

Republika ng Pilipinas  
(Republic of the Philippines)  
KAGAMBARAN NG EDUKASYON AT KULTURA  
(DEPARTMENT OF EDUCATION AND CULTURE)  
Manila

October 22, 1977

DEPARTMENT MEMORANDUM

No. 238, s. 1977

ANNOUNCING THE 1977 NATIONWIDE  
"LUTUING FILIPINO" COOKFEST

To: Bureau Directors  
Regional Directors  
Coordinator, State Colleges and Universities  
Schools Superintendents  
Heads of Private Schools, Colleges and  
Universities

1. A nationwide search for authentic Filipino recipes in every barangay, provincial, regional and national levels has been launched to end on April 21, 1978. This project is sponsored jointly by Philippine Home Economics Association (PHEA); Kabataang Barangay Foundation (KBF); Department of Education and Culture (DEC); National YCAP Coordinating Center (NYCC); Philippine Air Lines (PAL); and Mrs. Nora Daza. The contest calls for the submission of original recipes in each town, province and region and a grand-cooking contest to be held at the Tropical Palace-Hotel, Parañaque, Metro Manila. Deadline for submission of entries for the National "Lutuing Filipino" Cookfest is on March 10, 1978. Entries should be submitted to:

The Chairman  
1977 National "Lutuing Filipino" Cookfest  
National YCAP Coordinating Center  
Department of Education and Culture  
Arrocero, Manila

2. The National "Lutuing Filipino" Cookfest is aimed at tapping the potentials of the in-school and out-of-school youth and homemakers and providing them an opportunity to present and prepare their rich traditional Filipino family cuisine and thereby identify basic Filipino recipes.

3. Inclosed are the rules and regulations governing the contest as well as the list of prizes for the winners.

4. The full cooperation of all concerned regarding this matter is enjoined.

(SGD.) JUAN L. MANJEL  
Secretary of Education and Culture

Incl.:

As stated

References:

N o n e

Allotment: 1-2-3-4--(D.O. 1-76)

To be indicated in the Perpetual Index  
under the following subjects:

CONTESTS

SCHOOLS

SOCIETY or ASSOCIATIONS

RULES AND REGULATIONS ON NATIONAL LUTUING FILIPINO  
FESTIVAL COOKFEST

1. Any Filipino citizen, 13 years old and above, in-school or out-of-school, may join the contest.
2. Recipes should be written in English or in any Philippine dialect and typed clearly or printed. Print full name, home address, age, school (if a student) and the name of the student or home economics teacher who shall serve as the talent scout, in the upper left corner of the paper.
3. Entries will be judged on the basis of general or popular appeal, uniqueness, authenticity, originality, taste and availability of ingredients.
4. Recipes that have appeared in advertisements, magazines or cookbooks will be disqualified unless they feature distinctive changes in ingredients or procedures.
5. Contestants will prepare their recipes in the actual "Lutuing Filipino" Contest in the barangay, provincial, regional and national contests without assistance.
6. Recipes must include the source of the recipe: the name (if alive), address, occupation and relation to contestant.
7. All entries will become exclusive property of "Lutuing Filipino" Cookfest Executive Committee, which reserves the right to edit and adapt those selected for publication.
8. An executive LPC Committee shall be organized in each barangay, municipal, provincial and regional level composed of the following:

The Executive Committee  
"1977 National Lutuing Filipino" Cookfest

Honorary Chairperson: Miss Imee R. Marcos  
Chairman, Kabataang Barangay  
Foundation

Chairpersons: Dr. Ma. Lourdes V. Macatangay  
President, Philippine Home  
Economics Association

Mrs. Nora Daga

Members:

Jr. Kinda C. Sutaria  
Director, Bureau of Elementary  
Education

Mr. Ricardo P. Trinidad  
Asst. Director, Bureau of Secondary  
Education

Mrs. Rosario Villar  
Home Economics Civic Leader

Dr. Mathew M. Cabotaje  
Vice-President for Academic Affairs  
Central Mindanao University

Mrs. Silvina Laya  
Chief, School Health Services

Dr. Amparo Sipin-Davier  
Adviser, ~~Philippine Home Economics~~  
Association

National Level:

~~Cookfest Directors~~

Dr. Mathew M. Cabotaje  
~~Chairman on Nutrition Education~~  
~~Member, PNEA Executive Board~~

~~Cookfest Assistant  
Directors~~

Dr. Antonia M. Jimen  
~~School Health Program Supervisor (ANP)~~

Members:

