



Republic of the Philippines
Department of Education

27 DEC 2017

DepEd MEMORANDUM
No. **211**, s. 2017

CELEBRATION OF NATIONAL RICE AWARENESS MONTH

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

1. The Department of Agriculture-Bureau of Plant Industry (DA-PBI) will celebrate the **National Rice Awareness Month (NRAM)** this November 2017 with the theme Ready? SET Rice! RICEponsible Filipinos Save Rice, Eat Healthy, and Try Brown Rice.

2. The celebration aims to focus on promoting the consumption of appropriate quantity of rice prescribed to specific population categories and of healthy forms of rice, especially brown rice and rice mixes.

3. The DepEd officials and school personnel are requested to undertake the following suggested activities for the whole duration of the National Rice Awareness Month:

- a. Printing and display of tarpaulin/streamer bearing this year's theme (visit <http://www.bericeponsible.com> for the sample design);
- b. Conduct of an activity that would facilitate participation of the whole department in NRAM;
- c. Recitation of the *Panatang Makapalay* during flag raising ceremony;
- d. Serving of brown rice on November 10 (Brown Rice Day), and rice mix on November 17 (Rice Mix Day) in cafeterias;
- e. Introduction of the brown rice in the menus of the School-Based Feeding Program (SBFP);
- f. Teaching the learners about healthy rice consumption by incorporating it in school modules for health or home economics; and
- g. Promoting the campaign advocacies through quad media and other ways within your capacity.

4. For more information, contact the Be RICEponsible Campaign Secretariat of the Department of Agriculture, through Ms. Adeline P. Gomez at telephone no. (044) 456-0277 loc. 520 or mobile phone no. 0947-996-2556 or through email address: ap.gomez@philrice.gov.ph.

5. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Reference:

DepEd Memorandum No. 196, s. 2016

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

AGRICULTURAL EDUCATION
BUREAUS AND OFFICES
CAMPAIGN
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MCDJ, DM Celebration of National Awareness Month
0963-October 18, 2017