

BROWN RICE FOR GOOD:

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Our gains during the Be RICEponsible Campaign in 2016 paved the way to the positive attitude of the Baybayanons towards the “Brown Rice for Good Campaign this year.

It was so unfortunate that the City Mayor of Baybay, Hon. Carmen L. Cari was unable to personally receive the award as 2nd Place in the **Nationwide Search for RICEponsible Champions, LGU Category** last December 27, 2016. It's was because the City of Baybay was also celebrating its fiesta on the same date.



Because of the efforts of the “Be RICEponsible” Team, out of 34 participating LGUs nationwide, the City of Baybay was awarded 2nd in the Nationwide Search for RICEponsible Champions.



However, the soonest the City Treasurer received the cash prize in the amount of FIVE HUNDRED THOUSAND PESOS (Php500,000.00), the *Be*

RICEponsible Team of the city immediately started the implementation of its activities, as indicated in the approved Work Plan Schedule.

On January 3, 2017, the Baybay City LGU sent letters to the Baybay City Water District, Baybay City Fire Station, City Schools Division, Community Environment and Natural Resources Office, Land Transportation Office, and the Philippine Coast Guard requesting them to include “*Panatang Makapalay*” (**Annex 1**) during their Flag Ceremonies and all of them committed to do so.

Thus, since then until now, the “*Panatang Makapalay*” is recited during the Flag Ceremony to instill in the minds of the employees the importance of being responsible rice consumers (RICEponsible).

The “*Panatang Makapalay*” is also recited during the daily Panatang Makapalay in the 70 Elementary Schools and 12 High Schools under the Baybay City Division with a total population of 25,715.

During the monthly flag ceremonies in the barangays, attended by all elected and appointed officials in the 92 barangays of the City of Baybay, the “*Panatang Makapalay*” is also recited regularly.

“PANATANG MAKAPALAY”



During the flag raising in front of the Baybay City Hall, the Local Officials, Section and Department Heads and the employees of the Baybay City LGU (782), the members of the Philippine National Police (43), Bureau of Jail Management and Penology (18), and the Bureau of Fire Protection (24) recite the “*Panatang Makapalay*”.



The Baybay City Division, with a total population of 25,715 students, also recites the “*Panatang Makapalay*” during their flag ceremony on Mondays.



And as they have committed, the employees of the Baybay City Water District (110) also recite the "*Panatang Makapalay*" during their flag ceremony on Mondays.

On February 1, 2017, the City Mayor issued an unnumbered memorandum (**Annex 2**) to the Heads and Section Heads of the Baybay City LGU on the use of brown rice during all official functions that involve meals.



This picture was taken during the Graduation Ceremonies at the Baybay City Daytime Therapeutic Community Center in Barangay Gaas, Baybay City, Leyte on June 19, 2017.

And during meetings and seminars conducted by the different offices of the Baybay City LGU, the Baybay City Consumer's Cooperative (BCCC) sees to it that brown rice is served for lunch (**Annex 3**).



Listed below are some of the activities conducted by the Baybay City LGU where brown rice was served for lunch.

DATE	ACTIVITY	PERSONS INVOLVED
February 15-16, 2017	Served brown rice for lunch during the Peace and Order and Public Safety (POPS) Planning-workshop at the Sangguniang Panlungsod Session Hall	The planning-workshop was participated by 30 representatives from the different offices of the Baybay City LGU and its partner-agencies: DILG, PNP, BFP, and the Philippine Army.
February 28, 2017	Conducted <i>“Brown Rice for Good Campaign”</i> among the Barangay Health Workers and Barangay Nutrition Scholars of the 92 barangays of the City of Baybay and launched the Search for the Outstanding Barangay Health Care Providers	92 Barangay Health Workers and 92 Barangay Nutrition Scholars who submitted Action Plans for four (4) months on how they will advocate for the eating of brown rice in their respective barangays.
March 18, 2017	Served brown rice for lunch for 150 persons during the Groundbreaking Ceremony of the New Western Leyte District Hospital in Baybay City, Leyte	This activity was attended by the LGU officials and employees, barangay officials and the DOH personnel with The DOH Secretary as the guest speaker.
DATE	ACTIVITY	PERSONS INVOLVED
March 24, 2017	Served brown rice for lunch for 100 participants during the 1 st ever Women Day Celebration for the Baybay City LGU Employees	This was attended by the women employees of the Baybay City LGU.
March 30-31, 2017	Served brown rice for lunch for 70 participants of the Training on Monitoring and Evaluation for Civil Society Organizations (CSOs)	70 Civil Society Organization (CSO) representatives.
April 28, 2017	Served brown rice for lunch during the 2017 Mass Wedding at the Baybay City Gym City, Leyte	335 persons @67 couples with three (3) family members.
June 8, 2017	Served brown rice for lunch during the meeting of the Committee	16 Committee Chairpersons for the 10th Charter Day Celebration.

