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# PFDA Review

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April-June 2024

Feature Story:

pg.16

## FROM PORT TO PLATE:

THE PALUTO SA ILOILO FISH PORT COMPLEX STORY





# ABOUT THE COVER



Art Cover by Katherine Ericka H. Cornejo  
Photographed by Mark Angelo N. Perez

Sometimes, the noise of the world around us can be overwhelming. But we can always tune down that noise; by finding our inner peace.

The PFDA Review Q2 2024 issue highlights the bright and vibrant nightlife of the Paluto sa Iloilo Fish Port Complex. No matter how busy and lively the business is, Mr. Ryan P. Windam of Paluto Stall No. 12 always wears a smile on his face. A warm, familiar smile that invites people to spend a night of mental repose while eating delicious, affordable, and fresh seafood.

Moreover, the different hues of the color olive emanates throughout the Q2 issue. This understated shade of green symbolizes harmony and balance, much like how the Paluto sa Iloilo Fish Port Complex teaches us the importance of connecting with the people and the world. May this issue teach us to always extend an olive branch to those who need it most and to always find peace within our hearts and seize the day with a smile on our faces.

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SCAN ME!



## SHARE NEWS WITH US

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# EDITOR'S NOTE

## Connecting the dots

Miguel M. Pilarta

*"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future." – Steve Jobs*

Do you remember the joy of connecting dots in puzzles as a child? The excitement of slowly unveiling the bigger picture by linking each dot in sequence? I loved those puzzles. After connecting the final dot to the first, I would eagerly get my coloring supplies and bring the completed masterpiece to life, feeling a profound sense of achievement. *Mission accomplished!*

Life's journey doesn't come with a clear roadmap like those neatly numbered dots. We don't have a teacher or a guiding figure showing us the bigger picture or numbering each step we take and the decisions that will lead to different paths. While the typical life path may include education, work, love, marriage, and children, this may not be the case for everyone. Many of us trust that the figurative dots of life will eventually connect and reveal the bigger picture. Often, our true passions and purpose do not immediately reveal themselves but emerge as we explore different paths.

I vividly remember a time in college when I felt lost and unsure of what I wanted to do. Feeling adrift, I began exploring electives outside my major and, unexpectedly, discovered a deep passion for geography and the social sciences. This revelation transformed my path. I didn't consciously seek out these interests; instead, I embraced the opportunities as they unfolded. Looking back, I realize that every experience and decision I made in the past paved the way for my current pursuits and passions.

In this quarter's issue, we cast the spotlight on the *Paluto sa Iloilo Fish Port* in PFDA-Iloilo Fish Port Complex. What began as a modest row of *kapehan* stalls serving the fish port community three decades ago has evolved into a prominent gastronomic destination in Iloilo City. Did the port management and food stall owners realize then that it would become a success story? Probably not. Nevertheless, their adaptive spirit, flexibility, and innovative thinking have enabled them to navigate the significant changes in the last thirty years, shaping *Paluto* into what it is today. While it remains a work in progress, the dedicated individuals behind it are committed to forging a clearer path forward.

To all our readers, I urge you to move forward with courage. Trust that as you progress, the seemingly disconnected dots will connect when you look back.

*Enjoy the 2nd Quarter 2024 issue!*







# PFDA HIGHLIGHTS

The Official Quarterly Bulletin of the Philippine Fisheries Development Authority

## AGENCY PROFILE

9

REGIONAL  
FISH PORTS

7

ICE PLANTS &  
COLD STORAGES

137

PROJECT  
LOCATIONS

MUNICIPAL  
FISH PORTS

## Q2 2024 PERFORMANCE OVERVIEW

### Q2 2024 IN NUMBERS



186,557.96 MT

VOLUME OF  
FISH UNLOADING

VS. 134,746.84 MT IN Q1 2024



2,050.09 MT

AVERAGE DAILY  
UNLOADING

VS. 1,480.73 MT IN Q1 2024



10,671.70 MT

VOLUME OF  
ICE PRODUCTION

VS. 8,706.7 MT IN Q1 2024



301.17 MT

VOLUME OF FISHERY & NON-  
FISHERY PRODUCTS PROCESSED

VS. 616.78 MT IN Q1 2024



19,619

NUMBER OF  
VESSEL ARRIVALS

VS. 20,941 IN Q1 2024



13,665

NUMBER OF  
CLIENTS SERVED

VS. 9,242 IN Q1 2024

#### On Fish Unloading and Handling

During the months of April to June 2024, the PFDA, through its Regional Fish Ports (RFP), showed immense growth in fish unloading. This quarter, a total volume of 186,557.96 metric tons (MT) of fish and fishery products to all their consumers, equivalent to an average daily unloading of 2,050.09 MT. Aside from that, the PFDA RFPs have also performed well in terms of ice production with 10,671.70 MT of ice produced throughout the quarter, and showed grit with 301.17 MT processed fish and fishery products.

#### On Serving Port Clients

Moreover, all clients and stakeholders remain under the spotlight of quality customer service offered by the PFDA and its RFPs. This quarter, the ports opened its doors to 19,619 vessels. Relatively, all RFPs have provided unhampered and excellent service to 13,665 clients and port users throughout April to June 2024.

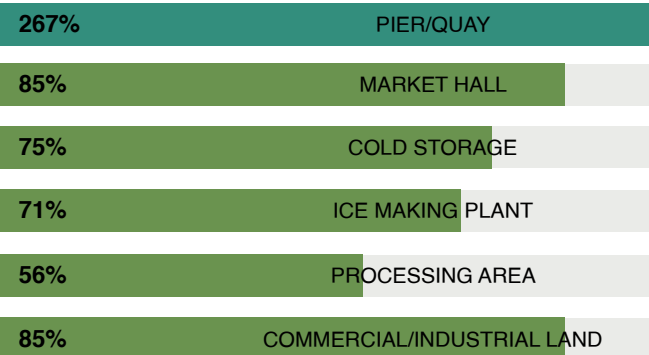
## PFDA PORT UTILIZATION RATE

#### On Port Facilities Utilization

The opening of various fishing grounds has influenced the utilization rate of various port facilities this quarter, with piers and quays recording 267% usage in the second quarter. Nevertheless, the PFDA firmly believes that, with the help of ongoing rehabilitation and improvement projects in PFDA RFPs nationwide, this high utilization rate could soon be addressed.

