

## **DA to launch Market Outlet in SM Baguio**

To provide market outlets for highland farmers and fisherfolks whilst reviving Baguio's restaurant industry during the onslaught of Covid-19, the Department of Agriculture-Cordillera (DA-CAR) partnered with SM City Baguio and Resto PH for the "Farmers Produce" market to be launched tomorrow.

The Farmers Produce will feature series of market caravans from October 22 to November 1 offering fresh and reasonably priced Agri-fishery products that will encapsulate a farm-to-table experience. It will be participated by 16 farmer associations across Cordillera marketing highland, salad, and organic vegetables, heirloom rice, fruits, coffee, fish, meat and other processed products. Resto PH being a Philippine restaurant brand organization, will also take part allowing increased linkage for local farmers to market their harvest.

According to Jerry Damoyan, Agribusiness and Marketing Assistance Division (AMAD) chief, the market opportunity will benefit both farmers and consumers when it comes to affordability and product quality. "These locally made products are safe and of highest quality as exhibited in Organic Farming and Good Agricultural Practices (GAP). This retailing platform allows farmers to directly sell to consumers at the same time promote our prime agricultural commodities in the Cordillera," explained Damoyan.

Farming groups including Bosigan Multi-Purpose Cooperative (MPC), Cacadcadaan Farmers' MPC, Palayen Farms or Tiking Manyedyed Farmers' Association, La Trinidad Organic Practitioners (LaTOP) MPC, Our Farmers Haven, Tublay Organic Farming Practitioners Agriculture (TOFPA) Cooperative, Cordillera Organic Practitioners Multipurpose Cooperative, Barangay Loacan Organic Farmers' Association (BLOFA), and Benguet Heirloom Rice Farmers Agriculture Cooperatives (BHRFAC) will join the market caravan.

Furthermore, the Mountain Province Heirloom Rice Farmers Agriculture Cooperative (MPHRFAC), Kalinga Rice Terrace Farmers Agricultural Cooperative (KRTFAC), Gameng Incorporated, Atok Arabica Coffee Growers Marketing Cooperative, Tuba Benguet Coffee Growers Association, Mountain High Dairy Cooperative, and Bantey Pisek Kiweng Organization Inc. (BANPIKOI) will join the marketing caravan.

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