



DOT- MEMORANDUM CIRCULAR
2013- 06

NATIONAL CELEBRATION OF BROWN RICE DAY AND RICE MIX DAY

In support of Presidential Proclamation No. 494, declaring 2013 as National Year of Rice and in partnership with the Department of Agriculture (DA), the Department of Tourism (DOT) enjoins all tourism enterprises to participate and support the first ever national celebration of Brown Rice Day and Rice Mix Day on 15 November 2013 and 22 November 2013 respectively, by serving brown rice and rice corn-grits mix on said dates.

Tourism enterprises may receive subsidy (depending on the volume) of the cost of brown rice and corn grits from the DA to facilitate their participation in the event. In addition, the DA may include the names of the participating tourism enterprises in their print, radio and TV advertisements.

The DOT calls on all tourism enterprises to actively support this event. This is an important step to promote healthy living to Filipinos by helping to achieve rice self-sufficiency.

For additional information, please contact Ms. Colleen Tobias of the NYR secretariat through (044)456-5390, (0999)9916021, or email: mcgtobias@email.philrice.gov.ph.

Thank you.


RAMON R. JIMENEZ, JR.
Secretary

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