



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG NAPOLCOM Center, EDSA cor. Quezon Avenue, West Triangle, Quezon City

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



CELEBRATION OF 2018 NATIONAL RICE AWARENESS MONTH

Memorandum Circular No. 2018-188

October 30, 2018

1. Background

Pursuant to Proclamation No. 524, s. 2004, the country celebrates the **National Rice Awareness every month of November** with this year's theme **"Quality rice. Quality life."** spearheaded by the Department of Agriculture.

2. 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. Scope/Coverage

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

4. Policy Content and Guidelines

- 4.1. The Department of Agriculture will hold the opening celebration of National Rice Awareness Month (NRAM) on November 5, 2018 and a culminating activity on November 27, 2018, at the Quezon City Memorial Circle.
- 4.2. This year's celebration intends to help strengthen the bond between farmers and consumers by tapping their consciousness on the value of rice towards achieving quality of life.
- 4.3. 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 9, 2018 (*Brown Rice Day*), and rice mix on November 16, 2018 (*Rice Mix Day*) in every cafeterias;

- Encourage local food establishments to serve brown rice;
- Promote the campaign advocacies through quad media and other ways;

4.4. All DILG Regional Directors, through their respective field officers, are hereby directed to cause the widest dissemination of this Circular and extend the necessary assistance, as may be necessary more meaningful.

5. References

5.1 Letter from Secretary Emmanuel F. Piñol, Department of Agriculture

5.2 Proclamation No. 524, s. 2004

6. Effectivity

This Memorandum Circular shall take effect immediately.

7. Approving Authority


EDUARDO M. AÑO
Officer-in-Charge, DILG



DILG-OBEC 01012016-21281

8. 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. 300; 0947-996-2556, or ap.gomez@philrice.gov.ph.