



Republic of the Philippines  
**DEPARTMENT OF EDUCATION**  
Region XI  
**Division of Digos City**



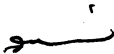
Office of the Schools Division Superintendent

Telefax: (082) 553 – 8396; 553-8376

**Division Memorandum**

No. 749, s. 2016

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

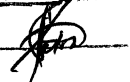
**From** :  **DEE D. SILVA, DPA, CESO-VI**  
School Division Superintendent

**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.bericepossible.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 than its current price.
5. Immediate action and dissemination of this memorandum is earnestly desired.

DepEd Schools Division of Digos

**RELEASED**  
11480  
Date: **DEC 06 2016** Time: **9:25 AM**  
By: 



Republika ng Pilipinas  
KAGAWARAN NG EDUKASYON  
REHIYON XI  
Lungsod ng Dabaw



DepEd Schools Division of Digo

URGENT

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:

- 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);
- Arrangement for the serving of brown rice instead of white rice during events, forums, seminars, trainings, conferences, feeding programs, and other similar activities;
- Making brown rice (cooked and raw) available in canteens; and
- 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.

DEPARTMENT OF EDUCATION

Regional Office XI

RECORDS SECTION

RELEASED

By:

12/1/16

ATTY. ALBERTO T. ESCOBARTE, CESO III  
Regional Director



Republic of the Philippines  
**Department of Education**

DepEd MEMORANDUM  
No. **196**, s. 2016

Department of Education  
23 NOV 2016  
Regional Office XI  
RECORDS SECTION

**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

By: [Signature]  
Date: 11-28-14 Time: 11:14  
Barcode No: 16-11-0398

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. 0947-996-2556 or through email address [mkr.bajit@philrice.gov.ph](mailto:mkr.bajit@philrice.gov.ph).
6. Immediate dissemination of this Memorandum is desired.

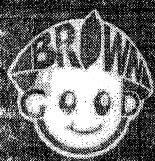
[Signature]  
**LEONOR MAGTOLIS BRIONES**  
Secretary



# 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.

Aug. 28 - Oct. 31, 2016

 [www.bericeponsible.com](http://www.bericeponsible.com)    [riceponsableako](#) **Be RICEPONSIBLE**

# 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 the 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

Visuals and graphics are the property of the Department of Agriculture. All rights reserved. With funding from the US National Rice Research Institute, the Bureau of Agricultural Research.

