

Special Issue

# PFDA Review

The Official Quarterly Publication of the Philippine Fisheries Development Authority  
Volume 5, Issue Number 3

July to September 2024

1UP

SPECIAL FEATURE

## PFDA LEVELUP!

PFDA celebrates week-long 48th Anniversary





# ABOUT THE COVER



Art Cover by Katherine Ericka H. Cornejo and Paul Vincent del Rosario

**P**ixels make up the big picture. With a single pixel, one cannot make sense of what the picture is, but a pixel put together will make one understand what a picture has to show.

Just like how a group of pixels function to show a picture, every PFDA personnel is vital to achieve the agency's "big picture": to be the leader of fishery post-harvest services towards a food secure and resilient Philippines.

This pixel-themed special issue is dedicated to all the success and achievements that makes the PFDA today, as well as the agency's continuous leveling up of the fishing industry for 48 extraordinary years.

It also gives special recognition to all PFDA personnel, from the Central Office, all the way to each Regional Fish Ports, for their utmost loyalty and commitment to serving the clients, stakeholders, industry partners, fisherfolks, and especially the Filipino people. The success of the PFDA is all because of the people's efforts to assemble the "big picture".

## EDITORIAL BOARD

**Editor-in-Chief:** Miguel M. Pilarta

**Associate Editor:** Mark Angelo N. Perez

**Layout Artists:** Katherine Ericka H. Cornejo • Mark Angelo N. Perez • Robert Gregory Q. Elardo

**Writers:** Mark Angelo N. Perez • Robert Gregory Q. Elardo

**Infographic Artist:** Paul Vincent R. del Rosario

**Photographers:** Paul Vincent R. del Rosario • Mark Angelo N. Perez • Katherine Ericka H. Cornejo

**Circulation:** Johnny A. Basamot • Ali-Jim P. Subang

### Contributors for this issue:

LFPC - Genesis L. Bernaldez • IFPC - Irene B. Magullado, Noelamy Jade Consular, Camelyn Ariz • GSFPCC - Fritzie V. Leviste • ZFPC - Anesty F. Limen • Office of the General Manager • Office of the Assistant General Manager • Office of the Board Secretary • Legal Division • Operations Services Department • Internal Audit Department • Technical Services Department • Administrative Services Department • Human Resource Division • Finance Services Department • Corporate Planning and Management Information Services Department • PFDA Regional Fish Ports

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[www.pda.gov.ph](http://www.pda.gov.ph)



[pid@pda.gov.ph](mailto:pid@pda.gov.ph)

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### WE VALUE YOUR FEEDBACK

As a recipient of the Philippine Fisheries Development Authority (PFDA) publication/s, the Editorial Team would like to ask you a few questions about your publication readership experience. Your responses are confidential, and you will not be identified in the survey results. Please be open and honest with your feedback as this will help us improve our service.

SCAN ME





## EDITOR'S NOTE

### Road to Gold

Miguel M. Pilarta

Gold is more than just a precious metal; it is a heartfelt symbol of dreams, hard work, and shared victories. It embodies the beautiful medals that athletes like Carlos Yulo strive for, but it also represents the spirit of teamwork and resilience that drives all of us forward. As we reflect on Yulo's incredible journey at the recent Olympic Games, we are reminded that pursuing gold is not just about personal achievement, but a joyful celebration of the human spirit. This feeling resonates with all of us at PFDA as we get ready to celebrate our 50th anniversary in two years' time.

For Yulo, standing on that podium was an emotional moment, capturing years of hard work, dreams, and the beautiful ups and downs of chasing success. His story serves as a powerful reminder that true triumph often comes from navigating life's challenges, much like the journey we experience in the fishing industry. The tears of joy and disbelief we saw in his eyes echo the countless heartfelt stories of hope and resilience we witness in our communities every day.

At PFDA, our mission is centered around people. We are committed to uplifting the fishing industry, recognizing that behind every catch lies a family's dream and a community's future. Every facility we establish and every service we provide is not just a task; it's an opportunity to make a meaningful impact. We take immense pride in knowing our efforts contribute to brighter futures, fostering warmth and community in everything we do.

As we approach our 50th anniversary, we're reminded that our journey, like Yulo's, is filled with shared experiences and collective aspirations. We've faced obstacles that sometimes felt insurmountable, yet it's through these challenges that we have grown stronger. Our agency thrives on collaboration—partnering with those in the fisheries sector, local governments, and various stakeholders to fulfill our mandate. The support we receive and the trust we build are invaluable, propelling us toward our shared goals.



The pursuit of gold—both literally and figuratively—teaches us that greatness is achieved through unity and a shared purpose. Just as athletes rely on their coaches and teammates, we lean on the communities we serve and the relationships we nurture. Each individual involved in our mission adds depth and richness to our journey, and as we approach this significant milestone, we honor everyone who has walked alongside us.

As we prepare to commemorate 50 years of service to the fishing industry, let us remember that every step we take together is meaningful. Each challenge we face is an opportunity for growth, and every success—no matter how small—deserves to be celebrated.

***Together, we will forge our own road to gold, honoring our past while looking forward to the limitless possibilities ahead.***

Here's to a future that reflects our unwavering commitment to the fishing industry, where every dream is nurtured, every moment is filled with hope, and the journey continues to inspire us all.

Enjoy this special issue of the PFDA Review!







# PFDA HIGHLIGHTS

The Official Quarterly Bulletin of the Philippine Fisheries Development Authority

## AGENCY PROFILE

9

REGIONAL  
FISH PORTS

9

ICE PLANTS &  
COLD STORAGES

137

PROJECT  
LOCATIONS

MUNICIPAL  
FISH PORTS

## Q3 2024 PERFORMANCE OVERVIEW

### Q3 2024 IN NUMBERS



**129,227.50 MT**  
VOLUME OF  
FISH UNLOADING

VS. 186,557.96 MT IN Q2 2024



**1,404.65 MT**  
AVERAGE DAILY  
UNLOADING

VS. 2,050.09 MT IN Q2 2024



**9,341.55 MT**  
VOLUME OF  
ICE PRODUCTION

VS. 10,671.70 MT IN Q2 2024



**221.10 MT**  
VOLUME OF FISHERY & NON-  
FISHERY PRODUCTS PROCESSED

VS. 301.17 MT IN Q2 2024



**19,687**  
NUMBER OF  
VESSEL ARRIVALS

VS. 19,619 IN Q2 2024



**8,750**  
NUMBER OF  
CLIENTS SERVED

VS. 13,665 IN Q2 2024

#### On Fish Unloading and Handling

In the third quarter of 2024, the PFDA Regional Fish Ports (RFP) unloaded 129,227.50 metric tons (MT) of fish and fishery products to all their consumers, which is equivalent to an average daily unloading volume of 1404.65 MT of fish.