In addition, the usage of market halls and building spaces, commercial, and industrial areas tied up at 85% utilization rate.

Furthermore, the cold storages reached 75% utilization rate, while ice making plants reached 71%, and processing areas with 56% utilization rate.



LEGEND: ■ > 100% UTILIZATION RATE  
■ 0-100% UTILIZATION RATE

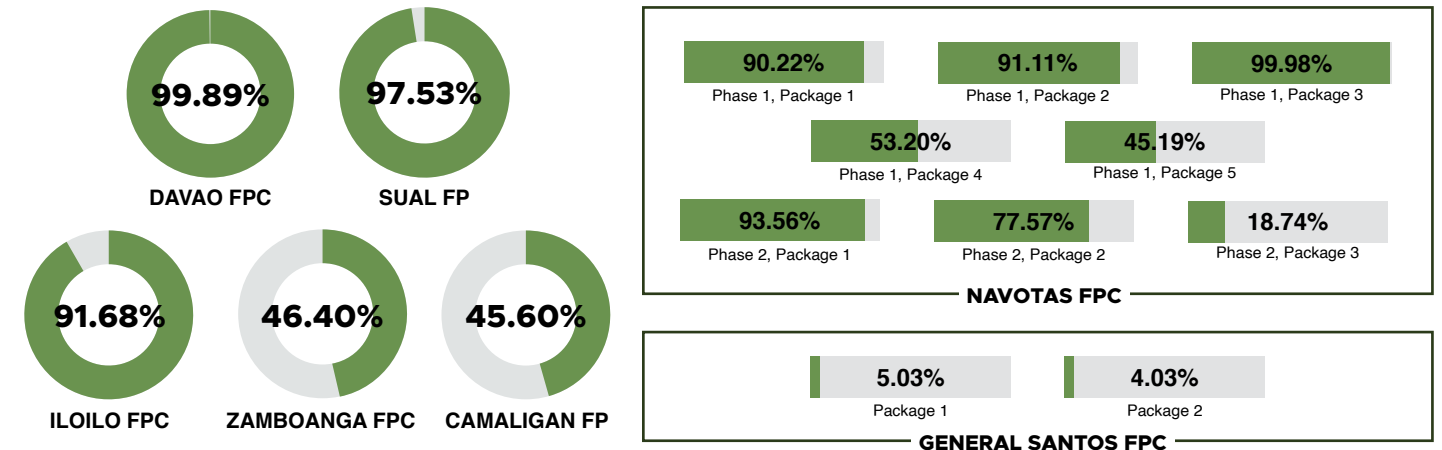
# PFDA HIGHLIGHTS

## PFDA FLAGSHIP INFRASTRUCTURE PROJECT STATUS

FPC = Fish Port Complex;  
FP = Fish Port

(AS OF JUNE 30, 2024)

#### REHABILITATION/IMPROVEMENT/UPGRADING OF:



## PFDA FLAGSHIP CSR PROJECT

(AS OF JUNE 30, 2024)



4.52 MT

TOTAL VOLUME SOLD\*  
(in metric tons)

110

MARKET AREAS &  
COOPERATIVE PARTNERS

#### MODALITIES:

- Market Areas
- Partnership with LGUs
- Partnership with Cooperatives

#### On PFDA's CSR

The PFDA remains committed in providing budget-friendly and high-quality fresh-frozen fishery products nationwide through the PFDA's Corporate Social Responsibility (CSR) project– the isDA ON THE GO (iOTG) Program.

This quarter, the iOTG Flagship project has sold a total of 4.52 MT of fish and fishery products. In addition, the PFDA continues its longstanding partnership with 110 market areas and cooperative partners in Luzon, Visayas, and Mindanao.

\*Total Fish & Fishery Products (Bangus, Tilapia, Squid, fresh and frozen GG & Shrimp)





# PFDA REHABILITATION UPDATES

## PFDA CONTINUES ITS JOURNEY ON BUILDING NEW AND IMPROVED FISH PORTS

The Philippine Fisheries Development Authority (PFDA) is giving a lot of elbow grease in the port rehabilitation and improvement of all PFDA Regional Fish Ports (RFP) in the second quarter of 2024.

Since its completion of redevelopment in 2022, the PFDA - Lucena Fish Port Complex (PFDA-LFPC) allowed its people to serve their customers through their brand-new facilities with fish quality and rightly-priced fish supply.



The PFDA - Davao Fish Port Complex (PFDA-DFPC) is currently in the lead with a completion rate of 99.89%. It will not be long for the DFPC to have a high standard infrastructure that will cater to its clients.



Not far behind, the small but terrible PFDA - Sual Fish Port (PFDA-SFP) is also almost near the completion of a newly improved and redeveloped fish port at the rate of 97.53%.



Furthermore, the PFDA - Iloilo Fish Port Complex (PFDA-IFPC) is on its way to cater to its stakeholders with better quality facilities as the rehabilitation and improvement sits at 91.68% completion rate.



Subsequently, the construction on the two phases of the PFDA - Navotas Fish Port Complex (PFDA-NFPC) is currently in the pipeline. Right now, the average rate of completion for the Phase 1 of PFDA-NFPC is 70.22%, and for Phase 2 is 66.78%.



On the other hand, the PFDA - Zamboanga Fish Port Complex (PFDA-ZFPC) is almost halfway through the development process, with a completion rate of 46.41%.



