



Department of Agriculture  
**Special Area for Agricultural  
Development Program**  
DA New Building, Elliptical Road,  
Quezon City, Philippines

28 October 2020

**Dr. WILLIAM D. DAR**  
Secretary  
Department of Agriculture

*Noted:*  
*[Signature]*  
*11/19/20*

Dear **Sec. Dar**:

We are glad to share with you this book titled “Agricultural Extension and Communication: A Theoretical Guide to the Social Preparation of the SAAD Program”, which aims to provide you, as one of our stakeholders, a reference to basic theories and concepts of extension service.

Since SAAD has a social preparation component, this will help program implementers to carry out relevant and useful strategies in making the agricultural learning process fulfilling and inclusive.

This book may also be a reference for other departments, local government offices, universities, and practitioners for the continuous improvement of extension service.

I hope you find this significant. A softcopy is available on the program’s website at [www.saad.da.gov.ph/books/agricultural-extension-and-communication/](http://www.saad.da.gov.ph/books/agricultural-extension-and-communication/).

Thank you very much.

Sincerely,

**MYER G. MULA, Ph.D.**  
Director  
SAAD Program

*“A food-secure Philippines with prosperous farmers and fisherfolk”*



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