Division Memorandum
No. 749, s. 2016

To: Education Program Supervisors, Public Schools District Supervisors, Public and Private Elementary and Secondary School Heads

From: DEE D. SILVA, DPA, CESO-VI
School Division Superintendent

Subject: Celebration of National Rice Awareness Month

Date: December 5, 2016

1. Attached is DepEd Memorandum No. 196, s. 2016 entitled "Celebration of National Rice Awareness Month", where 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. DepEd officials and school personnel both public and private of this Division 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 (4) goodness by eating brown (visit http://www.bericeposible.com for the sample design);
   b. Arrangement for the serving of brown rice instead of white rice during events, fora, 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 P38.00 per kilo which is around 50% cheaper that its current price.

5. Immediate action and dissemination of this memorandum is earnestly desired.

[Signature]

[Stamp]
MEMORANDUM

TO: SCHOOLS DIVISION SUPERINTENDENTS

SUBJECT: CELEBRATION OF NATIONAL RICE AWARENESS MONTH

DATE: December 1, 2016

1. Attached is DepEd Memorandum No. 196, s. 2016 entitled "Celebration of National Rice Awareness Month," where 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. 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 (4) 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 P38.00 per kilo which is around 50% cheaper than its current price.

4. Immediate dissemination of this memorandum is required.

       ATTY. ALBERTO T. ESCOBARTE, CESO III
       Regional Director

Records Section

Released
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. 0947-996-2536 or through email address mkr.bajit@philrice.gov.ph.

6. Immediate dissemination of this Memorandum is desired.

LEONORA MAGTOLIS BRIONES
Secretary

DepEd Complex, Meralco Avenue, Pasig City 1600
633-7208/637-228/632-1361
636-4876/637-6204 www.dened.gov.ph
Do 4 Goodness: 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.


www.brown4good.com    f t o   ricepensableako  BeRICEPONSIBLE
The 4 Goodness of Brown Rice:

Good for the Body
Brown rice has higher protein, fiber, vitamins, minerals, and antioxidants compared with white rice.

Good for the Country
Brown rice could help achieve self-sufficiency because of its 10% higher milling recovery.

Good for the Farmers
Buying brown rice would mean supporting our farmers and helping them increase their income.

Good for the Less Fortunate
For every hashtag, the Department of Agriculture will feed one less Filipino with brown rice through charities.

FAQs
Can I include myself in the photo?
Yes. Even short video clips of you and the meal are welcome, too. The key is to show your brown rice meal.

I forgot to make my post and/or profile public. What do I do?
Hide/delete the old post, complete step 2 (see above), then repost.

What will happen to my post if I did not use a hashtag for my region?
The donation would automatically go to charities in the National Capital Region.

Can I post more than once?
Yes, because we need you to eat brown rice for good! Thus, you could post every time you would eat brown rice. The more posts you do, the more donations you could give. Tag more friends too, to spread the goodness of brown rice.

I want to join but I don't know where to get brown rice.
We will be publishing a directory on our website and social media accounts soon. In the meantime, do reach us through any of the contact information so we can provide you recommendations.

#BROWN4good
# BROWN RICE SUPPLIERS

## P38-40/kg

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Person</th>
<th>Address</th>
<th>Contact Number</th>
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</table>
| NCR    | Ricardo Buenaventura  
(Nagkakaisang Magsasaka Agricultural PMPC) | Tabacao, Talavera, Nueva Ecija | 0918-686-2687/ 0918-357-4624/ 0915-885-7346 |
|        | Maria Romero     | 102 Abanao St., Baguio City | 0932-739-2561/ 0906-371-3111 |
|        | Maria Romero     | La Union | 0932-739-2561/ 0906-371-3111 |
|        | Mac Jesson Tucay  
Pangasinan Rice Processing Complex | Sta. Barbara, Pangasinan | 0995-135-2761 |
|        | Konstantine Andrei Ricafort  
(Cagayan Valley Organic Farmers Marketing Cooperative) | San Marcos, San Mateo, Isabela | 0917-503-2407 |
|        | 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/ 0917-310-8739 |
| 4-B    | Felino Tumalec  
(Mabuhay Multi-Purpose Cooperative) | Farmers Bigasan, National Highway, Brgy. Sta. Monica, Puerto Princesa City | 0939-915-4669/ 0917-884-2204 |
|        | Miller Bicaldo  
(Pecuaria Development Cooperative) | Lanipiga, Bula, Camarines Sur | 0917-525-3406/ 0916-590-8813 |
|        | Bernardo Lupenario  
(F. G. Lupenario Rice Mill) | Bulan, Sorsogon | 0940-371-3007 |
|        | Dionisio Lubag  
(Iloilo Rice Processing Complex) | Brgy. Amamaros, Pototan, Iloilo | 0920-227-8702/ 0917-878-8757/ (033) 529-8780 |
| 7      | Alvin Mante  
(BOFA/CMCD) | 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. Lilian, Ormoc City | 0926-898-7082 |
| 9      | Clemente Guio  
(Dipolog Polangko Irrigators Association—Marketing Cooperative) | Brgy. Olingan, Dipolog City | 0906-364-6231 |
|        | Or thrui  
Kerl Porlas  
(City Agriculturist – Dipolog City) | | 0917-820-9402 |
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<tr>
<th>No.</th>
<th>Name</th>
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<th>Contact Information</th>
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<tbody>
<tr>
<td>10</td>
<td>Miko G. Besañes</td>
<td>Sta. Filomena, Iligan City</td>
<td>0917-301-0990/</td>
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<td></td>
<td>(LT Trading Milling)</td>
<td></td>
<td>(063) 225-1557/</td>
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<td></td>
<td>(063) 225-1846</td>
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<td>12</td>
<td>Evelyn Peralde</td>
<td>c/o PhilRice Midaysayap</td>
<td>0908-391-5210</td>
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<td>Ommal Abdulkadil</td>
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<td>0947-483-3298/</td>
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<td>0995-977-8683</td>
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<td>CARAGA Antonio Cabrera (Manager, Sto. Niño Multi-Purpose Cooperative)</td>
<td>Brgy. Sto. Niño, Butuan City</td>
<td>0920-607-9917</td>
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<td>ARMM Antonio Cabrera (Manager, Sto. Niño Multi-Purpose Cooperative)</td>
<td>Brgy. Sto. Niño, Butuan City</td>
<td>0919-539-1615</td>
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<td>ARMM Danilo Tabudio (Sultan Mastura Growers Multi-Purpose Cooperative)</td>
<td>Sultan Mastura, Maguindanao</td>
<td>0926-524-9922</td>
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<td>ARMM Durie Kasim (Guindulongan Seed Growers Multi-Purpose Cooperative)</td>
<td>Guidulongan, Maguindanao</td>
<td>0917-462-8375</td>
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<td>ARMM Edna T. Bajo (DA Region ARMM)</td>
<td>Cotabato City</td>
<td>0917-310-1282</td>
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<td>Negros Island</td>
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<tr>
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<td>Jesus R. Jimenez</td>
<td>Brgy. Calumangan, Bago City, Negros Occidental</td>
<td>0999-990-9285/</td>
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<tr>
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<td>(Farmers Rice Milling MPC)</td>
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<td>0923-479-5883/</td>
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<td>(034) 458-2225/</td>
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<td>(034) 476-0908/jenastrading@yahoo.com</td>
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