

**2005-2007 INTERVENTIONS FOR AQUATIC/MARINE CLUSTER**

<b>Product/ Commodity</b>	<b>Goals</b>	<b>Objectives</b>	<b>Interventions/ Strategies Needed</b>	<b>Metrics</b>	<b>Time Frame</b>	<b>Accountable Agency</b>	<b>Status</b>	<b>Accomplishments</b>	<b>Remarks/ Next Steps</b>
BANGUS	Increase exports by 10% in 2005-2006.	Establishment of Milkfish central & satellite hatcheries.	Establish central hatchery in Guiuan, Samar.	Hatchery established in Samar.	On-going	DA-BFAR			
			Establish Bangus Processing Plant in Dagupan, Pangasinan.	Bangus Processing plant established.	On-going	DA-BFAR			
			Make available existing BFAR Research Outreach Stations to private sector to serve as additional facilities to improve distribution of locally bred fry.	BFAR Research Outreach Stations made available to private sector.	On-going	DA-BFAR			
			Promote country of origin logo.		On-going	DTI-CITEM, DA-BFAR			
		Increase exports of high-value-added		Sept. 2005	BFAR CITEM				

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	<p>Upgrade capability to comply with market standards.</p> <p>Intensify investment promotions.</p>	<p>Intensify current standards to upgrade training programs.</p>	<p>products for local &amp; export markets.</p> <p>Develop product standards for bangus products.</p> <p>Implement the use of Seal of Excellence logo.</p> <p>Increase the supply capability of local producers through the adoption of new technology.</p> <p>Conduct GMP/HACCP training in coordination with the concerned agencies.</p> <p>Formulate the Comprehensive</p>		<p>Dec. 2005</p> <p>Continuing</p> <p>Continuing</p> <p>On-going</p> <p>Sept. 2005</p> <p>On-going</p> <p>Dec.2005</p>	<p>BOI</p> <p>DA-BFAR</p> <p>DA-BFAR</p> <p>BETP</p> <p>BOI</p> <p>BOI</p> <p>BOI</p> <p>BOI</p>			

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		<p>Develop &amp; encourage more industry players.</p> <p>Strengthen presence of export winners in the mainstream export markets.</p>	<p>National Fisheries Industry Development Plan (NNFIDP)</p> <p>Package training programs.</p> <p>Intensify market intelligence on market preference.</p> <p>Partner with funding agencies to establish common service facilities.</p> <p>Package investment kits for bangus.</p> <p>Conduct investment for a/ joint-venture programs to promote investments.</p>		<p>On-going</p> <p>Continuing</p> <p>Continuing</p> <p>May-June 2005 Nov 2005</p> <p>June 2005</p>	<p>BOI</p> <p>CITEM &amp; BETP</p> <p>BETP</p>			

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			Conduct investment missions & roadshows: <ul style="list-style-type: none"> <li>• Foreign investments (Taiwan, China, Malaysia)</li> </ul> Participate in / organize trade fairs , exhibits & missions such as: <ul style="list-style-type: none"> <li>• Saudi Food with Business Mission to the Middle East</li> <li>• ANUGA</li> <li>• Food selling mission to the US</li> <li>• Taipei Food Show</li> <li>• IFEX</li> <li>• Ist Philippine International Seafood Show</li> </ul>		Oct 2005 May 2005 2005  Dec. 2005				



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	Intensify investment promotion	Develop & encourage more industry players.	<p>Conduct GMP/HACCP training, in coordination with the concerned agencies.</p> <p>Formulate the Comprehensive National Fisheries Industry Development Plan (CNFIDP)</p> <p>Package training programs</p> <p>Intensify market intelligence on market preference.</p> <p>Partner with funding agencies to establish common service facilities.</p>		<p>g</p> <p>On-going</p> <p>Sept. 2005</p> <p>Aug. 2005</p> <p>Dec. 2005</p> <p>On-going</p> <p>Continuing</p>	<p>DA-BFAR</p> <p>BETP</p> <p>FTSC</p> <p>BOI</p> <p>BOI</p> <p>BOI</p> <p>BOI</p> <p>CITEM</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics	Time Frame	Accountable Agency	Status	Accomplishments	Remarks/ Next Steps
		<p>Strengthen the presence of export winners in the mainstream export markets.</p> <p>Organization of Tilapia Congress</p>	<p>Package investment kits for Tilapia.</p> <p>Conduct of investment for a/ joint venture programs to promote investments.</p> <p>Conduct investment missions &amp; roadshows in:</p> <ul style="list-style-type: none"> <li>• Foreign Investments (Taiwan, China, Malaysia)</li> </ul> <p>Participate in / organize trade Fairs, exhibits &amp; missions to:</p> <ul style="list-style-type: none"> <li>• Saudi Food 2005 w/ Business Mission to the</li> </ul>		<p>Continuing</p> <p>May-Jun 2005</p> <p>Nov. 2005 Jun 2005</p> <p>Oct. 2005 May 2005 2005</p> <p>July-Dec.</p>	<p>BOI</p> <p>BOI</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics	Time Frame	Accountable Agency	Status	Accomplishments	Remarks/ Next Steps
		Conduct of Clinic on Packaging & Labelling	<p>Middle East</p> <ul style="list-style-type: none"> <li>• ANUGA</li> <li>• Food Selling Mission to the US</li> <li>• Taipei Food Show</li> <li>• IFEX</li> <li>• Ist Philippine International Seafood Show.</li> </ul> <p>Marine Products Business Development Team (MPBDT) to co-organize the 3<sup>rd</sup> National Tilapia Congress and Fiesta Tilapia</p> <p>Information on packaging trends &amp; labelling will be</p>		<p>2005</p> <p>July-Dec. 2005</p>				

