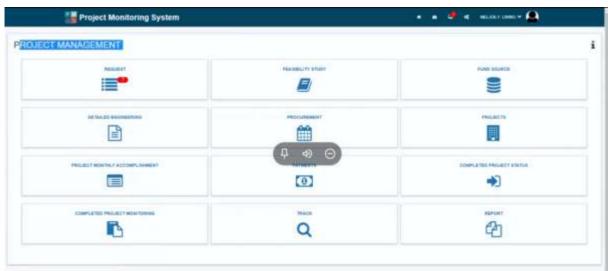
design and detailed engineering, procurement, actual project implementation, completion and monitoring.

Meanwhile, the RMPOD-OSD is the lead unit on the facilities and assets monitoring, project pre- and post-operationalization requirement supervision, and formulation and review of operating systems development.

The event is participated by the selected representatives from PFDA Central Office and all Regional Fish Ports through a virtual conference.

■ Mc Christian Julius A. Macaranas II with reports from Mr. Thadeus Mariano CPMISD-ITD





The PFDA is continuously improving its various corporate systems to keep up with the changes and needs of all the stakeholders like the automation of Project Monitoring System (bottom).

**Cover Story** 

# Reintroducing PFDA:

Above and beyond for the fishery sector



# Reintroducing PFDA: Above and beyond for the fishery sector

As one of the government-owned and controlled corporations (GOCCs), the Philippine Fisheries Development Authority (PFDA) did not only contribute to the fiscal position of the government and the economy, but also helped in filling up the gaps of markets for the benefit of the public.

Created on August 11, 1976, PFDA is vested with powers and responsibilities of promoting growth of the fishing industry and improving efficiency in the handling, preserving, marketing and distribution of fish and fishery products through the establishment and administration of fish ports, fish markets and other infrastructure necessary for the progressive advancement of the fishing industry.

The PFDA is the government corporation mandated to strengthen the government's developmental thrusts in fisheries through provision of programs and services that will create adequate post-harvest support facilities while

maintaining self-sustaining operations.

Although relatively under the radar, the PFDA accomplished in many ways. Aside from the nine PFDAmanaged Regional Fish Ports, the agency already established a total\* of 134 municipal fish ports, and 46 ice plants and cold storages located in the different municipalities and provinces in the country. These were constructed and rehabilitated by the PFDA, and eventually turned-over to the Local Government Units for sole management. Trainings on project operation/ management are conducted prior to turn-over to the respective LGUs.

### Defying challenges amid pandemic

The COVID-19 pandemic has drastically changed the dynamics of the PFDA and all the operating units. The crisis has accentuated the importance of being able to adapt to the difficult times and come up with crisis management

mechanisms that aim to protect the agencies' employees, clients, and customers from the virus while continuing to provide quality service to the general public. Innovative measures also ensure unhampered supply of fish, unloading, and trading operations in all the PFDA Regional Fish Ports.

As an attached corporation to the Department of Agriculture, the PFDA ensures a high level of fish sufficiency while maintaining food safety amid the pandemic. The pandemic further established the critical role of the PFDA and all the Regional Fish Ports as part of the food production chain in the country.

Along with the nationwide imposition of community quarantine starting March this year, the PFDA adapted infection control strategies based on recommendations from the Department of Health. Necessary precautions and proper care have to be taken to ensure the safety of all employees.

The PFDA and all the Regional Fish Ports continue to observe elevated cleaning and sanitizing protocols by conducting regular disinfection and general cleaning services of the entire port premises and facilities.

Close coordination and collaboration with the respective Local Government Units, uniformed personnel, and port clients on health protocols were undertaken.

Various measures are also followed by all the personnel and clients to prevent the further spread of the disease such as proper and regular wearing of face masks and shields, temperature monitoring, enhanced sanitation by installing foot baths and alcohol dispensers are also being done, frequent thorough hand-washing and sanitation, and observance of physical distancing at all times.