	Chairpersons for the 10 th Charter Day Celebration (Update of the preparation for the activity)	
June 18, 2017	Served brown rice for lunch for 100 persons during the Graduation Ceremonies of the 1 st Batch of Graduates of the Baybay City Daytime Therapeutic Community Center	18 Recovering Drug Dependents (RDDs) graduated and the activity was attended by the Baybay City LGU officials and its partner agencies: DOH Region 8; DOH-Treatment and Rehabilitation Center, Dulag; DSWD, TESDA, PDEA, and PNP; as well as the RDDs family members.
August 11, 2017	Served brown rice for lunch for 100 persons during the Graduation Ceremonies of the 1 st Batch of Graduates of the Baybay City Daytime Therapeutic Community Center	6 Recovering Drug Dependents (RDDs) graduated and the activity was attended by the Baybay City LGU officials and its partner agencies: DOH Region 8; DOH-Treatment and Rehabilitation Center, Dulag; DSWD, TESDA, PDEA, and PNP; as well as the RDDs family members.
August 21, 2017	Served brown rice for lunch during the 2017 Mass Wedding at Barangay Caridad, Baybay City, Leyte	145 persons @29 couples with three (3) family members.
August 24, 2017	Served brown rice for lunch to 50 people during the National Seal of Good Local Governance (SGLG) Evaluation	This activity was participated by the Local Officials and the Heads and Staff of the different offices of the Baybay City LGU.
November 14, 2017	Served brown rice for lunch to 100 participants during the 1 st Anniversary of the Baybay City Daytime Therapeutic Community Center (BCDTCC)	The 3 rd Batch of Recovering Drug Dependents (23) the, the Baybay City LGU officials and its partner agencies: DOH Region 8; DOH-Treatment and Rehabilitation Center, Dulag; DSWD, TESDA, PDEA, and PNP; as well as the RDDs family members attended the activity.

The *Be RICEponsible Campaign Team* also designed and printed 2,000 copies of this leaflet (**Annex 4**) on the benefits of eating brown rice and distributed the same during The *Buntis* Forum on July 26, 2017 and during the “*Brown Rice for Good*” Campaign in the Barangays.

Front



The pregnant women were glad to have received a copy of the leaflet because the City Nutrition Action Officer of City of Baybay, Dr. Cecillie Milan, is always encouraging them to eat brown rice.

The team also printed 20,000 copies of this flyer (**Annex 5**) on the “*Goodness of Brown Rice*”, in Cebuano, and distributed the same to the 92 barangays of the City. These were distributed during the Closing Ceremony of the *Brown Rice for Good Campaign* and were received by the Punong Barangay of the 92 barangays of the City of Baybay or their representative (**Annex 6**).








BROWN RICE!

Adunay upat ka mga rason kon nganong angayan man kitang mokaon og brown rice:

- 1) Makaayo kini sa atong panglawas,
- 2) Makapakunhod sa gidaghanon sa kunsumo sa matag kunsumidor,
- 3) Makatabang sa kapanginabuhian sa mga mag-uuma, ug
- 4) Makatabang usab kini sa tumong sa atong nasud nga maka-produce kita og igong gidaghanon sa bugas..

Mokunhod og **disiseis porsiyento (16%)** ang kahigayonan nga masakit ka og diabetes kon hulipan nimo og brown rice ang baynte porsiyento sa white rice nga imong gikaon.

Ang brown rice o pinawa mao ang bugas nga wala kiskisi pag-ayo hinungdan nga nagpabilin ang fiber sa bugas nga nagdala sa mga vital nutrients sama sa **manganese, phosphorus, iron ug B-vitamins**. Tungod niini, mahimong brown rice ang bisan unsang klase sa humay.

Makatabang ang brown rice sa mga katawhan nga gustong mokunhod ang timbang tungod kay makapasayon sa digestion ang taas nga **fiber** content sa brown rice. Bug-at usab ang kabusog sa brown rice hinungdan nga kalikayan ang pagkaon og daghang kan-on.

Taas ang **milling recovery** sa brown rice kon itandi sa white rice. Kon magpagaling ka og usa ka kilo nga tipasi sa humay, 750 ka gramo nga brown rice ang ma-produce ginamit ang **Pinawa Rice Mill**, samtang 650 ka gramo lamang ang ma-produce niini nga white rice.

Kon ang matag Pilipino mokaon og brown rice katulo sa usa ka adlaw, mokunhod og 50,000 ka metriko tonelada ang importasyon sa bugas sa atong nasud matag tuig. – **SRFrancisco, economist**





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The *Be RICEponsible Campaign Team* also produced a video (**Annex 7**) dubbed as the “**Brown for Good Campaign of the City of Baybay.**” This 18-minute video is being played over a local cable network and during meetings, trainings and seminars of the different offices in the city while waiting for the activity to start. Thus, the number of people reached by this information material cannot be determined.