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			disseminated to an estimate of 60 SME processors of marine & aquaculture products. Target areas are the following: Pangasinan, Gen. Santos City & Cebu City.						
TUNA	Explore market opportunities.	Brand development.  Include in the US-GSP	Development of branding strategy and promotional packages.  Assistance from DTI to lobby for inclusion in the US-GSP.  PIDS-NEDA to	Inform the US-FTA Steering Committee on the Concerns of Tuna Industry.	On-going  On-going  On-going	BOI, BDM  DTI-BOI  BITR, PIDS-NEDA			

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			recommend the Philippines to propose to the US government a bilateral free trade agreement.						
SEAWEED S	Increase production of seaweeds.	Expansion of production areas.  Continued adoption of Phil. position in supporting Carrageenan for its existing & new markets locally & internationally.	Establishment of mini-warehouses.  Establish seaweed processing plant in Sorsogon & Tawi-Tawi.  Provide materials & seedlings to farmers.  Conduct seminar/workshop in adopting a program for R & D of metal quality seaweeds &	No. of mini-warehouses established.  Processing plant established.  Identification of seaweed areas that produces higher metal content.  Credit financing	Continuing  On-going	BFAR  SIAP, BFAR  BFAR  BFAR, SIAP  QUEDANCOR,			

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SHRIMPS & PRAWNS	Upgrade capability to comply with market standards	Access to financing	carrageenan & an intensive product development using carrageenan.	scheme formulated for seaweed farmers.	On-going	GFI			
			Focus on current bottlenecks: a.) Seaweed production through formulation of credit financing packages for seaweed farmers.	R & D conducted for heavy metal content.	On-going	DOST			
			b.) Market access issues on R & D on heavy metal content.		On-going	BFAR			
		Intensify current standards upgrading training programs..			Continue	BOI			
					Sept. 2005	BETP FTSC			
				Conduct GMP/HACCP	Continuin g	CITEM			

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FOR ALL AQUATIC/ MARINE PRODUCTS	<p>Develop &amp; encourage more industry players.</p> <p>Strengthen the presence of the export winners in the mainstream export markets.</p>	<p>Implement country branding.</p> <p>Intensify investment promotions.</p> <p>Conduct of trade promotion activities.</p> <p>Strengthening the capabilities of BFAR</p> <p>Conduct</p>	<p>training in coordination with the concerned agencies.</p> <p>Increase the supply capability of local producers through the adoption of new technology.</p> <p>Package training programs.</p> <p>Intensify market intelligence on market preference.</p> <p>Implement the use of Seal of Excellence Logo.</p> <p>Conduct investment fora/ joint venture programs to promote</p>		<p>Dec. 2005</p> <p>Continuing</p> <p>On-going</p> <p>Continuing</p> <p>Within 6 months</p> <p>Within 6 months</p>	<p>BOI</p> <p>BOI</p> <p>CITEM</p> <p>DA</p> <p>DA</p> <p>DA</p>			

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		<p>GMP/HACCP training in coordination w/ the concerned agencies</p> <p>Decentralize issuance of HACCP</p> <p>Formulate the comprehensive national fisheries industry development plan (CNFIDP)</p> <p>Create avenues for opportunities in technology application, production concerns, markets, business, etc.</p>	<p>investments.</p> <p>Package investment kits for shrimps &amp; prawns.</p> <p>Participation in international trade fairs, exhibits and missions.</p> <p>National consultations for the approval of CNFIDP</p>		<p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p>	<p>DA</p> <p>DA</p> <p>DA</p> <p>DA</p> <p>DA</p> <p>DA</p>			

