

2014 NATIONAL RICE R&D HIGHLIGHTS

Be Riceponsible
Campaign

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BE RICEPOSSIBLE CAMPAIGN

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Executive Summary

In accordance with our government's bid to achieve rice self-sufficiency, food security and better health among Filipinos, the Department of Agriculture-Philippine Rice Research Institute (DA-PhilRice) has been since 2014 campaigning for the consumption of healthier rice and non-wastage of rice through the Be RICEpossible campaign.

The Be RICEpossible campaign is a nationwide advocacy initiative that aims to promote responsible rice consumption through the non-wastage of rice, consumption of healthier rice, and boost farmers' morale that will altogether contribute towards the attainment of rice self-sufficiency and food security in the country.

Rice wastage is a serious and alarming concern that needs to be addressed. A study conducted by the Food and Nutrition Research Institute (FNRI) in 2008 shows that "every Filipino wastes an average of 2 tablespoons (9 grams) of unmilled rice daily." This is equivalent to 12.2% of the country's total rice import, amounting to Php 7.27 billion and is enough to feed around 2.5 million Filipinos in a year. Thus, the campaign continues to intensify its activities, targeting consumers, policy makers and farmers in the implementation of its diverse promotional strategies. This includes advertisements and interviews in television and radio, campaign messages sent via mobile phones, exhibits in malls and other establishments, as well as article contributions in print media that reached audiences in Luzon, Visayas and Mindanao. It also conducted promotional activities and events in different festivals that has reached over 3,800 people.

Pursuant to Presidential Proclamation No. 524 s. 2004, which designates the month of November as the National Rice Awareness Month (NRAM), and the annual celebration of Nutrition Month, the Be RICEpossible campaign sought the support of its institutional partners to anchor their activities in this nationwide advocacy.

The campaign continues to forge partnerships with different government offices, local government units, private corporations, industry partners, academe, organizations and other stakeholders in promoting responsible rice consumption and non-wastage of rice towards achieving rice self-sufficiency, food security and better health among Filipinos.

Program Description

Taking off from the National Year of Rice 2013, the Be RICEponsible is an advocacy campaign that aims to promote the RICEponsibility of every Filipino to their bodies and to our country for better health and rice self-sufficiency. Apart from the role of the farmers, it is informing the consumers and policy-makers on how they can help the country achieve rice self-sufficiency.

For consumers, the campaign called for four things (4Ks in Tagalog). First, it called for reduction or elimination of rice wastage (*konti-konting kanin muna, para walang tira*). The second is thanking and showing appreciation for our rice farmers (*kilalanin at pasalamatan ang mga magsasaka*) by literally saying thank you and by valuing every grain of rice on the plate. The third is eating of brown rice (*kumain ng brown rice*), which has 10% higher milling recovery and the fourth is mixing rice with other staples (*kakaibang kanin naman*). The third and fourth, while helping lower the demand for rice, are also promoting better health as these are healthier than plain white rice. Thus, they are not only good for the country but good for the individual as well.

Policy-makers were also targeted since they are crucial in making consumers RICEponsible. The campaign lobbied for an ordinance requiring the serving of half cup of rice and making it the default serving for plated meals to reduce rice wastage. We lobbied for this knowing that without complementary policies, the call to not waste rice would not be heeded by outside diners especially since people would not normally force themselves to eat beyond what their appetites can take. Thus, the half-cup of rice was suggested to give people more option – smaller rice denomination for those with smaller stomachs. This ordinance/bill do not only do good to the country but also to the consumers as they can also save by ordering half cup instead of ordering one whole and end up wasting half of it. Another resolution being lobbied to LGUs and congress is the serving of healthier rice such brown rice and rice mixes which would ultimately promote better health among rice consumers.

For farmers, the call was for them to feel proud of being farmers and to inspire them to produce even higher. Along with that, just as in the past, different efficient technologies and different forms and sources of farming information were promoted to help them improve their yield and income through the various bureaus and attached agencies of the Department of Agriculture (DA). And since these are but part of the mandates of different bureaus and attached agencies of DA, more focused was given to the consumption side as it is the first full-blown initiative to involve consumers in the achievement of the country's long-time goal to be rice self-sufficient.

Highlights:

- RICEponsible farmers. Through the efforts of all DA offices - its regional offices, bureaus and attached agencies, International Rice Research Institute, leading seed companies and agri-suppliers in the country together with east west seeds, we communicated the Be RICEponsible messages to farmers all over the Philippines through different trainings and events. We also exerted efforts to make them feel proud by asking all consumers to thank our farmers. We did that through different media – print, radio, TV and Internet.
- RICEponsible departments. Through the support of different Department Secretaries (DILG, DepEd, and DOTC) and Commissioners (NTC) to help disseminate and more importantly, promote the campaign messages to and through all their units and services, more people are now aware of the campaign. These departments and offices displayed the tarpaulin of the campaign during the National Rice Awareness Month in their buildings, recited the Panatang Makapalay (Rice Pledge) for consumers, and conducted related activities.
- RICEponsible students. Through the Department of Education, all students will soon know of the campaign, as they will be including it in the 10th grade curriculum for implementation in 2015. The Philippine Science High School System, by writing to DOST Secretary, also disseminated the campaign information to students. Different colleges and universities are also continually supporting the campaign by including it in their nutrition month activities, National Rice Awareness Month Activities, of other school events.
- RICEponsible policy-makers. We wrote to different local executives and legislators and asked their different associations to help promote the ordinances in support of the campaign, explaining how it might impact our rice industry. Based on the published articles alone, there are now 4 provincial ordinances and 14 city/municipal ordinances on half cup of rice, and more than 20 more pending. For brown rice, there is one house bill and a number of pending resolutions.
- RICEponsible travellers. The campaign messages were communicated to the different travellers in the Philippines, from land, to air, to sea, to train travellers. This is by asking for the help of DOTC who issued a memo to all of its offices so that they would support the campaign. This facilitated and enforced our partnership with PPA for the promotion to sea

travellers; MMIAA and different airports for promotion to air travellers; and LRT and MRT for train travellers. For land travellers, on the other hand, MACEA helped to reach tunnel passers in Makati; AFP used its LED TV in EDSA; and Quezon City Memorial Circle allowed the use of their 50 billboards around QC. All of these were for free.

- RICEpossible texters. The help of NTC was requested to communicate the messages to texters or mobile subscribers. They endorsed our request to major telecoms. Among our loyal partners were Sun cellular who sent Be RICEpossible messages to its millions subscribers per month; and Smart communications who promoted our advocacies also in their office.
- RICEpossible viewers. With the help of NTC's and KBPs endorsement, the campaign video ads were shown in different TV stations and cable networks for free. There were also TV programs that featured the campaign and conducted short interviews.
- RICEpossible radio listeners. With the help of NTC's and KBP's endorsement, the campaign audio plugs and songs were also aired in different national and regional AM and FM radio stations for free. There were also radio programs that featured the campaign and conducted short interviews.
- RICEpossible mothers. Through the continuous help of CARD-MRI, which is one of the leading small micro-financers in the country, the campaign reached around 5M debtors who are mostly mothers.
- RICEpossible spenders. Through the help of Megaworld malls, Robinsons Malls, and Seven-Eleven, the advocacies reached the many mall-goers and shoppers.
- RICEpossible museum-goers. Through the different exhibitions at the Mind Museum, National Museum, and GSIS museum, the campaign messages were communicated to students and other museumgoers in a fun and creative way.
- RICEpossible medical professionals. Through the help of Philippine Hospital Association, Nueva Ecija Medical Society, and Philippine Medical Association, more doctors and hospitals are now promoting brown rice to their patients.

