



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
23rd City Council

PO23CC-019

6th Regular Session

ORDINANCE NO. SP-**3451**, S-2025

AN ORDINANCE INSTITUTIONALIZING THE KADIWA NG PANGULO PROGRAM IN QUEZON CITY

Introduced by Councilors VICTOR "Vic" D. BERNARDO, EMMANUEL BANJO A. PILAR, CHARM FERRER, CPA, MPA, JD and ATTY. JESUS MIGUEL SUNTAY

WHEREAS, Section 16, Chapter II, Title I, Book I of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, provides that every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare, and shall enhance economic prosperity;

WHEREAS, Quezon City Ordinance No. SP-2459, S-2015, as amended, entitled "An Ordinance Revising the Quezon City Market Code Regulating the Establishment, Classification, Operation, and Administration of Public Markets and All Other Market-Related Activities in Quezon City," also known as the "Revised Quezon City Market Code" or the "Revised Market Code," regulates public markets, street vending, and other market-related activities within Quezon City;

WHEREAS, pursuant to Section 1, Article II of the Revised Market Code, the Market Development and Administration Department (MDAD) is mandated to implement and enforce the Revised Market Code and other city ordinances and laws pertinent to the administration of city markets and regulation of the establishment and operation of public markets and all other market-related activities in Quezon City, including tiangges and street vending;

WHEREAS, market governance initiatives are aligned with the 14-Point Executive Agenda of the City Mayor, Honorable Ma. Josefina G. Belmonte. These priorities include responsive and cost-effective social services, inclusive and equitable economic development, sustainable environmental management, resilient infrastructure, and participatory and accountable governance;

WHEREAS, rice continues to be the staple food for Filipino households. The demand for affordable, safe, and quality rice remains a major concern, especially for vulnerable sectors;

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WHEREAS, the national government under President Ferdinand R. Marcos Jr. has adopted targeted programs to address food affordability and accessibility. Among these is the Benteng Bigas Meron Na! initiative, which makes rice available at Php20.00 per kilo through KADIWA ng Pangulo outlets and designated public markets;

WHEREAS, a Memorandum of Agreement was executed on July 17, 2023 among the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE), Department of Social Welfare and Development (DSWD), Department of the Interior and Local Government (DILG), Presidential Management Staff (PMS), and the Presidential Communications Office to institutionalize the KADIWA ng Pangulo (KNP) Program. "KADIWA," which stands for "Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita," was launched and spearheaded by the DA in 2019, in collaboration with farmers and enterprises registered in the Sagip Saka registry or Registry System for Basic Sectors in Agriculture (RSBSA) and covered under Republic Act No. 11321, otherwise known as the Sagip Saka Act. It aims to strengthen farm-to-market linkages and empower agricultural producers through direct engagement with consumers;

WHEREAS, DILG Memorandum Circular No. 2024-003 articulates the participation of LGUs in the implementation of the KNP Program. This includes site identification, coordination with farmer cooperatives, provision of logistics, and facilitation of consumer access;

WHEREAS, local government units play a catalytic role in sustaining local economic development. They encourage entrepreneurship, support enterprise incubation, facilitate access to markets for local produce, and promote inclusive livelihood opportunities that generate jobs and foster community resilience.

WHEREAS, it is the declared objective of President Ferdinand R. Marcos Jr. to ensure the availability of affordable, fresh, and safe agricultural products to Filipino consumers while ensuring fair compensation for farmers and reinforcing national food security through localized market interventions;

WHEREAS, institutionalizing the KADIWA ng Pangulo (KNP) Program within Quezon City is essential to sustaining its economic, social, and food security impact. By embedding its operations within local ordinances and administrative frameworks, the City can ensure program continuity, enhance market stability, enable consistent support for farmers and consumers, and uphold inclusive access to affordable agricultural products, particularly among the marginalized and low-income sectors.

