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# CEBU BUSINESS WEEK

August 24, 2020

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## SMORGASBORD

# P60M SURVIVAL FUND FOR CONSOLACION, CEBU

By: ELIAS O. BAQUERO

CONSOLACION, Cebu will soon receive P60 million People Survival Fund to help the people survive in this Covid-19 pandemic.

Consolacion Vice Mayor Teresa “Nene” Pepito Alegado said the money will come from German International Cooperation which saw her Local Government Unit’s (LGU) six-year climate change adaptation plan.

Alegado was the mayor of Consolacion from 2010-2019 when the plan was prepared.

“This would give assurance of sustainability amidst challenges which people are bound to be confronted with, taking consideration the vulnerability of climate change effects and other incidental calamities that might happen,” Alegado told Cebu Business Week.

Alegado will divide this amount to projects for fishermen, farmers, vendors, and workers.

Alegado said Consolacion fishermen are affected by pollution and scarcity of fish. The LGU will buy

fishing vessels for them so they can go deep-sea fishing and help increase fish production.

A businessman with land along the shoreline offered to build a fishermen’s market like in Pasil, Cebu City, but was temporarily halted by Covid-19 pandemic.

Alegado said Consolacion will not spend a single centavo for the project as it will be shouldered by the businessman who will just charge a minimal fee to vendors. Consolacion can earn revenue through market tickets.

This fishermen’s market will provide fishermen a venue to sell their fish. This will also compliment the town’s public market that sells vegetables and other products.

Incumbent Mayor JoaNESS “Joyjoy” Alegado, Alegado’s son, wants a “Virtual Marketing” where people can buy their daily needs from the markets through Facebook. The LGU will organize the market vendors with a common Facebook Page where they can

display their products with corresponding prices. The motorcycle drivers, who lost their livelihood because of lockdown, can deliver goods for a fee.

The Consolacion Municipal Council will soon pass an ordinance for this virtual marketing. Both vendors and motorcycle drivers shall be licensed for inventory, monitoring and public protection.

In agriculture, Alegado said Consolacion farms are suitable for vegetables and flower growing. Every barangay has a farmers’ organization, utilizing every arable land including the smallest area.

The soil and climate in Consolacion are like that of Busay and Sirao in Cebu City where flower business thrives. The mountain barangays have abundant water sources. They are training farmers on how to grow and market flowers.

“Once we will be back to normal, flower business is lucrative. Iloilo and Manila are getting flowers from Cebu City, resulting to high prices and Cebu flow-

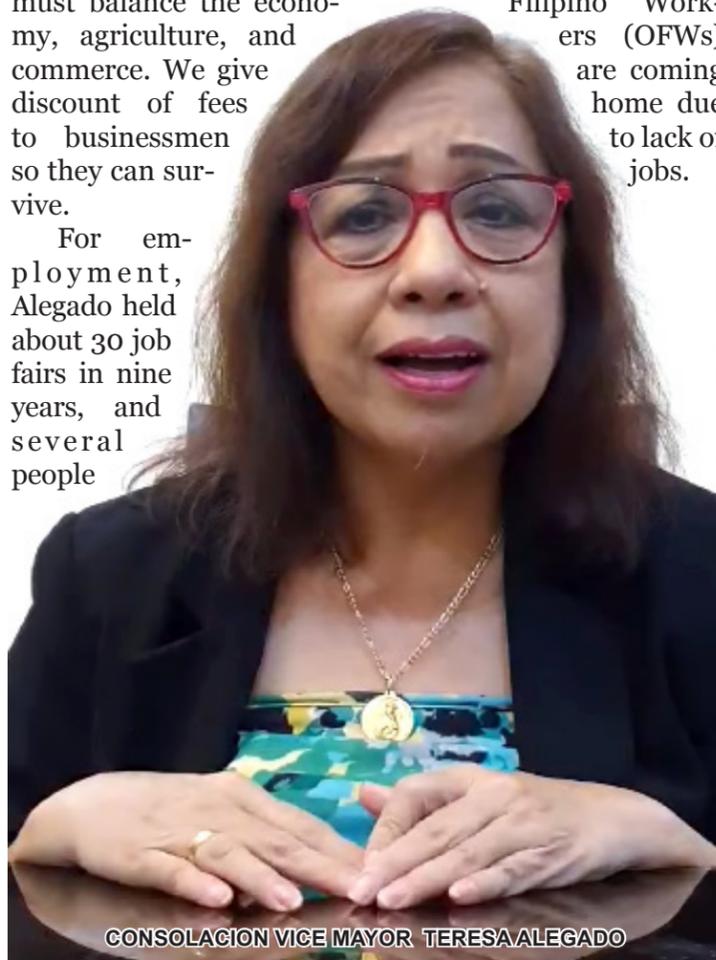
er growers can command a good price. If farmers can maximize flower production, they can deliver this to buyers with the proximity of airport and seaport,” Alegado said.

Alegado said they must balance the economy, agriculture, and commerce. We give discount of fees to businessmen so they can survive.

For employment, Alegado held about 30 job fairs in nine years, and several people

were hired, making Consolacion’s poverty index the lowest in the country.

At present, Consolacion is facing a challenge because Locally Stranded Individuals (LSIs) from other places and Overseas Filipino Workers (OFWs) are coming home due to lack of jobs.



CONSOLACION VICE MAYOR TERESA ALEGADO