



Republic of the Philippines  
PROVINCE OF LEYTE  
City of Baybay  
-0000000-

OFFICE OF THE SANGGUNIANG PANLUNGSOD

*Excerpt from the*  
Minutes of the 1<sup>st</sup> Regular Session of the Sangguniang Panlungsod, this city, held on  
January 8, 2018

WHEREAS, the City of Baybay was awarded one of the National RICEponsible Champions by the Philippine Rice Research Institute (PhilRICE) of the Department of Agriculture (DA) because of the massive information campaign conducted by the "Be Riceponsible" Team of the city in 2016;

WHEREAS, the City of Baybay signed a Memorandum of Agreement (MOA) with PhilRICE to institutionalize the RICEponsible Advocacy in the city, with focus on the "Goodness of Brown Rice;"

WHEREAS, the BE RICEponsible Team had implemented campaign activities with the different sectors of the city - 4P's beneficiaries, barangay health workers, barangay nutrition scholars, child development workers, barangay officials, school heads, students, senior citizens, farmers, government agencies and private institutions to increase their appreciation of the benefits of eating brown rice;

WHEREAS, there is a need to institutionalize policies that boost farmers' morale, motivate them to adopt technologies that further improve farm productivity and to encourage the public to be responsible rice consumers to complement the government's efforts achieve rice self-sufficiency;

WHEREAS, part of the strategy in attaining rice self-sufficiency is an intensified information campaign and social marketing to enjoin producers, consumers, and policymakers to help achieve this goal;

NOW, THEREFORE, ON MOTION OF Hon. Alan D. Fernandez, DULY  
SECONDED BY ALL, be it Ordained as

ORDINANCE NO. 02 Series of 2018

**AN ORDINANCE INSTITUTING POLICIES FOR SUSTAINABLE RESPONSIBLE RICE  
PRODUCTION AND CONSUMPTION IN THE CITY OF BAYBAY.**

**SECTION 1. TITLE.** - This Ordinance shall be known and cited by its **short title** as the  
**"BAYBAY CITY'S RICEPONSIBLE ORDINANCE."**



**SECTION 2. DECLARATION OF POLICY.** - The City of Baybay shall adopt measures, which shall ensure responsible rice production, consumption and conservation and shall educate the consuming public to not waste rice and to eat brown rice and/or mixed rice, as a healthier alternative, to attain rice self-sufficiency.

**SECTION 3. DEFINITION OF TERMS.** - For purposes of this Ordinance, the following terms shall be defined as follows:

- 3.1 **Brown Rice** - unpolished rice
- 3.2 **Mixed Rice** - either white or brown rice mixed with root crops such as cassava and sweet corn, corn or banana
- 3.3 **One-half cup of rice** - one-half cup or one-half of the regular serving of rice of a particular food establishment
- 3.4 **IEC materials** - tarpaulins, posters, flyers about the benefits of eating brown rice and mixed rice
- 3.5 **Responsible Rice Consumers** - rice consumers who prefer brown rice or mixed rice over white rice and those who order one-half cup of rice per serving
- 3.6 **Officials functions that involve meals** - activities spearheaded by concerned government offices such as trainings, seminars, orientation and other similar activities that include the serving of meals
- 3.7 **Chemical-free rice** - rice produced following the organic agriculture production methods where the use of chemical pesticides and inorganic fertilizers are not allowed
- 3.8 **Nutritious Rice** - refers to the kind of rice milled through the Pinawa Rice Mill system where nutrients such as vitamins, manganese, phosphorus, iron, dietary fibre and essential fatty acids are not destroyed.

**SECTION 4. MANDATE AND COVERAGE.** - In implementing this ordinance, the following practices are to be strictly followed.