Same is true with the five (5) additional RICEponsible plugs (**Annex 8**) which are regularly aired over 92.5 Groove FM, during the official program of the Baybay City LGU dubbed as “Nasayod ka ba, Bai?” aired on Tuesdays, Thursdays and Saturdays, 11:00 a.m. to 12:00 noon.

- 1. BROWN RICE FOR GOOD PLUG #1.** The City Nutrition Action Officer (CNAO) was telling the pregnant women to eat brown rice because it has low glycemic index and could not cause diabetes.
- 2. BROWN RICE FOR GOOD PLUG #2.** A woman was telling her friend that her secret for maintaining her figure is that she eats brown rice because it is high in fiber.
- 3. BROWN RICE FOR GOOD PLUG #3.** A farmer was bragging about the high milling recovery of brown rice and that this is favorable to farmers like him.
- 4. BROWN RICE FOR GOOD PLUG #4.** A woman was telling her friend to mix brown rice with root crops at first until she gets used to eating mainly brown rice.
- 5. BROWN RICE FOR GOOD PLUG #5.** A vendor was explaining to the customer why brown rice costs more than the white rice.

And being the host of the program, “Nasayod ka ba, Bai?” the *Be RICEponsible* Team Leader interviews experts during the said program to ensure massive dissemination of the information.

Among the experts interviewed by the program hosts, on topics related to brown rice were: Agricultural Technologist Sopio Rim Jr., the Organic Agriculture Focal Person of the City of Baybay; Dr. Cecillie Milan, the City Nutrition Action Officer of Baybay City; and Ms. Cherrie Atilano, the Founder and CEO of AGREA Agricultural Systems International, Incorporated, an agro-social enterprise that aims to help eradicate poverty for farming and fishing families in order to alleviate the effects of climate change and establish food security in the Philippines.



Agricultural Technologist Sofio Rim Jr., the Organic Agriculture Focal Person of the Baybay City LGU is the Be RICEponsible Team’s expert who discusses about the goodness of brown rice in our campaign activities.

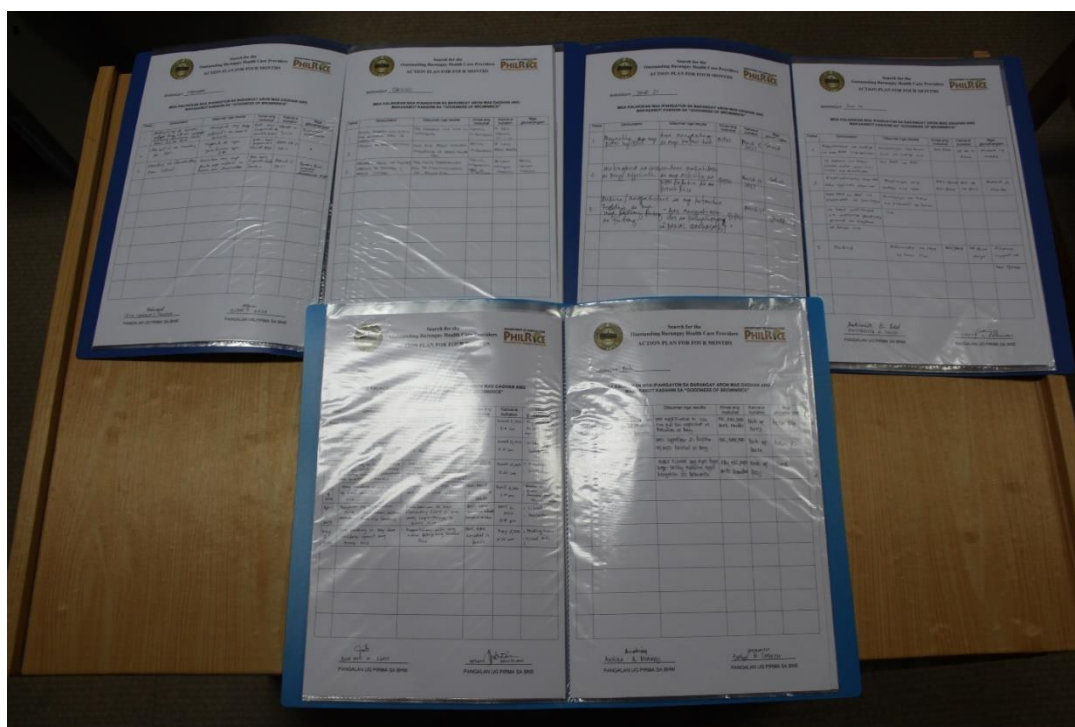
The *Be RICEponsible Campaign Team* also conducted “Brown Rice for Good Campaign” in the different barangays of the City of Baybay, upon request. However, to ensure that the campaign will be brought to the barangay level, the City of Baybay launched the Search for the Most Outstanding Barangay Health Care Providers on February 28, 2017.