In ice production, the PFDA RFPs managed to amass 9,341.55 MT throughout the quarter.

Moreover, the PFDA performed well on processing products by delivering 1,150.10 MT of processed fishery and non-fishery products.

#### On Serving Port Clients

The PFDA and its RFPs continue to provide high-quality customer service to all of its clients and stakeholders. The PFDA ports welcomed 19,619 vessels and served 8,750 clients from July to September 2024.

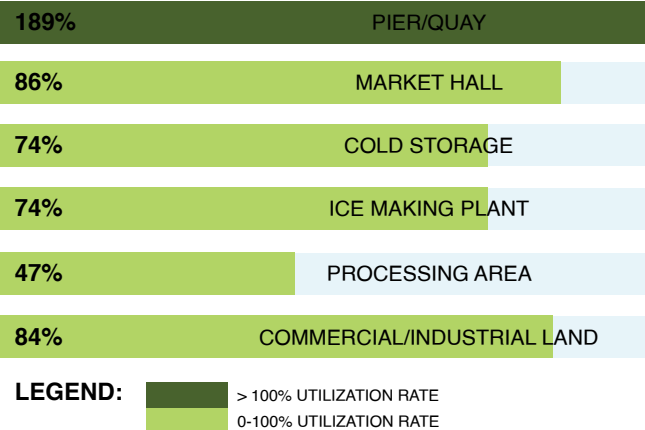
## PFDA PORT UTILIZATION RATE

#### On Port Facilities Utilization

With the ongoing rehabilitation for new facilities, the utilization rate of piers and quays was recorded at 189%. Once the rehabilitation and improvements projects in PFDA RFPs come to completion, this high utilization rate could soon be addressed.

Meanwhile, utilization of market halls was at 86%, and cold storage and ice-making plants were at 74%.

In addition, the utilization rate for processing areas was at 47% and building spaces, commercial & industrial areas reached 84%.



DATA SOURCES:  
PFDA-Operations Services Department  
PFDA-Corporate Planning and MIS Department

PFDA-Technical Services Department  
PFDA Regional Fish Ports

PRODUCED BY:  
PFDA-Public Information Division

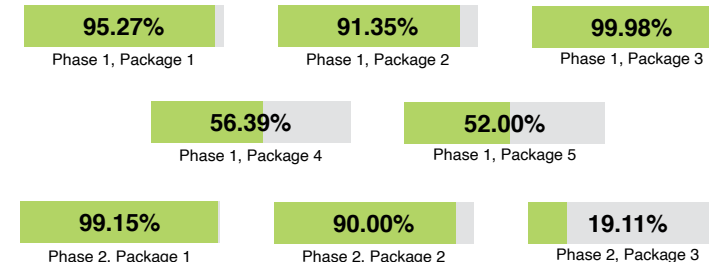
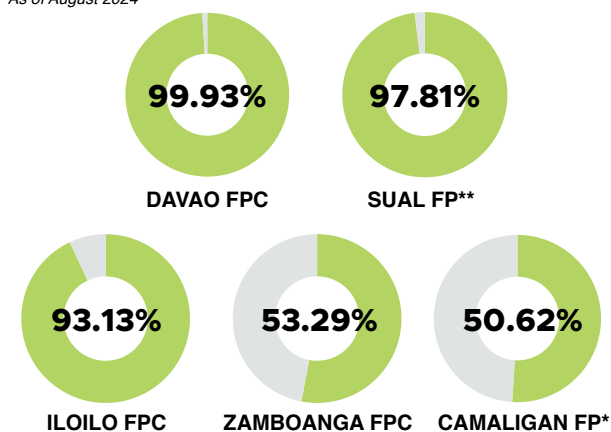
# PFDA HIGHLIGHTS

## PFDA FLAGSHIP INFRASTRUCTURE PROJECT STATUS

(AS OF SEPTEMBER 30, 2024)

FPC = Fish Port Complex;  
FP = Fish Port  
\*As of January 2024  
\*\*As of August 2024

#### REHABILITATION/IMPROVEMENT/UPGRADING OF:



#### NAVOTAS FPC



Package 1 & Package 2 Design Stage

#### GENERAL SANTOS FPC







# PFDA REHABILITATION UPDATES

## PFDA AIMING TO ACE ON IMPROVING FISH PORTS

The Philippine Fisheries Development Authority (PFDA) continues to level up in port rehabilitation and improvement of all PFDA Regional Fish Ports (RFP) in the third quarter of 2024.

Equipped with new facilities completed in 2022, The PFDA - Lucena Fish Port Complex (PFDA-LFPC) keeps powering up their service to people with rightly priced and quality fish supply.

99.93%

### DAVAO FISH PORT COMPLEX



Currently in the lead, The PFDA - Davao Fish Port Complex (PFDA-DFPC) has a completion rate of 99.93%. Once finished, the DFPC can provide a more efficient service to its people and customers.

97.81%

### SUAL FISH PORT



Coming in second, the PFDA - Sual Fish Port (PFDA-SFP) is on its way to serve its stakeholders with better facilities as the rehabilitation progress sits at 97.81%.

93.13%

### ILOILO FISH PORT COMPLEX



The PFDA - Iloilo Fish Port Complex (PFDA-IFPC) can also foresee the incoming completion with the rate of 93.13%.

53.29%

### ZAMBOANGA FISH PORT COMPLEX



Meanwhile, the PFDA - Zamboanga Fish Port Complex (PFDA-ZFPC) is more than halfway through its development process with a rate of 53.29%.

