

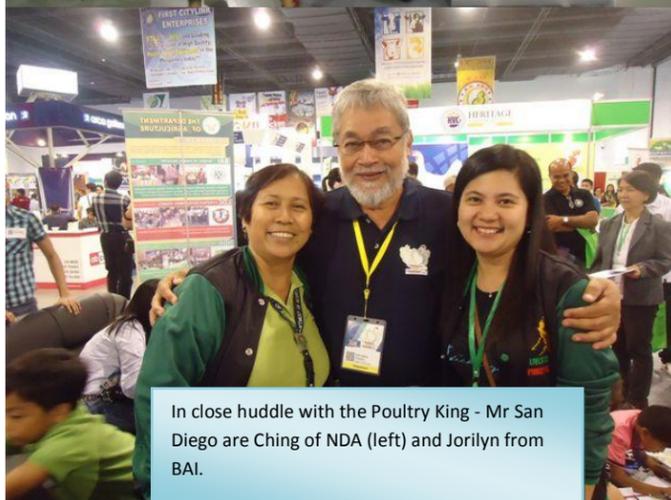
**LIVESTOCK Banner Programs a HIT in the recently concluded Poultry and Game Fowl Congress at SMX**



The full-packed booth of the Livestock Sector comes alive with the children and parents in tow who wants to get a live chick for a prize.



Early guests scans the information materials available at the Livestock Booth.



In close huddle with the Poultry King - Mr San Diego are Ching of NDA (left) and Jorilyn from BAI.



Doting parents take time to reminisce their childhood skills and color a page or two for their loved ones.

The Livestock Programs under the Department of Agriculture, namely: the Livestock Development Council (LDC), in close tandem with the Bureau of Animal Industry (BAI), National Dairy Authority (NDA), National Meat Inspection Service (NMIS) and the Philippine Carabao Center (PCC) participated as a unified group in the trade exhibition. The LDC taking the lead provided a One-Stop-Center where clientele can download information and directly inquire from focal persons livestock programs of their interest. This not only gathers key people from the livestock industry but also serve as a venue where other agri-sectoral groups can convene, share ideas and clarify issues relevant to their varied interests. The Center was able to pool resources and connect various agri-livestock interests without fuzz and facilitate information and technology sharing.



To prep the interest of the guests/visitors, the DA-Livestock group sponsored an activity where children and young once can join the coloring activity and win a prize afterwards. Poultry being the center of the theme, photos of poultry and fowl were given to the children and their parents to color. A chick will be given in return as soon as they submit the colored page.

Mr. San Diego, Chair of the Poultry and Egg Board appreciated the big crowd that gathered in the Livestock booth promoting eggs and poultry as a healthy food for the People.

Ching M. Lumanta  
Information Officer for Luzon  
September 3, 2013