



Republic of the Philippines  
Department of Agriculture  
OFFICE OF THE SECRETARY  
Elliptical Road, Diliman  
Quezon City, 1100 Philippines

05 October 2020

**MEMORANDUM FROM THE SECRETARY**

**TO : ALL HEADS OF AGENCIES, BUREAU DIRECTORS, PRESIDENT OF  
CORPORATIONS, REGIONAL EXECUTIVE DIRECTORS**

**SUBJECT : OBSERVANCE OF NOVEMBER AS NATIONAL RICE AWARENESS MONTH**

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In observance of November as the National Rice Awareness Month (NRAM) per Proclamation No. 524, s. 2004, you are hereby instructed to design and implement a strategic month-long campaign to raise awareness and spur public participation to help achieve the country's vision toward rice security and competitiveness.

With a theme "Grow Local. Buy Local. Eat Local. #SupportOurRiceFarmers", this year's NRAM is a sequel to last year's campaign. However this time, it underscores not only marketing and consumption but also production of local rice. It seeks to rally various rice stakeholders, such as farmers to optimize farm yields by using yield-enhancing and cost-reducing technologies; local government units and other institutions to support our farmers especially in buying their harvests at a reasonable price; and the rice-consuming public to patronize our locally-produced rice.

To ensure a harmonized set of campaign activities and outputs, you are to make sure that your NRAM activities are aligned with the following key messages, strategies, tactics, and key performance indicators (KPIs).

## A. Key messages

You are to highlight our value propositions - what we want to communicate, for whom, and what we want to achieve. In this campaign, we will be communicating not only technical information, but we will also be cultivating the spirits of diligence, cooperation, and patriotism among our stakeholders.

| Tagline                                   | Objective   | Intended audience                                   | Key messages   |
|---|---|---|--|
| Grow local<br>( <i>Pataasin ang Ani</i> ) | To boost local rice production by targeting 1 t/ha yield increase and 30% reduction in cost of production | Farmers   | Optimize farm yields by using the PalayCheck System and other recommended technologies and practices as well as the services, such as RCEF, RRP, and NRP provided by the government  |
| Buy Local<br>( <i>Bilhin</i> )            | To increase farmers' income opportunities through strategic market positioning                            | LGUs, institutional buyers, other rice stakeholders | Lobby for the adoption of KADIWA as a farmer's marketing platform at the community or LGU level<br><br>Lobby for an ordinance to implement truthful labeling of rice source in the market at the LGU level<br><br>Support our rice farmers by buying their produce |
| Eat local<br>( <i>Kainin</i> )            | To promote local rice as a quality and safe rice  | Rice-consuming public                               | Patronize locally produced rice<br><br>Consume other nutritious forms of rice, such as brown rice<br><br>Practice the "don't waste rice" behavior  |



## B. Strategies

The campaign must be carried out through the use of appropriate, effective media, and the messages localized using the dialect (or best understood language) in your region or area of operation. The use of social media as a campaign platform, however, is highly encouraged especially these days when most of the people are online. For effective results and, if your resources permit, you may invest in boosting, endorsements, media placement, networking, and other online marketing strategies to optimize reach and engagements. Also, in digital platforms, information and the narratives that will revolve around the campaign can be increasingly enormous and therefore a tool will be used to help us capture, analyze, and engage in or manage those narratives surrounding the campaign. For ease of tracking the narratives, kindly use our official hashtag “#GrowLocalBuyLocalEatLocal\_SupportOurRiceFarmers\_Campaign in all your social media posts. PhilRice will provide and administer the social listening tool and will coordinate with you on how to maximize its use to increase our engagements with our stakeholders.

## C. Tactics

PhilRice will design and share with you the campaign collaterals, such as the logo, tagline, video, designs/templates for t-shirt, banner/poster, and socmed quote cards, as well as IEC materials on rice production. You may download them here: [http://bit.ly/2020\\_NRAM](http://bit.ly/2020_NRAM)

