



MEMORANDUM CIRCULAR
NO. 2014-125

TO : ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, THE REGIONAL GOVERNOR OF THE AUTONOMOUS REGION OF MUSLIM MINDANAO, AND DILG REGIONAL DIRECTORS

SUBJECT : 2014 OBSERVANCE OF NATIONAL YEAR OF RICE IN THE MONTH OF NOVEMBER

The Philippine Rice Research Institute (PRRI) of the Department of Agriculture, in its intensified campaign of achieving rice self-sufficiency pursuant to Presidential Proclamation No. 494, is spearheading the *2014 Observance of the National Year of Rice*. The *Second and Third Fridays of the Month of November* are considered *Brown Rice Day* and *Rice Mix Day*, respectively.

Relative to the above, and upon the request of DA Secretary Proceso J, Alcala, all Local Chief Executives are hereby enjoined to:

1. Hang streamers in front of provincial/city/municipal halls, with the theme, "*2014 Observance of the National Year of Rice*", announcing LGU participation in said celebration;
2. Encourage food establishments to serve *Brown Rice* and *Mix Rice* on the *second* and *third* Fridays of November;
3. Upload the official campaign streamer in LGU website, Facebook, and Twitter; and
4. Disseminate information and rice self-sufficiency related issues to networks and partners.

For related information and queries, all concerned are hereby advised to contact the Be Responsible Secretariat at Philrice Nueva Ecija, with Contact Nos. (044) 456-53-90 and 09479962556, or lam.ilagan@philrice.gov.ph.

All DILG Regional Directors and the ARMM Regional Governor are hereby directed to cause the widest dissemination of this Circular, to local government units within their respective areas of jurisdiction.


MAR ROXAS
Secretary




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