Mrs. Gloria I. Gonzaga  
~~Member, PNEA Executive Board, Bureau~~  
~~of Secondary Education, DEC~~

Mrs. Leonora Mendosa  
Treasurer, PNEA

Mrs. Asuncion Garalde  
Home Economics Professor, PNC

Mrs. Teresita Tronqued  
Dean, College of Home Economics,  
University of the East

Miss Felina C. Bello, Bureau of  
Elementary Education, DEC

Mrs. Zenaida L. Villascosa, Bureau  
of Higher Education, DEC

Dr. Esperanza Orlina  
Acting Assistant Director, National  
YCAP-Coordinating Center

**B. Regional Level:**

DEO Regional Director - Honorary Chairman  
President, PLEA Chapter - Chairman  
Regional Home Economics Supervisor - Co-Chairman  
Regional YCAP Coordinator - Vice-Chairman  
KB Regional Chairman - Member

**C. Provincial/City Level:**

Provincial Governor - Honorary Chairman  
President, PLEA Chapter - Chairman  
Division Home Economics Supervisor - Co-Chairman  
Division YCAP Coordinator - Vice-Chairman  
KB Provincial Chairman - Member

**D. Municipal Level:**

Municipal Mayor - Honorary Chairman  
President, PLEA Chapter - Chairman  
District Home Economics Coordinator - Co-Chairman  
District YCAP Coordinator - Vice-Chairman  
KB Municipal Chairman - Member

**E. Barangay Level:**

Barangay Chairman - Honorary Chairman  
School Principal/Home Economics Head - Chairman  
School YCAP Coordinator - Vice-Chairman  
Kabataang Barangay Chairman - Member

Schedule of contests in various levels are as follows:

Any Saturday/Sunday of the following months to be determined - by "Lutuing Pilipino" Cookfest Committees:

Barangay Level - December, 1977  
Municipal Level - January, 1978  
Provincial Level - February, 1978  
Regional Level - March 10, 1978  
National Level - April 21, 1978

Elimination contests shall be held as follows:

- a. Barangay level - any citizen as indicated in No. 1 of these Rules and Regulations
- b. Municipal level - all first prize winners of barangay contest



- \*Gift basket from Kraft Foods
- \*Gift basket
- \*Plaque
- \*Portable electric mixer (for talent scout)
- \*Trophy to school/barangay represented

3rd Prize

- \*1-year Scholarship (BSSE or BSEW in any Philippine school)
- \*La Germania gas oven
- \*Mary Quant Cosmetics (3-months supply worth ₱400)
- \*3-month supply of Rockgas with installation equipment  
(max. of 2 cylinders/month)
- \*Stainless chafing dish from Oceanic Escolta
- \*Tupperware plastic kitchenware
- \*Reynolds housewife's delight set
- \*Gift basket from Kraft Foods
- \*Gift basket
- \*Plaque
- \*Portable electric mixer (for talent scout)
- ~~\*Trophy to school/barangay represented.~~

\*All finalists to the 1977 National "Lutuing Pilipino"  
Cookfest shall be ~~accommodated at the Tropical Palace Hotel.~~

Consolation Prizes:

- \*Gift basket
- \*Gift basket from Kraft Foods
- \*Reynolds wrap
- \*P100 gift certificate

B. Regional Bake-Off

- \*Complete baking set
- \*Auraphil Wonder Oven
- \*2-burner gas stove
- \*Portable electric mixer
- \*Reynolds heavy cooking pot set
- \*Tupperware cake and pastry carrier
- \*Tiled pot holder
- \*Gift basket from Kraft Foods
- \*RFM Gift basket

Plus \*Auraphil Wonder Oven  
\*RFM gift basket (for teacher-in-charge)

Consolation Prizes

- \*Kitchen scale
- \*Reynolds wrap
- \*Tiled pot holder
- \*Gift basket from Kraft Foods
- \*RFM gift basket

C. For Provincial, municipal and barangay levels:

- (1) Each executive committee shall identify and provide some prizes.
- (2) Certificates from PHEA shall be awarded to winners.
- (3) Each recipe shall be paid P10 by the sponsors of the contest - or the PHEA upon receipt of a recipe certified to by the Municipal Committee. All recipes must be sent in duplicate to the Chairman of Cookfest not later than one month or thirty days after the Municipal "Lutuing Pilipino" Cookfest.