50.62%

### CAMALIGAN FISH PORT



Additionally, the PFDA - Camaligan Fish Port (PFDA-CFP) is almost halfway in its rehabilitation with a completion rate of 50.62%.

PHASE 1 (73.34%)

### NAVOTAS FISH PORT COMPLEX

PHASE 2 (74.07%)



Moreover, the construction of the two phases of the PFDA - Navotas Fish Port Complex (PFDA-NFPC) is currently underway. Currently, the average rate for the Phase 1 of PFDA-NFPC is 73.33% and 74.07% for Phase 2.

Lastly, the PFDA - General Santos Fish Port Complex (PFDA-GSFPC) has completed its design stage.

Robert Gregory Q. Elardo





## PFDA joins P29 Rice Program launch, sells affordable fish through iOTG Program

Philippine Fisheries Development Authority (PFDA) joined in the simultaneous trial launch of the Department of Agriculture (DA)'s P29 Rice Program in 10 KADIWA sites across Metro Manila and Bulacan on July 5, 2024.

Aside from affordable rice and other agricultural products, the PFDA's isDA ON THE GO (iOTG) Program also sold various pocket-friendly fresh-frozen fishery products in various KADIWA sites.

The PFDA iOTG Program's participation supports the goal of providing more affordable and high-quality products and bringing DA's programs closer to the people.

PFDA Acting General Manager Atty. Glen A. Pangapalan and DA Assistant Secretary for

Operations and DA Spokesperson Engr. Arnel V. De Mesa visited three KADIWA sites in Barangay Fortune in Marikina City, National Irrigation Administration, and Bureau of Animal Industry.

The other KADIWA sites are in the Bureau of Plant Industry in Manila, Food Terminal Inc. in Taguig City, Philippine Fiber Industry Development Authority (PhilFIDA) in Las Piñas; and in KADIWA centers in Barangay 167 in Caloocan City, BF City (BFCT) in Marikina City, Disiplina Village in Valenzuela City, and Barangay Minuyan Proper in San Jose del Monte City, Bulacan.

PFDA Assistant General Manager Ms. Iris R. De Vera and PFDA – Navotas Fish Port Complex Port Manager Ms. Luz P. Ortiz were also present at the event.

*Mark Angelo N. Perez and Paul Vincent R. del Rosario*



## PFDA inks MOA with Libas-LGU; revitalized fish port soon to rise

Philippine Fisheries Development Authority (PFDA), led by Acting General Manager Atty. Glen A. Pangapalan, and the Local Government Unit (LGU) of Libas, Roxas City, headed by Mayor Ronnie T. Dadivas, signed a Memorandum of Agreement for the rehabilitation and improvement of the Libas Fish Port, on August 2, 2024, at the PFDA Central Office, Diliman, Quezon City.

Before the signing, GM Pangapalan congratulated Libas Mayor Dadivas for the realization of this project. He is thankful for the continuing partnership that the PFDA and the Libas-LGU have built throughout the years.

On the other hand, Libas Mayor Dadivas committed to working with PFDA for the success of the improvement project. The mayor also showed his gratitude for making this project possible, which will surely improve the lives of the people in Libas and further enrich the fishing industry of Roxas City. Roxas City in the province of Capiz is also known as the Seafood Capital of the Philippines, boasting a wide array of mouthwatering seafood delicacies and abundant marine life produce.

*Mark Angelo N. Perez*





# TOP MANAGEMENT NEWS

## PFDA-CO receives sixth consecutive ISO certification

Philippine Fisheries Development Authority – Central Office (PFDA-CO) has secured its sixth consecutive ISO 9001:2015 Quality Management System certification after successfully passing a surveillance audit on September 17, 2024, with zero non-conformities.

Auditors from TÜV Rheinland assessed and evaluated PFDA-CO's core business process which focuses on project administration of fish ports covering project management, to determine its eligibility for maintaining ISO certification.

Moreover, the auditors assessed the agency's efficacy and capacity on system management to fulfill applicable, statutory, regulatory, and contractual requirements to guarantee that the agency can achieve its goals.

Ms. Rhene Rose Zara and Ms. Elisa Cruz of TÜV Rheinland, with Mr. Dahlan Nasution of TÜV Rheinland Indonesia (via teleconference), were this year's auditors.



In addition, TÜV Rheinland recommended the continued ISO certification for PFDA-CO, ensuring its validity until next year.

Quality Management Representative (QMR) Engr. Danilo A. Axalan also acknowledged all of the PFDA-CO personnel for their dedication and hardwork in achieving ISO certification for the year 2024 despite the hardships and the challenges they faced.



***"We really appreciate the findings. We acknowledge that there is really a need for us to improve."*** Engr. Axalan said.

ISO surveillance audits ensure that customers receive products and services that are standard and consistent to the performance being delivered by the agency. With that, the ISO 9001 certification provides credibility that an organization has established an effective QMS.

*Robert Gregory Q. Elardo and Katherine Ericka H. Cornejo*



The assessment kicked off with the PFDA-CO Deputy Quality Management Representative (DQMR) Mr. Mc Christian Julius A. Macaranas II introducing the auditees and the participants for the audit.

The surveillance audit covered various organizational units and processes such as the PFDA Top Management, Internal Quality Audit and Corrective Actions, Control of Documented Information, Legal Division, Operations Services, Corporate Planning, Information Technology, Administrative Services, Financial, Technical Services Department, and the

Public Information Division. Meanwhile, the audit for Project Site Operation Implementation and Construction Management was conducted on-site in the PFDA - Navotas Fish Port Complex.

At the closing meeting, the TÜV Rheinland auditors confirmed that PFDA-CO has successfully maintained an effective and robust management system that aligns with its policy objectives. They commended the agency's excellent performance and its numerous awards and recognitions in 2024, affirming its consistent adherence to ISO 9001:2015 standards.





# PFDA SERVICE LOYALTY AWARDEES

**5  
YEARS**

ACEBEDO, LEE O.  
ANCHETA, RAINEIR D.  
DITAN, ISRAEL V.  
LINING, MELJOE F.  
LORENZO, MARVIN O.  
MIGUEL, KATRINA JOYCE P.