During the said activity, the team conducted an Orientation on the “*Brown Rice for Good Campaign*” among the Barangay Health Workers and Barangay Nutrition Scholars. Templates on the Action Plan were also provided to them and out of 92 barangays of the City of Baybay, only 72 barangays submitted their Action Plan for four (4) months (**Annex 9**). Their campaign aims to encourage more barangay residents to eat brown rice.

Among the most common proposed activities are the conduct of General Assembly where the “*Brown Rice for Good*” Campaign will be discussed, conduct of supplemental feeding using brown rice among the children in the barangays and during the meetings of the different sectors in the barangay, and print the tarpaulin designed by the *Be RICEponsible Campaign Team* to facilitate massive information campaign in their respective barangays.

Seen in the picture is the

Be
RICEponsible



These were the plans that were submitted by the BHWs and BNS from the 76 barangays who attended the Seminar cum Planning-Workshop on the massive dissemination about the Goodness of Brown Rice.

It as agreed during the said activity that the Barangay Health Worker and the Barangay Nutrition Scholar will present their proposed plan to the Barangay Council before these are implemented. Thus, the plans they have submitted may either be implemented as planned or revised based on their discussion with the Barangay Council. However, they must submit their Accomplishment Report on June 28, 2017.

And in the implementation of their plans, some barangays invited the *Be RICEponsible Campaign Team* to conduct orientation on the “Brown Rice for Good Campaign” in their respective barangays where we managed to have some people sign the Individual Pledge (**Annex 10**).

DATE	ACTIVITY	PERSONS INVOLVED
March 25, 2017 (Morning)	Conducted “Brown Rice for Good Campaign” at Zone 23, Baybay City, Leyte	95 residents of Zone 23, Baybay City, Leyte
March 25, 2017 (Afternoon)	Conducted “Brown Rice for Good Campaign” at Barangay Pansagan, Baybay City, Leyte	85 residents of Barangay Pansagan, Baybay City, Leyte
March 26, 2017 (Morning)	Conducted “Brown Rice for Good Campaign” at Zone 18, Baybay City, Leyte	50 residents of Zone 18, Baybay City, Leyte
March 26, 2017 (Afternoon = 120)	Conducted “Brown Rice for Good Campaign” at Barangay Villa Solidaridad, Baybay City, Leyte	120 residents of Barangay Villa Solidaridad, Baybay City, Leyte
April 8, 2017	Conducted “Brown Rice for Good Campaign” at Barangay San Isidro, Baybay City, Leyte	21 residents of Barangay San Isidro, Baybay City, Leyte
April 20, 2017	Conducted “Brown Rice for Good Campaign” at Barangay Banahao, Baybay City, Leyte with PhilRice representatives.	76 residents of Barangay Banahao, Baybay City, Leyte

However, it was so unfortunate that of the 76 barangays which submitted their Action Plans, only nine (9) barangays submitted their Accomplishment Report (**Annex 11**) to the *Be RICEponsible Campaign Team*. This was due to the power interruption caused by the 6.5 magnitude earthquake which trembled two (2) cities and nine (9) municipalities in the Province of Leyte in July 6, 2017.

Thus, to determine the ranking of the nine (9) barangays, the team conducted an unexpected field evaluation to determine whether the Accomplishment Report that they have submitted is real or not.



The report regarding their General Assembly and Supplemental Feeding among children, using brown rice, was posted at the Bulletin Board of Barangay Marcos, Baybay City, Leyte.

The tarpaulin which was printed by the Barangay Council was displayed right outside the Barangay Hall of Barangay Villa Solidaridad for people to see and read.



The Barangay Hall of Barangay Monteverde was closed when we arrived thus we just took pictures of the Be RICEponsible Campaign tarpaulin which were placed along the highway for people to see. We also interviewed some barangay residents regarding their brown rice campaign-related activities that were indicated in their Accomplishment Report.

The nine (9) barangays were judged based on the following criteria:

Awareness of the residents about the campaign	=	10%
Variety of activities conducted	=	20%
Community Participation	=	30%
Sustainability of the campaign	=	40%
TOTAL	=	100%

Then, after the surprised field visit, the *Be RICEponsible* Team agreed on the ranking of the nine (9) participating barangays which was only announced during the Awarding Ceremonies on August 31, 2017 (**Annex 12**).



Then, during the Closing Ceremonies of the “*Brown Rice for Good*” Campaign on August 31, 2017, the Most Outstanding Barangay Health Care Providers was awarded to Barangay Marcos, Baybay City, Leyte headed by Punong Barangay Lourdes Lesidan (5th from the left).

