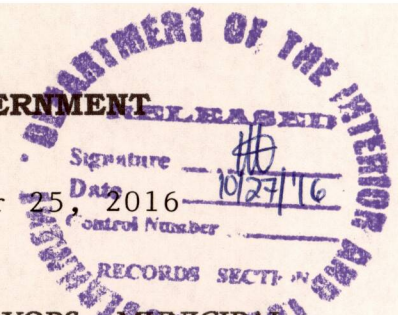




Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT



MEMORANDUM CIRCULAR
NO. 2016-152

October 25, 2016

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

SUBJECT : 2016 NATIONAL RICE AWARENESS CELEBRATION IN THE MONTH OF NOVEMBER

Pursuant to Proclamation No. 524, s. 2014, the country celebrates the *National Rice Awareness* in the month of November, to be spearheaded by the Department of Agriculture.

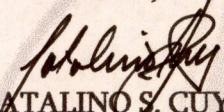
The year's celebration carries the theme, *BROWN4Good Challenge Accepted: We Bring Four Goodness by Eating Brown Rice (i.e., Personal Goodness, Goodness to Farmers, Goodness to the Country and Goodness to Others)*.

Relative thereto, and in celebration of the month-long event, all Provincial Governors, City Mayors and Municipal Mayors are hereby encouraged to undertake the following suggested activities/initiatives:

1. Display of streamers/tarpaulin in front of provincial/city/municipal halls, to carry the above-mentioned theme;
2. Conduct an activity on November 7, 2016 that would facilitate the simultaneous celebration of the Brown4Good Challenge;
3. Serving brown rice during trainings, seminars, conferences and other similar activities;
4. Making brown rice available in cafeterias (cooked and raw); and
5. Promoting the consumption of brown rice by the constituents and clientele.

For related inquiries and other details, all concerned may contact the RICEponsible Campaign Secretariat, Department of Agriculture, through Contact Nos. (044) 456-0277 loc. 520, 0947-996-2556, or email at mkr.bajit@philrice.gov.p

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


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Officer-In-Charge

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