SISON, RAYMUNDO G.  
ABANES JR., DAVID DL.  
CANLAS, ROSEMARIE M.  
DABU, CINDY R.  
LUNA, JOAN T.  
PINEDA, REBZ MARION A.  
ROOT, CHARIZZA ANNE E.  
ANTIADO, IMELDA M.  
CERCADO, RITCHEL L.  
DAYUNO, MARY JOY A.  
DELVO, DIANA ROSE A.  
FALSARIO, MAYROSE P.  
GADOT, ROMAR JOHN M.  
GALZOTE, JORDAN M.  
JUMUAD, SHEKINAH B.

JUSON, GRETCHEN R.  
MANAYAN, DARYL P.  
MANSUETO, LUCHE M.  
REAPOR, MARIA ESTRELLITA T.  
REQUILLO, EDWARDSON C.  
SALAS, PHILIP JOHN I.  
SANIEL JR, MARCELINO N.  
TALIB, ESMAWI H.  
ARIZ, CAMELYN C.  
GARANCHON, ARGEE N.  
MIMIC, HERNA MAY P.  
NAJARILA, LORRAINE ESTHER  
PANES, MARY SHEENA A.  
SABILINO, JEMELYN O.  
TAGARA, JISON C.

**10  
YEARS**

DANTE, JOHN RAY G.  
GONZALES, ELAINE GRACE R.  
MACARANAS II, MC CHRISTIAN JULIUS A.  
RUIZ, SUZETTE PAULA I.  
RUIZ III, JOSE R.  
JADUCANA, TERESA T.  
DE LEON, APRIL MELODEE B.  
LAPAZ JR, ROMEO M.  
AGRITO, GLICEL JOY L.

BUNCALAN, JACKIELOU L.  
CARREON, AIZA B.  
DAUT, MA. DIANA B.  
JEREMIAS, NIKKO J.  
LAWAS JR, JOSEPH D.  
PAMPLINA, SHAHANI E.  
SIERRA, KATHLYNNE AUBREY M.  
MARTINEZ, JANIS JOPLIN P.  
ABDUL, NASIL A.

**20  
YEARS**



ICALLA, DINAH D.



CAGA-ANAN, ROGELIO P.



ENCARNACION, VINCENT B.



SERVIÑAS, MA. THERESA C.



VILLANUEVA, PERCELITO F.



FERRER, ANTONIO A.



GUTIERREZ, ROMUALDO A.



PEREZ, GIL M.



AFRICANO, RYAN E.



FLORES, LYNNETH S.



TORRECAMPO JR., SAMUEL P.

**25 YEARS**



ORTIZ JR., JOSE T.



FAJARDO, EMILSON R.



AYON, PARIS ULDARICO Y.



BEHIMINO, BERNARD G.



BONTIA, CELSO P.



CASEÑAS, MA. ALMA V.



CASTILLANO, LIEZL J.



CEA, RONNIE H.



COMPAHINAY, JOSIAS M.



CORRAL JR, HERMAN V.



GARRIDO, JOSE OLIVER A.



GRECIA, ABRAHAM E.



ISIDRO, FERDINAND W.



LASMARIAS, MA. DOLORES T.



LEVISTE, FRITZIE V.



MILLEVO, MILA B.



PELOBELLO, DAVID L.



TRONO, JOEMAN V.



GARRIDO, JOVY M.



BORJA, MARIFE F.

**30  
YEARS**



LIM, MARICHU R.



## PFDA SERVICE LOYALTY AWARDEES

**35  
YEARS**



ABRENIO JR., JOSE B.



AXALAN, DANILO A.



CERDIÑO, ARLENE V.



PANGILINAN, MARCO POLO S.



TORREFIEL, RONALDO T.



ESCARLAN, JOSEPHINE S.



NAVAL, WILFREDO S.



SALUDAGA, ANTONIO G.



MUCHO, JOREY G.



BENITO, ALEXANDER I.



SAKALURAN, NASSER L.



SALVIN, JUKNI A.



UTTOH, EVELYN S.



BRODIT, MONA BARBARA J.



BRODIT JR., RONALDO D.



INOCENTE, MARCELINO A.



SUMOGAT, ARNEL P.



PORNASDORO, JOSELITO R.



SEBELLO JR, SALVADOR C.

**40 YEARS**



PELAEZ, CONSUELO C.



ADVINCULA, CIRILO R.



CRUZ, MARIS STELLA C.



LOREZCA, EMERSON Q.



JUSTINIANO, JULIETA A.



SIMS, ERIC C.



# 1UP PFDA LEVELUP!

## PFDA celebrates week-long 48th Anniversary

by Robert Gregory Q. Elardo

**P**hilippine Fisheries Development Authority (PFDA) celebrated its 48th Anniversary with the theme, "Leveling up the Fishing Industry towards a Masaganang Bagong Pilipinas" on August 6-9, 2024.

The week-long celebration started with a kickoff program held at the Philippine Coconut Authority (PCA) Covered Court on August 6, 2024.

The program started strong with an energetic zumba session led by PFDA Personnel, Jullia Rosales of CPMISD, Meann Daquer of ASD, Kim Orande of OSD, Elaine Dela Cruz of FSD, and Ivy Manalaysay of OGM.

Assistant General Manager Ms. Iris R. de Vera also gave an opening speech congratulating all PFDA personnel for their efforts.

*"As someone who has spent most of my life working at PFDA, I can proudly say that the PFDA has helped the Philippine fishing industry develop and grow to what it is today."*

**Ms. Iris R. de Vera**  
ASSISTANT GENERAL MANAGER

This year's sportsfest was quite unique with the theme "Palarong Pambata", aimed at encouraging personnel of all ages to participate in the classic Filipino childhood games as an alternative to physically demanding sports.

On August 8, 2024, PFDA Central Office (PFDA-CO) personnel unleashed their creativity during POWER-UP Game Booths, a one-day activity where staff and personnel roamed around the office and participated in carnival-style, do-it-yourself game booths organized by each department/unit.