During her inspirational message, Baybay City Mayor Carmen L. Cari said that as a way of saying thank you for the support of the said barangays to the “*Brown Rice for Good*” Campaign of the City of Baybay, she announced that the City of Baybay will be giving them cash incentive in the amount of **FIVE THOUSAND PESOS (Php5,000.00)** each.

However, since this still has to be processed, the said cash incentive was given to the winning barangays during the National Rice Awareness Month Celebration this year.

Aside from the cash incentive and the Certificate of Recognition, the winning barangays also received black rice which was purchased from a black rice producer from Barangay Gacat, Baybay City, Leyte.

The most outstanding barangay received two (2) sacks of black rice, the 2nd to 5th place received one (1) sack of black rice each, while the 6th to 9th place received half-sack of black rice.



The Barangay Health Workers and Barangay Nutrition Scholars of Barangay Marcos were glad to have received two (2) sacks of black rice as incentive for being the Most Outstanding Barangay Health Care Providers in the City of



It was Barangay Captain Leonila Cajes of Barangay Gacat, Baybay City, Leyte who received the half sack rice incentive of the Barangay Health Workers and the Barangay Nutrition Scholars in their barangay.



As a proof of the City Mayor, Hon. Carmen L. Cari's commitment to support the "Brown Rice for Good Campaign in the City of Baybay", brown rice was served during the Closing Ceremonies which was held on August 31, 2017 at the Baybay City Gym.

Copies of the flyers were distributed by barangay during the Closing Ceremonies of the “Brown Rice for Good” Campaign and these were received by either the Barangay Captain, Kagawad In-charge in Agriculture, Barangay Health Worker, Barangay Nutrition Scholar, or a representative of a farmer organization.

This farmer was so happy to receive copies of the flyers on the goodness of brown rice so that he could share the good news to the other members of their farmer association.



The *Be RICEponsible Campaign Team* also attended a meeting of the Senior Citizens in Barangay Kilim, Baybay City, Leyte and they were very pleased to have brown rice *pospas* for their snacks.

The *Be RICEponsible Campaign Team* also coordinated with the Nurse of the Baybay City Division to identify the schools with the highest number of stunted and wasted elementary pupils and the team conducted a “Brown Rice for Good” Campaign cum Supplemental Feeding in the said schools and served brown rice *pospas* as snacks (**Annex 13**).



For the Baybay I District, the *Be RICEponsible Campaign Team* conducted the seminar at the Gacat Elementary School in the morning of August 8, 2017. Two hundred fifty (250) pupils were fed with the brown rice *pospas* after the seminar and the activity was attended by Barangay Captain Leonila Cajes and the other barangay officials.



Pictures taken during the Supplemental Feeding at Gacat Elementary School, Barangay Gacat, Baybay City, Leyte.





For the Baybay II District, the *Be RICEponsible Campaign Team* conducted the seminar and supplemental feeding at the Carlos P. Garcia Elementary School with 652 pupils.



At the President Carlos P. Garcia Elementary School, the serving of the brown rice *pospas* was by done inside the classrooms.



Then, the Grade VI pupils were given copies of the “*Brown Rice for Good*” flyer and were requested to fill out the Individual Pledge (**Annex 14**).



These are examples of the Individual Pledge of which were filled out by our “Brown Rice for Good” Seminar participants.

Then, for the Baybay III District, the seminar cum supplemental feeding was conducted at the Plaridel Central School with 635 pupils on August 9, 2017.



Even though most of the children were there for the brown rice *pospas* and not for the discussion about the “Goodness of Brown Rice”, the *Be RICEponsible* Team Leader managed to finish the discussion because most of the children in front were attentive and participative.



These pictures were taken during the Supplemental Feeding at Plaridel Elementary School, Barangay Plaridel, Baybay City, Leyte.



For the Baybay IV District, the seminar cum supplemental feeding was conducted by the Be RICEponsible Team at Villa Mag-aso Elementary School with 117 pupils in the afternoon of August 8, 2017.



Seen in the picture is the *Be RICEponsible* Team Leader with the pupils of the Villa Mag-aso Elementary School.



The picture on the left was taken during the supplemental feeding; while the picture below was taken just before we left the school.



But since it is the desire of the *Be RICEponsible Team* for the campaign to sustain and to reach the 92 barangays of the city, they also conducted an Orientation on the Goodness of Brown Rice among the **Child Development Workers** (formerly known as the **Day Care Workers**) of the 92 barangays of the City of Baybay on July 7, 2017. During the said activity, they also had the Orientation also of the School-on-the-Air on Enriched Parents' Effectiveness Service (PES) which will also be hosted by the Be RICEponsible Team Leader, Ms. Marissa Miguel Cano, the City Information Officer III of the City of Baybay (**Annex 15**).