(See page 11 for the COVID-19 prevention initiatives photos)

### Journey to the golden year

For the coming years, the PFDA will embark on a new chapter to better serve the fishery sector with the new vision to become the leader in the advancement of the fishery post-harvest services towards a food secure Philippines.

In 2021 onwards, PFDA will be more aggressive in the provision of fishery post-harvest services through the establishment of fish ports, modern fish markets, ice plants and cold storages. Provision of fish transport and mobile freezers will be pursued for the isDA on the GO project in the countryside.

After four decades of service to the fishery sector, the Regional Fish Ports under the management of the PFDA will undergo major rehabilitation and improvement. In fact, seven of the nine RFPs are included in the Build, Build, Build Projects of the current administration.

Construction activities for the Lucena, Davao and Iloilo Regional Fish Port Complexes are on-going. Meanwhile, rehabilitation and improvement of the Navotas, Zamboanga, Sual and Camaligan Regional Fish Ports are now on the detailed engineering and design stage.

In order for us to bounce back stronger from the challenges of the pandemic, we must encourage the development of an agriculture-driven economy in the country. The improvements and rehabilitation of our post-harvest facilities and infrastructure will greatly contribute to a more enhanced competitiveness in the fisheries sector in the post-pandemic future.

With this, the Philippine Fisheries Development Authority is more than ready to rise up to the challenges and contribute to the fulfillment of a food-secure nation.

Mc Christian Julius A. Macaranas II and Miguel M. Pilarta



# NFPC joins BFAR TWG online meeting on round scad fishery management

The PFDA - Navotas Fish Port Complex (NFPC) participated in an online meeting with the Bureau of Fisheries and Aquatic Resources (BFAR) Technical Working Group (TWG) and support group members to discuss the fishery management of round scad (galunggong) in Palawan, June 18, 2020.

Ms. Luz P. Ortiz, NFPC Port Manager, and Ms. Yolanda M. Belnas, Fishery Market Operations Supervisor I attended the event.

BFAR-MIMAROPA Regional Director and TWG Chairman, Mr. Elizer S. Salilig, MFT led the said virtual meeting.

The online meeting conducted by the BFAR TWG aimed to give updates on the research study titled "Gonadal Maturity Determination of Decapterus spp. in selected areas in MIMAROPA Region."

The preparation of the 2021 Work and Financial Plan of the TWG on Round Scad Fishery Management in Palawan was also discussed in the meeting.

Among the agencies and organizations who had their respective representatives were the

following: BFAR, NSAP, PSA, PFDA-NFPC, NFRDI, DSWD, DA, DOLE, DILG-LGU, IDSFA-Medium Scale Commercial Sector, PNP Maritime Group, PFO, PAO and WWF Palawan. It was also attended by representatives from DA-attached agencies.

The BFAR - MIMAROPA Regional Field Office presented its future plans which include the conduct of on-board observation during and after closed fishing season, a closed fishing season send-off ceremony, and the provision of livelihood

assistance to affected fishermen during closed fishing season.

The closed fishing season for round scad aims to protect the galunggong species during its peak spawning season which is from November to January.

It also aims to secure a long-term increased supply of the said species.

■ Miguel M. Pilarta with reports and photos from Sofia May Y. Romero and Joyce E. Velasquez - PFDA-NFPC and DA-BFAR



PFDA-NFPC participates in an online meeting with BFAR TWG and support group members to discuss the fishery management of round scad (galunggong) in Palawan

### PFDA - GAD FPS conducts HGDG session, prepares for 2021

The Philippine Fisheries
Development Authority (PFDA) is
continuously pushing for initiatives
relevant to mainstreaming of
Gender and Development in the
agency.

The PFDA GAD Focal Point System Technical Working Group organized a session on the implementation of Harmonized Gender and Development Guidelines (HGDG) in various Flagship Projects like rehabilitation and improvement of Navotas Fish Port Complex, Lucena Fish Port Complex, and Iloilo Fish Port

Aside from checking the GAD responsiveness of various PFDA projects, the results of the HGDG checklist will be the basis for the attributed cost as required by the Magna Carta of Women and Joint Circular 2012-01: Guidelines



The PFDA GAD Focal Point System TWG during the HGDG session for various Flagship Projects

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## PFDA PID joins FOI virtual workshop

As part of the commitment to provide unhampered delivery of service and keep up with the information needs of all the stakeholders and interested parties despite the pandemic, the Philippine Fisheries Development Authority – Public Information Division (PFDA PID) participated in the Freedom of Information (FOI) virtual conference, September 25.