- RICEponsible researchers/professionals. Through the presentation and exhibits of the campaign during national conferences and conventions for free, more research and professional associations and offices are now supporting the campaign.
- RICEponsible diners. More diners are now aware of brown rice and rice-corn mix through the help of the Hotel and Restaurants Association of the Philippines, Megaworld mall, and Robinsons. Particularly, they served brown rice and rice mix as part of the NRAM celebration. They will also take part in the wastage research in food establishments.
- RICEponsible netizens. Through the campaigns social media accounts (Facebook, twitter, youtube, instagram) more netizens are now aware of the campaign advocacies.

Advocacy promotion

For Consumers

The campaign aims to reach consumers, policy-makers and farmers to be RICEponsible in order to promote better health and achieve rice self-sufficiency. Among the three, consumers are the largest part of the campaign and play the biggest role to achieve the goals of the campaign. In order to reach millions of Filipinos to become aware of the campaign, different strategies were done to communicate the campaign messages to the consumers all over the country.

Major promotions of the campaign were done through television, radio, telecommunications and print. Different agencies, institutions and organizations were tapped to communicate the campaign to the public for free. Through the help of NTC, all TV and cable channels, and radio networks play the campaign video ads and radio plugs. There are six (6) TV stations that featured the campaign and a short interview was made (see Table 1). Radio interviews were also conducted by 11 radio stations (see Table 2). NTC also helped to the blast sending of Be RICEponsible messages to mobile subscribers specially the SUN Cellular (see Table 3.). There are also articles published on REMATE and Philippine Daily Inquirer regarding brown rice as part of the campaign messages (see Table 4).

Table 1. Major Promotion in Television.

TV Station/Channel	REMARKS
Playing of campaign TV ads in all TV and cable channels	<ul style="list-style-type: none"> • November onwards • In support of NTC
TV5's #Numero	<ul style="list-style-type: none"> • April 8, 2014 at 10 pm • Documentary on Juan Aksaya
ABS-CBN Sports+ Action (Studio23) Agri-Business: How It works	<ul style="list-style-type: none"> • Aired TVC of the be RICEponsible campaign • Interviewed Dr. Manny Regalado
LRT LED TV	<ul style="list-style-type: none"> • Shows campaign videos everyday
NTC	<ul style="list-style-type: none"> • Issued a memo requiring all TV Stations to play our advocacy videos
Net 25 Pambansang Almusal	<ul style="list-style-type: none"> • TV Interview last November 11 around 5:30-7:00 am
KAAGAPAY UNTV37	<ul style="list-style-type: none"> • Public service program • Live Studio Guest • November 18, 2014 at 6:30 pm • Celebration of the National Rice Awareness Month • Hosted by Lakay Rolly Gonzalo, Annie Rentoy and Dr. Daisy Lim-Camitan
AdYENDA	<ul style="list-style-type: none"> • One-on-one Interview • Episode on Rice Awareness Month <p>Airing:</p> <p>November 21, 2014 – 11:59pm</p> <p>November 24, 2014 – 5:30 am; 12:00mn</p> <p>November 25, 2014 – 8:00 pm</p> <p>November 26, 2014 – 5:30 am; 3:00 pm</p> <p>November 27, 2014 – 6:00 pm</p> <p>November 28, 2014 – 5:30 am</p>
State of the Nation with Jessica Soho (SONA)	<ul style="list-style-type: none"> • TV Interview • Aired on November 21, 2014 around 9:00-10:00pm • Hosted by Jessica Soho

Table 2. Major Promotion in Radio.

Radio Station/Program	Remarks
Playing of campaign radio plugs in all radio networks (AM and FM)	<ul style="list-style-type: none"> • November onwards • In support of NTC and KBP
DZEC 1062KHz's PambansangAlmusal	<ul style="list-style-type: none"> • January 25, 2014 from 6:00am to 7:30 am
DZRD Sonshine Radio 981 Dagupan's "TalakayansaSonshine"	<ul style="list-style-type: none"> • February 4, 2014, 3-4:30 pm. The segment focused on the "anti-rice wastage act of 2013" • Hosted by Mr. Jay Mendoza, station manager and KBP Pangasinan Chapter President
DWNE 900 Khz "MasaganangSakahan"	<ul style="list-style-type: none"> • Every 5:30 to 6:00 am since November 2013. Hosted by Tata Pres Evangelista
DWNE 900 Khz "Radio Kapitolyo"	<ul style="list-style-type: none"> • Every 11:00 am to 12:00 pm since November 2013. Anchored by Julie Reyes • Interview
RW 95.1 AgriPinoy	<ul style="list-style-type: none"> • Interview last September 13 around 10:00 to 10:30 am
DZAS 702 MaunladnaMagsasaka	<ul style="list-style-type: none"> • September 15, 2014, 5:00 am
DZRM	<ul style="list-style-type: none"> • Radio Interview last November 7 around 2:00 pm
Agri Pinoy	<ul style="list-style-type: none"> • Radio Interview last November 8, around 10:00-11:00 am
Radyo Agila 1062 Khz Breakfast on Board	<ul style="list-style-type: none"> • 2014 around 10:00-11:00 am
MOR Manila 101.9 FM	<ul style="list-style-type: none"> • Interview last November 29 during the Run For Rice
Radyo Agila 1062 Khz Breakfast on Board	<ul style="list-style-type: none"> • Radio Interview last November 30
Radyo Agila 1062 Khz Breakfast on Board	<ul style="list-style-type: none"> • Radio Interview last November 30

Table 3. Major Promotion in Telecommunications.

Telecommunications Network	Remarks
Blast sending of campaign messages to mobile subscribers	
Sun Cellular	<ul style="list-style-type: none"> • May 2014 onwards • In support of NTC

Table 4. Major Promotion in Print Table 4. Major Promotion in Print.

Newspaper	Page	Date	Writer	Article
REMATE	11	Nov. 14, 2014	Dr. Hilda C. Ong	<i>Brown Rice Day.</i> DA encourages restaurants to serve brown rice today. This also includes rice-feeding program on various schools.
Philippine Daily Inquirer	A15	Dec. 12, 2014	Anselmo Roque	<i>Redeeming the lost glory of brown rice.</i> Time was when Filipinos cooked and ate brown rice because the only method to remove the husk of palay was by pounding it with a wooden pestle and mortar or a stone grinder.

Aside from promotion through different media, the campaign was also promoted through info-exhibits conducted in different festivals in the Philippines. There are eight (8) festivals that include an exhibit for the campaign as part of its celebration. It was able to reach 3500 consumers (see Table 5). Campaign collectibles were given during the exhibit after winning the game organized by the exhibitors or after reciting the Panatang Makapalay.

