



Republic of the Philippines
Department of Education
Region VII, Central Visayas
DIVISION OF CITY SCHOOLS-TAGBILARAN
City of Tagbilaran



December 1, 2016

DIVISION MEMORANDUM
No. *710* s. 2016

CELEBRATION OF NATIONAL RICE AWARENESS MONTH

TO: All Public and Private Elementary and Secondary School Heads
All Others Concerned

1. Attached is Regional Memorandum No. 0762 s. 2016 and DepEd Memorandum No. 196 s. 2016 Re: **Celebration of National Rice Awareness Month.**
2. For more details, please read attached DepEd and Regional Memorandum.
3. Immediate and wide dissemination of this memorandum is highly desired.

for: [Signature]
VIRGINIA C. ZAPANTA Ed.D., CESO V
Schools Division Superintendent *[Signature]*



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Lahug, Cebu City



REGIONAL MEMORANDUM

No. 0762, s. 2016

CELEBRATION OF NATIONAL RICE AWARENESS MONTH

To: Schools Division/City Superintendents
Officers-in-Charge of Regular and Interim Divisions
Public and Private Elementary and Secondary Schools Heads
All Others Concerned

1. For the information and guidance of all concerned, attached is DepEd Memorandum No. 196, s. 2016, entitled, "*Celebration of National Rice Awareness Month*", which is self-explanatory.
2. For details, refer to the attached Memorandum.
3. Immediate dissemination of this Memorandum is desired.


JULIET A. JERUPA
Director III
Officer-In-Charge

ESSD
Lc/jnam11'16

Office of the Director (ORDir), Tel. Nos.: (032) 231-1433; 231-1309; 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 255-4542
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030;
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2375; 253-8061; 414-7321

"EFA 2015: Karapatan ng Lahat, Pananagutan ng Lahat"



Republic of the Philippines
Department of Education

23 NOV 2016

DepEd MEMORANDUM
No. **196**, s. 2016

CELEBRATION OF NATIONAL RICE AWARENESS MONTH

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Schools Division Superintendents
Public and Private Elementary Schools Heads
All Others Concerned

1. The Department of Education (DepEd), in cooperation with the Department of Agriculture-Bureau of Plant Industry (DA-PBI), is enjoined to celebrate the **National Rice Awareness Month** this November until December 5, 2016 in order to share the goodness of rice, particularly that of brown or unpolished rice.
2. The DepEd officials and school personnel are requested to undertake the following suggested activities for the whole duration of the National Awareness Month, such as, but not limited to:
 - a. Display of tarpaulin with the message *#BROWN4good Challenge Accepted: We bring four goodness by eating brown rice* (visit <http://www.bericepossible.com> for the sample design);
 - b. Arrangement for the serving of brown rice instead of white rice during events, forums, seminars, trainings, conferences, feeding programs, and other similar activities;
 - c. Making brown rice (cooked and raw) available in canteens; and
 - d. Promoting the consumption of brown rice and the *#BROWN4good* to personnel, students and other stakeholders.
3. Sample information materials on how to take part in the *#BROWN4good* challenge and its goodness is provided in Enclosure No. 1.
4. In order to facilitate the participation and encourage the continuous brown rice consumption in offices and schools, the list of farmers' cooperatives nationwide which could supply premium brown rice at very affordable prices is provided in Enclosure No. 2. The healthy rice can be availed at P 38.00 per kilo which is around 50% cheaper than its current market price.
5. For more information, all concerned may contact the **Be RICEponsible Campaign Secretariat** of the Department of Agriculture, through Ms. Maki Bajit at telephone no. (044) 456-0277 loc. 520 or mobile phone no. 0947-996-2556 or through email address mkr.bajit@philrice.gov.ph.
6. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

6. Immediate dissemination of this Memorandum is desired.

LEONOR MAGTOLIS BRIONES
Secretary

Encls.:
As stated

Reference:
DepEd Memorandum No. 131, s. 2015

To be indicated in the Perpetual Index
under the following subjects:

AGRICULTURAL EDUCATION
BUREAUS AND OFFICES
CAMPAIGN
CELEBRATIONS AND FESTIVALS
HEALTH EDUCATION
SCHOOLS

mvcc/ DM - Celebration of National Awareness Month
0830-November 7/8, 2016

Do 4 Goodness:
Take the
#BROWN4good
challenge!

1. Order brown rice or cook it at home.
2. Post a photo of your meal on Facebook, Twitter, or Instagram.
3. Caption it with
#BROWN4good
#(your region)
Ex: **#BROWN4good #region3**
4. Challenge others to do the same by tagging them.