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NOW, THEREFORE,

BE IT ENACTED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. SHORT TITLE. – This Ordinance shall be known as the “Quezon City KADIWA ng Pangulo Program Ordinance.”

SECTION 2. DECLARATION OF POLICY. – It is hereby declared as a policy of the Quezon City Government to institutionalize the KADIWA ng Pangulo (KNP) Program as a strategic mechanism for improving access to affordable, safe, and fresh agricultural products. The Quezon City Government affirms the importance of promoting inclusive economic development and empowering local agricultural producers by enabling direct farm-to-consumer transactions that lower food prices and enhance market transparency.

SECTION 3. DEFINITION OF TERMS. – As used in this Ordinance, the following terms shall be defined as:

- 3.1. **KADIWA ng Pangulo (KNP) Program** – refers to the “Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita” ng Pangulo Program, which is a joint program and collaborative arrangement among concerned national government agencies and local government units. It encourages full participation and support of non-government organizations, business sectors, and cooperatives.
- 3.2. **Market Development and Administration Department (MDAD)** – refers to a department in the Quezon City Government that is mandated to implement and enforce the Revised Quezon City Market Code and other city ordinances and laws pertinent to the administration of city markets and regulation of the establishment and operation of public markets and all other market-related activities in Quezon City, including tiangges and street vending.
- 3.3. **Micro, Small and Medium-scale enterprises (MSMEs)** – refer to any business enterprise engaged in the production, processing or manufacturing of products, including agro-processing, as well as trading and services, with total assets of not more than fifteen thousand pesos (Php15,000.00); such assets shall include those arising from loans but not the land on which the plant and equipment are located.

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For the purpose of this Ordinance, “services” shall exclude those rendered by anyone, who is duly licensed by the government after having passed a government licensure examination, in connection with the exercise of one’s profession (e.g., Accountant, Lawyer, Medical Doctor, etc.).

- 3.4. **One Town, One Product (OTOP)** – refers to a Priority Stimulus Program for Micro, Small and Medium-scale Enterprises (MSMEs) as the government’s intervention to drive inclusive local economic growth. Through the leadership of the Department of Trade and Industry (DTI), OTOP enables localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage.
- 3.5. **Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO)** – refers to an office in the Quezon City Government that is mandated to implement policies and programs that support the development and promotion of Micro, Small and Medium-scale Enterprises (MSMEs) and cooperatives.
- 3.6. **Stall** – refers to any allotted stand, space, compartment, store or booth in the KADIWA ng Pangulo (KNP) Program where products are sold, offered for sale, or intended to be sold.
- 3.7. **Urban farmer** – refers to natural persons engaged in farming activities within an urban area, including both commercial and non-commercial food production undertaken in backyards, rooftops, vegetable or fruit gardens, greenhouses, or open spaces.
- 3.8. **Venue** – refers to the designated site where the KADIWA ng Pangulo (KNP) Program is held.

SECTION 4. KADIWA NG PANGULO PROGRAM. – The KADIWA ng Pangulo (KNP) Program is hereby institutionalized in Quezon City with the aim of achieving the following objectives:

- 4.1. Ensure food security, deliver nutritious food, and provide access to affordable goods and commodities;
- 4.2. Support farmers in selling agri-produce, to facilitate the regional exchange of OTOP products, and to provide opportunities for local micro-entrepreneurs to market their products;

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- 4.3. Provide market opportunities to MSMEs through local product promotion and by eliminating as many marketing layers as possible, thereby allowing producers to earn a higher income by selling their products directly instead of through trader intermediaries; and
- 4.4. Encourage consumer spending, thereby jump-starting and reviving local economies.

SECTION 5. GUIDELINES. – The KNP Program guidelines are as follows:

- 5.1. The KNP Program activities shall be conducted on the 15th and 30th of each month.
- 5.2. The KNP Program activities shall be held exclusively in government-owned or controlled spaces, barangay facilities, and other suitable public areas in Quezon City. The Quezon City Government, through the Market Development and Administration Department (MDAD), shall designate well-ventilated venues that may be in closed or open spaces. Such venues shall be equipped with tents, tables, and chairs, and must have clearly defined areas for product sales, food consumption, and adequate parking.