Moreover, the PFDA - Camaligan Fish Port (PFDA-CFP) is also almost halfway in its rehabilitation with a 45.60% completion rate.



Finally, the improvement of the PFDA - General Santos Fish Port (PFDA-GSFPC) continues in full swing, with Package 1 at 5.03% completion rate and Package 2 at 4.03% completion rate.



# TOP MANAGEMENT NEWS

## PFDA HOLDS BOARD MEETING, INSPECTS ONGOING PORT REHABILITATION IN ILOILO

Philippine Fisheries Development Authority (PFDA) held its first Board Meeting for Fiscal Year (FY) 2024 chaired by Department of Agriculture (DA) Secretary Mr. Francisco “Kiko” P. Tiu Laurel Jr. at the PFDA – Iloilo Fish Port Complex (PFDA-IFPC), Iloilo City on April 5, 2024.

The PFDA team, led by Acting General Manager Atty. Glen A. Pangapalan and Assistant General Manager Ms. Iris R. de Vera, together with the PFDA-IFPC team led by Port Manager Ms. Jovy M. Garrido, warmly welcomed the arrival of Department of Agriculture (DA) Secretary Mr. Francisco “Kiko” P. Tiu Laurel Jr. and the members and representatives of the PFDA Board of Directors.

As the chair of the meeting, DA Secretary Tiu Laurel highlighted the need to continuously improve and modernize the PFDA ports by complying with advanced trading and logistic facilities and a streamlined export process for fishery products.

With the continued support of the PFDA, the Agri chief shared the goal of securing food security through more efficient and cost-effective ways of addressing problems in the fisheries sector.



During the meeting, the PFDA presented its FY 2024 project updates, which include the ongoing rehabilitation of the PFDA-IFPC, PFDA – Navotas Fish Port Complex, PFDA – Lucena Fish Port Complex, PFDA – Bulan Fish Port Complex, PFDA – Zamboanga Fish Port Complex, and PFDA – General Santos Fish Port Complex.

Moreover, the agency also introduced the upcoming projects for FY 2025, which include developmental projects under the ‘Build-Better-More’ infrastructure program and the construction and establishment of Deep Water Ports.

After the meeting, the members of the Board had a quick tour around the port. They inspected the ongoing rehabilitation of the PFDA-IFPC market hall and the newly built cold storage facility.

DA Undersecretary for Fisheries Ms. Drusila Esther E. Bayate, DA Western Visayas Regional Executive Director Mr. Dennis R. Arpia, Bureau of Fisheries and Aquatic Resources 6 Regional Director Ms. Remia A. Aparri, and other board members and representatives joined the Secretary and the PFDA team during the inspection.

Mark Angelo Perez with report and photos from Ms. Jovy M. Garrido – PFDA-IFPC and DA Western Visayas Facebook Page



## PFDA RECEIVES CERTIFICATE OF RECOGNITION IN 2024 GOCC DAY

Philippine Fisheries Development Authority (PFDA) received a Certificate of Acknowledgement of Dividend Remittances during 2024 Government-Owned or -Controlled Corporation (GOCC) Day for its invaluable contribution to Philippine economic development on May 6, 2024 at the Philippine International Convention Center (PICC), Pasay City.

In pursuit of a higher growth path that aligns with the 8-Point Socioeconomic Agenda of President Ferdinand R. Marcos, Jr.’s administration and per Republic Act No. 7656, also known as the Dividend Law, Department of Finance (DOF) Secretary Mr. Ralph G. Recto has requested GOCCs to increase their dividend remittances from a minimum of 50% to 75% on 2023 net earnings.

Led by PFDA Acting General Manager Atty. Glen A. Pangapalan, the agency has remitted P122,239,186.46 in F.Y. 2023.

In his opening message, Mr. Recto thanked the 47 GOCCs for their contributions to driving the country’s development agenda forward. According to the Finance Secretary, as of May 6, 2024, the GOCCs have remitted a total of P88.56 billion.

“It is difficult to imagine our economic progress without our GOCCs... They have been the prime movers of our economic development. Maraming salamat po sa inyong suporta at kooperasyon. We assure you that all these contributions will be managed judiciously with utmost transparency and accountability,” Mr. Recto said.

Meanwhile, during his keynote speech, President Marcos acknowledged the significant contributions of the GOCCs to the country’s economic development. President Marcos thanked the GOCCs for their desire and endeavor to serve the country.



“Thank you for the services that you have rendered and for the dividends you have remitted. Since those dividends also come from the people, let me assure you that they will be carefully spent and will be plowed back to them through projects and programs that will improve their lives today and create a better tomorrow for our children,” the President said.

“Your remittances will not only allow our economy to recover, but it would help cut our borrowings and lessen the pressure to inflict higher taxes on the people. Mabuhay ang mga GOCC. Mabuhay ang Bagong Pilipinas,” the President exclaimed.

President Marcos led the awarding of the certificates alongside Finance Secretary Recto and Executive Secretary Lucas P. Bersamin.

Mark Angelo Perez with photos from Presidential Communications Office Facebook Page





# TOP MANAGEMENT NEWS

## PFDA, TBI DISCUSS POSSIBLE FISHERY IMPROVEMENT PROJECT COLLABORATIONS



“These proposed projects are expected to rise in strategic locations nationwide. We have projects in the north, east, west, and south seaboard that can provide immediate access and logistical support to fishery and agricultural products. These projects are important because they will benefit the future generation,” GM Pangapalan said.

Moreover, the PFDA Deep Water Fish Ports Project is the Agency’s answer to President Ferdinand R. Marcos, Jr.’s instruction to ramp up the anti-smuggling efforts and address trading and transport bottlenecks to ensure food security in the country.

TBI Head of Trade & Infrastructure, Mr. Frank Matsaert, and his team showed great interest in the project. Mr. Matsaert said that TBI’s vision is to help governments and leaders by providing strategies and insights to help build a prosperous country for all.