BROWN GOOD

Aug. 28 - Oct. 31, 2016

www.bericeponsible.com

Facebook Twitter Instagram @riceponsibleako

Be RICEPONSIBLE

BROWN RICE SUPPLIERS P38-40/kg

Region	Contact Person	Address	Contact Number
NCR	Ricardo Buenaventura (Nagkakaisang Magsasaka Agricultural PMPC)	Tabacao, Talavera, Nueva Ecija	0918-686-2687/ 0918-357-4624/ 0915-885-7346
CAR	Maria Romero	102 Abanao St., Baguio City	0932-739-2561/ 0906-371-3111
1	Maria Romero	La Union	0932-739-2561/ 0906-371-3111
	Mac Jesson Tucay Pangasinan Rice Processing Complex	Sta. Barbara, Pangasinan	0995-135-2761
2	Konstantine Andrei Ricafort (Cagayan Valley Organic Farmers Marketing Cooperative)	San Marcos, San Mateo, Isabela	0917-503-2407
3	Ricardo Buenaventura (Nagkakaisang Magsasaka Agricultural PMPC)	Tabacao, Talavera, Nueva Ecija	0918-686-2687/ 0918-357-4624/ 0915-885-7346
4-A	Ferdinand Aguilar	c/o PhilRice LB	0919-419-0686/ 0917-310-8738
4-B	Felino Tumulac (Mabuhay Multi-Purpose Cooperative)	Farmers Bigasan, National Highway, Brgy. Sta. Monica, Puerto Prinsesa City	0939-915-4669/ 0917-884-2204
5	Miller Bicaldo (Pecuaría Development Cooperative)	Lanipga, Bula, Camarines Sur	0917-525-3406/ 0916-590-8913
	Bernardo Lupenario (E. G. Lupenario Rice Mill)	Bulan, Sorsogon	0949-371-3007
6	Dionisio Lubag (Iloilo Rice Processing Complex)	Brgy. Amamaros, Pototan, Iloilo	0920-227-8702/ 0917-878-8757/ (033) 529-8780
7	Alvin Mante (BOFAMCO)	Pilar, Bohol	0999-581-2023/ 0910-124-5115
8	Pio Bacayo Can-Abay Small Farmers Cooperative	Brgy. Can-Abay, Basey, Samar	0906-533-9417
	Olegario "Jun" Paredes Ormoc Rice Hybrid Seed Producers	Brgy. Liloan, Ormoc City	0926-898-7082
9	Clemente Guio (Dipolog Polangko Irrigators Association – Marketing Cooperative)	Brgy. Olingan, Dipolog City	0906-364-6231
	Or thru: Kerr Porlas (City Agriculturist – Dipolog City)		0917-820-9402

10	Miko G. Besañes (LT Trading Milling)	Sta. Filomena, Iligan City	0917-301-0990/ (063) 225-1557/ (063) 225-1846
11	Engr. Policarpio E. Fontanilla Jr. (Davao Rice Processing Complex)	Brgy. Sinaragan, Matano, Davao del Sur	0999-587-6485
12	Evelyn Perialde	c/o PhilRice Midsayap	0908-391-5210
	Or		0947 483 3298/ 0995-977-8683
CARAGA	Ommal Abdulkadil Marilyn Aranas (Chairman, Sto. Niño Multi- Purpose Coopertive)	Brgy. Sto. Niño, Butuan City	0920-607-9917
	Or		or 0919-539-1615
ARMM	Antonio Cabrera (Manager, Sto. Niño Multi- Purpose Coopertive) Danilo Tabudlo (Sultan Mastura Growers Multi-Purpose Cooperative) Durie Kasim (Guindulungan Seed Growers Multi-Purpose Cooperative)	Sultan Mastura, Maguindanao Guidulungan, Maguindanao	0926-524-9922 0917-462-8375
Negros Island	Edna T. Bajao (DA Region ARMM) Jesus R. Jimenez (Farmers Rice Miller MPC)	Cotabato City Brgy. Calumangan, Bago City, Negros Occidental	0917 310 1282 0999-990-9285/ 0923-479-5883/ (034) 458-2225/ (034) 476-0908 jemastrading@ya hoo.com
	Albert Christian Suñer	c/o PhilRice Negros	0917-714-9366

The 4 Goodness of BROWN RICE

Good
for the
Body

Brown rice has higher protein, fiber, vitamins, minerals, and antioxidants compared with white rice.

Good
for the
Country

Brown rice could help achieve self-sufficiency because of the 10% higher milling recovery.

Good
for the
Farmers

Buying brown rice would mean supporting our farmers and helping them increase their income.

Good
for the
Less Fortunate

For every hashtag, the Department of Agriculture will feed one less Filipino with brown rice through charities.

FAQs

- Can I include myself in the photo?
Yes. Even short video clips of you and the meal are welcome too. The key is to show your brown rice meal.
- I forgot to make my post and/or profile public. What do I do?
Hide/delete the old post, complete step 2 (see above), then repost.
- What will happen to my post if I did not use a hashtag for my region?
The donation would automatically go to charities in the National Capital Region.
- Can I post more than once?
Yes, because we need you to eat brown rice for good! Thus, you could post every time you would eat brown rice. The more posts you do, the more donations you could give. Tag more friends too, to spread the goodness of brown rice.
- I want to join but I don't know where to get brown rice.
We will be publishing a directory on our website and social media accounts soon. In the meantime, do reach us through any of the contact information so we can provide you recommendations.



#BROWN4good