



Republic of the Philippines

**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**

DILG NAPOLCOM Center, EDSA corner Quezon Avenue, Quezon City  
www.dilg.gov.ph



October 12, 2015

MEMORANDUM CIRCULAR  
NO. 2015-120

**T O :** ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS,  
THE ARMM REGIONAL GOVERNOR, AND DILG REGIONAL  
DIRECTORS

**SUBJECT :** 2015 NATIONAL RICE AWARENESS CELEBRATION IN THE MONTH OF  
NOVEMBER

The Department of Agriculture, through its Philippine Rice Research Institute (PhilRice), will be celebrating the 2015 *National Rice Awareness Month* in the month of November, pursuant to Proclamation No. 524, s. 2014.

Aimed at encouraging every Filipino to do small share, the responsibility of valuing rice grain and eating healthier rice to benefit themselves, rice-farmers, and the country's economy, this year's celebration carries the theme: *Be RICEponsible in your Way Now (BROWN) 4 Good*.

Relative thereto, and in celebration of this long month event, all Provincial Governors, City and Municipal Mayors are hereby encouraged to support said celebration, through:

1. Display of streamers in front of provincial/city/municipal halls, to carry the theme, "*Be RICEponsible in your Way Now (BROWN) 4 Good*,"
2. Upload the official campaign streamer in LGU website, Facebook, and Twitter account which can be downloaded from <http://www.bericeponsible.com/downloads/>,
3. Recite the Panatang Makapalay every flag-raising ceremony for the whole month,
4. Serve healthier rice, such as brown rice and rice mixed with corn or staples in office cafeterias, and
5. Encourage all food establishments to participate in the *Brown Rice Day* on November 13 and *Rice Mix Day* on November 20 by serving brown rice and rice mixed with corn and other staples.

For related inquiries and other information details, all concerned may contact the RICEponsible Secretariat, through Contact Nos. (04) 456-53-90, 0947-996-2556, or email at [gm.rellegue@philrice.gov.ph](mailto:gm.rellegue@philrice.gov.ph).

All DILG Regional Directors are directed to cause the widest dissemination of this Memorandum Circular to LGUs within their respective areas of jurisdiction.

By Authority of the Secretary:

AUSTERE A. PANADERO

Undersecretary for Local Government