The designated venue shall, to the extent practicable, be selected in a manner that upholds fair competition and protects the interests of existing local businesses and public and private markets. Under no circumstance shall a KNP Program activity be conducted within a one hundred (100)-meter radius from any public or private market within Quezon City. A KNP Program activity shall likewise not be held in any location where its operation may cause undue injury to, or result in the displacement of, MSMEs lawfully engaged in commerce within the vicinity. In all cases, these venue restrictions shall prevail over venue preference, and no exception shall be permitted.

- 5.3. The KNP Program shall have four (4) market areas or product clusters:
 - 5.3.1. Agricultural produce such as rice, vegetables, and fruits from the farming activities of urban farmers in Quezon City. Every KNP Program activity shall allot at least three (3) stalls exclusively for Quezon City urban farmers;

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- 5.3.2. *Agricultural produce such as rice, vegetables, and fruits of farmers from various provinces;*
- 5.3.3. *Processed goods both food and non-food produce by Micro, Small and Medium-scale Enterprises (MSMEs) as One Town, One Product (OTOP) of different localities; and*
- 5.3.4. *Mercato stalls (ready-to-eat food) for micro-enterprises in Quezon City.*
- 5.4. *No registration fee shall be collected from participating urban farmers, farmers, MSME merchants, or visiting consumers.*
- 5.5. *Each stallholder shall maintain cleanliness and sanitation, orderly operations, and necessary support services.*

SECTION 6. IMPLEMENTATION. – *The Market Development and Administration Department (MDAD) shall be the lead office in the implementation of this Ordinance. The Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO) shall assist MDAD in carrying out its mandate, particularly in supporting small businesses and cooperatives participating in the KNP Program.*

For this purpose, the MDAD, with the assistance of the QC-SBCDPO, shall have the following roles and responsibilities:

- 6.1. *Provide venue and ensure order and security in the KNP Program;*
- 6.2. *Manage market areas for mercato stalls (ready-to-eat food);*
- 6.3. *Ensure that each stallholder maintains proper cleanliness and sanitation, orderly operations, and necessary support services;*
- 6.4. *Hold information and dissemination campaign;*
- 6.5. *Provide security and order in the premises of the KNP Program activity through coordination with the barangay and other peace and order agencies and institutions; and*
- 6.6. *Monitor and evaluate the KNP Program activity through an after-event report. The report shall indicate the estimated number of people who attended, as well as the date, time, and location of each KNP Program activity. The report shall be submitted to the Department of Agriculture (DA) and Department of Trade and Industry (DTI). The Department of the Interior and Local Government (DILG) shall be furnished a copy of the report.*

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SECTION 7. REPEALING CLAUSE. – All ordinances, resolutions, executive orders, memorandum circulars, administrative orders and other issuances or parts thereof, which are inconsistent with any provisions of this Ordinance, are hereby repealed or modified accordingly.

SECTION 8. SEPARABILITY CLAUSE. – If any provision of this Ordinance is declared void or unconstitutional, the remaining portions shall not be affected and shall remain in full force and effect.

SECTION 9. EFFECTIVITY CLAUSE. – This Ordinance shall take effect fifteen (15) days after its publication in a newspaper of general circulation, and after posting of copies in conspicuous locations within Quezon City.

ENACTED: August 18, 2025.

CERTIFICATION

This is to certify that this Ordinance was ENACTED by the City Council on Second Reading on August 18, 2025 and was PASSED on Third/Final Reading on August 27, 2025.


GIAN G. SOTTO
City Vice Mayor
Presiding Officer

APPROVED: SEP 23 2025


MA. JOSEFINA G. BELMONTE
City Mayor

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)