Philippine Fisheries Development Authority (PFDA) Top Management and officials met with representatives from the Tony Blair Institute for Global Change (TBI) and discussed possible collaboration on fishery improvement projects on May 15, 2024, at the PFDA – Central Office Main Conference Room, Quezon City.

PFDA Acting General Manager Atty. Glen A. Pangapalan presented the proposed PFDA’s Deep Water Fish Ports Project. These ports will serve as entry and exit points for both fishery and agricultural products that can significantly lower the transportation cost for farmers and fisherfolk.

Department of Agriculture (DA) Undersecretary for Fisheries Ms. Drusila Esther E. Bayate and DA Assistant Secretary for Logistics Mr. Daniel Atayde attended the meeting.



Furthermore, on May 16, the TBI team visited the PFDA–Iloilo Fish Port Complex (PFDA-IFPC) and met with the port management led by Port Manager Ms. Jovy M. Garrido to discuss the ongoing port rehabilitation project. Afterward, the team toured the port and its vicinity and paid a courtesy visit to DA Regional Field Office 6 and Philippine Ports Authority – Iloilo.

Mark Angelo Perez



## PFDA SIGNS AGREEMENT WITH SURIGAO CITY LGU TO BUILD REGIONAL FISH PORT

Philippine Fisheries Development Authority (PFDA) signed a memorandum of agreement (MOA) and a memorandum of understanding (MOU) with the Local Government Unit (LGU) of Surigao City on the construction of the Surigao Fish Port Complex on June 21, 2024 at the PFDA – Central Office, Diliman, Quezon City.

This ceremonial signing marks the inception of the construction of the new Surigao Fish Port Complex. PFDA Acting General Manager Atty. Glen A. Pangapalan announced that the project is earmarked as part of the PFDA 2023-2028 Multi-Year Plan.

Moreover, this supports the vision of the Department of Agriculture Secretary Mr. Francisco P. Tiu Laurel, Jr. and President Ferdinand R. Marcos, Jr. to advance the country’s agri-fisheries sector through the development of world-class fishery post-harvest facilities.

Surigao City Mayor Hon. Pablo Yves L. Dumlaog II warmly welcomed this partnership and thanked the PFDA for its continued support of the fishing industry in the province. Mayor Dumlaog proudly noted that Surigao City is a logistics highway between Visayas and Mindanao, making it a viable and strategic agricultural hub.

The establishment of the Surigao Fish Port Complex could potentially offer various benefits to Surigao City LGU, including:

1. Ensure food security and accessibility to affordable and nutritious food;
2. Increase revenue through business and real property taxes and fees from permits and licenses;
3. Create jobs for residents during the construction and port operation;
4. Diversify the economy by attracting new businesses in the fishery sector, which may reduce dependence on a single industry and increase economic resilience; and
5. Improve fishery product quality and decrease post-harvest losses.

As part of the MOU and MOA signing, GM Pangapalan instructed the creation of a Technical Working Group composed of PFDA and Surigao City LGU officials to oversee the construction and port operations and management of the much-anticipated project.

Moreover, Phase 1 of the project is expected to start this year. This phase includes reclamation and marine works, construction of a pier, market hall, administration building, material recovery facility, new public comfort room, entrance/exit arc, and a guard house.

Officials from the PFDA and Surigao City LGU witnessed the signing.

Mark Angelo Perez and Paul Vincent del Rosario





# TOP MANAGEMENT NEWS

## PFDA, PUERTO PRINCESA-LGU DISCUSS PROPOSED REGIONAL FISH PORT

Officials from the Local Government Unit (LGU) of Puerto Princesa City visited the Philippine Fisheries Development Authority (PFDA) Central Office as part of the finalization stages of the proposed Puerto Princesa Fish Port Complex in Palawan, on June 21, 2024.

PFDA Acting General Manager Atty. Glen A. Pangapalan, PFDA Assistant General Manager Ms. Iris R. De Vera, and other PFDA officials welcomed the visiting team from Puerto Princesa City led by Mayor Lucilo R. Baylon.

During the meeting, GM Pangapalan recognized the province of Palawan as the fishery basket of the Philippines. Therefore, he assured Mayor Baylon that the PFDA will do its best to assist the Puerto Princesa-LGU in realizing this significant project, which is part of the PFDA 2023-2028 Multi-Year Plan.

The PFDA team presented the proposed concept design for the Puerto Princesa project. Moreover, the project components and site development plan were also introduced to the attendees.

Mayor Baylon expressed his appreciation to GM Pangapalan and has also vowed to work closely with the PFDA in this project. He said that the construction of a fish port in Puerto Princesa has been a long-term dream for the city and he is looking forward to making this dream into fruition with the help of the PFDA.

*Mark Angelo Perez and Paul Vincent del Rosario*



## EXPANDED PFDA-BFPC SOON TO RISE IN SORSOGON

Officials from the Local Government Unit (LGU) of Puerto Princesa City visited the Philippine Fisheries Development Authority (PFDA) Central Office as part of the finalization stages of the proposed Puerto Princesa Fish Port Complex in Palawan, on June 21, 2024.

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*Mark Angelo Perez and Paul Vincent del Rosario*





# FROM PORT TO PLATE

THE PALUTO SA ILOILO FISH PORT COMPLEX STORY

BY ROBERT GREGORY Q. ELARDO

It's 6 o'clock in the evening; the noise of the crowd, the sizzle of hot pans and grills, and the aroma of savory, delicious seafood meals arise as the city folk and tourists alike, patrons and first-timers go to each stall to feast on freshly cooked catches of the day in what the Ilonggos called; the Paluto sa Iloilo Fish Port.

Starting from small coffee vending stands sheltering under foldable tents, catering only to viajeros, let's dig into this modern culinary experience of what is now an ambient gastronomical hot spot in the Philippines.

