



SEP 16 2010

DepEd MEMORANDUM
No. **393**, s. 2010

**2010 WORLD FOOD DAY NATIONWIDE ON-THE-SPOT
POSTER MAKING CONTEST**

To: Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary Schools

1. The World Food Day is celebrated every 16th day of October of every year. The United Nations Food and Agriculture Organization (FAO) and the Department of Agriculture (DA) will spearhead this year's celebration with the theme "United Against Hunger."
2. To highlight the celebration, a Poster Making Contest shall be conducted to create awareness on the importance of sustainable food production to mitigate hunger among families. A copy of the contest rules is enclosed.
3. The contest is open to all public Grade VI elementary pupils and DepEd-accredited private elementary schools nationwide.
4. For more information, please contact the Secretariat at telefax no.: (02) 928-0588 or through e-mail addresses: mae_afis@yahoo.com/florencia_429@yahoo.com.
5. Immediate dissemination of this Memorandum is desired.

BR. ARMIN A. LUISTRO FSC
Secretary

Encl.:
As stated

Reference:
DepEd Memorandum: No. 383, s. 2009

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

CELEBRATIONS & FESTIVALS
CONTESTS
PUPILS
SCHOOLS

Madel: World Food Day
9-9-10



GUIDELINES

2010 WORLD FOOD DAY

Nationwide On-the-Spot

Poster Making Contest



COOPERATING AGENCIES

- Department of Agriculture
- Agriculture and Fisheries Information Service (AFIS)
- DA-Regional Field Units (RFUs)
- National Agricultural & Fishery Council (NAFC)
- Food and Agriculture Organization of the United Nations (FAO)
- Department of Education (DepEd)

RULES OF THE CONTEST

1. The 2010 World Food Day "Nationwide On-the-Spot Poster Making Contest" shall be held at the School, District, Division and Regional levels.
2. The contest is open to all Grade VI elementary pupils enrolled in any public and DepEd-accredited private elementary schools nationwide.
3. The poster entry shall be an original creation of eligible participants, depicting the central theme of the 2010 World Food Day celebration: "**United against Hunger.**"
4. The contest elimination process shall be done at every level: school, district, division and regional following the schedules below:

School Level	September 10, 2010
District Level	September 17, 2010
Division Level	September 24, 2010
Regional Level	September 30, 2010
National Judging	October 13, 2010
Contest Proper	8:00 A.M. - 4:00 P.M.
Judging Proper	4:00 - 5:00 P.M.

5. Only the best three (3) posters shall be selected for each level, based on the following criteria:

Originality	20%
Visual impact	20%
Creative use of agricultural and fishery products	30%
Relevance to the theme	30%
TOTAL	100%

6. The Department of Education (DepEd) Secretariat in coordination with the Department of Agriculture's Regional Information Officer shall assign a number to each entry at the start of the contest. This number shall be the basis for identification. Names of winners shall be revealed only after the judging.

II. CONTEST ELIMINATION PROCESS

A. School Level: September 10, 2010

1. Materials to be used include an illustration board (20" x 30") to be provided by the Contest Committee; and any art medium, except oil and water color, and a combination of agricultural and fishery products (e.g. palay grains, mungo, squash seeds, corn kernels/husks, sea shells, dried seaweeds, etc.) which shall be provided by the participants.

2. The theme should be indicated/written on the poster as part of its design. A poster with no indicated theme shall be disqualified.

3. The participant/contestant shall fill out an entry form which shall also include the brief description/explanation of the finished design written in English or Filipino to be pasted at the back of the poster.
4. Winners at each level shall be given Certificates of Merit by the participating school.
5. Deadline of submission of winning posters to the District is on September 14, 2010.

B. District Level: September 17, 2010

1. The best three (3) entries from each school shall be eligible for the District Level competition.
2. The competing posters shall be judged at the District Office, where a panel of judges shall select the best three (3) entries.
3. The winners shall be awarded Certificates/Medals of Merit from the District.

C. Division Level: September 24, 2010

1. The best three (3) posters from each district shall be eligible for the Division Level.

2. The competing posters shall be judged at the Division Office, where a panel of judges shall select the best three (3) entries.
 3. The winners shall be awarded Certificates/Medals of Merit from the Division.
 4. The deadline of submission of winning entries to the Region is on September 28, 2010.
- D. Regional Level: September 30, 2010**
1. The three (3) winners in the Division Level are eligible to participate in the Regional level competition.
 2. The competing posters shall be judged at the Regional Office, where a panel of judges shall select the best entry to represent the region at the National competition .
 3. The Regional winner shall receive **THREE THOUSAND PESOS (P3,000)** from the Food and Agriculture Organization (FAO) of the United Nations.
 4. The Regional Information Officers (RIOs) shall send a photo of the regional winning entry thru email to the Secretariat (*mae_atis@yahoo.com* or *fiorencia_429@yahoo.com*).
 5. The regional winner and his/her escort, preferably a parent, sibling or guardian shall travel to Manila for the National Competition.

4

E. National Contest: October 13, 2010

1. The regional winners shall gather at the Bureau of Soils and Water Management (BSWM) on October 13, 2010 from 8:00 A.M. to 4:00 P.M. for the national competition.
 2. The contestants shall be required to do an entirely new poster, on-the-spot, with a different design from his/her winning regional entry.
 3. All materials to be used including illustration boards, agricultural and fishery products, glue gun and glue stick shall be provided by the contest committee except craypass and crayons.
 4. Judging shall be from 4:00 to 5:00 P.M.
 5. The Board of Judges will select the five (5) best posters from among the 17 regional participants.
 6. The BOJ's decision shall be final.
 7. The winning posters shall be displayed at the Department of Agriculture, DepEd and FAO offices.
- III. AWARDING OF PRIZES**
1. The five (5) best posters shall each receive a cash prize of **TWELVE THOUSAND PESOS (P12,000)**, a **TROPHY** and a **PLAQUE** for the winning school. All the prizes will be shouldered by the FAO.

5