During the said activity, the RICEponsible Team played the video on the Goodness of Brown Rice for the Child Development Workers to realize the benefits of eating brown rice.

Brown Rice pospas was served as snacks during the said orientation since more than half of the Child Development Workers have not tried eating brown rice yet. Then, each of them were given two (2) kilos of rice to use during their supplemental feeding among their children in their respective Child Development Centers.



And among the 92 Child Development Centers in the City of Baybay, 74 Child Development Workers submitted their **ACTIVITY REPORT** to the *Be RICEponsible Campaign Team*.

The Child Development Workers (CDWs) conducted the Supplemental Feeding among the children in their respective Child Development Centers, with the help of the parents who cooked the food. Then the CDWs submitted the Activity Report to the Be RICEponsible Team (**Annex 16A&B**).

DATE	CHILD DEVELOPMENT CENTER	DATE	CHILD DEVELOPMENT CENTER
June 21, 2017	San Juan CDC, Barangay San Juan	July 21, 2017	Marcos CDC, Barangay Marcos
July 10, 2017	Zone 11 CDC, Poblacion		Hilapnitan CDC II, Barangay Hilapnitan
	Cogon CDC, Barangay Cogon		Caridad CDC I, Barangay Caridad
	Maganhan CDC, Barangay Maganhan		Bunga CDC, Barangay Bunga
	Palhi CDC, Barangay Palhi		Zone 1 CDC, Poblacion
July 11, 2017	Kansungka CDC, Barangay Kansunga		Balao CDC, Barangay Balao
	Plaridel CDC, Barangay Plaridel	July 23, 2017	Kabungaan CDC, Barangay Kabungaan
	Palhi CDC II, Barangay Palhi	July 24, 2017	Pomponan CDC, Barangay Pomponan
July 12, 2017	Monterico CDC, Barangay Monterico		Monteverde CDC I, Barangay Monteverde
July 13, 2017	Altavista CDC, Barangay Altavista	July 25, 2017	Zone 5 CDC, Poblacion
	San Agustin CDC, Barangay San Agustin		Bunga CDC, Barangay Bunga
	Punta CDC, Barangay Punta		Zone 12 CDC, Poblacion
	Butigan CDC, Barangay Butigan		Plaridel CDC, Barangay Plaridel
July 14, 2017	Hilapnitan CDC I, Barangay Hilapnitan	July 26, 2017	Maitum CDC, Barangay Maitum
	Palhi CDC II, Barangay Palhi		Bitanhuan CDC II, Barangay Bitanhuan
	Candadam CDC, Barangay Candadam		Maslug CDC, Barangay Maslug
	Hipusngo CDC, Barangay Hipusngo	July 27, 2017	Sabang CDC, Barangay Sabang
	Kan-ipa CDC, Barangay Kan-ipa		Pangasugan CDC, Barangay Pangasugan
July 16, 2017	Hilapnitan CDC II, Barangay Hilapnitan		Pansagan CDC, Barangay Pansagan
July 17, 2017	Villa Solidaridad CDC, Barangay Villa Solidaridad		Guadalupe CDC II Barangay Guada;upe
	Zone 12 CDC, Poblacion	July 28, 2017	Gubang CDC, Barangay Gubang
	Kantagnos CDC, Barangay Kantagnos		Zone 23 CDC, Poblacion
	Hibunawan CDC, Barangay Hibunawan		Kabalasan CDC, Barangay Kabalasan
	Zone 22 CDC, Poblacion	July 31, 2017	Amguhan CDC II, Barangay Amguhan
	Guadalupe CDC I Barangay Guadalupe		Sta. Cruz CDC Barangay Sta. Cruz

DATE	CHILD DEVELOPMENT CENTER	DATE	CHILD DEVELOPMENT CENTER
July 17, 2017	Patag CDC, Barangay Patag		Kabato-an CDC, Barangay kabato-an
	Bitanhuan CDC, Barangay Bitanhuan		Mapgap CDC, Barangay Mapgap
	Kambonggan CDC Barangay Kambonggan		Bidlinan CDC Barangay Bidlinan
July 18, 2017	Guadalupe CDC II, Barangay Guadalupe		Pomponan CDC, Barangay Pomponan
	Pomponan CDC, Barangay Pomponan		Biasong CDC, Barangay Biasong
July 19, 2017	Gabas CDC, Barangay Gabas		Caridad CDC II, Barangay Caridad
July 20, 2017	Zone 21 CDC, Poblacion		Sta. Cruz CDC I, Barangay Sta. Cruz
	Gacat CDC, Barangay Gacat		Sta. Cruz CDC II, Barangay Sta. Cruz
	Matam-is CDC, Barangay Matam-is		Amguhan CDC I, Barangay Amguhan
	Imelda CDC, Barangay Imelda	August 3, 2017	Jaena CDC, Barangay Jaena
	Gaas CDC, Barangay Gaas	August 7, 2017	Igang CDC, Barangay Igang

The *Be RICEponsible Campaign Team* also designed, printed and produced “*Brown Rice for Good*” campaign materials such as tarpaulin (**Annex 17**), leaflets, flyers, poster (**Annex 18**), radio plugs and video on the “*Brown Rice for Good Campaign of the City of Baybay*”.