Figure 1 shows the activities included in an exhibit during festivals such as selling of brown rice, cooking contest and other activities depending on the nature of the festival.

Table 5. Promotion during festivals.

ACTIVITY and EVENT	DATE & VENUE	AUDIENCE REACH	REMARKS
Brown rice suman contest during the Araw ng Aurora	February 14, 2014; Baler, Aurora	Around 1000 participants from different municipalities of Aurora	Contest for best brown rice suman; Php 10,000 cash prize and 2 and ½ cavans of brown rice
Food festival with brown rice during Pintados de Pasi	March 14-15 2014; Passi City, Iloilo	200-300	Provided free brown rice for tasting
Exhibit during the Panaad Festival	March 31 – April 6, 2014 ; Bacolod City	Around 700	Charged to the branch
Exhibit during Cityhood Founding Anniv.(formerly Pattaradday Festival)	April 28-May 4,2014; Santiago Isabela	Around 100	Charged to the branch
Pahiyas Festival	May 1-15, 2014; Lucban Quezon	Around 300	Charged to the branch
Presentation and Exhibit during Balatong Festival	May 12-13, 2014; San Mataeo, Isabela	Around 150	Charged to the branch
Presentation during the farmers forum, games and exhibit during Lansones Festival	October 21-25; Mambajao, Camiguin	Around 700	25kgs of Brown Rice
Exhibit during Gigantes Festival	November 14-16; Angono, Rizal	Around 500	Free



Figure 1. Activities during festivals.

Events

Aside from exhibits during festivals, there are other events conducted to promote the campaign and its messages nationwide and enjoins millions of Filipinos in all sectors of the society. Students, employees, businessmen, any role in the society are part of the campaign. Thus, in partnership with LGUs and other organizations different events were conducted to reach all the target audience of the campaign.

Table 6 shows the events led by the Secretariat in partnership with GSIS, all government offices and schools, and food establishments in the nationwide celebration of the National Rice Awareness Month as declared by President Aquino under Proc. No. 494 and other activities as part of the promotion of the campaign (see Figure 2). Brown rice and rice mix are being introduced to the public. During the Brown Rice Day and Rice Mix Day, supplies were given to all food establishments whose members of HRAP together with other promotional materials. Exhibits are also conducted specifically on malls that serve healthier rice such as brown rice and rice mix to explain to the consumers its benefits and encourage them to try these rice (see Figure 2).

Table 6. Events by secretariat.

EVENT	DATE & VENUE	AUDIENCE REACH	REMARKS
Be RICEponsible Press Launching and relaunch of the GSIS Rice Section	March 28, 2014, GSIS Museum	Around 20 press people	Attended by members of PSciJourn and PAJ
Spearheaded the PhilRice launching of Pinggang Pinoy with brown rice and/or rice mix	July 2014		Nationwide
Spearheaded the celebration of the National Rice Awareness Month			
Hanging of "We are RICEponsible!" streamers and recitation of Panatang Makapalay nationwide in all government offices and schools	Nov. 1-30 Nationwide	Nationwide	In partnership with LGUs, NGAs, Academe, Cooperating Restaurants
Spearheaded the conduct of activities in all DA regions and PhilRice Branch Stations	Nov. 1-30 Various locations nationwide		Different activities, including the celebration of brown rice day, rice mix day, and run for rice
Brown Rice Day All food establishments through the help of DILG, HRAP and mall owners and managers were requested to serve brown rice in order to give consumers a taste of this healthier rice. There would also be info exhibits about brown rice in participating malls so that consumers would be better informed of the health benefits of eating brown or unpolished rice and how it is produced.			
Serving of brown rice	Nov. 14 Nationwide		In partnership with DILG, Hotel & Restaurant Association of the Philippines (HRAP), Megaworld, Quezon City LGU, Robinsons
Brown Rice Exhibit during Brown Rice Day	November 11-13, 2014; Fisher Mall	Around 400	Venue is free; paid P16,816 for utilities and



Figure 2. Be RICEponsible campaign activities

Be RICEponsible Campaign is a program carried by both Philippine Rice Research Institute and Department of Agriculture. PhilRice Central Experiment Station among with its other substations helped the Secretariat in promoting the campaign. Whenever there are activities or events conducted in PhilRice, the campaign was always presented and there will always a Be RICEponsible booth. They also made their own activities in line with Be RICEponsible Campaign. Table 7 shows all the events conducted by PhilRice CES and other substations. See Figure III for the photos taken during the events.

Table 7. Events by PhilRice.

EVENT	DATE /VENUE	AUDIENCE REACH	REMARKS
Presentation and exhibit during Field Day for students	March 12, 2014; PhilRice CES	Around 600-700 students from Bulacan, Nueva Ecija, Pangasinan and Pampanga	
Presentation and exhibit during PhilRice Employees' Field Day	April 1, 2014; PhilRice CES	700	
DWSI Sonshine Radio 864 khz and DWPE Radyo ng Bayan 729 khz. "MADISKARTENG PAGSASAKA" Included the Be RICEponsible campaign in their RICExhibit displays	PhilRice Isabela PhilRice Isabela		Aired radio plugs of the be RICEponsible campaign every Wednesday, 5:00-5:30 am They also included the campaign in conducting of rice technical briefing through be RICEponsible videos and ppt presentation
PinggagPinoy	PhilRice CES PhilRice Negros PhilRice Isabela PhilRice Midsayap PhilRice Agusan		The Central Experiment Station held a mass-feeding program for the promotion of brown rice. More than 200 kids were fed. Held cooking contest for the promotion of a healthy diet and eating brown rice. The cooking contest focused on a go, grow, and glow combination of food. Promoted brown rice to nearby schools by having a mass feeding program of brown rice champorado Promoted healthy living and brown rice through their cooking contest in partnership with DOH
Lakbay Palay for students and Philippine Army	October 1, 2014; PhilRice CES	More than 800 students and around 30 soldiers	The campaign was exhibited during the field day and was presented during the program.

Table 7. Events by PhilRice (continuation)...

