



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

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 DepEd, Division Office - Marikina
RECORDS SECTION
 Date DEC 02 2016
 Time 9:14 AM
 Initials [Signature]
 December 1, 2016

To: PSDS
 School Heads

For information and dissemination.