This tarpaulin (5ft. x 2ft.) is posted in five (5) schools in the city namely: Visayas State University, Franciscan College of the Immaculate Conception, Baybay City National High School, Baybay North Central School and Bunga Elementary School.



Be RiCEPONSIBLE



Department of Agriculture

PHILIPPINE RICE RESEARCH INSTITUTE





BROWN RICE!

A cup of brown rice brings goodness to your body, to our farmers, to our Country, and to other Filipinos. So you have four reasons to eat it for good.

Replacing 20 per cent of your white rice with brown rice lowers your risk of diabetes by

16 per cent

Brown rice is the whole grain with just the first outer layer (husk or hull) removed through milling. It retains its fiber and germ which contains vital nutrients. White rice is brown rice that has been milled to remove the bran and much of the germ, reducing fiber and nutrient content drastically.

The complete milling and polishing that converts brown rice into white rice destroys 67% of the vitamin B3, 80% of the vitamin B1, 90% of the vitamin B6, half of the manganese, half of the phosphorus, 60% of the iron, and all of the dietary fiber and essential fatty acids. Thus, the fully milled and polished white rice is required to be "enriched" with vitamins B1, B3 and iron.



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This 12 ft. x 8 ft. tarpaulin is displayed in four (4) conspicuous places in the City of Baybay: Duncaan Bridge, Veteran’s Plaza, Prince Mall, and at 30 de Diciembre St. The other tarpaulin will be placed at Barangay Banahao, Baybay City, Leyte where the Pinawa Rice Mill will soon be installed.

WE SERVE

Half Cup




BROWN RICE



and

RICE MIXES

Here

Be RiCEPONSIBLE




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This 1 ft. x 1.5 ft. poster is placed at the canteen located at the Legislative Building of the city which is being managed by the Baybay City Consumers Cooperative (BCCC). And beside this poster, you will read this announcement: **Starting February 8, 2017, Black Rice/Brown Rice will be available daily. Mixed Rice with Sweet Potato will be available on Mondays, Wednesday and Fridays only.**

And since majority of the *Be RICEpensible* Campaign Team members are producers of the regular program of the Baybay City LGU dubbed as “*Nasayod ka ba, Bai?*” and aired over 92.5 Groove FM every Tuesdays, Thursday and Saturdays, 11:00 a.m. to 12 noon, the team also aired news items related to the campaign in the segment, “*What’s up, Bai?*” (Annex 19)

In our desire to encourage farmers to plant black rice, the City of Baybay tapped a local rice seed producer as a source of the two (2) kilos of black rice seeds which should have been distributed to 160 farmers before the end of November 2017. Each of the farmers were given a coupon during the “Brown Rice for Good Campaign Closing Ceremonies” at the Baybay City Gym on August 31, 2017, which he may use in withdrawing the rice seeds from Agricultural Technologist Mr. Sopo Rim Jr.

However, due to climate change, the seeds were rendered useless as it sprouted in the field even before the black rice was harvested. Thus, it was agreed to distribute the two (2) kilos of black rice seeds during the next planting season in April 2018.



NAME: _____

BARANGAY: _____

THIS ENTITLES YOU TO RECEIVE TWO (2) KILOS OF RICE SEEDS.

Claim your seeds from:
MR. SOPIO RIM JR.
Agricultural Technologist
City Agriculture Office, Baybay City, Leyte

This is an example of the coupon which was distributed to the farmers during the August 31, 2017 Closing Ceremonies of the “Brown Rice for Good Campaign” in the City of Baybay. Hopefully, the black rice farmer producer whom we agreed to purchase the seeds will be able to produce the needed seeds before the next planting season.

Finally, during the Opening Program of Agri-Fair 2017 cum Rice Awareness Month Celebration, Baybay City Mayor Carmen L. Cari thanked the farmers, Barangay Health Workers, Barangay Nutrition Scholars and the barangay officials for supporting the “*Brown Rice Food Good Campaign*” in the City of Baybay.



The City of Baybay celebrated the 2017 Rice Awareness Month together together with the Agri-Fair 2017 and this was attended by the Vice President for Research and Extension, Dr. Othello Capuno; Director for Research, Dr. Jose Bacusmo; and Director for Extension, Dr. Efren Saz of the Visayas State University (VSU) and Regional Technical Director for Research and Regulations, Dr. Elvira Torres, of the Department of Agriculture Regional Field Office 8 in Tacloban City.