EVENT	DATE /VENUE	AUDIENCE REACH	REMARKS
Brown Rice Day	November 14, 2014; PhilRice Agusan PhilRice Batac PhilRice Midsayap	Around 300	The activity included presentation of the NRAM and Be RICEpossible Campaign, ceremonial brown rice tasting, rice quiz bowl and health and wellness briefing. All staff were served with brown rice Champorado and provided a kilo of brown rice. Southern Christian College, Notre Dame of Midsayap College and the Municipal Rural Improvement Club (MRIC) served Brown Rice.
Ceremonial Harvesting	November 21, 2014, Rice Garden, Rizal Park, Luneta	Around 300	Exhibit and campaign presentation
Rice Mix Day	November 21, 2014; PhilRice Agusan PhilRice Midsayap	Around 300 participants (students, teachers, PhilRice staff and others)	Presentation of NRAM and Be RICEpossible Campaign, ceremonial rice-mix tasting and cooking contest Southern Christian College, Notre Dame of Midsayap College and the Municipal Rural Improvement Club (MRIC) served Rice mix.
Rice Mixed cum Clean-Up and Bougainvillea Planting Day	November 21, 2014; PhilRice Batac		A rice mixed with sweet potato was served to all the staff after the cleaning and planting activity
Be RICEpossible Short Film and Radio Drama Contest Awarding Ceremony	November 28, 2014; PhilRice Agusan	Around 80	Fourteen secondary schools participated from different provinces and cities of CARAGA.
Run 4 RICEpossibility/Walk for Rice	November 29, 2014; PhilRice Agusan PhilRice Batac	Around 240 Around 290	Collaborative effort with Department of Agriculture RFO13 and Be RICEpossible Secretariat. The activity was led by DA-INREC. The runners

As mentioned earlier, DA also carries the Be RICEponsible Campaign. It also helped in the promotion of the campaign. Its activities focused on feeding program on schools that used brown rice for healthier benefits. It also helped during the activities conducted in celebration of NRAM and conducted its own activities for the campaign like Healthier Rice Challenge. Presentation of the campaign and recitation of Panatang Makapalay was also done in all DA activities (see Table 8).

Figure 3 shows the recitation of Panatang Makapalay of the students. The campaign was also presented to them. Other photos were taken during the feeding program (see Figure 4 below).



Figure 3. Events by DA and its bureaus and attached agencies. Healthy rice feeding program during the opening ceremony of NRAM.

Table 8. Events by DA and its Bureaus and Attached Agencies.

ACTIVITY & EVENT	ORGANIZATION	DATE/VENUE	AUDIENCE REACH	REMARKS (EXPENSES, ETC)
Healthier Rice Challenge	DA-AFID	February 5, 2014; Lucky Chinatown Mall, Binondo, Manila	100-200	Venue is free
Exhibit during the 107 th Agriculture and Fisheries Technology Forum and Product Exhibition	Bureau of Agricultural Research	August 8-10, 2014 SM Megamall, Mandaluyong City	Around 500	Free
NRAM Opening ceremony (Recitation of Panatang Makapalay and exhibit)	DA Central Office	Nov. 10 DA-OSEC, Quezon City	Around 500	
Healthy Rice Feeding Program with campaign presentation	DA Central Office	Nov. 11-12 San Vicente Elementary School, Bago Bantay, Quezon City, Quezon City	Around 300	
NRAM Celebration Program	DA-RFO I	November 14, 2014; Regional Office & Ilocos Norte Research and Experiment Center	Around 500	
Run4Riceponsibility	DA-RFO I	November 29, 2014; San Fernando City, La Union & Batac, Ilocos Norte	Around 900	
Run for Rice	DA-INREC	November 29, 2014; Batac, Ilocos Norte	Around 350	

Aside from the PhilRice and DA, there are lots of government organizations that helped to promote the campaign and communicate its messages to the public. Most of them participated in the celebration of NRAM through recitation of Panatang Makapalay, display NRAM streamers and other promotional materials, served and eat healthier rice. There are also exhibits, presentation, motorcade of the campaign and other activities (see Table 9).

The campaign reached not just people in the Philippines but other Filipinos based abroad. They also participated in NRAM and recited the Panatang Makapalay. See Figure 5 for the photos taken in observance of NRAM of different government organizations in the Philippines and abroad.

Table 9. Events by Partner Government Organizations.

ACTIVITY & EVENT	ORGANIZATION	DATE/VENUE	AUDIENCE REACH	REMARKS (EXPENSES, ETC)
Exhibit during Muñoz Charter Anniversary	Municipality of Muñoz, Nueva Ecija	January 2-6, 2014 at Science City of Muñoz, Nueva Ecija	Around 1000	FREE
Exhibit during Achievement Day	Bataan Provincial Capitol	March 13-14, 2014; Balanga City, Bataan	Around 1000	FREE
RICEponsible City Motorcade	LGU Science City of Muñoz	May 30, 2014; Science City of Muñoz	100	Balloons, Tarps, Candies
Presentation during the 40 th FNRI Seminar Series on Food and Nutrition Researches and S&T Activities	FNRI & FANEA	July 3-4, 2014; DOST Compound, Taguig City	More than 800	FREE
Agri-Aqua Fair & Exhibit during the celebration of Independence Day	AFP and DND	June 11-12, 2014; Luneta Park Manila	Around 900	Free Booth
Musikalayaan during the celebration of Independence Day	AFP and DND	June 11, 2014; Quirino Grand Stand, Manila	Around 300	6 5kg brown rice, 12 1k brown rice
Exhibit during the 2014 National Science and Technology Week	Department of Science and Technology	July 24-28, 2014 SMX Convention Center, Pasay City	Around 800	Free
Campaign presentation during Quezon City's Execom	Quezon City LGU	September 16, 2104 City Hall, Diliman Quezon City	Around 50 executives and legislators of QC	Free
Presentation of the campaign to the various QC Barangays by the Community Relations Office of the Quezon City LGU	Quezon City LGU	Started October 2014 still on-going		Free



Figure 4. Events by partner government organizations.

Partners of the campaign in conducting events or activities are not just government organizations but also private agencies, non-government organizations, associations and schools. Usually, the Secretariat presents the campaign or conducts an exhibit during their partners' event. Thus, many professionals and students are aware about the campaign and its messages. Most of them believed the benefits of brown rice and now using it instead of white rice. Through numerous presentation and exhibits in different places and organizations, the campaign enjoins more and more Filipinos. And by being aware of the campaign, they also helped in communicating its messages.

The following tables (Table 10 to 13) show the events by different organizations where the campaign was presented or an exhibit was conducted. See Figure 6 and Figure 7 for the photos taken during the events conducted by partner associations and schools.

Table 10. Events by Partner Private Agencies.

ACTIVITY and EVENT	ORGANIZATION	DATE/VENUE	AUDIENCE REACH	REMARKS (EXPENSES , ETC)
Exhibit during the Health Week	UCPB Gen	June 16 and 17; UCPB Corporate Office, Makati Ave., Makati City	Around 150	Free
Exhibit during the Health and Wellness Fair of Integrion	Integrion	October 28, 2014; 6750 Office Tower, Ayala Avenue, Makati City	Around 300	Free
Campaign presentation during Eastwood Malls' Monthly meeting	Eastwood mall	October 10, 2014; Eastwood Mall	Around 100 tenants	Free

Table 11. Events by partner non-Government organizations.