The main program happened at National Food Authority (NFA) Penthouse, Visayas Avenue, Quezon City, on August 9, 2024. The program started off with a holy mass.

During the anniversary program, Acting General Manager Atty. Glen A. Pangapalan expressed his appreciation to all PFDA personnel nationwide for their continuous hard work and commitment to the betterment of the fisheries sector.

*"We have more levels to conquer. I hope we can all be catalysts of change for the growth and development of the Philippine fishing industry towards a Masaganang Bagong Pilipinas."*

**Atty. Glen A. Pangapalan**  
ACTING GENERAL MANAGER

Afterward, the PFDA proudly acknowledged the many years of commitment and dedication of all the Service Loyalty Awardees in the PFDA-CO and PFDA Regional Fish Ports nationwide.

Furthermore, the Best Cheer during the kickoff program and the winners of the Palarong Pambata 2024 were also recognized. The program also included the awarding of the Best POWER-UP Game Booths.

Mr. Mark Angelo N. Perez of the Public Information Division and Ms. Maria Arlyn Andagao of the Internal Audit Department served as the hosts during the anniversary program.



In addition, as an extension of the week-long anniversary celebration, the Human Resources Division-ASD organized an application for PAG-IBIG Loyalty Card on August 12, 2024 and a Blood Letting Activity by Philippine Blood Center (PBC) on August 13, 2024.

For all the activities during the 48th anniversary celebration, please like and follow the PFDA Official Facebook page at [www.facebook.com/officialpfda](https://www.facebook.com/officialpfda).





Meanwhile, all Regional Fish Ports nationwide also celebrated the week-long anniversary through their own activities such as parade, basketball, volleyball, chess, and table tennis tournament.



Navotas Fish Port Complex



PFDA-NFPC also showed appreciation to the port's most valued partners



Iloilo Fish Port Complex



Lucena Fish Port Complex



Sual Fish Port



Lunch with PFDA-SFP's clients



PFDA-IFPC conducted Gender Sensitivity Awareness Orientation for Port Clients as part of the 48th Anniversary Celebration



One of PFDA-LFPC's program for the anniversary celebration is the 3 and 5 Kilometer Marathon



General Santos Fish Port Complex



Basketball at PFDA-GSFPC



PFDA-IFPC also had a dazzling parade featuring colorful teams from various divisions



PFDA-LFPC personnel engaged in a battle of the minds by playing chess



Davao Fish Port Complex



Basketball at PFDA-DFPC



Bulao Fish Port Complex



PFDA-BFPC's preparation for the Anniversary



Zamboanga Fish Port Complex



Table tennis at PFDA-ZFPC



Camaligan Fish Port



PFDA-CFP celebrated the anniversary by having a sumptuous feast





## 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 N. Perez and Paul Vincent R. del Rosario



## PFDA joins nationwide simultaneous earthquake drill

Philippine Fisheries Development Authority (PFDA) Central Office (CO) and Regional Fish Ports (RFP) joined in the 2nd Quarter Nationwide Simultaneous Earthquake Drill (NSED) organized by the Office of the Civil Defense (OCD) on June 28, 2024.

Spearheaded by the Office of the Civil Defense (OCD), all government agencies were enjoined to participate in the nationwide event to assess the readiness of first responders and check the safety and efficiency of the deployment procedures.

The NSED scenario had a magnitude 7.2 earthquake occurring due to the movement of the West Valley Fault heavily affecting Metro Manila, Calabarzon, and Central Luzon.

PFDA employees participated and practiced the duck/drop, cover, and hold routine before going out of their respective buildings safely and organized. Their fast and effective response to the disaster was tested during the NSED.

The PFDA Disaster Risk Reduction and Management (DRRM) Committee members in the Central Office and RFPs led their co-employees to safety during the drill.

After the lobby guards sounded the alarm for 30 seconds, DRRM representatives and marshals used their whistles to signal the conduct of the earthquake protocol. Then, PFDA employees enact the "DUCK, COVER, and HOLD" for one minute. Afterward, DRRM representatives and marshals used whistles to signal evacuation and guide concerned departments to their designated exit areas. Subsequently, employees proceeded to an open area where their DRRM representatives and marshals manually counted the evacuated employees.

Mark Angelo N. Perez with report and photos from PFDA Central Office and Regional Fish Ports' DRRM representatives





## PFDA raises awareness on administrative, sexual harassment cases

Philippine Fisheries Development Authority (PFDA) conducted a Seminar-Workshop on the 2017 Rules on Administrative Cases in the Civil Service and Sexual Harassment Cases on July 10, 2024 at the University Hotel, University of the Philippines, Diliman, Quezon City.

The objective of the seminar-workshop is to provide participants the necessary information in dealing with a situation that calls for the filing of administrative cases, the conduct of preliminary investigation, formal hearing, imposition of penalties, determination of kinds of offenses, and modes of review. The seminar-workshop also covered principles, concepts, Supreme Court Rulings, and other relevant jurisprudence and remedies pertaining to administrative cases.

The resource speakers are Atty. Kerwin Rey B. Mayor and Atty. Shekinah Kitta H. Delgado of the Civil Service Commission (CSC).

Atty. Delgado also discussed several sexual harassment cases and scenarios – ranging from catcalling/wolf-whistling to inappropriate touching to actual rape. She also discussed appropriate disciplinary action or punishment to the case. The participants also engaged in a workshop in which they were given scenarios and they will identify what appropriate action to be taken.

The seminar-workshop was attended by thirty-seven (37) officials and personnel from PFDA Central Office and Regional Fish Ports (RFP). PFDA Acting General Manager Atty. Glen A. Pangapalan and PFDA Assistant General Manager Ms. Iris R. De Vera also attended the seminar-workshop.

The one-day activity was organized and facilitated by the PFDA Human Resources Division-Administrative Services Department (HRD-ASD) and PFDA Legal Division (LD).

Robert Gregory Q. Elardo



## PFDA-CO holds IQA, prepares for six-time ISO certification

Philippine Fisheries Development Authority (PFDA) conducted its annual Internal Quality Audit (IQA) of all PFDA-Central Office (CO) units on July 17 to 19, 2024 in preparation for the upcoming third-party ISO 9001:2015 certification audit.

