



DEPARTMENT OF EDUCATION
Region X- Northern Mindanao

DIVISION OF MALAYBALAY CITY

Corner Don Carlos and Guingona Sts., City of Malaybalay
Telefax # 088-813-2894 or 221-4597, E-mail add: dpdmlyblycity@yahoo.com
Website: <http://depedmalybalay.page4.me>



October 23, 2014

DIVISION MEMORANDUM

No. 319, s. 2014

457
DepEd-MALAYBALAY CITY DIVISION
RELEASED
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[Signature]

**DISSEMINATION OF DEPED MEMORANDUM NO. 119 S. 2014
(NATIONAL RICE AWARENESS MONTH)**

To: Education Program Supervisors/ Division Coordinators
Public Schools District Supervisors
Public and Private School Heads
School Gulayan Focal Persons
This Division

1. For the information and guidance of all concerned, enclosed is a copy of DepED Memorandum No. 119, s. 2014 dated October 17, 2014 re: **National Rice Awareness Month** which is self-explanatory.
2. The Office encourages teachers, school heads and division personnel to write an article on the said activity for the division website publication.
3. Immediate dissemination of this Memorandum is desired.

[Signature]
EDILBERTO L. OPLENARIA
Schools Division Superintendent

Encl: As stated

Reference: DepED Memorandum No. 119, s. 2014



Republic of the Philippines
Department of Education

17 OCT 2014

DepEd MEMORANDUM
No. **119**, s. 2014

NATIONAL RICE AWARENESS MONTH

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Presidential Proclamation No. 524, s. 2004, the Department of Education (DepEd) will join the Department of Agriculture (DA) in celebrating the **National Rice Awareness Month (NRAM)** this November.

2. The Celebration aims to promote the *RICE*ponsibility of every Filipino - the non-wastage of rice, eating of brown rice, mixing rice with other staples for better health, and valuing the hard-work of the farmers.

3. In support of this Celebration, DepEd officials, employees, teachers, students, and pupils from both public and private schools nationwide are encouraged to undertake the following suggested activities:

- a. Display of streamer following the enclosed format;
- b. Recitation of the *Panatang Makapalay* (copy enclosed) as the concluding part of every Flag Raising Ceremony during the month;
- c. Conduct of Poster Making Contest about the *Be RICE*ponsible messages; and
- d. Serving of healthier rice: brown rice on November 14 and rice-corn mix on November 21 in school/office cafeterias.

4. For more information, all concerned may contact **Mr. Lorenz Arthur Ilagan, Be RICE**ponsible Secretariat Office, Department of Agriculture-Philippine Rice Research Institute, Maligaya Science Institute of Muñoz, Nueva Ecija at telephone no.: (044) 456-5390 or at mobile phone no.: 0947-996-2556 or through email addresses: lam.ilagan@philrice.gov.ph; bericeponsible@gmail.com; atoyilagan@gmail.com or website address: www.bericeponsible.com or at facebook page: <https://www.facebook.com/RICEponsibleAKO>.

5. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.: As stated

Reference: DepEd Memorandum No.: 23, s. 2013

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

BUREAUS & OFFICES
CAMPAIGN

CELEBRATIONS AND FESTIVALS
SCHOOLS

RICEponsible
ka ba?

4Ks
PARA MAGING
RICEponsible

**PANATANG
MAKAPALAY**

Bilang isang mamamayang Pilipino, ay ating iakamini pan na ang ibang pagkain huwag magayang ng kamin at bigas.

Magsasama ako ng sapat lamang at siguraduhing tama ang pagkakatuto nito.

Kukuha ako ng kawa kong ubusin upang sa aking pinggan ay walang matirang kamin. Ganun din ang aking gagawin kung may kumutlan o kung sa labas ako kakain.

Aking isasapuso ang panatang ito dani sa bawat buit ng bigas o kamin na aking maitatipid ay may buhay na magsasagip.

Ang brown rice o pinawa ay ating iakamini pan na ang ibang pagkain huwag magayang ng kamin at bigas. Sabig, kamote, at mais, luto ko sa iba ang responsableng pagkonsumo nang mabigyang halaga ang pagod ng mga magsasaka at nang makatulong na magting sapat ang bigas sa Pilipinas.



Be RICEponsible

Ang *Be RICEponsible* ay isang kampanyang naglalayong hikayatin ang mga magsasaka, mambabatas, at lehat ng mga mamamayan na maging RICEponsible sa kani-kaniang paraan. Ito ay upang mapabuti ang kaniyang mga sarili/pamilya habang tumutulong na mapabuti ang industriya ng bigas sa ating bansa. Bilang pagpapatuloy sa nasimulan ng National Year of Rice 2013, inaanyayahan nito ang bawat Pilipino na makibahagi sa pagkamit ng sapat na bigas sa Pilipinas.

**PARA SA KARAGDAGANG
IMPORMASYON:**

Be RICEponsible Secretariat Office
DA - Philippine Rice Research Institute
Maligaya, Science City of Muñoz
Nueva Ecija, 3119

- (044) 456-5390
- bericeponsible@gmail.com
- www.bericeponsible.com
- riceponsibleleako
- @riceponsibleleako
- riceponsibleleako



KONTI-KONTING KANINMUNA

nang maiwasan ang tirang
kanin sa pinggan.

ALAM NYO BA?

Bawat Pilipino ay
nagsayang ng 9 grams
o halos 2 **kutsarang**
kanin bawat araw noong 2008.

Katumbas mto ang pagkain ng
halos **2.5M Pilipino** sa isang taon,
ito ay mahigit 12% ng inangkat nating bigas
noong 2008, at nagkakahalaga ng halos **PhP7.3B**.

**Huwag mag-aksaya,
kuruhala lang ng layang ubusan!**

PHS 2008



sa susunod na kakain ka, isipin mo sila.

Bawat butil ng kanin sa iyong plato, pinagpaguran ng mga magsasaka mahain, lang sa'yo.

KAKAIBANG "KANIN" NAMAN

Ihato ang mais, saba, kamote, o cassava
sa iyong kanin upang makakuha ng mas
marami pang sustansya na hindi
nakukuha sa purong kanin.



KILALANIN AT PASALAMATAN ANG MGA MAGSASAKA

"Kailangan mo ng abogado, doctor, o pulis
minsan sa iyong buhay. Subalit kailangan mo ng
magsasaka tatlong beses sa isang araw."

**Pasalamatan natin sila! Pahalagahan
ang bawat butil ng bigas o kanin na
pinagpaguran nila.**

thank a
FARMER
today!



KUMAIN NG BROWN RICE (PINAWA)

Ang *brown rice* o *unpolished rice* ay mas
mastansya kaysa puting kanin dahil
mayroon pa itong *rice bran* na nagtataglay
ng dagdag bitamin B1, B3, B6, B9,
dietary fiber, antioxidants, protein,
manganese, phosphorus, at iron.

Nakatutulong ito upang bumaba ang posibilidad
ng pagkakaroon ng cancer, type 2 diabetes,
cardio-vascular diseases, at high blood pressure.

Busog ka na, mas lulusog ka pa.