ACTIVITY and EVENT	ORGANIZATION	DATE/VENUE	AUDIENCE REACH	REMARKS (EXPENSES , ETC)
Exhibit and presentation during UnladKabuhayan, Inc.	INC	January 24-26, 2014 at the SM Mall of Asia SMEX Convention Center, Pasay City	Around 20,000	P20,000
Exhibit during the Forum on Food and Nutrition Security	International Rice Research Institute	July 23, 2014 IRRI Compound, Los Banos	Around 300	Free

Table 12. Events by partner Association

ACTIVITY & EVENT	ORGANIZATION	DATE/VENUE	AUDIENCE REACH	REMARKS (EXPENSES , ETC)
Speech about the campaign during the Philippine Agricultural Journalists General Assembly	Philippine Agricultural Journalists	February 21, 2014; PCA building	Around 50	FREE
Presentation during the Women's Day Celebration	Nueva Ecija Medical Society	March 8, 2014; Bongabon, Nueva Ecija	Around 300	FREE
Press orientation during the PAJ Forum on Rice Smuggling	Philippine Agricultural Journalists	March 28, 2014; Coco House Quezon Memorial Circle, Diliman, Quezon City	Around 30 press people	FREE
PMA Annual Convention	Philippine Medical Association	May 21-23, 2014; Vigan Convention Center	Around 200	Exhibit; PhP7, 000 for the booth plus 36 mugs, 48 plates and 50 kgs. Of Brown Rice as prizes for the raffle draw
Presentation during PEN Symposium	Philippines Extension Network	May 28-30, 2014; Davao City	Around 600-700	PhP2,000 for the souvenir program plus mugs and plates for the raffle draw
Presentation and Panatang Makapalay during the Keepers' Camp 2014	Keepers' Club Int'l	May 30 and 31; Brgy. Liwayway, Sta. Rosa, N.E.	Around 250	FREE
Campaign Presentation during the Tumakbo. Magsaya. Kasamaka Ng CLMA Nueva Ecija	Central Luzon Media Association – Nueva Ecija	July 12, 2014 Freedom Park, Cabanatuan City	Around 400	100 kgs of Brown Rice given for free
Exhibit during the NASTs 36 th Annual Meeting	National Academy of Science and Technology	July 9-10, 2014; PICC, Pasay City	More than 500	Free
Campaign presentation during the Cooperative	Cooperative Union of Munoz Nueva Ecija (CUMNE)	October 24, 2014; Pag-asa Gym, Science	Around 300	Free



Figure 5. Events by partner associations. PAA's 2nd National Congress.



Figure 6. Events by partner schools. St. Scholastica's College Seminar during wellness week.

Table 13. Events by Partner Schools

ACTIVITY and EVENT	ORGANIZATION	DATE/VENUE	AUDIENCE REACH	REMARKS (EXPENSES, ETC)
"AtenistaAko, RICEponsibleAko" TAKBLUEHAN	Ateneo de Manila Grade School	January 26, 2014; Ateneo grade school campus	400	1 and 1/2cavans of brown rice
Campaign presentation and inclusion of 1kg brown rice and materials in the kit during DEBESMSCAT's National Research and Development Forum Across Disciplines: Establishing Synergy for Sustainable Development	DEBESMSCAT	April 9-11, Mobo Masbate	150	5 cavans of brown rice
Distribution of brown rice and flyers to the diabetics and people with high blood pressure in Masbate	DEBESMSCAT	April 12-17, Mobo Masbate	50	Resulted in the high demand for brown rice in LCC (went out of stock); Part of the 5 cavans of brown rice for the conference
Seminar during Nutrition Week	St. Scholastica's College – Manila Junior Philippine Association of Nutritionist	July 21-22, Malate	200	Free
Campaign presentation during NEUST's conference "Using Science and Technology Towards ASEAN Integration 2015"	Nueve Eciija University of Science and Technology	October 2, 2014, NEUST Sumacab Campus	Around 300	Free
Be RICEponsible Campaign presentation and feeding program	Philippine Science High School CMC Campus	November 6-7, 2014; Balo-I, Lanao Del Norte	Around 300	Free but provided brown rice
Brown rice discussion and feeding program	Philippine Science High School Davao Campus	November 17, 2014; Davao	Around 300	Free

For Producers

Aside from the consumers, farmers are also part of the campaign. They are one among the three-target audience of the campaign to achieve rice self-sufficiency. The campaign was also presented to them to help them improved their yield through access in different source of information and efficient technologies. In the events conducted by PhilRice for the farmers, Be RICEponsible Campaign was also presented and exhibited. See Table 14 for the events by PhilRice for the farmers.

Table 14. Events by PhilRice for Producers.

EVENT	DATE	AUDIENCE REACH	REMARKS
Presentation and exhibit during Stakeholders' Field Day	April 3, 2014; PhilRice Multi-purpose Shed	Around 400-500	
Presentation and exhibit during Palayabangan	April 4, 2014; PhilRice Multi-purpose Shed	Around 700	
LakbayPalay for Farmers	October 2-3, 2014; PhilRice CES	Around 1,500 farmers and field workers	The campaign was exhibited during the field day and was presented during the program



Figure 7. Promotion of partner government organizations.

Pursuant to Presidential Proclamation No. 524 s. 2004, which designates the month of November as the National Rice Awareness Month (NRAM), the Be RICEponsible Secretariat has enjoined government offices (GOs) and local government units (LGUs) to promote the advocacies of the Be RICEponsible campaign. These are the non-wastage of rice and consumption of brown rice and rice mixed with corn and other staples for better health. The table below shows the promotional/support activities that the cooperating GOs and LGUs conducted:

Table 15. Promotion through partner government organizations.

OFFICE	PROMOTION/SUPPORT ACTIVITIES
All Departments	<ul style="list-style-type: none"> • Issued a memorandum to their offices to celebrate National Rice Awareness Month – to display tarpaulins, recite the Panatang Makapalay and conduct activities
Government agencies that reported their NRAM activities	<ul style="list-style-type: none"> • Ankara Philippine Embassy • Ann Gemma Ongjoco • BIR • BJMP Community Relations Officer • BFAR • BFAR Region 10 • BFAR Region 11 • Bureau of Corrections • Bureau of Corrections, Zamboanga City • Bureau of Immigration • City Agriculturist of Calamba City • City Agriculturist of Puerto Prinsesa • City Agriculturist of San Pablo City • Coast Guard Weapons, Communications, Electronics and Information System Services • Comembo Elementary School, Makati City • Councilor Mary Ann Santos of Cebu City • DA CAR • DA RFO 6, Iloilo City • DAR La Union • DAR Provincial Office of Camarines Sur • DAR Marinduque • DAR North Cotabato • DAR Pangasinan • DAR Quezon • DAR Region 13 • DFA • DFA Lucena • DILG Region 10 • DILG Region 12 • DOLE • DOST • DOST CARAGA • DOST Regional Office VI

Table 15. Promotion through partner government organizations. (Cont...)

