



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City

<http://www.dilg.gov.ph>

**2017 NATIONAL RICE AWARENESS CELEBRATION IN THE
MONTH OF NOVEMBER**



Memorandum Circular No. 2017-150

November 9, 2017

1.0 Background

Pursuant to Proclamation No. 524, s. 2004, the country celebrates the National Rice Awareness every month of November, spearheaded by the Department of Agriculture.

2.0 Purpose

The purpose of the policy is to enjoin all local chief executives and DILG officials and employees to participate in the activities during the month-long celebration.

3.0 Scope/Coverage

All Provincial Governors, City and Municipal Mayors, Punong Barangays, DILG Regional Directors, ARMM Regional Governor, and all others concerned.

4.0 Policy Content and Guidelines

- 4.1. The Department of Agriculture will hold the opening celebration of National Rice Awareness (NRAM) on November 6, 2017 and a culminating activity on November 24, 2017, at the Quezon City Memorial Circle.
- 4.2. Focused on promoting the consumption of appropriate quantity of the rice prescribed to specific population categories and of healthy form of rice, especially brown rice and rice mixes, this year's celebration carries the theme, "**Ready? SET rice! Riceponsible Filipinos save rice, eat, healthy and try brown rice**".
- 4.2. As part of the celebration of NRAM, all Provincial Governors, City and Municipal Mayors are hereby encouraged to undertake the following suggested activities for the whole month of November:
 - Print and display a tarpaulin/streamer bearing this year's theme (visit <http://bericeponsible.com/downloads/> for the sample design);


- Include the recitation of the Panatang Makapalay in every Flag Raising Ceremony;
- Serve brown rice on November 10 (*Brown Rice Day*), and rice mix on November 17 (*Rice Mix Day*) in every cafeterias;
- Participate in the #RICEponsiblePlate Challenge and encourage local food establishments to serve brown rice; and
- Promote related advocacies through various media.

5.0 References

5.1 Letter from Engr. Ariel T. Cayanan, Undersecretary for Operations, Department of Agriculture

5.2 Proclamation No. 524, s. 2004

6.0 Approving Authority


CATALINO S. CUY
 Officer-In-Charge



7.0 Feedback

For related queries, kindly contact Ms. Adeline P. Gomez of the Be RICEponsible Secretariat, Department of Agriculture, at Tel Nos. (044) 456-0277 loc. 520; 0947-996-2556, or email at ap.gomez@philrice.gov.ph.