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		<p>Develop product standards for fish and fishery products (bangus &amp; tilapia, dried fish)</p> <p>Implement the use of seal of excellence logo</p> <p>Conduct regular training on seaweed quality management to discourage adulteration and salting by village traders resulting to inferior quality seaweed exports</p>	<p>Training basics of exporting (Venue: Dagupan)</p> <p>Standards set on grouper, deboned bangus, danggit fish balls and aquafeeds because of their export potential by BAFPS</p> <p>Mechanics / guidelines in place.</p>		<p>months</p> <p>Within 6 months</p> <p>Within 6 months</p> <p>Within 6 months</p>	<p>DA</p> <p>DTI - BOI</p> <p>DTI ó BOI</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics	Time Frame	Accountable Agency	Status	Accomplishments	Remarks/ Next Steps
		<p>Additional laboratory facilities to facilitate issuance of clearances/certificates for marine, fresh fruits and vegetable products in the SOCSARGEN area.</p> <p>Prepare phil. position on various trade agreements:</p> <ul style="list-style-type: none"> <li>- JPEPA</li> <li>- RP ó China</li> <li>- RP ó Iran</li> <li>- ASEAN Integration</li> </ul> <p>Organize a Technical Working group</p>	Philippine positions submitted		<p>Within 6 months</p> <p>Within 6 months</p> <p>July-Dec. 2005</p> <p>Within 6 months</p>	<p>DTI ó BOI</p> <p>DTI ó BOI</p> <p>DTI ó BOI</p> <p>DOH ó Bureau of Food &amp; Drugs</p> <p>DOH ó Bureau of Food &amp; Drugs</p> <p>Bureau of Food &amp; Drugs</p>			

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		(TWG) for the development of standards of value-added fish & fishery products.	<p>Organization of TWG for fishery products.</p> <p>Prepare specific guidelines on registration of marine &amp; aquaculture project.</p> <p>6 BFAD inspector are HACCP certified auditors</p> <p>MOA of DOH-BFAD w/ BFAR,FDC,NFA-DA for the harmonization and mutual recognition of accreditation of food processing</p>		<p>June-Dec. 2005</p> <p>June-Dec. 2005</p> <p>June-Dec. 2005</p> <p>July-Dec. 2005</p>	<p>DA</p> <p>DA</p> <p>DA</p> <p>DA 6BFAR &amp; Winrock.</p>			

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		<p>Train local BFAD personnel on HACCP matters</p> <p>Identify measures to facilitate issuance of this certificate</p> <p>Formulate the comprehensive national fisheries industry development plan (CNFIDP)</p> <p>Create avenues for opportunities in technology application, production</p>	<p>plants and certification of food products based on HACCP should be fully implemented. Budget should be allotted</p> <p>National consultations for the approval of CNFIDP</p> <p>Conduct trainings for basics of exporting in Dagupan City</p>		<p>July-Dec. 2005</p> <p>July-Dec. 2005</p> <p>July-Dec. 2005</p>	DA			

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		<p>concerns, markets, business, etc.</p> <p>Develop product standards for fish &amp; fishery products (bangus, tilapia, dried fish)</p> <p>Conduct regular training on seaweed quality management to discourage adukteration and salting by village traders resulting to inferior quality of seaweed exports.</p> <p>Facilitation of issuance of clearances/</p>	<p>Standards set for Tilapia fillet, marinated boneless bangus &amp; deboned dried danggit.</p> <p>Establishment of village-level seaweed processing training and demonstration center in Tawi-tawi.</p> <p>Establishment of additional facilities to facilitate issuance of clearances/ certificates for marine, fresh fruits &amp; vegetable products in SOCKSARGEN</p>						

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics	Time Frame	Accountable Agency	Status	Accomplishments	Remarks/ Next Steps
		<p>certificates for marine, fresh fruits and vegetables in SOCKSARGEN.</p> <p>Prepare Phil. position on various trade agreements:</p> <ul style="list-style-type: none"> <li>- JPEPA</li> <li>- RP-China</li> <li>- RP-Iran</li> <li>- ASEAN Integration</li> </ul> <p>Develop &amp; promote new fishery products.</p>	<p>Submit Philippine positions.</p> <p>Establish the protocol for HACCP-based production of Tilanggit using multi-commodity solar tunnel dryer.</p>						