

Advisory No. **042**, s. 2020

November 20, 2020

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
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## CELEBRATION OF NATIONAL RICE AWARENESS MONTH

Pursuant to Presidential Proclamation No. 524, s. 2004, the Department of Agriculture celebrates the National Rice Awareness Month (NRAM) 2020 with the theme, *Grow Local. Buy Local. Eat Local, #SupportOurRiceFarmers*.

The celebration aims to impart the importance and advantage of eating safe and nutritious rice to consumers, instilling the value of patriotism in supporting the local rice farmers, and helping the Philippine rice industry as a whole.

One of the activities of NRAM is the launching of the book, *Appreciating Rice* written by the late award-winning agricultural journalist Anselmo Roque set this November. This book will be useful to the students, as it will introduce them to the anatomy, history, and processes that rice undergoes from the farm to consumers' table and help them appreciate rice nutritional and cultural essence and its importance to the Filipino heritage.

For the whole duration of the NRAM, the following suggested activities are to be done for the month of November 2020:

1. print and display a tarpaulin/streamer bearing this year's theme at [http://bit.ly/2020\\_NRAM](http://bit.ly/2020_NRAM) for the sample design);
2. share social media campaign materials posted on NRAM Facebook account (*Riceponsible Ako*) to the FB account with a hashtag *#GrowLocalBuyLocalEatLocal\_SupportOurRiceFarmers\_Campaign*; and
3. recite the *Panatang Makapalay* every Flag Raising Ceremony.

For more information, contact:

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