	<ul style="list-style-type: none"> • Embassy of the Republic of the Philippines, Muscat, Sultanate of Oman • Embassy of the Philippines, Amman, Jordan • Foreign Service Institute • Landbank of the Philippines • LGU Anda, Bohol • LGU Cuyapo • LGU Dumalneg • LGU of Sta. Cruz, Ilocos Sur • LGU Rosario, Batangas • LGU San Miguel, Bohol • Magugpo Pilot Central Elementary School • MAO Lopez, Quezon, Region IV-A CALABARZON • Municipal Agriculturist of Burgos • Municipality of Laoac, Pangasinan • National Bureau of Investigation • National Electrification Administration • Office of Agriculture, Rosario, Batangas • PGI • PhilFIDA Region 1 • Philippine Consulate General in Toronto • Philippine Consulate General in Hong Kong • Philippine Crop Insurance Corporation • Philippine Embassy • Philippine Science High School, Central Visayas Campus • Provincial Government of Tarlac • Publications Section • San Ramon Prison and Penal Farm
AFP	<ul style="list-style-type: none"> • Played our 20-second campaign videos on their LED billboard for three months; estimated number of audience is 150 million cars per day • Featured the campaign during the celebration of Philippine Independence • Printed campaign materials and tarpaulins and displayed them in the camp
Ankara Philippine Embassy	<ul style="list-style-type: none"> • Celebrated one-year anniversary of Yolanda/Haiyan Tragedy with a call to the Kababayans to "Be RICEponsible" • Recitation of the Panatang Makapalay during the event
City Government of San Pablo	<ul style="list-style-type: none"> • Displayed the National Rice Awareness Month streamer
DAR North Cotabato	<ul style="list-style-type: none"> • Displayed the NRAM Streamer • Made fan sign photos with Be RICEponsible messages • Served brown rice to all employees
DepEd	<ul style="list-style-type: none"> • Will include rice conservation in Grade-X curriculum • To support NRAM by holding activities every November

Table 15. Promotion through partner government organizations. (Cont...)

DFA Regional Consular Office Lucena	<ul style="list-style-type: none"> • Displayed the NRAM streamer • Recitation of the Panatang Makapalay during flag ceremony • Served Brown rice to all employees
DOTC	<ul style="list-style-type: none"> • Issued a memo to all airports, seaports, LTO, train/tram lines, airplanes, ferries, and buses to display the advocacy tarpaulins, play the campaign video ads and radio plugs
Embassy of the Philippines, Amman, Jordan	<ul style="list-style-type: none"> • Promoted the Be RICEponsible Campaign to Filipinos during the Seminar on Protecting Migrant Workers in Jordan
FNRI	<ul style="list-style-type: none"> • Promoted brown rice and improved its quality and shelf life • Included the promotion of the advocacy during their Pinggang Pinoy launch • Distributed campaign materials during events, seminars and trainings
Landbank of the Philippines	<ul style="list-style-type: none"> • Posted Be RICEponsible posters at the Canteen/Executive Lounge/Pantries of all floor of Landbank Plaza • Served brown rice on November 14 and rice & corn mix on November 21 • Recitation of the Panatang Makapalay during flag ceremony • Dissemination of rice health notes thru Lotus, posting at the Bank's bulletin boards • Displayed the NRAM streamer
LGU of San Jose City	<ul style="list-style-type: none"> • Made San Jose City a RICEponsible City by printing and putting up RICEponsible tarps in the town proper.
LGU of Science City of Munoz	<ul style="list-style-type: none"> • Made Munoz a RICEponsible city by adopting the campaign • Held a motorcade in celebration of Munoz as RICEponsible City • Displayed the campaign tarpaulins in the city • Put a "RICEponsible City" at the Munoz welcome arc
LGU of Talavera	<ul style="list-style-type: none"> • Made the municipality a RICEponsible town by printing and putting up RICEponsible tarps in the town proper
LGU of Quezon City	<ul style="list-style-type: none"> • Passed ordinances in support of the advocacy • Promoted the campaign in different barangays • Promoted the campaign in health care centers • Distributed campaign materials all over Quezon City • Provided technical support during the exhibit at Fisher Mall during the Brown Rice and Rice Mix Days
National Nutrition Council	<ul style="list-style-type: none"> • To promote the advocacy by mentioning the campaign in their radio programs and playing the radio plugs
NAIA	<ul style="list-style-type: none"> • Playing of the campaign video ads in NAIA terminals and other airports

Table 15. Promotion through partner government organizations. (Cont...)

NTC	<ul style="list-style-type: none"> • Requested radio and TV networks to support the be RICEponsible advocacy by playing the campaign videos and Radio plugs; requested telecommunications company to send text messages to their subscribers re the advocacy • Reiterated their request in October in support of NRAM
Philippine Consulate General in Hong Kong SAR	<ul style="list-style-type: none"> • Recitation of the Panatang Makapalay during the flag ceremony • Posted the NRAM streamer as well as the Panatang Makapaly on the Consulate's website and Facebook Page
PPA	<ul style="list-style-type: none"> • played be RICEponsible videos in ports • displayed be RICEponsible tarpaulins in all ports
Provincial Government of Tarlac	<ul style="list-style-type: none"> • Served Brown Rice on November 14 and 21 • Recitation of the Panatang Makapalay during flag ceremony • Displayed the NRAM streamer
Office of Representative Guanlao	<ul style="list-style-type: none"> • Will facilitate 2015 activities for the campaign • Hold RTD for 2015 at PhilRice as part of the campaign • Feature the campaign during the congress week exhibit • Principal author of the House Resolution for half cup rice
Quezon City Circle	<ul style="list-style-type: none"> • Will display our messages in their billboards again after their anniversary

Non-Government Organizations

The campaign enjoined national and international non-government organizations such as IRRI and CARD in promoting the advocacy. By displaying different campaign materials and by integrating the core messages of the campaign in their events, the following NGOs promoted the consumption of healthier rice and non-wastage of rice to their clients. Please see the table below for the cooperating NGOs and their corresponding activities:

Table 16. Promotion through partner non-government organizations.

OFFICE	PROMOTION/SUPPORT ACTIVITIES
CARD	<ul style="list-style-type: none"> To continue promoting the advocacy to their clients
IRRI	<ul style="list-style-type: none"> To promote the advocacy through display of tarpaulins and through the rice world Continued the serving of brown rice in their cafeteria Promoting the advocacy during the activities

Private Companies

Eight (8) private companies, along with their attached offices and branches also did their share in the campaign through the promotion of brown rice, rice mixed with corn or other staples, serving of half-cup of rice and their institutional celebration of the NRAM. The table below shows the specific activities conducted by these offices:

Table 17. Promotion through partner private companies.

OFFICE	PROMOTION/SUPPORT ACTIVITIES
Eastwood Mall	<ul style="list-style-type: none"> Campaign presentation to all its concessioners during one of its meetings Encouraged its concessioners to serve brown rice and rice mix during the National Rice Awareness Month
Integriion	<ul style="list-style-type: none"> Promoted the campaign during their event for free
McDonalds	<ul style="list-style-type: none"> Will try to have half cup of rice served in all its stores nationwide Will try to celebrate NRAM
Megaworld Corporation	<ul style="list-style-type: none"> Encouraged its concessioners at McKinley Hill to serve brown rice and rice mix during the National Rice Awareness Month Sponsored the venue for the run for rice
Robinsons	<ul style="list-style-type: none"> Promotion by putting advocacy messages in supermarket receipts Promotion through display of messages in supermarkets Promotion through their website Will include the campaign in their nutrition month celebration Will feature the advocacy messages in their materials
Seven-Eleven	<ul style="list-style-type: none"> Printed our advocacy messages in their rice product's packaging and posters
Sun Cellular	<ul style="list-style-type: none"> Agreed to send be Riceponsible messages to hundred thousands of mobile subscribers every month
<ul style="list-style-type: none"> UCPB Gen 	<ul style="list-style-type: none"> Promoted the campaign during their event for free