The workshop recognized the adjustments and circumstances brought by the outbreak of the Coronavirus Disease (COVID-19) pandemic.

The Compliance Monitoring Division (CMD) of the FOI-PMO organized the online event and gathered more than 100 FOI receiving officers from various National Government Agencies (NGAs) and Government-Owned and Controlled Corporations (GOCCs).

The activity covered updates and sharing of agencies' best practices and challenges on FOI implementation especially during pandemic, and 2020 FOI Performance-Based Bonus (PBB) Requirements.

The FOI-PMO also solicited feedback from FOI Receiving Officers (FROs) on agency implementation and suggestions to further develop innovative solutions to further improve FOI implementation in all government agencies.

According to the FOI-PMO, the eFOI portal received a total of

11,847 requests of information over the course of the Community Quarantine period from March 14, 2020 to September 15, 2020.

The Freedom of Information (FOI) is a government mechanism, which allows Filipino citizens to request any information about government transactions and operations, provided that it shall not put into jeopardy – privacy and matters of national security, according to the FOI website (foi.gov.ph).

PCOO Assistant Secretary Kristian R. Ablan, FOI Program Director, graced the event, while Ms. Eden Darlene A. Mendoza, FOI Compliance Monitoring Division Chief, served as the resource person. Miguel M. Pilarta



THE PFDA - Public Information Division (PFDA PID) participated in the Freedom of Information (FOI) virtual conference to ensure unhampered information and service amid the pandemic.

### PFDA - GAD FPS from page 19

The session was also part of the preparation for the activities committed for the FY 2021 and updates.

According to the Philippine Commission on Women website, the "Harmonized Gender and Development Guidelines (HGDG) was formulated by the National Economic and Development Authority (NEDA) in 2004 in collaboration with the Philippine Commission on Women (PCW, formerly the National Commission on the Role of Filipino Women or NCRFW) and the Official Development Assistance-Gender and Development (ODA-GAD) Network, with funding support from the United Nations Development Programme (UNDP)

and the Asian Development Bank (ADB)".

Further, the HGDG was developed to provide a common instrument in integrating gender perspectives in development programs and projects among government agencies, donor organizations, and other stakeholders. 

Mc Christian Julius A. Macaranas II

Navotas Fishing Port began its operations in 1977. Its construction started in 1973 with financial and technical assistancefrom the Asian Development Bank (ADB)

The construction of the Iloilo. Zamboanga, Camaligan, Lucena and Sual Fish Ports under the Fishing Port Package (FPP) I started in 1982.

1985

1992

Iloilo and Zamboanga Fish Port Complexes were completed in 1985.

Operations began the same year in Iloilo, with Zamboanga following suit the year after in 1986.

Lucena Fish Port Complex and Sual Fish Port began their operations in 1992.

Camaligan Fish Port began its operations.

1991

Davao Fish Port Complex commenced its operations.

The construction of Davao and

General Santos started in 1993 and 1994 respectively under the FPP II

NAVIGATING THE HISTORY OF THE PFDA'S

# REGIONAL FISH PORTS PROGRAM

**General Santos Fish Port Complex** commenced its operations.

1998

The Regional Fish Ports Program involves the provision and operation of fish port complexes in strategic fish landing centers nationwide. These fish ports are equipped with facilities such as breakwater, landing quay, market halls, refrigeration and processing facilities, slipway, and related facilities. In particular, the program addresses the needs of the commercial fishing boat operators, municipal fishermen, and fish processors/exporters, among others.

With several rehabilitation and modernization projects underway, the PFDA continues to enhance its services by building effective and sustainable post-harvest facilities and infrastructure for the thriving fisheries industry, paving the way for a food-secure and resilient Philippines in the years to come.

