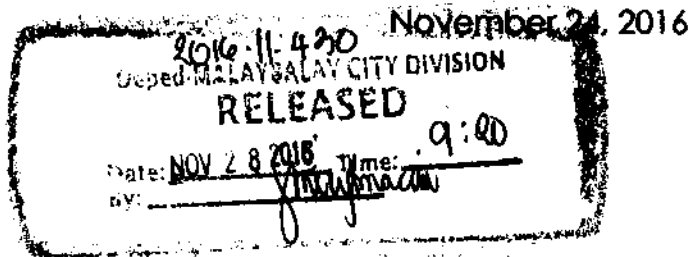




Department of Education
Region X- Northern Mindanao
DIVISION OF MALAYBALAY CITY



DIVISION MEMORANDUM
No. 642 s. 2016



DISSEMINATION OF DEPED MEMORANDUM No. 196, s. 2016 Re: CELEBRATION OF NATIONAL RICE AWARENESS MONTH

To: Chief Education Supervisors and staff- CID and SGOD
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. In conformity with the Observance of the **National Rice Awareness Month**, this Office enjoins all officials and school personnel to observe this celebration in November until December 5, 2016. The activity intends to increase awareness on the goodness of rice particularly the brown or unpolished rice and is collaboratively undertaken with the Department of Agriculture - Bureau of Plant Industry (DA-BPI).
2. All concerned are advised to disseminate information and undertake suggested activities stated in Paragraph 2 which are as follows:
 - a. Display of tarpaulin with the message #BROWN4good Challenge Accepted : We bring four goodness by eating brown rice (visit:// 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;
 - d. Promoting the consumption of brown rice and the #BROWN4good to personnel, students and other stakeholders.
3. Paragraphs 3- 5 provides additional information concerning the celebration along with Enclosures No. 1 and 2 for ready reference.
4. Widest dissemination of this Memorandum is desired.


EDILBERTO L. OPLENARIA, CESO VI
11d Schools Division Superintendent



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

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

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.



Aug. 28 - Oct. 31, 2016

The 4 Goodness of Brown Rice:

Good for the Body

Brown rice is a whole grain, packed with fiber and nutrients.

Good for the Country

Brown rice is a staple food in many cultures and is a key component of the 100+ billion dollar rice industry.

Good for the Farmers



Brown rice is a healthy, nutritious, and delicious food that is also a key component of the 100+ billion dollar rice industry.

Good for the Less Fortunate

Brown rice is a staple food in many cultures and is a key component of the 100+ billion dollar rice industry.

FAQs

- Has brown rice been used in your recipes? Share your favorite brown rice recipes with us on Instagram.
- How do you cook brown rice? Share your favorite brown rice recipes with us on Instagram.
- How do you use brown rice? Share your favorite brown rice recipes with us on Instagram.
- How do you use brown rice? Share your favorite brown rice recipes with us on Instagram.
- We will be publishing a book on brown rice and will be looking for authors to write about brown rice. If you are interested, please contact us at info@brownrice.org.



#BROWN4GOOD

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., Bogalo 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, Isabel	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/ 0917-316-8738
4-B	Felino Tumalac (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	Marilyn Aranas (Chairman, Sto. Niño Multi-Purpose Cooperative)	Brgy. Sto. Niño, Butuan City	0920-607-9917
	Or		or 0919-539-1615
	Antonio Cabrera (Manager, Sto. Niño Multi-Purpose Cooperative)		
ARMM	Danilo Tabudlo (Sultan Mastura Growers Multi-Purpose Cooperative)	Sultan Mastura, Maguindanao	0926-524-9922
	Durie Kasim (Guindulungan Seed Growers Multi-Purpose Cooperative)	Guidulungan, Maguindanao	0917-462-8375
	Edna T. Bajao (DA Region ARMM)	Cotabato City	0917-310-1282
Negros Island	Jesus R. Jimenez (Farmers Rice Miller MPC)	Brgy. Calamangan, Bago City, Negros Occidental	0999-990-9285/ 0923-479-5883/ (034) 458-2225/ (034) 476-0908 jemastrading@yahoo.com
	Albert Christian Suñer	c/o PhilRice Negros	0917-714-9366