

PENRO COTABATO PARTICIPATED IN KALIVUNGAN BOOTH EXHIBIT AT AMAS, KIDAPAWAN CITY DURING KALIVUNGAN FESTIVAL CELEBRATION

The DENR-PENRO Cotabato participated in the Kalivungan Festival booth display held on August 21-25, 2017 during the celebration of 103rd Foundation Anniversary of Cotabato Province. This was held at the Pavilion, Provincial Capitol Compound, Amas Kidapawan City. One of the new exciting and more gainful highlights of the celebration was the long "Market Market sa Kapitolyo" which showcased the different Agri-based industries in the Province. This was participated in by the Micro, Small and Medium Enterprises. Another high spot is the exhibit of different booth from different government agencies within the area of North Cotabato. The activity was coordinated by the Provincial Government of Cotabato in partnership with the Department of Trade and Industry (DTI) and Metro Kidapawan Chamber of Commerce, which provided the avenue to promote Agri-tourism and new market for producers as well as to gather and do business with buyers. In the morning of August 21 with the orientation of exhibitors and opening of the ceremony, which was grace by Senator Cynthia Villar as the guest Speaker, "The Region is blessed with abundant natural resources, biological diversity and cultural heritage. It has what it takes to take a strong lead in Agriculture or Farm Tourism, that is the main motivation for me, legislators and industry stakeholders to put in place

an enabling law that improve the industry standards, professionalize the industry players and boost the growth of the industry," Villar said in her speech.



During the event, PENRO Cotabato has started designing and constructing attractive informative display about Environment and set up the preserved Philippine Eagle (*Pithecophaga jefferyi*) on the stall. Eagle attract the stares of many spectators because of its large, deep bill and elongated nape feathers forming shaggy crest, dark face, creamy-buff crown and nape with black shaft-streaks. Rest of upperparts dark brown, white underparts and underwings. Pale grey iris, dark grey bill, yellow legs with huge dark claws. At first many spectators thought it was not real, but then they learned that it was a real eagle after all. Through the effort

of Technical Services Division (TSD) Head,

Cesar A. Guevarra Ph. D. and his team, the environmental informative display and IEC materials bring services for the public with easy access to environmental information and awaken their awareness on Philippine eagle and its habitat. Moreover, the exhibit caught the attention of the crowd, especially Senator Cynthia Villar, who visited inside the booth and enjoying her time while reading informative materials and watching huge preserved real eagle. "This is really the type of event I like to watch and



be involved in,” Villar said while gazing exhibit. Other spectators spent their times patiently reading to learn the information shared and enjoy taking photos close from real eagle display which played as the main attraction or subject of the exhibit.

Another Photo displayed which captured the attention of the people walking around is the board with title “Why Protect the Philippine Eagle?” because it gives them interesting facts/ information about the species. In addition, another board with the details of its legislation that inform the public on policies and prohibition related to national bird. Separate board shows some of the bird’s values and recommendations on “What We Can Do to Protect the Eagle.”

Governor. Emmylou “Lala” J. Taliño-Mendoza of North Cotabato for her part was thankful and happy to note of the productive cooperation of the Traders, LGU’s and the concerned agencies participating in the exhibit. She was also highly optimistic that the entire duration of the exhibit will give the participating small traders will bring an opportunity to grow and the LGU’s the capacity to implement more livelihood assistance projects and programs.

Likewise, PENRO Cotabato aiming the entire community of Cotabato Province increase the level of their awareness through the disseminations of Effective Information, Education and Communication (IEC) materials which is the essential component of the comprehensive environmental education campaign. The promotion and distribution of IEC materials will underscore the situation of the Philippine Eagle and the importance of protecting our natural biodiversity.