Associations

The Be RICEponsible campaign, in partnership with associations or collective groups, organized and implemented various activities anchored in the nationwide advocacy of responsible rice consumption and non-wastage of rice. Over 14 associations, representing government agencies, cooperatives, food establishments, medical professionals and media groups have included in their events the core messages of RICEponsible campaign, displayed visibility materials in their respective areas and offices, and the celebration of the NRAM. The table below shows the activities conducted by these organizations:

Table 18. Promotion through partner associations

Central Luzon Media Association – Nueva Ecija	<ul style="list-style-type: none"> Featured the campaign advocacy during their event
Cooperative Union of Munoz Nueva Ecija (CUMNE)	<ul style="list-style-type: none"> Featured the campaign advocacy during their event
Hotel and Restaurants Association of the Philippines	<ul style="list-style-type: none"> Encouraged its members to celebrate the brown rice day and rice mix days To display campaign materials in the stores of their members To help in the conduct of rice wastage in food establishments
Kapisanan ng mga Broadcaster sa Pilipinas (KBP)	<ul style="list-style-type: none"> Issued a memorandum to all their members to play the TV and radio plugs of the campaign for free
Keepers' Club Int'l	<ul style="list-style-type: none"> Presented the campaign during their activity
League of Municipalities in the Philippines	<ul style="list-style-type: none"> Encouraged their members to pass responsible rice consumption ordinances To include the campaign presentation in their next convention
League of Provinces in the Philippines	<ul style="list-style-type: none"> Encouraged their members to celebrate the National Rice Awareness Month by doing our suggested activities To include the campaign presentation in their next convention
MACEA	<ul style="list-style-type: none"> Continued display of advocacy tarpaulins in the tunnels and underpasses of Makati
Nueva Ecija Medical Society	<ul style="list-style-type: none"> To promote the advocacy, especially brown rice during their activities
Philippine Agricultural Journalists	<ul style="list-style-type: none"> To support the campaign through the promotion of the campaign in mass media
Philippine Association of Agriculturists	<ul style="list-style-type: none"> Included the campaign presentation in their annual convention Distributed campaign materials during their convention Played the campaign videos during their convention To include the campaign in their next convention
Philippines Extension Network	<ul style="list-style-type: none"> Presented the campaign during their annual convention for free
Philippine Medical Association	<ul style="list-style-type: none"> To promote the campaign during their annual convention
PhilMaize	<ul style="list-style-type: none"> Presented and promoted the campaign during their annual convention

Schools

The Be RICEponsible campaign has also reached educational institutions by encouraging primary, secondary and college students to promote the non-wastage of rice and the consumption of healthier rice in different schools across the country. The table below shows these activities:

Table 19. Promotion through partner schools.

Ateneo de Manila Grade School	<ul style="list-style-type: none"> Featured the campaign during their annual run Serving brown rice in their cafeteria
DEBESMSCAT	<ul style="list-style-type: none"> Campaign presentation and inclusion of 1kg brown rice and materials in the kit during DEBESMSCAT's National Research and Development Forum Across Disciplines: Establishing Synergy for Sustainable Development Distribution of brown rice and flyers to the diabetics and people with high blood pressure in Masbate
Nueva Ecija University of Science and Technology	<ul style="list-style-type: none"> Campaign presentation during NEUST's conference "Using Science and Technology Towards ASEAN Integration 2015"
St. Scholastica's College	<ul style="list-style-type: none"> Seminar about the campaign during Nutrition Week
Philippine Science High School	<ul style="list-style-type: none"> Promoted the campaign during the National Rice Awareness Month through the display of tarpaulins, brown rice feeding, short lectures, and exhibits

Policy Support

Recognizing the role of our policy-makers in achieving rice self-sufficiency and food security, the Be RICEponsible Secretariat sought the support of government officials and policy-makers in crafting policies and laws geared towards the achievement of the advocacies' objectives. We have encouraged their assistance in creating ordinances that require the serving of half-cup of rice and making it the default serving in plated meals. They were tapped to make resolutions to serve healthier rice options such as brown rice and rice mixed with corn or other staples. In order to prevent rice wastage, policy-makers were also asked to implement more stringent rules for food establishments that offer eat-all-you-can and rice-all-you-can. The table below shows the policy support of various lawmakers at the national and local levels:

Sen. Bong Bong Marcos. Met with the chief of staff to ask about the Senate Bill 1863: Anti rice wastage act and how we can lobby for it further; gave additional information and gave suggestions

Sen. Cynthia Villar. Wrote to ask for prioritization of bills responsible rice consumption; discussed bills in support of the advocacy

Congresswoman Villarica. Met with the chief of staff to ask about the House Bill 3445: Serving of brown rice and how we can lobby for it further; gave additional information and gave suggestions; encouraged them to submit another bill of half cup of rice default serving in the lower house

Congressman Guanlao (Butil Partylist). Met with the chief of staff to plan activities for 2015 Discussed half cup bill and possible revisions on their submitted bill

Aklan Province. Interviewed the ordinance sponsor; interviewed restaurants in different municipalities to monitor implementation and to get feedback

List of Cities/Municipalities with approved half-cup bill (published online)

- Aliaga, Nueva Ecija
- Alaminos, Pangasinan
- Bauang, La Union
- Bacolod City
- Cabadbaran, Agusan del Norte
- Cagayan de Oro
- Cebu City
- City of Manila
- Naguilian, La Union
- Quezon City
- Rosario, La Union
- San Fernando City, La Union
- San Jose City, Nueva Ecija
- Santol, La Union

List of Cities/Municipalities with pending half-cup bill (published online)

- Binmaley, Pangasinan
- Cabanatuan City
- Dipolog City
- Lingayen, Pangasinan
- Laoag, Ilocos Norte
- Maramag, Bukidnon
- Olongapo City
- Sablayan, Occidental Mindoro
- Vigan City
- Zamboanga City

Development and production of knowledge products, collaterals and other information sources (1).