With the leadership of the IQA Team Head and Internal Audit Department Manager Ms. Brenda T. Malapira, the auditors ensure that all personnel abided by the Quality Management System (QMS) based on the requirements of ISO 9001:2015 standards.

***"ISO is a way of life for all of us for many years."***  
Quality Management Representative (QMR) and Technical Services Department Manager Engr. Danilo

A. Axalan said. He continued that ISO is a continuing improvement in a company to give better services.

On the other hand, according to Deputy QMR and Operations Services Department Officer-in-Charge Mr. Mc Christian Julius A. Macaranas II, ***"the QMS does not demand PFDA to be perfect, but to be aware of the fact that we still have room for improvement, and for us to get on track of our commitments,"*** Mr. Macaranas noted.

To end the three-day IQA, Ms. Malapira commended everyone for the commitment that they gave during the IQA, and for ensuring that the Agency follows its QMS in accordance with the ISO 9001:2015.

Robert Gregory Q. Elardo





## PFDA joins ICC 2024

Philippine Fisheries Development Authority (PFDA) and all its Regional Fish Ports (RFP) nationwide took part in the International Coastal Cleanup (ICC) held simultaneously nationwide on September 21, 2024.

With the theme “Clean Seas for Blue Economy”, the purpose of the event is to bring together communities, organizations, and individuals to remove trash and debris from coastlines, waterways, and oceans to ensure all those that live in the ocean can #SeaTheChange.

During the cleanup, volunteers not only collected litter but also identified and cataloged the items using a standardized data card. This valuable information is then entered into a comprehensive database, enabling pollution specialists to analyze the data and develop effective solutions to combat marine debris.

Through this initiative, the ICC advocates for cleaner, healthier oceans and empowers communities to take meaningful action against ocean pollution.

Organized by the Ocean Conservancy, a non-profit environmental advocacy group, the ICC is an annual event in which the PFDA has committed to participate, reflecting its dedication to environmental conservation and its responsibility to protect marine ecosystems. By actively engaging in this global initiative, the PFDA demonstrates its ongoing efforts to promote sustainability and raise awareness about the importance of keeping our coastlines clean and free of pollution.

PFDA personnel, along with volunteers, community organizations, clients, stakeholders, and industry partners, joined the cleanup.

*Robert Gregory Q. Elardo*



DAVAO FPC



GENERAL SANTOS FPC



NAVOTAS FPC



CENTRAL OFFICE



LUCENA FPC



ZAMBOANGA FPC



ILOILO FPC



\*FPC = Fish Port Complex



## PFDA conducts workshop on 7S of Good Housekeeping

Philippine Fisheries Development Authority (PFDA), through its Administrative Services Department – Human Resources Division (ASD-HRD) and ISO-Quality Workplace Team, conducted a seminar-workshop on 7S of Good Housekeeping at the Agricultural Training Institute (ATI) – Rural Development Education Center, Quezon City, on September 26, 2024.

Ms. Maria Rosa D. Opis and Ms. Julie C. Llorente, Senior Labor and Employment Officers from the National Wages and Productivity Commission (NWPC)<sup>1</sup> served as the resource speakers of the workshop. They discussed the concept and importance of the 7S of Good Housekeeping, namely:

1. Sort (Suriin)
2. Systematize (Sinupin)
3. Sweep (Simutin)
4. Standardize (Siguruhin)
5. Safety (Siguraduhin ang Kaligtasan)
6. Self-Discipline (Sariling Kusa)
7. Sustain (Sikapang Panatilihin)

Moreover, the speakers explained the principles, purpose, benefits, and the action plan of 7S of Good Housekeeping. They also identified the tools and techniques to reduce waste in the workplace.

The one-day seminar-workshop was attended by 28 PFDA - Central Office (PFDA-CO) personnel and ISO-Quality Workplace Team members.

*Robert Gregory Q. Elardo with report and photos from  
Mary Anne Kristine R. Ramos - ASD-HRD*



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## PFDA enhances gender mainstreaming efforts through GMEF, GPB 2025 workshop

Philippine Fisheries Development Authority (PFDA), through its PFDA - Gender and Development Focal Point System (PFDA-GFPS), conducted a Gender and Development (GAD) Training Workshop on Gender Mainstreaming and Evaluation Framework (GMEF) and GAD Planning and Budget (GPB) for F.Y. 2025 on August 27 to 30, 2024 at the University Hotel, University of the Philippines, Diliman, Quezon City.

The three-day training aims to boost PFDA's gender mainstreaming efforts and to improve the planning, designing, and implementation of policies, programs, and projects to address various gender issues arising in the organization.

PFDA Assistant General Manager and PFDA-GFPS Executive Committee Chairperson Ms. Iris R. De Vera expressed her appreciation to the participants who have allotted their time in the advancement of gender equality and promotion of gender-responsive efforts within the agency.

***"The PFDA is in full support in mainstreaming GAD strategies and activities. We have a lot to learn on how we can mainstream our GAD plans and integrate them into our agency's mandate... I expect so much from you all to make the most out of this training workshop,"*** Ms. De Vera said.

Meanwhile, Corporate Planning and Management Information Services Department Manager Ms. Gina J. Reyes discussed the inclusion of Gender Equality, Disability, and Social Inclusion (GEDSI) in the Enhanced Performance Evaluation System (PES) for the government-owned and controlled corporations (GOCC).

***"PFDA has always been inclusive in terms of gender, and with this workshop we can do more... With this training workshop, may we have a different approach on how we plan, set targets, and support the attainment of our agency goals, objectives, and vision. Also, we no longer view gender and social inclusion as a secondary or peripheral concern, instead it must be a part of the core component of our strategic planning,"*** Ms. Reyes said.



Psyche Mae A. Asencio from the Food and Agriculture Organization of the United Nations and member of the PCW National GAD Resource Pool, is the resource speaker for the three-day activity.

Asencio facilitated the discussion on advancing gender mainstreaming in PFDA. She discussed the policy imperatives and elaborated on the concepts of gender mainstreaming. Afterward, the resource speaker tackled the gender mainstreaming entry points that measures the success of an organization's mainstreaming efforts.

