



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City
http://www.dilg.gov.ph



2019 CELEBRATION OF THE NATIONAL RICE AWARENESS MONTH

Memorandum Circular No. 2019-196

21 NOV 2019

1.0 Background

Pursuant to Proclamation No. 524, series of 2004, declaring the month of November of every year as the National Rice Awareness Month. The celebration is spearheaded by the Department of Agriculture.

2.0 Purpose

The purpose of the policy is to enjoin all Local Chief Executives and DILG officials and employees to participate in the activities of the month-long celebration.

3.0 Scope/Coverage

All Provincial Governors, City Mayors, Municipal Mayors, Punong Barangays, DILG Regional Directors, The Chief Minister of BARMM, and all others concerned.

4.0 Policy Content and Guidelines

- 4.1 This year's celebration with the theme, "**Buy local. Eat local. Support our rice farmers**", intends 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.
- 4.2 All Provincial Governors, City Mayors, Municipal Mayors and Punong Barangays are hereby encouraged to undertake the following suggested activities for the whole month of November:
 - 4.2.1 Print and display tarpaulin/streamers bearing this year's theme (visit <https://bit.ly/32jNC32>);
 - 4.2.2 Conduct an activity that would facilitate participation of the local government personnel;
 - 4.2.3 Recite the Panatang Makapalay in every Flag Raising Ceremony;
 - 4.2.4 Serve brown rice on November 8 (*Brown Rice Day*), and rice mix on November 15 (*Rice Mix Day*) in every cafeterias; and

4.2.5 Promote the campaign advocacies through quad media supporting the celebration's advocacy.

4.3 All DILG Regional Directors and the BARMM Minister of Local Government are hereby enjoined to cause the widest and immediate dissemination of this issuance to all local government units within their Regions.

5.0 References

5.1 Letter from Acting Secretary William D. Dar, Department of Agriculture

5.2 Proclamation No. 524, s. 2004

6.0 Approving Authority


EDUARDO M. AÑO
Secretary, DILG



7.0 Feedback

For related queries, please call Ms. Ajea C. Alcantara of the Be RICEponsible Secretariat, Department of Agriculture, at Tel Nos. (044) 456-0277 loc. 300; 0995-815-8494, or email at ac.alcantara@philrice.gov.ph.