Umbrella



Magnet



Button pin



Billboard



Development and production of knowledge products, collaterals and other information sources (II)

- Website
- Social media sites
- Revised NYR radio plugs
- Revised NYR video plugs
- Produced 3 new video plugs
- Leaflet/flyer for brown rice
- Leaflet/flyer for rice mix
- Brochure for farmers
- Brochure for consumers
- Umbrellas
- T-shirts (3 designs)
- Fans
- Posters
- Pins
- Tarpaulin billboards
- Sintra/pull up banners for consumers
- Pull up banners for farmers
- Lamp banners for IRRRI
- Exhibit floor plan
- NAIA tarpaulins
- Post-it
- Magnets (4 designs)
- Brown rice and half cup signage

Designs only

- Labels for Rustans
- Labels for Robinsons
- Labels for SM
- BR packaging

Promotion of Brown Rice production

- Rice millers interviewed regarding their milling equipment
- Monitored supply and quality; provided technical information to Oliver enterprises
- Coordinated with PhilMech regarding the new brown rice miller, its installation and testing at the BDD, and the fabrication for next year
- Requested Robinsons Supermarket to provide sales data of brown rice since 2012 to present
- Drafted a Q&A on brown rice
- Established linkage with private companies who can supply

brown rice at a lower cost than PhilRice

Project management

- Campaign presented to DA mancomm
- Campaign report submitted
- In-house process Evaluation conducted
- Presented the NYR campaign during the International Rice Congress
- Simple impact survey at Fisher mall conducted
- Impact evaluation through schools being coordinated
- Rice wastage study being coordinated
- NYR Won the Best Agricultural Information Campaign of Binh Awards 2014

Abbreviations and acronymns

ABA – Abscicic acid	EMBI – effective microorganism-based inoculant
Ac – anther culture	EPI – early panicle initiation
AC – amylose content	ET – early tillering
AESA – Agro-ecosystems Analysis	FAO – Food and Agriculture Organization
AEW – agricultural extension workers	Fe – Iron
AG – anaerobic germination	FFA – free fatty acid
AIS – Agricultural Information System	FFP – farmer's fertilizer practice
ANOVA – analysis of variance	FFS – farmers' field school
AON – advance observation nursery	FGD – focus group discussion
AT – agricultural technologist	FI – farmer innovator
AYT – advanced yield trial	FSSP – Food Staples Self-sufficiency Plan
BCA – biological control agent	g – gram
BLB – bacterial leaf blight	GAS – golden apple snail
BLS – bacterial leaf streak	GC – gel consistency
BPH – brown planthopper	GIS – geographic information system
Bo - boron	GHG – greenhouse gas
BR – brown rice	GLH – green leafhopper
BSWM – Bureau of Soils and Water Management	GPS – global positioning system
Ca - Calcium	GQ – grain quality
CARP – Comprehensive Agrarian Reform Program	GUI – graphical user interface
cav – cavan, usually 50 kg	GWS – genomwide selection
CBFM – community-based forestry management	GYT – general yield trial
CLSU – Central Luzon State University	h – hour
cm – centimeter	ha – hectare
CMS – cytoplasmic male sterile	HIP - high inorganic phosphate
CP – protein content	HPL – hybrid parental line
CRH – carbonized rice hull	I - intermediate
CTRHC – continuous-type rice hull carbonizer	ICIS – International Crop Information System
CT – conventional tillage	ICT – information and communication technology
Cu – copper	IMO – indigenous microorganism
DA – Department of Agriculture	IF – inorganic fertilizer
DA-RFU – Department of Agriculture-Regional Field Units	INGER - International Network for Genetic Evaluation of Rice
DAE – days after emergence	IP – insect pest
DAS – days after seeding	IPDTK – insect pest diagnostic tool kit
DAT – days after transplanting	IPM – Integrated Pest Management
DBMS – database management system	IRRI – International Rice Research Institute
DDTK – disease diagnostic tool kit	IVC – in vitro culture
DENR – Department of Environment and Natural Resources	IWM – in vitro mutagenesis
DH L– double haploid lines	IWM – integrated weed management
DRR – drought recovery rate	JICA – Japan International Cooperation Agency
DS – dry season	K – potassium
DSA - diversity and stress adaptation	kg – kilogram
DSR – direct seeded rice	KP – knowledge product
DUST – distinctness, uniformity and stability trial	KSL – knowledge sharing and learning
DWSR – direct wet-seeded rice	LCC – leaf color chart
EGS – early generation screening	LDIS – low-cost drip irrigation system
EH – early heading	LeD – leaf drying
	LeR – leaf rolling
	lpa – low phytic acid
	LGU – local government unit

- LSTD – location specific technology development
 m – meter
 MAS – marker-assisted selection
 MAT – Multi-Adaption Trial
 MC – moisture content
 MDDST – modified dry direct seeding technique
 MET – multi-environment trial
 MFE – male fertile environment
 MLM – mixed-effects linear model
 Mg – magnesium
 Mn – Manganese
 MDDST – Modified Dry Direct Seeding Technique
 MOET – minus one element technique
 MR – moderately resistant
 MRT – Mobile Rice TeknoKlinik
 MSE – male-sterile environment
 MT – minimum tillage
 mtha⁻¹ - metric ton per hectare
 MYT – multi-location yield trials
 N – nitrogen
 NAFC – National Agricultural and Fishery Council
 NBS – narrow brown spot
 NCT – National Cooperative Testing
 NFA – National Food Authority
 NGO – non-government organization
 NE – natural enemies
 NIL – near isogenic line
 NM – Nutrient Manager
 NOPT – Nutrient Omission Plot Technique
 NR – new reagent
 NSIC – National Seed Industry Council
 NSQCS – National Seed Quality Control Services
 OF – organic fertilizer
 OFT – on-farm trial
 OM – organic matter
 ON – observational nursery
 OPag – Office of Provincial Agriculturist
 OpAPA – Open Academy for Philippine Agriculture
 P – phosphorus
 PA – phytic acid
 PCR – Polymerase chain reaction
 PDW – plant dry weight
 PF – participating farmer
 PFS – PalayCheck field school
 PhilRice – Philippine Rice Research Institute
 PhilSCAT – Philippine-Sino Center for Agricultural Technology
 PHilMech – Philippine Center for Postharvest Development and Mechanization
 PCA – principal component analysis
 PI – panicle initiation
 PN – pedigree nursery
 PRKB – Pinoy Rice Knowledge Bank
 PTD – participatory technology development
 PYT – preliminary yield trial
 QTL – quantitative trait loci
 R – resistant
 RBB – rice black bug
 RCBD – randomized complete block design
 RDI – regulated deficit irrigation
 RF – rainfed
 RP – resource person
 RPM – revolution per minute
 RQCS – Rice Quality Classification Software
 RS4D – Rice Science for Development
 RSO – rice sufficiency officer
 RFL – Rainfed lowland
 RTV – rice tungro virus
 RTWG – Rice Technical Working Group
 S – sulfur
 SACLOB – Sealed Storage Enclosure for Rice Seeds
 SALT – Sloping Agricultural Land Technology
 SB – sheath blight
 SFR – small farm reservoir
 SME – small-medium enterprise
 SMS – short message service
 SN – source nursery
 SSNM – site-specific nutrient management
 SSR – simple sequence repeat
 STK – soil test kit
 STR – sequence tandem repeat
 SV – seedling vigor
 t – ton
 TCN – testcross nursery
 TCP – technical cooperation project
 TGMS – thermo-sensitive genetic male sterile
 TN – testcross nursery
 TOT – training of trainers
 TPR – transplanted rice
 TRV – traditional variety
 TSS – total soluble solid
 UEM – ultra-early maturing
 UPLB – University of the Philippines Los Baños
 VSU – Visayas State University
 WBPH – white-backed planthopper
 WEPP – water erosion prediction project
 WHC – water holding capacity
 WHO – World Health Organization
 WS – wet season
 WT – weed tolerance
 YA – yield advantage
 Zn – zinc
 ZT – zero tillage

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