Campaign activities may include (but are not limited to) the following:

| Campaign activities   | Scope of Implementation | In-charge  |
|---|-------------------------|--|
| 1. Campaign launch <i>(to be live-streamed via social media and shared by all agencies on their socmed account)</i> | National                | Led by DA, PhilRice, ATI and to be participated by all DA-attached bureaus, agencies and corporations as well as various rice stakeholders |
| 2. Webinars:  |                         |  |
| • For farmers - on optimizing farm yields   | Regional                | DA-RFOs, ATI-RTC   |
| • For LGUs - on policies on truthful labeling, <i>palay</i> buying, and KADIWA                                      | National/<br>Regional   | DA-NRP, DA-AFID, PhilRice, ATI   |
| • For consumers - on the eating characteristics of local rice   | National                | DA-NRP, DA-AFID, PhilRice <i>(to be shared by the regions)</i>   |

| Campaign activities   | Scope of Implementation   | In-charge  |
|---|---|--|
| 3. Launching of Appreciating Rice Book  | National  | DA, PhilRice [ <i>in partnership with DepEd and Philippine Agricultural Journalists (PAJ) Inc.</i> ] |
| 4. Recital of <i>Panatang Makapalay</i> every Flag Ceremony (if allowed)  | National/<br>Regional   | All DA attached bureaus, agencies and corporations   |
| 5. Conduct of a series of weekly social media activities ( <i>Note: something interactive and relevant to your audience</i> )                                   | National/<br>Regional   | DA, PhilRice, ATI, DA-RFOs, ATI-RTCs   |
| 6. Posting/sharing of NRAM campaign collaterals on social media   | National/<br>Regional   | All DA attached bureaus, agencies and corporations   |
| 7. Media placements (radio, TV, print) with materials in a form of live or recorded interviews, press releases, plugs, advertorials, and other canned materials | National/<br>Regional   | DA, PhilRice, ATI, DA-RFOs, ATI-RTCs   |
| 8. KADIWA launch for local rice products, particularly the KADIWA Rice (brand for local rice)   | Regional  | DA-AMAS, PhilRice, DA-RFOs   |
| 9. National Biotechnology Week to feature locally developed biotech products, such as Golden Rice   | National  | DA-BPO, PhilRice, IRRI   |
| 10. Rice Achievers Awards   | National  | ATI in coordination with DA-NRP, BSWM, and NIA   |
| 11. BUYani - KADIWA Retail Selling  | Selected Ayala Mall Outlets, Other possible venues in the regions | DA-AMAS, PhilRice, DTI   |
| 12. Food Subsidy Distribution for Marginalized Farmers and Fisherfolk   | National  | DA-FOS, DA-AMAS  |



| Campaign activities                                | Scope of Implementation                | In-charge          |
|--|--|--------------------|
| 13. Promotion of Truthful Labelling for Local Rice | National (SM Malls and Public Markets) | ATI                |
| 14. Ceremonial Harvesting at Rice Garden in Luneta | National                               | PhilRice-Los Baños |


#### D. Key performance indicators (KPIs)

At the end of the month-long campaign, its immediate impacts will be measured in terms of the interest generated and support gained for the campaign.

| Method   | Immediate Outcomes   |
|--|--|
| Social listening tool by PhilRice                  | <ul style="list-style-type: none"> <li>80% of the brand mentions or campaign comments indicate positive support to the advocacy campaign</li> </ul>  |
| Social listening tool by PhilRice                  | <ul style="list-style-type: none"> <li>80% of the brand mentions or campaign comments show interest in buying locally produced rice</li> </ul>   |
| PhilRice/ATI/DA-RFOs through a post-webinar survey | <ul style="list-style-type: none"> <li>80% of the LGUs who participated in the policy forum/webinar signified interest to adopt the KADIWA marketing platform</li> </ul>                       |
| PhilRice/ATI/DA-RFOs through a post-webinar survey | <ul style="list-style-type: none"> <li>80% of the LGUs who participated in the policy forum/webinar show interest to implement the truthful labeling policy and <i>palay</i> buying</li> </ul> |

This month-long NRAM celebration only serves as a kick-off activity of a campaign that will continue even beyond the celebration to promote behavioral change toward a competitive, rice-secure Philippines.

For proper coordination and smooth implementation of the campaign, you may liaise with the NRAM Secretariat through Ms. Gladys Cristobal at Telephone number - (044) 456-0258 loc. 501, Mobile phone - 0921-339-7133, or via Email - [gmg.cristobal@philrice.gov.ph](mailto:gmg.cristobal@philrice.gov.ph) or [cristobaladysmay@gmail.com](mailto:cristobaladysmay@gmail.com).

  
**WILLIAM D. DAR, Ph.D.**  
 Secretary

DEPARTMENT OF AGRICULTURE  
  
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*A food-secure Philippines*  
 with prosperous farmers and fisherfolk

