



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

December 28, 2020

MEMORANDUM

FOR : **Regional Executive Directors of DA and BFAR RFOs CAR, IV-B, V, VI, VII, VIII, IX, X, XI, XII, and XIII**

ATTN : **SAAD Regional Focal Persons, Information Officers, and Provincial/Area Coordinators**

FROM : **Director, Special Area for Agricultural Development (SAAD) Program**

SUBJECT : **Information on Established and Developing SAAD Agricultural and Fisheries Enterprises for Press Releases**

As the SAAD Program reached four years of implementation, we would like to emphasize the need for more reports on the **development of enterprises** in the SAAD priority provinces.

This is also to reiterate the requirement for **complete and accurate** information to showcase the impact of the program and the progress of the livelihood projects managed by our beneficiaries.

The SAAD regional and provincial Information Officers should discuss in the articles not only the implementation, but also the **marketing aspect** of the project (selling, pricing, value-addition, packaging, etc.); the **results** (*tangible* - e.g. sales/effect to the individual's economic status, and *intangible* - e.g. the improvement of relationship between association members and the community); and **plans** (short-term and long-term). Kindly refer to the attached memo titled "Required Information for Writing a SAAD Press Release" released on April 20, 2020.

The said information is important for us to justify our existence as per one of our components (Marketing Assistance and Enterprise Development) and the proposed extension of the program beyond 2022.

The SAAD national office will disseminate a guide book in January 2021. Should you have questions, you may contact SAAD NPMO Public Relations and Communications Head Ms. Jhomai Canlas at any contact information listed below.

We hope for your strong cooperation on this matter. Thank you very much.

MYER G. MULA, PhD

