



MC No. 33, s. 2017

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 2017 National Rice Awareness Month Celebration

Proclamation No. 524, s. 2004, declares November as the National Rice Awareness Month (NRAM). This year's theme is ***"Ready? SET rice! RICEponsible Filipinos save rice, eat healthy, and try brown rice"***, which aims to promote the consumption of appropriate quantity of rice prescribed to specific population categories and of healthy forms of rice, especially brown rice and rice mixes.

To promote public awareness in the observance of the event, all government Agencies are enjoined to actively participate in the NRAM Celebration through the following activities:

- Print and display a tarpaulin/streamer bearing this year's theme (please visit <http://www.bericeponsible.com/downloads/> for the sample design);
- Conduct an activity that would facilitate participation of the whole department in NRAM;
- Recite the Panatang Makapalay every flag-raising ceremony for the whole month;
- Serve brown rice on November 10 (Brown Rice Day), and rice mix on November 17 (Rice Mix Day) in your cafeterias;
- Participation in the online campaign thread that encourages consumers to prepare the "healthiest and most balanced meal in a plate", using the hashtag #RICEponsiblePlate;
- Promote the campaign advocacies through quad media and other ways within your capacity; and
- Participation in the Culminating Activity of NRAM on the 24th of November at the Quezon City Memorial Circle.

For more information, you may coordinate with **Ms. Adeline P. Gomez**, Be RICEponsible Secretariat, at telephone number (044) 456-0277 loc. 520 or through mobile number 0947-9962556 or through email at ap.gomez@philrice.gov.ph.


ROBERT S. MARTINEZ
Commissioner

09 NOV 2017

Bawat Kawani, Lingkod Bayani

rice people

*Panatang
Makapalaw*

Bilang isang mamamayang Pilipino nakikiisa ako sa panatang huwag magsayang ng kanin at bigas.

Magsasaing ako ng sapat lamang at sisiguraduhing tama ang pagkakaluto nito.

Kukuha ako ng kaya kong ubusin upang sa aking pinggan ay walang matirang kanin. Ganun din ang aking gagawin kung may handaan o kung sa labas ako kakain.

Ang brown rice o pinawa ay aking kakainin, pati na ang ibang pagkain bukod sa kanin tulad ng saba, kamote, at mais.

Ituturo ko sa iba ang responsableng pagkonsumo nang mabigyang halaga ang pagod ng mga magsasaka at nang makatulong na maging sapat ang bigas sa Pilipinas.

Aking isasapuso ang panatang ito dahil sa bawa't butil ng bigas o kanin na aking matitipid ay may buhay na masasagip.