2017.

The PFDA constructed

Bulan Municipal Fish Port

(BMFP) and was upgraded

to a Regional Fish Port in

2020



Source: Israel, D. & Roque, R. (2000). Analysis of Fishing Ports in the Philippines. (Discussion Paper Series No. 2000-04), Retrieved from Philippine Institute for Development Studies website: https://dirp4.pids.gov.ph/ris/ris/pdf/pidsdps0004.PDF

2017

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## **Regional Fish Ports Beats**

### PFDA, NFPC, BFAR conduct client consultation on FAO 195

Following the issuance of the Department of Agriculture (DA) Special Order No. 284, series of 2020, dated March 4, 2020, the Philippine Fisheries Development Authority (PFDA) and Bureau of Fisheries and Aquatic Resources (BFAR) recently collaborated to conduct online consultation and orientation on Fisheries Administrative Order (FAO) No. 195, October 5-7.

The DA Special Order. 284, s. 2020 reiterates the implementation of provisions stated in the FAO No. 195 or the Rules and Regulations Governing Importation of Fresh/Chilled/Frozen and Fishery Aquatic Products.

FAO No. 195 was effectively implemented starting October 25, 1999 in line with the government's "intent of adopting a flexible policy towards the attainment of food security; in response to the emerging trends in the trade of fish and other aquatic products in domestic and international markets; in recognition of the need to ensure food safety on imported fish and fishery/aquatic products."

It was later amended in 2003 with specific updates on Section 9 covering the guidelines on accreditation.

The online consultation was participated by more than 200 stakeholders from various groups and businesses in processing, canning, and institutional buyers. Port Managers from PFDA Regional Fish Ports particularly Navotas Fish Port Complex (NFPC), General Santos Fish Port Complex (GSFPC), and Davao Fish

Port Complex (DFPC) attended the activity.

The PFDA – Operations Services Department presented the agency background, operations, services to the participants.

Full copy of the FAO No. 195 issuances can be accessed through the BFAR Database.

■ Miguel M. Pilarta with reports and photos from Joyce Vasquez and Sophia May Romero – PFDA NFPC



The NFPC management during the Bureau of Fisheries and Aquatic Resources (BFAR) online consultation and orientation on Fisheries Administrative Order (FAO) No. 195

### PFDA SFP, LFPC assist in DA-NFRI study



LFPC Port Manager Custodio L. Balaoing, Jr during the NFRDI survey visit to locate various respondents such as fishers, brokers, traders, retailers, and fishing company owners

As part of the research and development efforts of the government to further understand the needs of the stakeholders in the fishery sector, the National Fisheries Research and Development Institute (NFRDI) sought the assistance of the Philippine Fisheries Development Authority, particularly the Sual Fish Port (SFP) and Lucena Fish Port Complex (LFPC) for their current study --- Assessment of Fisheries Post-Harvest Losses in the Philippines.

The LFPC and SFP both assisted the NFRDI to locate various respondents such as fishers, brokers, traders,

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### PFDA, PDEA ensure drug-free ports, RFPs joins inspections

The Philippine Fisheries
Development Authority (PFDA)
assured all its port clients of drugfree business locations in all its
Regional Fish Port (RFPs).

Recently, the Philippine Drug Enforcement Agency (PDEA) assisted three PFDA RFPs --- Iloilo Fish Port Complex (IFPC), General Santos Fish Ports (GSFPC) and Navotas Fish Port Complex (NFPC), through a series of meetings and inspections related to anti-drug campaigns.

The PDEA – Region VI, in coordination with the Philippine National Police Maritime Command (MARICOM), and Philippine Coast Guard, conducted a joint inspection in IFPC last July 7, 2020.

Meanwhile, PDEA – Region XII Drug Interdiction Unit also led an inspection in GSFPC with the assistance of the Office of the Port Manager - Port Security Unit last July 8, 2020.

The NFPC management also held a meeting with the PDEA – National Capital Region, led by Assistant Regional Director Irvin Coderis, last July 17, 2020.