***"Ang gender mainstreaming ay hindi dapat tinitingnan na ibang trabaho dahil parte dapat ito ng pang-araw-araw na buhay ng PFDA,"*** Psyche noted. Subsequently, the participants validated the PFDA's GMEF Score and Questionnaire 2024. The result of the validation was then related to the creation and improvement of the PFDA GPB 2025.

Psyche discussed the essential elements in GAD Planning and Budgeting which includes Creation and/or Strengthening of the GAD Focal Points, Capacity Building on GAD, Conduct of Gender Audit, and Institutionalization of GAD Database/Sex-Disaggregated Data (SDD).

After the discussion, the participants drafted and presented the GPB 2025 based on the identified gender issues and interventions to address these gender issues.

During the presentations, Psyche shared her comments and suggestions to improve gender mainstreaming activities and further enhance the PFDA's GPB 2025.

Members of the PFDA-GFPS Technical Working Group in the Central Office and Regional Fish Ports actively participated in the three-day GMEF and GPB training workshop.

Mark Angelo N. Perez and Paul Vincent R. del Rosario







## PFDA-NFPC, PSA conduct learning session on fish unloading data generation

Philippine Fisheries Development Authority - Navotas Fish Port Complex (PFDA-NFPC) welcomed a team from the Philippine Statistics Authority (PSA) in the learning session on the collection, recording, and processing of fish unloading data of the port, on August 20, 2024 at the PFDA-NFPC Gender and Development (GAD) Building.

PFDA-NFPC Market Operations Division Officer-in-Charge Ms. Cerespink A. Aguila led the learning session orientation which highlighted the Harbor and Market Operations. Ms. Aguila discussed the overview of the PFDA-NFPC and elaborated on how the PFDA-NFPC gathers data from daily fish unloading inside the port.

Moreover, Ms. Aguila discussed the forms and documents used by market checkers during port operations and how the data gathered are synched to the PFDA's Modified Incorporated Corporate Reporting System (MICRS).

Chief Statistical Specialist Ms. Reinelda P. Adriano, Senior Statistical Specialist Ms. Lunesa A. Mojica, Statistical Specialist Ms. Jelany A. Manunday, and Statistical Analyst Ms. Josephine S. Santos from the PSA - Fisheries Statistics Division attended the orientation.



Afterwards, the PSA visiting team together with the PFDA-NFPC team toured around Market Halls 1 and 2 to observe the actual data collection of market checkers and the actual fish unloading activities of PFDA-NFPC clients.

The last part of the learning session tackled the recording and encoding of market checkers and the generation of reports, which are processed, completed, and verified digitally.

*Mark Angelo N. Perez and Robert Gregory Q. Elardo*

## PFDA-ZFPC participates in WMPC Oil Spill Seminar, Drill

Philippine Fisheries Development Authority - Zamboanga Fish Port Complex (PFDA-ZFPC) participated in the Oil Spill Seminar and Drill conducted by Western Mindanao Power Corporation (WMPC) on September 18, 2024.

The one-day seminar and drill aims to enhance the emergency preparedness and response initiatives of the participants and equip them with the essential knowledge and skills required to effectively manage marine pollution, with a particular focus on responding to oil spill incidents. This was followed by a simultaneous earthquake and oil spill drill conducted at the PFDA-ZFPC Pier, which was thoroughly assessed and evaluated by members of the PCG during the subsequent debriefing session.

The seminar and drill was organized by Engr. Dennis M. Aguilar, Safety Environmental Engineer of WMPC and was attended by the PFDA-ZFPC and WMPC personnel.

*Robert Gregory Q. Elardo with report and photos from Anesty F. Limen - PFDA-ZFPC*



## PFDA-IFPC conducts Gender Sensitivity Awareness Orientation



Philippine Fisheries Development Authority - Iloilo Fish Port Complex (PFDA-IFPC) conducted a gender sensitivity awareness seminar at the PFDA-IFPC Gender and Development (GAD) Building on August 8, 2024.

Gender stereotypes, sexism, violence against women, equal access to justice, balanced participation in decision-making, gender mainstreaming, intersectionality, and empowerment are the topics discussed in the orientation led by speaker Mr. Sashah B. Dioso. These topics aim to raise awareness, challenge discrimination, and promote an inclusive and equitable environment for all.



The purpose of the orientation is to promote equality, reduce gender-based discrimination, enhance safety, and encourage inclusive decision-making. It also plays a key role in increasing awareness about gender issues, fostering respect, and ensuring compliance with regulations. This initiative is part of PFDA's continuous commitment to fostering an inclusive and equitable environment within the community.

Fish retailers, food vendors, commercial building lessees, and PFDA-IFPC employees actively participated in the GAD seminar. The one-day activity was organized and facilitated by the PFDA-IFPC GAD Technical Working Group (TWG).

*Robert Gregory Q. Elardo with report and photos from Camelyn Ariz - PFDA-IFPC*

## PFDA-IFPC, BFAR, KOICA conduct FGD with fish brokers

Philippine Fisheries Development Authority - Iloilo Fish Port Complex (PFDA-IFPC) engaged in an insightful Focus Group Discussion (FGD) led by the Bureau of Fisheries and Aquatic Resources (BFAR) Region VI, in collaboration with Korea International Cooperation Agency (KOICA) Consultants, on September 6, 2024.

The FGD focused on examining the current market chain structure to identify inefficiencies or bottlenecks, aiming to enhance the market and value-added chains for Pompano and Sea Bass in Iloilo as well as boosting its efficiency and profitability.

The discussion also covered the journey from pond production to the consumer, including transportation, handling, and distribution.

Moreover, the BFAR and KOICA gathered insights from PFDA-IFPC fish brokers in the supply chain to understand their challenges and needs that can help in designing more effective interventions and support programs.

The FGD is part of the upcoming project of KOICA and BFAR for the fisherfolks of the Province of Guimaras in promoting the pond culture for Pompano and Sea Bass to be utilized by the fisheries sector in Western Visayas.