## THE FIRST BITE (OR SIP)

"The Paluto started really from humble coffee vending." Dr. Justo S. Anaquita Jr., Chief of Harbor Market Operations Division, Philippine Fisheries Development Authority-Iloilo Fish Port Complex (PFDA-IFPC) said in an interview. He explained that the Paluto originally started from a coffee vending shop housed in a foldable tent to address the need of the fisherfolk –or as the locals call the viajeros– for a coffee and eventually into light snacks. After their operation, vendors would just simply fold and clean the tents. From that, Dr. Anaquita witnessed the continuous organic growth of the Paluto from coffee vending into a sort of a "neighborhood" of eateries.

"Dinadayo na yung food vendors natin." Ms. Mona Barbara J. Brodit, Fishery Market Operation Supervisor-designate, PFDA-IFPC, explained in an interview that the emergence of call centers near the vicinity, and hungry travelers and their need for fresh and hot meals affected the growth of the market, paving the way into what we know today as the Paluto sa Iloilo Fish Port.

## THE ETYMOLOGY

"Actually we picked that term from the people who are really customers [here]. I think that's their way of describing the activity; the food servicing here. The Paluto." Dr. Anaquita said in telling the origin of the name. He added that after the customers continually use the word "Paluto" in describing the service in the place. He also added that they decided to adapt, connect, and attach the words "Iloilo Fish Port Complex" to the word "Paluto" hence the name "Paluto sa Iloilo Fish Port Complex".

## FROM PORT TO PLATE. TO YOU

The process of the Paluto is simple:

1. The fishery products are sourced from different fishing grounds; from Palawan to Visayan Sea, even from Mindanao.
2. The fishery products will go through the market halls; this is where the fishery products are bought in bulk by the fish retailers.
3. The customers will buy the fresh fishery products to the fish retailers.
4. The customers will bring the products from the fish retailers and have them cooked by whichever food stalls they like. In about 15 minutes, hot and fresh food is served for customers to enjoy.

## OVERCOMING CHALLENGES

"I think we have to accept that we were really caught flat-footed on the very fast development and demand for the food." Dr. Anaquita said. He added "that's why now we are really trying to respond to that pace by making the surrounding environment conducive to that activity."

With approximately 2,000 customers per night, Dr. Anaquita stated a few problems in the Paluto: the high number of people; its consequences regarding the solid waste management and maintaining hygiene. Also the inclement weather conditions. Although demanding, Dr. Anaquita assured that PFDA-IFPC is doing its best in mitigating and managing those said problems. He added that the PFDA management are working together for the realization of a structure that could house the present and future food stall owners and fish retailers, so that customers can come to the place and be comfortable while enjoying their food despite the inclement weather conditions.

## FROM LOCAL. TO LOCAL

Every night, the 28 stalls of the Paluto sa Iloilo Fish Port Complex cater to almost 1,000 to 2,000 customers to gather and enjoy the fishery produce from the port. The gospel of the Paluto sa Iloilo Fish Port spread to not just Filipinos but also to people from other parts of the world as foreigners can be seen enjoying our local produce.

In 2023, Iloilo City was awarded the City of Gastronomy by UNESCO Creative Cities Network (UCCN). Dr. Anaquita expressed his appreciation for the award as it is a reflection of the rich culture and the culinary ingenuity that is inherent in the Paluto sa Iloilo Fish Port.

Global recognition is good, but ultimately it all comes down to just savoring the experience and the fresh food that the Paluto sa Iloilo Fish Port provides. And what's better is that it is greatly beneficial to the people who made the Paluto as it is today because other than generating income, the quality of lives of the food stall owners and fish retailers improved.

**"It (the Paluto) generates income for these people. And if they have this stable income, they would translate it to a good provision for their families, their education, their employment, and the improvement of the quality of their lives."**

**-Dr. Anaquita**

Dr. Anaquita also noted the importance of introducing to the tourists the experience that is original to the Ilonggo culture, specifically the wide array of local fishery products ranging from crustaceans to high-value fishes.

Additionally, Dr. Anaquita assured the food vendors that the PFDA-IFPC is working hard for the development and the expansion of the port. Furthermore, he hopes that the people understand that the management is doing whatever they can for the good of the people and the port.

## MANAMIT NA. BARATO PA! (DELICIOUS. YET AFFORDABLE)

Dr. Anaquita and Ms. Brodit have faith in the longevity of the Paluto. "It would move as one of the pillars of activity here in Iloilo Fish Port Complex." Dr. Anaquita said with confidence. "The ambiance is family-oriented." Ms. Brodit said confidently about Paluto's vibe.

They also expressed their utmost gratification to all the patrons of the Paluto for appreciating what they offer. Lastly, they invited everyone, Filipino or not, to try and experience the unique gastronomic experience that is only found in the Paluto sa Iloilo Fish Port. *Kaon ta!*





# PFDA CAPACITY BUILDING

## PFDA EMPLOYEES COMPLETE BASIC CUSTOMER SERVICE TRAINING

Thirty employees from the Philippine Fisheries Development Authority (PFDA) Central Office (CO) and Regional Fish Ports (RFP) completed a two-day Basic Customer Service Training on June 7 and 8, 2024, at the University of the Philippines Institute of Small-Scale Industries (UP-ISSI), Diliman, Quezon City.

The workshop enhanced the participants' knowledge, skills, and abilities in various customer service techniques. It focused on better understanding clients and their needs through establishing good client relations, effective communication, complaint management, and improving support and satisfaction among customers.

UP-ISSI University Extension Specialist Mx. Jake A. Villanueva and UP Assistant Professor Ms. Maxine Rafaela C. Rodriguez served as the resource speakers during the two-day training session. They discussed various topics, including Introduction to Customer Service, Effective Communication Skills, Establishing Rapport with Customer Service, Handling and Managing Customer Complaints, Techniques in Problem-Solving, and Measuring Customer Satisfaction.

The orientation was organized by the PFDA Administrative Services Department – Human Resources Division in partnership with the UP Program Management Team.