During her inspirational message, Baybay City Mayor Carmen L. Cari thanked all the barangays who supported the “Brown Rice for Good Campaign” of the City of Baybay and gave **FIVE THOUSAND PESOS (Php5,000.00)** to the barangays which submitted their Accomplishment Reports.



(From the Left): Baybay City Agriculturist Elena Siddiqui; DA-FRO 8 RTD for research and Regulations Dr. Elvira Torres; the Outstanding Barangay Health Care Providers of Barangay Marcos; Punong Barangay Lourdes Lesidan; Director for Reserch Dr. Jose Bacusmo, Vice President for Research and Extension Dr. Othello Capuno and Director for Extension, Dr. Efren Saz of the Visayas State University (VSU) in Baybay City, Leyte.

SUSTAINING THE EFFORTS

INSTITUTIONALIZATION OF THE CAMPAIGN. The Team Leader of the RICEponsible Team of the City of Baybay drafted and submitted to the Sangguniang Panlungsod the draft of the ordinance entitled **AN ORDINANCE INSTITUTIONALIZING POLICIES FOR SUSTANABLE RESPONSIBLE RICE PRODUCTION AND CONSUMPTION IN THE CITY OF BAYBAY (Annex 20).**

However, upon inquiry from the Sangguniang Panlungsod (SP) Secretary, Atty. Vivian Vidallon, she said that she turned over the draft ordinance to the SP Committee Chairperson, Hon. Alan Fernandez, and that this is still being discussed by the Committee on Agriculture. However, it is worth noting that the Sangguniang Panlungsod of Baybay City passed Resolution #84, Series of 2016, **A RESOLUTION ADOPTING THE**

RICEPONSIBLE CAMPAIGN AS ONE OF THE ADVOCACY CAMPAIGN OF THE CITY OF BAYBAY (Annex 21).

ESTABLISHMENT OF A PINAWA RICE MILL. The Team Leader, being the former CSO President and the current CSO Coordinator of the City of Baybay managed to lobby for funds for the establishment of a Pinawa Rice Mill in Barangay Banahao, Baybay City, Leyte in the amount of one million pesos (Php1,000,000.00) through the Bottom-up Budgeting (BUB) Program of the national government, particularly the Department of Social Welfare and Development (DSWD).

The papers are still on process, but we are hopeful that this will be released early this year. Praise God!!! **(Annex 22)**

CONTINUOUS PLANTING OF BLACK RICE. The farmers who received the free black rice seeds from the Baybay City LGU last 2016 were amazed by how fast their produce are sold at the Baybay City Food Terminal thus they are now eager to produce more despite the challenges in production due to climate change. Since this is included in the proposed ordinance, the *Be RICEponsible Team* shall establish a monitoring system to monitor its implementation.

CONTINUOUS INFORMATION, EDUCATION AND COMMUNICATION (IEC) ACTIVITIES ON THE GOODNESS OF BROWN RICE WHICH WILL BE STRENGTHENED FURTHER BY THE ORDINANCE. The Local Government Unit of Baybay City has a regular program over Groove FM 92.5 every Tuesday, Thursday and Saturday, 11:00 a.m. to 12:00 noon. This is a perfect venue for continuously airing the RICEponsible plugs and news items, and to conduct interviews on development programs such as the impact of the “*Be RICEponsible*” Campaign to the different stakeholders of the city.

The RICEponsible Team will continue to play the video about the RICEponsible Campaign of the City of Baybay; distribute the flyers and the leaflets on the “Goodness of Brown Rice”, and post tarpaulin in support to this campaign.

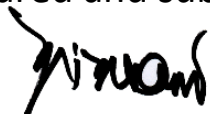
Reciting the “*Panatang Makapalay*” every Monday, during the Flag Ceremony will also continue as our manifestation of support to the program. This will, hopefully, inculcate the 4Ks of the “*Be RICEponsible*” Campaign in the hearts and minds of the less concerned people by continuously reciting this oath.

The Baybay City Consumers Cooperative (BCCC) will continue to serve brown rice during official functions that involve meals and with the implementation of the ordinance, once approved, will encourage the different food establishments in the City of Baybay to serve brown rice, mixed rice and/or half-cup rice.

And because **RICE RESPONSIBILITY (RICEponsible)** is now an **advocacy and a way of life for Baybayanons**, and not just a mere program of the government, this will continue to be a part of our programs, projects and activities.

However, the utilization of the remaining **ONE HUNDRED SIXTY THOUSAND SEVEN HUNDRED THIRTY-SIX PESOS (Php160,736.00)** will help us a lot in the massive dissemination of the ordinance once this is approved.
(Annex 23)

Prepared and submitted by:



MARISSA MIGUEL CANO

Information Office III and

Team Leader of the Be RICEponsible Team

Attested:



CARMEN L. CARI

City Mayor

TABLE OF ANNEXES

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