- 4.1 **RECITATION OF PANATANG MAKAPALAY DURING FLAG RAISING IN ALL GOVERNMENT INSTITUTIONS.** All government institutions including but not limited to government offices, schools and barangays shall include in their regular flag raising activity the recitation of "Panatang Makapalay" to instill in the minds of the participants the importance of being responsible rice consumers.
- 4.2 **DISPLAY OF INFORMATION AND COMMUNICATION CAMPAIGN (IEC) MATERIALS ON THE "GOODNESS OF BROWN RICE."** Information materials on the "Goodness of Brown Rice" shall be displayed in conspicuous place in the city to increase knowledge on the benefits of brown rice, which may result in the increased consumption of brown rice or mixed rice.
- 4.3 **SERVING OF BROWN RICE, MIXED RICE AND/OR HALF-CUP RICE IN THE DIFFERENT FOOD ESTABLISHMENTS IN THE CITY OF BAYBAY.** Food establishments in the city, especially the canteen managed by the BCCC at the SP building of the LGU, are enjoined to adopt the practice of



serving brown rice and/or mixed rice at least once a week to ensure its consumption. Serving half-cup rice to minimize rice wastage is further enjoined.

Food establishments in the city are also required to mount posters and/or distribute leaflets or flyers or establish a sound and effective information and education campaign about this Ordinance to encourage patrons and customers to conserve rice and eat brown rice and/or mixed rice.

4.4 **SERVING OF BROWN RICE AND/OR MIXED RICE DURING OFFICIAL FUNCTIONS THAT INVOLVE MEALS.** The Local Chief Executive shall issue a memorandum to all Section and Department Heads of the Local Government Unit of Baybay to serve brown rice during all official functions that involve meals. Other government agencies and private institutions are also enjoined to do the same.

4.5 **PRODUCTION OF CHEMICAL-FREE AND NUTRITIOUS RICE.** The George Monteljan Foundation found that the complete milling and polishing process that converts brown rice to white rice destroys 67% of the Vitamins B3, 80% of Vitamin B1, 90% of Vitamin B6, half of manganese, half of phosphorus, 60% of iron and all the dietary fibre and essential fatty acids (whfoods.org.)

Thus, the rice farmers in the city shall be encouraged to produce chemical-free rice because the milling process that produces brown rice removes only the hull of the rice kernel and is least damaging to its nutritional value.

**SECTION 5. MONITORING AND EVALUATION.** - The RICEponsible Committee, created through Executive Order No. 6, Series of 2015 shall continue to monitor the implementation of this ordinance and evaluate the performance of the different offices and establishments for compliance.

The RICEponsible Committee is composed of the Chairman of the Sangguniang Panlungsod (SP) Committee on Health, Chairman of the SP Committee on Agriculture, Liga ng Mga Barangay, City Agriculture Office, City Social Welfare and Development Office, Gender and Development (GAD) Office, City Tourism Office, Barangay Health Worker's Association, City Information Office and the Baybay City Division Office.

**SECTION 6. REPEALING CLAUSE.** - Previous ordinances found to be inconsistent to the provisions herein are hereby considered revised, modified or amended.


**SECTION 7.** This Ordinance shall take effect upon its approval and after due compliance with all the requirements provided for under R.A. 7160.

Enacted: January 8, 2018  
Baybay City, Leyte, Philippines

I HEREBY CERTIFY to the correctness of the foregoing ordinance which was duly adopted during the 1st Regular Session of the Sangguniang Panlungsod, this city, held on January 8, 2018.

  
**ATTY. VIVIAN E. VIDALLON**  
SP Secretary

ATTESTED & CERTIFIED  
TO BE DULY ADOPTED:

  
**ATTY. ERNESTO M. BUTAWAN**  
OIC -City Vice Mayor, Presiding Officer

*With our concurrence:*

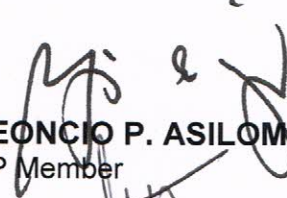
  
**EDGARDO R. OMPOY**  
SP Member

  
**ARTURO ELISA O. ASTORGA**  
SP Member

  
**RODULFO S. PALMA, JR.**  
SP Member


  
**ALAN D. FERNANDEZ**  
SP Member


  
**FILEMON F. AVILA**  
SP Member

  
**LEONCIO P. ASILOM, JR.**  
SP Member

  
**VICENTE VICTOR G. VELOSO**  
SP Member

  
**DOMINADOR K. MURILLO, DM**  
SP Member

  
**JORGE V. REBUCAS**  
SP Member

  
**MANDY G. MUNEZ**  
President, LIGA Ng Mga Barangay  
Ex-Officio, SP Member

APPROVED BY HER HONOR:

  
**CARMEN L. CARI**  
City Mayor