Mark Angelo Perez with reports and photos from Mary Anne Kristine Ramos – ASD-HRD



## PFDA EMPLOYEES UPGRADE COMMUNICATION SKILLS THROUGH TECHNICAL WRITING WORKSHOP



Philippine Fisheries Development Authority (PFDA) employees upgraded their communication competency in a workshop on improving technical writing skills on June 25 to 27, 2024 at the University of the Philippines Institute of Small-Scale Industries (UP-ISSI), Diliman, Quezon City.

Thirty-five participants from the PFDA Central Office (CO) and Regional Fish Ports (RFP) actively participated in the three-day seminar, where they improved their technical writing skills and ability to communicate complex technical information effectively.

UP-ISSI University Extension Specialist Mx. Jake A. Villanueva was the resource speaker during the three-day writing session. They discussed various topics, including an introduction to technical writing, different types of technical writing, understanding the audience, and planning and organizing technical documents.

Moreover, Mx. Villanueva elaborated on writing effective sentences, using technical vocabulary, editing and proofreading techniques, and formatting in technical writing.

The PFDA Administrative Services Department – Human Resources Division organized the three-day orientation.

Mark Angelo Perez with reports and photos from Mary Anne Kristine Ramos – ASD-HRD





## PFDA JOINS 2024 NATIONAL FARMERS AND FISHERFOLK MONTH CELEBRATION

In commemoration of the tenacity and grit of the Filipino farmers and fisherfolk, Philippine Fisheries Development Authority (PFDA) joins in the culminating activity of the 2024 National Farmers and Fisherfolk Month (NFFM) Celebration on May 27, 2024, at the Bureau of Soils and Water Management (BSWM) Convention Hall, Quezon City.

This year's observance bears the theme "Magsasaka at Mangingisda katuwang sa Masaganang Bagong Pilipinas", which aims to acknowledge the invaluable role of our farmers and fisherfolk in achieving food security and driving economic growth.

In addition, the significance of this celebration, as proclaimed by Presidential Proclamation No. 33 of 1989, serves as a testament to the immense contributions made by our farmers and fisherfolks towards the advancement of the agricultural sector in the Philippines.

To open the program, Department of Agriculture (DA) Undersecretary and NFFM Chairperson Engr. Roger V. Navarro said that the Philippines is among the most innovative and hopeful nations in Southeast Asia because of the talent and creativity of our people, which is more evident in the agriculture and fisheries sectors. USec. Navarro emphasized that Filipino farmers and fisherfolk play a vital role in our nation's economic progress.

Meanwhile, in her speech, Senator Cynthia A. Villar thanked all the Filipino farmers and fisherfolk for their invaluable contributions to nation-building.

As the Chairperson of the Senate Committee on Agriculture, Food, and Agrarian Reform for 12 years, Senator Villar proudly shared the recent laws that they have passed related to improving and enhancing the lives of the farmers and fisherfolk.

Moreover, the Senator talked about the reforms and regulations that they are currently implementing to strengthen the country's agriculture and fisheries sector. Afterward, to culminate the NFFM celebration, seven outstanding farmers and fisherfolk were awarded for their remarkable contributions to their respective communities. In addition, ten outstanding farmer directors from various regions were recognized during the event.

Furthermore, the launching of the 2025 Gawad Saka Search was announced. This award-giving body is an annual recognition of outstanding individuals and organizations with exemplary performances and contributions to the advancement and promotion of the country's agricultural and fishery sectors.

Administrative Services Department Manager Atty. Edward M. Campos, Technical Services Department Manager Engr. Danilo A. Axalan, Operations Services Department Officer-in-Charge (OIC) Mr. Mc Christian Julius A. Macaranas II, and Public Information Division OIC Mr. Miguel M. Pilarta represented the agency in the culmination of the 2024 NFFM celebration.

Mark Angelo Perez



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## PFDA-IAD ATTENDS 9TH HIAS/O FORUM

Philippine Fisheries Development Authority – Internal Audit Department (PFDA-IAD) attended the 9th Forum for Heads of Internal Audit Service/Office (HIAS/O) in the Public Sector on May 10, 2024, in Seda Vertis North, Quezon City.

Organized by the Association of Government Internal Auditors, Inc. (AGIA), this year's forum bears the theme: "Future-Proofing Internal Audit: Harnessing Emerging Technologies and Adapting to Organizational Changes".

This forum is consistent with the mandate and commitment of AGIA in delivering and providing continuing professional development to its members. During the conference, distinguished resource speakers discussed timely and relevant topics on the strategic transformation of internal auditing practices from the pandemic times to the present.

Moreover, the technical sessions tackled various topics, including Global Internal Audit Standards and Emerging Technologies and the Revised Guidelines on the Organization and Staffing of an Internal Audit Unit (IAU) in Departments, Agencies, SUCs, GOCCs/GIFS, and LGUs.

The one-day annual gathering is an avenue for sharing information, experiences, and challenges in transforming internal auditing in the public sector.

PFDA-IAD Officer-in-Charge (OIC) Ms. Brenda T. Malapira, IAD-Operations Audit Division OIC Ms. Dinah D. Icalla, and Ms. Rose Ann G. Mendoza represented the agency during the forum.

*Mark Angelo N. Perez with report and photos from Rose Ann G. Mendoza - PFDA-IAD*



## PFDA JOINS FOOD SECURITY COMMUNICATIONS WORKSHOP

Philippine Fisheries Development Authority (PFDA) joins the Food Security Cluster Communications Workshop organized by the Presidential Communications Office (PCO) at the Philippine Rice Research Institute (PhilRice), Science City of Muñoz, Nueva Ecija on April 3 to 5, 2024.

