



Department of Education  
Region IIIc  
DIVISION OF CITY SCHOOLS  
Angeles City

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RELEASED

NOV 25 2016

By

DepED Angeles City  
Division of City Schools

Nov. 25, 2016

**Division Memorandum**

No. 410 s. 2016

**CELEBRATION OF NATIONAL RICE AWARENESS MONTH**

**To: All Public Schools Division Supervisors  
All Public and Private Elementary and Secondary School Principals/School Heads  
All Public and Private Elementary and Secondary School Teachers**

1. The Department of Education in cooperation with the Department of Agriculture-Bureau of Plant Industry (DA-PBI), is enjoined in the celebration of the **National Awareness Month** this November until December 5, 2016 in order to share the goodness of rice, particularly that of brown or unpolished rice.

2. In this connection, 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:

3..Display of tarpaulin with the message *#BROWN4good Challenge Accepted: We bring four goodness by eating brown rice (visit <http://www.bericeposible.com> for the sample design):*

a. 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

b. Promoting the consumption of brown rice and the *#BROWN4good* to personnel, students, and other stakeholders.

c. Sample information materials on how to take part in the *#BROWN4good* challenge and its goodness is provided in Enclosure No. 1.

d. 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 at very affordable prices is provided in Enclosure No. 2. The healthy rice can be availed at Php 38.00 per kilo which is around 50% cheaper than its current market place.

4. All questions and clarifications may be directed to the Health and Nutrition section of this Division.

5. Immediate and wide dissemination of this memorandum is desired.



## BROWN RICE SUPPLIERS

### P38-40/kg

Region	Contact Person	Address	Contact Number
NCR	Ricardo Buenaventura (Nagkakaisang Magsasaka Agricultural PMPC)	Tabacao, Talavera, Nueva Ecija	0918-686-2687/ 0918-357-4624/ 0915-885-7346
CAR	Maria Romero	102 Abanao St., Baguio City	0932-739-2561/ 0906-371-3111
1	Maria Romero	La Union	0932-739-2561/ 0906-371-3111
	Mac Jesson Tucay Pangasinan Rice Processing Complex	Sta. Barbara, Pangasinan	0995-135-2761
2	Konstantine Andrei Ricafort (Cagayan Valley Organic Farmers Marketing Cooperative)	San Marcos, San Mateo, Isabela	0917-503-2407
3	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/ 0917-310-8738
4-B	Felino Tumulac (Mabuhay Multi-Purpose Cooperative)	Farmers Bigasan, National Highway, Brgy. Sta. Monica, Puerto Prinsesa City	0939-915-4669/ 0917-884-2204
5	Miller Bicaldo (Pecuaría Development Cooperative)	Lanipga, Bula, Camarines Sur	0917-525-3406/ 0916-590-8913
	Bernardo Lupenarío (E. G. Lupernario Rice Mill)	Bulan, Sorsogon	0949-371-3007
6	Dionisio Lubag (Iloilo Rice Processing Complex)	Brgy. Amamaros, Pototan, Iloilo	0920-227-8702/ 0917-878-8757/ (033) 529-8780
7	Alvin Mante (BOFAMCO)	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. Liloan, Ormoc City	0926-898-7082
9	Clemente Guio (Dipolog Polangko Irrigators Association – Marketing Cooperative)	Brgy. Olingan, Dipolog City	0906-364-6231
	Or thru: Kerr Porlas (City Agriculturist – Dipolog City)		0917-820-9402



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



# 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

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# 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

Produced and designed by PhilRice, ARI, and DRI with funding from the DA National Rice Program through the Bureau of Agricultural Research