NFPC Port Manager Luz Ortiz, Acting Assistant Port Manager Arfilo Catipay, and NFPC-Police and Security Division Officer-in-Charge Nasil Abdul attended the meeting.



PDEA - Region XII Drug Interdiction Unit during the GSFPC activity (top), and PDEA-NCR with the NFPC management led by Port Manager Luz P. Ortiz (bottom).

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### DA-NFRI study from page 23

respondents such as fishers, brokers, traders, retailers, and fishing company owners on September 1 - 4, and September 29 - October 2, respectively.

The NFRDI visited selected areas in the Philippines to determine and quantify post-harvest losses in economically important fishery commodities in all areas of fishery supply chain such as catching, landing, transport, and trading.

The NFRDI is the lead agency for fisheries research and development in the country under the Department of Agriculture.

According to NFRDI website, the agency emphasizes the integral role of fisheries research in the development, management, conservation and protection of the country's fisheries and aquatic resources. Mc Christian Julius A. Macaranas II with reports and photos from Genesis L. Bernaldez - PFDA - LFPC and Rodel B. Gabuya - PFDA - SFP

# PFDA-GSFPC joins USAID SURGE virtual confab, supports women empowerment initiatives

The Philippine Fisheries
Development Authority – General
Santos Fish Port Complex (PFDA-GSFPC) participated in the U.S.
Agency for International
Development (USAID) Strengthening Urban Resilience for
Growth with Equity (SURGE)
program, particularly its Women's
Global Development and Prosperity
or the W-GDP Initiative, July 9,
2020.

In collaboration with the General Santos City Local Government Unit (LGU) and the SOCSKSARGEN Federation of Fishing and Allied Industries, Inc. (SFFAII), USAID-SURGE and PFDA-GSFPC organized a virtual conference for the "Government Financing Programs for the Agri-Fishery Sector" via Zoom.

The program aims to build capacities of women entrepreneurs by supporting local economic recovery efforts in secondary cities through partnerships with LGU and private sector group.

Under its ongoing work, USAID, with the help LGUs and relevant agencies like PFDA-GSFPC, is reaching out and helping women entrepreneurs and other small and medium enterprises (MSMEs) access vital technical assistance and other resources needed to reboot their businesses amid the COVID-19 pandemic.

To help reach out to the agrifishery sector, PFDA-GSFPC was also tapped to encourage participants from its clients to maximize this opportunity for

learning and open avenues for the agri-fishery entrepreneurs particularly women clients and stakeholders.

Due to the existing restrictions particularly on social distancing, PFDA-GSFPC accommodated 10 participants from Markets 1,2 & 3 clients and a processor, composed of 6 women and 4 men participants.

To accommodate more participants while observing COVID-19 prevention and health measures, the next batch of clients and participants will be organized in future virtual sessions. 

Mc Christian Julius A. Macaranas II and Miguel M. Pilarta with reports and photos from the Ms. Fritzie V. Leviste –GSFPC



GSFPC supported and organized participants for the USAID SURGE virtual conference, particularly the Women's Global Development and Prosperity or the W-GDP Initiative

### PFDA vows drug-free RFPS from page 23

Lastly, PFDA –Sual Fish Port (SFP) also coordinated with the PDEA ROI-Seaport Interdiction Unit II deployed Anti Narcotic Agents along with a drug detection dog to conduct surprise paneling and K9 sweeping operation, November 27, 2020.

All these activities further highlight the efforts of the PFDA and all the RFPs to maintain peace and order in all the operating units and emphasize the implementation of stricter port regulations in the fight

against illegal drugs with the help of relevant agencies like the PDEA, PNP, and Philippine Coast Guard. ■Mc Christian Julius A. **Macaranas II with** reports and photos from Mona Barbara J. Brodit - PFDA IFPC, Fritzie V. Leviste - PFDA-GSFPC, Sofia May Y. Romero - PFDA -NFPC, and Rodel B. Gabuya - PFDA- SFP



PDEA while checking the SFP clients' vessels

## PFDA urges strict food safety compliance

Even before the pandemic and implementation of community quarantine across various regions in the Philippines, the Philippine Fisheries Development Authority has been really keen in its implementation of various health and safety standards in all its Regional Fish Ports (RFPs).

