



OCTOBER 17, 2013

**MEMORANDUM CIRCULAR**  
NO. 2013-117

**TO :** ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, THE REGIONAL GOVERNOR OF THE AUTONOMOUS REGION OF MUSLIM MINDANAO, AND DILG REGIONAL DIRECTORS

**SUBJECT :** OBSERVANCE OF 2013, AS NATIONAL YEAR OF RICE

Presidential Proclamation No. 494 declares 2013 as the Year of Rice, aimed at achieving rice self-sufficiency and promoting better health among Filipinos through healthier rice. In line with this, the *Philippine Rice Research Institute (PRRI)*-Department of Agriculture will be celebrating the *Brown Rice Day* and *Rice Mix Day* on November 15 and 22, 2013, respectively.

Relative to the above, all local chief executives are hereby encouraged to participate in the said observance by encouraging their concerned LGU offices to promote the eating of brown rice and rice-mix (*e.g.* rice-corn, rice-camote, rice-adlai) on the above-stated dates.

For related information, and provision of event posters, all concerned are hereby advised to contact Mr. Ash Canilang, National Year of Rice Secretariat, through Telephone No. (044) 456-5390 and Mobile No. 0947-996-2556, or email at [acanilang@email.philrice.gov.ph](mailto:acanilang@email.philrice.gov.ph).

All DILG Regional Directors and the ARMM Regional Governor are hereby directed to cause the widest dissemination of this Circular, to local governments within their respective jurisdictions.

Further, all concerned are hereby advised to monitor the activities, and to provide this level with feedback on the possibility of the *National Rice Observance* as a regular annual celebration.

  
MAR ROXAS  
Secretary 



DILG-OSEC OUTGOING 13-02682