## BROWN RICE SUPPLIERS

### P38-40/kg

| Region | Contact Person                                                                        | Address                                                                             | Contact Number                                     |
|--------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------|
| NCR    | Ricardo Buenaventura<br>(Nagkakaisang Magsasaka Agricultural PMPC)                    | Tabacao, Talavera,<br>Nueva Ecija                                                   | 0918-686-2687/<br>0918-357-4624/<br>0915-885-7346  |
| CAR    | Maria Romero                                                                          | 102 Abanao St.,<br>Baguio City                                                      | 0932-739-2561/<br>0906-371-3111                    |
| 1      | Maria Romero                                                                          | La Union                                                                            | 0932-739-2561/<br>0906-371-3111                    |
|        | Mac Jesson Tucay<br>Pangasinan Rice Processing Complex                                | Sta. Barbara,<br>Pangasinan                                                         | 0995-135-2761                                      |
| 2      | Konstantine Andrei Ricafort<br>(Cagayan Valley Organic Farmers Marketing Cooperative) | San Marcos, San<br>Mateo, Isabela                                                   | 0917-503-2407                                      |
| 3      | Ricardo Buenaventura<br>(Nagkakaisang Magsasaka Agricultural PMPC)                    | Tabacao, Talavera,<br>Nueva Ecija                                                   | 0918-686-2687/<br>0918-357-4624/<br>0915-885-7346  |
| 4-A    | Ferdinand Aguilar                                                                     | c/o PhilRice LB                                                                     | 0919-419-0686/<br>0917-310-8738                    |
| 4-B    | Felino Tumalac<br>(Mabuhay Multi-Purpose Cooperative)                                 | Farmers Bigasan,<br>National Highway,<br>Brgy. Sta. Monica,<br>Puerto Prinsesa City | 0939-915-4669/<br>0917-884-2204                    |
| 5      | Miller Bicaldo<br>(Pecuaría Development Cooperative)                                  | Lanipga, Bula,<br>Camarines Sur                                                     | 0917-525-3406/<br>0916-590-8913                    |
|        | Bernardo Lupenario<br>(E. G. Lupenario Rice Mill)                                     | Bulan, Sorsogon                                                                     | 0949-371-3007                                      |
| 6      | Dionisio Lubag<br>(Iloilo Rice Processing Complex)                                    | Brgy. Amamaros,<br>Pototan, Iloilo                                                  | 0920-227-8702/<br>0917-878-8757/<br>(033) 529-8780 |
| 7      | Alvin Mante<br>(BOFAMCO)                                                              | Pilar, Bohol                                                                        | 0999-581-2023/<br>0910-124-5115                    |
| 8      | Pio Bacayo<br>Can-Abay Small Farmers Cooperative                                      | Brgy. Can-Abay, Basey,<br>Samar                                                     | 0906-533-9417                                      |
|        | Olegario "Jun" Paredes<br>Ormoc Rice Hybrid Seed Producers                            | Brgy. Liloan, Ormoc<br>City                                                         | 0926-898-7082                                      |
| 9      | Clemente Guio<br>(Dipolog Polangko Irrigators Association –<br>Marketing Cooperative) | Brgy. Olingan, Dipolog<br>City                                                      | 0906-364-6231                                      |
|        | Or thru:<br>Kerr Porlas<br>(City Agriculturist – Dipolog City)                        |                                                                                     | 0917-820-9402                                      |

|                  |                                                                       |                                                      |                                                                                                     |
|------------------|-----------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 10               | Miko G. Besañes<br>(LT Trading Milling)                               | Sta. Filomena, Iligan<br>City                        | 0917-301-0990/<br>(063) 225-1557/<br>(063) 225-1846                                                 |
| 11               | Engr. Policarpio E. Fontanilla Jr.<br>(Davao Rice Processing Complex) | Brgy. Sinaragan,<br>Matano, Davao del Sur            | 0999-587-6485                                                                                       |
| 12               | Evelyn Perialde                                                       | c/o PhilRice Midsayap                                | 0908-391-5210                                                                                       |
|                  | Or                                                                    |                                                      |                                                                                                     |
|                  | Ommal Abdulkadil                                                      |                                                      | 0947-483-3298/<br>0995-977-8683                                                                     |
| CARAGA           | Marilyn Aranas (Chairman, Sto. Niño Multi-<br>Purpose Coopertive)     | Brgy. Sto. Niño,<br>Butuan City                      | 0920-607-9917                                                                                       |
|                  | Or                                                                    |                                                      | or                                                                                                  |
|                  | Antonio Cabrera (Manager, Sto. Niño Multi-<br>Purpose Coopertive)     |                                                      | 0919-539-1615                                                                                       |
| ARMM             | Danilo Tabudlo (Sultan Mastura Growers<br>Multi-Purpose Cooperative)  | Sultan Mastura,<br>Maguindanao                       | 0926-524-9922                                                                                       |
|                  | Durie Kasim (Guindulungan Seed Growers<br>Multi-Purpose Cooperative)  | Guidulungan,<br>Maguindanao                          | 0917-462-8375                                                                                       |
|                  | Edna T. Bajao<br>(DA Region ARMM)                                     | Cotabato City                                        | 0917-310-1282                                                                                       |
| Negros<br>Island | Jesus R. Jimenez<br>(Farmers Rice Miller MPC)                         | Brgy. Calumangan,<br>Bago City, Negros<br>Occidental | 0999-990-9285/<br>0923-479-5883/<br>(034) 458-2225/<br>(034) 476-0908<br>jemastrading@ya<br>hoo.com |
|                  | Albert Christian Suñer                                                | c/o PhilRice Negros                                  | 0917-714-9366                                                                                       |