



Republic of the Philippines
OFFICE OF THE SECRETARY
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SPECIAL ORDER

No. 1227

Series of 2023

SUBJECT : AUTHORITY TO CONDUCT ACTIVITIES FOR THE 2023 NATIONAL RICE AWARENESS MONTH

The country celebrates National Rice Awareness Month (NRAM) every November pursuant to Proclamation No. 524, s. 2004. Since then, the Department of Agriculture has been leading, planning, and orchestrating its celebration within the country to heighten public awareness on rice to address issues relating to malnutrition, competitiveness, and self-sufficiency.

The month-long celebration is anchored on the four key strategies of the Masagana Rice Industry Development Program (MRIDP): (1) increasing rice productivity by optimizing yields, reducing risk, and increasing resilience through climate change adaptation measures; (2) achieving economies of scale, more efficient operations, and agribusiness through farm clustering and consolidation; (3) quickly implementing digital transformation for rice agriculture; and (4) reorienting the rice program towards a comprehensive "Triple A" approach (i.e., agricultural production, agribusiness, and agritourism).

The MRIDP also supports the goal of NRAM by ensuring consumer's access to safe and nutritious rice, while the NRAM advances the goal of MRIDP by encouraging consumers to buy the products of our farmers to increase their income and to help achieve rice self-sufficiency through responsible rice consumption.

Thus, all DA-Regional Executive Directors, Attached Agency and Bureau Directors, and Heads of other concerned offices are hereby instructed to Converge, Cooperate, and Coordinate in the celebration of NRAM in their respective areas of responsibility.

The following activities shall be implemented during the celebration of NRAM, among others:

1. Mobilize cooperatives supported by the National Rice Program (NRP) and Rice Competitiveness Enhancement Fund (RCEF) to sell affordable rice;
2. Intensify public awareness on the RICEponsible campaign;
3. Showcase and demonstrate technologies on water-saving and energy-saving for rice production to cope with El Niño; and
4. Intensify distribution of different interventions within the month of November (e.g. RFFA, FDV, biofertilizer, etc). You may invite mayors, governors, congressmen, and other concerned offices/individuals during said distribution.

Aside from the abovementioned activities, you may conduct other related activities suitable in your area. All expenses relative to the conduct of the various activities for the NRAM shall be chargeable against the funds of their respective offices, subject to the usual accounting and auditing rules and regulations.

This Order shall take effect immediately and shall be considered revoked upon completion of the event. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 29 day of September 2023.


LEOCADIO S. SEBASTIAN, Ph.D., CESO I
Undersecretary for Rice Industry Development



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