The three-day workshop is in line with the PCO's commitment to engage and involve the three (3) key sectors in enriching the quality of public discourse on the national food security sector. The sectors are (1) the administrators of food security programs in the executive branch, (2) the government communicators for food

security-related content such as agriculture policies, programs, and projects, and (3) the media practitioners covering the Department of Agriculture and its attached agencies, the Department of Trade and Industry, and other related government agencies that support the food security program of the administration of President Ferdinand "Bongbong" Marcos (PBBM).

Department of Agriculture (DA) Secretary Francisco "Kiko" Tiu Laurel, Jr. served as the keynote speaker at the event. During his speech, the agri chief reiterated the DA's support to the PCO in its pledge to deliver transparent,



accurate, and reliable information to the public. Mr. Tiu Laurel said that communication takes a crucial vital role in the Bagong Pilipinas campaign of President Bongbong Marcos Jr.

"This workshop is an avenue for greater collaboration among government agencies and private media practitioners on how to effectively deliver information relative to the government's thrusts, programs, and projects," the DA secretary said.

A series of plenary topics were discussed during the three-day workshop, including the State of Agriculture in the Philippines (DA Secretary Kiko Tiu Laurel); A Filipino Farmer in the Midst of a Competitive World (DA Undersecretary for Policy, Planning, and Regulations Atty. Asis G. Perez); The State of Trade and Industry in Food Security (Department of Trade and Industry (DTI) Secretary Alfredo E. Pascual); Covering the Presidency

and the Food Security Agenda (PCO Secretary Cheloy E. Velicaria-Garafil, MNSA); and Optimizing Digital Media for Food Security Communications (PCO Undersecretary Emerald Anne R. Ridaio).

On the second day, a workshop on Futures Scenario and Food Crisis Simulation Tool was conducted to serve as practical guidance to help participants develop a strategy and communicate effectively with their target audiences. Moreover, several experiential field visits to PhilRice and Central Luzon State University (CLSU)'s Kamalig Science and Technology Agritourism Site were also conducted to reinforce what the participants learned during the workshop sessions.

Mr. Miguel M. Pilarta, Officer-in-Charge of PFDA Public Information Division, represented the agency in the said workshop.

*Miguel M. Pilarta and Mark Angelo N. Perez*





## PFDA ORGANIZES ONBOARDING PROGRAM FOR NEW HIRES

Philippine Fisheries Development Authority (PFDA), through its Human Resource Division (HRD), organized a two-day Onboarding Development Program for new employees in CY 2024 to boost company culture and workplace camaraderie.

This year's reintroduction of the onboarding program aims to familiarize the new PFDA personnel with their roles, the organization, the people, and the Agency's culture.

On May 28, 2024, fifty-one newly hired employees of the PFDA Central Office (CO) and Regional Fish Ports (RFP) actively participated in the orientation. The program covered topics such as the PFDA's background; norms of conduct of public officials and employees; office decorum; personnel conduct and safety; attendance and other office policies; and strategic planning and targets, IT policies, and flagship programs.



Meanwhile, on May 29, 2024, PFDA-CO new hires visited the PFDA—Navotas Fish Port Complex (PFDA-NFPC) for an operating unit tour.

During the tour, they learned more about the main functions and operations of the port's Harbor Operations



Division and Market Operations Division. Afterward, they had a quick tour around the port and explored the ongoing rehabilitation projects in PFDA-NFPC.

*Mark Angelo N. Perez and Katherine Ericka H. Cornejo with report and photos from Mary Anne Kristine R. Ramos – ASD-HRD*





## SALAKAB-PFDA RECEIVES CNA CERTIFICATION



Philippine Fisheries Development Authority (PFDA) received the certificate of registration for the Collective Negotiation Agreement (CNA) of the Association of Concerned Employees of the PFDA, also known as Sandigan-Lakas ng mga Kawaning Bayan ng PFDA (SALAKAB-PFDA), on June 24, 2024 at the PFDA Central Office, Diliman, Quezon City.

CSC Field Office – Department of Environment and Natural Resources and Department of Agriculture Director Ms. Claudia Abalos-Tan awarded the CNA No. 3090 to PFDA Acting General Manager Atty. Glen A. Pangapalan, Assistant General Manager Mr. Iris R. De Vera, SALAKAB-PFDA National President Engr. Darby M. Macabata and the rest of the SALAKAB-PFDA members during the flag-raising ceremony.

“This certificate indicates a healthy, symbiotic, and collaborative relationship. May the true spirit of employee association live on,” Director Abalos-Tan said.

The agreement is effective from April 29, 2024, to April 28, 2027, after complying with the CSC’s prescribed requirements. It is pursuant to the amended rules and regulations, giving government employees the right to organize and create a labor-management council.

The certificate is the fifth CNA renewal of the SALAKAB-PFDA.

SALAKAB-PFDA members from the PFDA Regional Fish Ports also attended the awarding ceremony via teleconference.

Public Information Division



# “MANAMIT NA, BARATO PA!”

**SAVORING THE VIBE:** Along with delicious seafood, customers also enjoy the al fresco dining experience in the Paluto sa Iloilo Fish Port Complex.







# RFP BEATS

## PFDA-LFPC HOSTS 2ND RMC MEETING OF DA-CALABARZON



Philippine Fisheries Development Authority – Lucena Fish Port Complex (PFDA-LFPC) hosted the 2nd Regional Management Committee (RMC) meeting of the Department of Agriculture (DA) – CALABARZON for Fiscal Year (FY) 2024 on April 12, 2024, at the PFDA-LFPC Administrative Building, Lucena City, Quezon.

PFDA-LFPC Port Manager (PM) Mr. Custodio L. Balaoing, Jr. warmly welcomed DA Region IV-A CALABARZON Regional Executive Director (RED) and RMC Chairperson Mr. Fidel L. Libao, together with approximately 50 representatives and personnel from all DA-attached agencies and bureaus who graced the bi-monthly event.

The DA-RMC meeting is a platform where various government agencies under the DA umbrella can share information on several DA concerns and agendas.