Among these are the regular monitoring and port client orientations on Good Manufacturing Practices and Sanitation Standard Operating Procedures (GMP-SSOP) and health protocols on COVID-19 prevention measures.

The PFDA-Zamboanga Fish Port Complex (ZFPC) Food Safety and Environmental Management Unit (FSEMU) conducted series of orientations for its port clients highlighting the importance of proper hygiene, solid waste disposal and safety protocols in handling fish and seafood unloaded at the fish market halls, July 10, 2020.

Meanwhile, the PFDA-Iloilo Fish Port Complex (IFPC) conducted meeting with group of fish traders and vendors to provide update and reminders on COVID-19 prevention practices, June 23, 2020.

Led by PFDA-NFPC Port Manager Luz P. Ortiz, the virtual meeting covered various topics such as implemented and services offered by the Navotas City Government relevant to COVID-19 prevention; security and safety measures employed by the PNP-RMU; and updates on internal activities in the PFDA-NFPC.

Dr. Christia Padolina, City Health Officer, Navotas City Government; PCol. Ricardo E. Villanueva - Chief, PNP-Regional Maritime Unit (RMU-NCR), and Ms. Cecile B. Panaligan -Chief, Admin Services Division served as the resource persons. Various NFPC stakeholders and clients joined the activity. Apart from compliance to basic food safety protocols like wearing of gloves, boots, proper attire, nonsmoking and spitting, all RFPs are also continuously implementing COVID-19 prevention protocols such as wearing of face masks at all times within port premises, temperature monitoring for those entering the port, proper hand washing, using of foot bath at designated areas and regular disinfection activities.

Aside from the lead monitoring team from the Quality Assurance Division under the Operations Department (QAD-OSD), all RFPs are directed to create and maintain their respective FSEMU to conduct regular activities and implement food and health safety standards. Mc Christian Julius A. Macaranas II and Miguel M. Pilarta with reports and photos from the Rea Gizelle M. Sim - PFDA-IFPC; Joyce E. Velasquez - PFDA - NFPC, and Mary Felice M. Cirilo - PFDA - ZFPC and FSEMU



IFPC conducted orientations for their respective port clients to remind everyone on the importance of food safety and COVID-19 prevention measures.

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# Fisheries Production

TOTAL VOLUME (for July to September 2020)

The annual performance of the fishing industry is attributed to these three subsectors of fisheries production:



Commercial

255.16

thousand MT

Fishing with the use of fishing vessels with more than three gross tons.

PHILIPPINE STATISTICS AUTHORITY

BUREAU OF FISHERIES AND AQUATIC RESOURCES,



Municipal

thousand MT

This includes fishing done in coastal and inland waters with or without the use of boats of three gross tons or



Aquaculture

thousand MT

This includes production from the following:

- Brackishwater fishpond Freshwater fishpond Fish pen and fish cage in fresh and marine waters Mariculture

### CANVA FOR EDUCATION



Number of food passes stickers issued'

1,688

Number of approved RapidPass IDs for PFDA skeletal workforce'

Number of approved RapidPass IDs for port clients and fish traders\*

VOLUME OF FISH UNLOADING" (in MT) (March 23 to December 6, 2020)

TOTAL VOLUME 419,941.16

#### QUARANTINE ACTIVITIES

- · Compliance with ID and passes;
- Thermal scanning;
- Provision of alcohol, sanitizer, face mask for frontline employees;
- Observance of physical distancing;
  Footbath, handwashing stations for all incoming clients at various strategic locations;
  • Installation of misting and sanitation tents; and
- · Monthly office and port disinfections.

\*Issued during the Enhanced Community Quarantine (ECQ)

\*\* Data from all Regional Fish Ports since the start of ECQ

PFDA Regional Fish Ports, PFDA-CPMISD, PFDA-OSD