Fifteen (15) PFDA-IFPC fish brokers attended the FGD.

*Robert Gregory Q. Elardo with report and photos from Irene B. Magullado and Noelamy Jade Consular - PFDA-IFPC*





## PFDA RFP BEATS

### PFDA-GSFPC hosts US Ambassador, showcases tuna industry

Philippines Fisheries Development Authority - General Santos Fish Port Complex (PFDA-GSFPC) warmly welcomed US Ambassador to the Philippines, Her Excellency MaryKay L. Carson during her first visit to General Santos City on September 12, 2024.

The tour took place at PFDA-GSFPC Market Hall 1, where PFDA-GSFPC Port Manager Mr. Paris Uldarico Y. Ayon highlighted the world-renowned tuna industry and explained the processes involved in the export and processing of various tuna species.

During her walkthrough, Ambassador Carlson observed the daily activities at the port and engaged with some of the locators, particularly exporters

who trade with the United States. Her visit provided a unique opportunity to see the vibrant operations of the PFDA-GSFPC and its pivotal role in the global tuna market.

PM Ayon, along with PFDA-GSFPC's officers and representatives from local fishing associations, accompanied US Ambassador Carlson during her visit around the port.

Ms. Carlson also served as the keynote speaker at the 33rd Mindanao Business Conference hosted by General Santos City Chamber of Commerce and Industry Inc.

*Robert Gregory Q. Elardo with report and photos from  
Fritzie V. Leviste - PFDA-GSFPC*



### Check FRESH!: PFDA discuss food safety practices to clients in DFPC, GSFPC

Philippine Fisheries Development Authority (PFDA), through its Operations Services Department - Quality Assurance Division, conducted an orientation on the PFDA's Check FRESH Campaign to clients of the PFDA - Davao Fish Port Complex (PFDA-DFPC) and PFDA - General Santos Fish Port Complex (PFDA-GSFPC) on September 10 and 12, 2024 respectively.

Dedicated to promoting the highest standards of food safety and sanitation, the client orientation aimed to equip its clients with the knowledge and

skills necessary to implement best practices in food handling, storage, and waste management through the Check FRESH reminders

This activity is aligned with PFDA's comprehensive approach in ensuring food security in the Philippines. The orientation was held in PFDA-DFPC Conference Hall and PFDA-GSFPC Market Hall 1.

*Robert Gregory Q. Elardo with report and photos from  
PFDA OSD-QAD, PFDA-DFPC, and PFDA-GSFPC*



DAVAO FPC



GENERAL SANTOS FPC

### PFDA-LFPC joins Our Lady of Peñafrancia Festival; showcases port improvements and advocacies

Philippine Fisheries Development Authority - Lucena Fish Port Complex (PFDA-LFPC) joins Lucena City's Our Lady of Peñafrancia Celebration on September 8, 2024.

Led by the Parish and Diocesan Shrine of Our Lady of Peñafrancia de Lucena, a mass was held in honor of Our Lady of Peñafrancia at the PFDA-LFPC Market Hall. This was followed by a fluvial procession along Tayabas Bay, which started at the PFDA-LFPC Multi-Purpose Pier 1 and was attended by commercial and municipal fishing boat operators and devotees.



The occasion and homage is intended as a way of thanksgiving by Lucena City residents to Our Lady of Peñafrancia for the continuous bounty from the ocean.

Additionally, the celebration was also an opportunity for the PFDA-LFPC to show to the public the various improvements at the fish port, including various advocacies in food safety and clean environment bannered in PFDA's Check FRESH campaign which are posted in noticeable areas within the PFDA-LFPC.

Members of the Regional Management Committee of the Department of Agriculture - CALABARZON also attended the celebration.



*Robert Gregory Q. Elardo with report and photos from  
Genesis L. Bernaldez - PFDA-LFPC*





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**PHILIPPINE FISHERIES DEVELOPMENT AUTHORITY CENTRAL OFFICE**  
**PCA Annex Building I, PCA Compound**  
**Elliptical Road, Diliman, Quezon City 1101**  
**Tel. Nos. 8925-6141 / 8925-6138**

#### **REGIONAL FISH PORTS:**

PFDA - Navotas Fish Port Complex, North Bay Blvd., Navotas City; 8281-2137; [opm\\_nfpc@pfda.gov.ph](mailto:opm_nfpc@pfda.gov.ph)  
PFDA - General Santos Fish Port Complex, Brgy. Tumbler, General Santos City, South Cotabato; [opm\\_gsfpc@pfda.gov.ph](mailto:opm_gsfpc@pfda.gov.ph)  
PFDA - Davao Fish Port Complex, Toril District, Davao City, Davao del Sur; (082) 291-0931; [opm\\_dfpc@pfda.gov.ph](mailto:opm_dfpc@pfda.gov.ph)  
PFDA - Zamboanga Fish Port Complex, Sangali, Zamboanga del Sur; (062) 955-0750; [opm\\_zfpc@pfda.gov.ph](mailto:opm_zfpc@pfda.gov.ph)  
PFDA - Iloilo Fish Port Complex, Tanza, Iloilo City, Iloilo; (033) 335-0154; [opm\\_ifpc@pfda.gov.ph](mailto:opm_ifpc@pfda.gov.ph)  
PFDA - Lucena Fish Port Complex, Dalahican, Lucena City, Quezon; (042) 719-1314; [opm\\_lfpc@pfda.gov.ph](mailto:opm_lfpc@pfda.gov.ph)  
PFDA - Camaligan Fish Port, Dugcal, Camaligan, Camarines Sur; (054) 225-4162; [opm\\_cfp@pfda.gov.ph](mailto:opm_cfp@pfda.gov.ph)  
PFDA - Sual Fish Port, Poblacion, Sual, Pangasinan; (075) 523-1112; [opm\\_sfp@pfda.gov.ph](mailto:opm_sfp@pfda.gov.ph)  
PFDA - Bulan Fish Port Complex, Pier 2, Zone 4, Bulan, Sorsogon; (056) 555-2201 / 0908-627-9888; [opm\\_bfpc@pfda.gov.ph](mailto:opm_bfpc@pfda.gov.ph)



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