During the one-day event, the committee discussed various topics, including comments from the Special Committee on Southern Tagalog Development presented by DA CALABARZON RED Libao, updates and profile of the PFDA-LFPC presented by PM Balaoing, El Niño updated presented by the National Irrigation Authority and DA-Field Operations Division, FY 2025 Plan and Budget Proposal Updated presented by DA CALABARZON, and Agricultural and Fishery Council Monitoring Updates presented by the Regional Agricultural and Fishery Council.

Mark Angelo N. Perez with report and photos  
from Genesis L. Bernaldez – PFDA-LFPC



## PFDA CONDUCTS CHECK FRESH ORIENTATIONS IN RFPs

Philippine Fisheries Development Authority (PFDA), through its Operations Services Department – Quality Assurance Division (OSD-QAD), conducted simultaneous orientations of the Check F.R.E.S.H. Campaign on several PFDA Regional Fish Ports (RFP) to ensure adherence of port clients and employees to food safety measures and practices.

The orientation aims to introduce the Check FRESH campaign of the agency to port clients, including market hall brokers/traders, ice retailers, vessel operators, food stall owners, and cold storage lessees. In addition, the orientation also aims to enhance their awareness of the key food safety and environmental standards; equip them with practical knowledge and skills for implementing best practices in food handling, storage, and waste management; and foster a culture of continuous improvement and proactive compliance within the port community.

On February 21, the OSD-QAD partnered with the Food Safety and Environment Management Unit (FSEMU) of the PFDA – Iloilo Fish Port Complex (PFDA-IFPC) in the conduct of the orientation on the Check F.R.E.S.H. campaign.

Meanwhile, on March 13, the OSD-QAD, in coordination with the FSEMU of the PFDA – Buluan Fish Port Complex (PFDA-BFPC), led the soft launching of the Check F.R.E.S.H. Campaign in the port as part of their Orientation on Food Safety, Environmental Management, and Current Good Manufacturing/Handling and Storage Practices.

Moreover, on April 3, the OSD-QAD visited the PFDA – Zamboanga Fish Port Complex (PFDA-ZFPC) and collaborated with the port's FSEMU to facilitate an introductory orientation of the Check F.R.E.S.H. campaign, which was actively participated by fish brokers/traders, food stall operators, cold storage clients, janitorial staff, and port employees.

The Check F.R.E.S.H. campaign aims to promote food safety and sanitation measures in RFPs based on the insights and preferences of port clients and stakeholders. Through this campaign, the PFDA aims to persuade fish port clients that achieving safer fish ports is possible through cooperation and positive reinforcement.

Mark Angelo Perez with reports and photos from OSD-QAD, PFDA-BFPC, PFDA-ZFPC





## PFDA PARTICIPATES IN 17TH PTUNASTAT REVIEW WORKSHOP

Philippine Fisheries Development Authority (PFDA) attended the 17th PTUNASTAT Annual Catch Estimates Review Workshop, held on May 23 to 24, 2024, in Tagaytay City, Cavite, to improve the accuracy and reliability of annual tuna catch estimates in the Philippines.

The National Fisheries Research and Development Institute (NFRDI) organized the annual activity in collaboration with the Bureau of Fisheries and Aquatic Resources (BFAR), the Secretariat of the Pacific Community (SPC), and the Western and Central Pacific Fisheries Commission (WCPFC).

In a show of productive collaboration, key stakeholders, including government agencies, industry representatives, and relevant organizations, explored ways to improve data collection and management practices.

During this seminar, delegates from respective national agencies and private partners shared their data on tuna unloading, which was classified by their fishing ground, fishing gear, and species (skipjack, yellowfin, and big-eye tuna).

Afterward, representatives from the participating agencies presented their existing data on annual tuna catches, which was validated and submitted to the WCPFC. This review determined whether the Philippines complies with the fishing quotas and whether the tuna stocks are healthy.

Officials from PFDA – Davao Fish Port Complex (PFDA-DFPC), PFDA – General Santos Fish Port Complex (PFDA-GSFPC), PFDA – Lucena Fish Port Complex (PFDA-LFPC), and PFDA – Navotas Fish Port Complex (PFDA-NFPC) joined the participants from the Philippine Statistics Authority (PSA), National Stock Assessment Program (NSAP), SOCSKARGEN Federation of Fishing and Allied Fishing, and West Pacific East Asia (WPEA) Project in the two-day workshop.

Mark Angelo N. Perez with reports and photos from Kenneth Quindao – PFDA-DFPC and NFRDI Facebook Page



## PFDA-IFPC TRAINS STALL OWNERS, VENDORS ON FOOD SAFETY, QUALITY CUSTOMER SERVICE

Some 56 food stall owners and vendors from the Philippine Fisheries Development Authority – Iloilo Fish Port Complex (PFDA-IFPC) participated in a productivity toolbox training on food safety and quality customer service on May 21, 2024, in Iloilo City.

During the one-day training organized by the Regional Tripartite Wages and Productivity Boards (RTWPBs), in collaboration with the Department of Science and Technology (DOST) and in coordination with the PFDA-IFPC Food Safety and Environmental Management Unit (FSEMU) the participants discussed various topics, including a refresher course on Food Safety 101 and a discussion on Service Quality and Building Customer Advocacy.

The Food Safety 101 topic refreshed the food stall owners' knowledge of basic food safety principles such as cleanliness and recommended procedures for preventing foodborne illnesses.

Meanwhile, the discussion on Service Quality and Building Customer Advocacy emphasized the importance of strong customer relations by assuring customer satisfaction. This topic focused on developing and providing services that meet customer needs and expectations.

As the “Paluto sa Iloilo Fish Port” gains popularity and traction from the locals and some travelers from nearby provinces, both of the topics discussed could help the food vendors enhance their food stalls and customer service by making their area of business more presentable and compliant with food safety standards.

Mark Angelo Perez with report and photos from Camelyn Ariz – PFDA-IFPC





# PFDA Review



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