



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS**  
**DEPARTMENT OF EDUCATION, CULTURE AND SPORTS**  
UL Complex, Meralco Avenue  
Pasig, Metro Manila



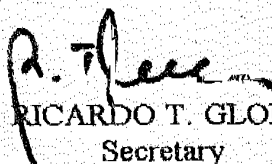
September 1, 1997 *Sama-Sama  
sa DECS*

DECS MEMORANDUM  
No. 345, s. 1997

1997 MEAT SAFETY CONSCIOUSNESS WEEK

To: Regional Directors  
Schools Superintendents  
Private Elementary and Secondary School Principals

1. The National Meat Inspection Commission (NMIC), in coordination with this Department, announces the observance of the 1997 Meat Safety Consciousness Week on October 20-24.
2. This year's theme, "Malinis na Karne at Kapaligiran Handog sa Sandaang Taong Kalayaan", underscores the crucial role that the meat industry plays in the overall development of the country's economy.
3. This year's celebration seeks to make the public more aware of the following concerns: a) the importance of inspected meat; b) practical tips to ensure meat safety; c) meat laws, regulations and standards; and d) qualities of safe meat.
4. During the week-long celebration, classroom discussion may include topics on meat safety. Inclosed is an information material on safe meat and clean meat plant.
5. Full support to this campaign for the success of the celebration is desired.

  
RICARDO T. GLORIA  
Secretary

Incl.:

As stated

Reference:

DECS Memorandum: No. 315, s. 1996

Allotment: 1--(D.O. 50-97)

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

CELEBRATIONS & FESTIVALS

HEALTH EDUCATION

NUTRITION EDUCATION

SCHOOLS

STUDENTS

TEACHERS



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF AGRICULTURE  
NATIONAL MEAT INSPECTION COMMISSION  
Visayas Ave., Diliman, Quezon City

## Meat Safety Consciousness Week

*a campaign for safe meat and clean meat plant*

### The Celebration

The National Meat Inspection Commission (NMIC) once again leads the country in a nationwide observance of the Meat Safety Consciousness Week (MSCW) on the third week of October. Its significance is of such distinction that it had to be explicitly embodied in the Presidential Proclamation No. 276, whereupon it is stated that "the public can only be best protected from the danger of consuming uninspected meat if they can be aware of the quality and safety standard of the products."

### **"MALINIS NA KARNE AT KAPALIGIRAN HANDOG SA SANDAANG TAONG KALAYAAN"**

This year's theme underscores the crucial role meat industry plays in the overall development of the country's economy towards the centennial. Specifically, it accentuates the NMIC's contributions in the lives of the people for giving them safe meat consumption and at the same time a clean and friendly environment.

It seeks also to give due recognition and honor to the prime movers of meat inspection works - the veterinarians and meat inspectors who are responsible in ensuring clean meat for the consumption of all.

Specifically, this year's MSCW celebration seeks to make the public more aware of the following concerns:

1. the importance of inspected meat
2. practical tips to ensure meat safety
3. Meat Laws, regulations, and standards
4. qualities of safe meat

## The Challenge

The observance of 1997 MSCW celebration calls for a collective effort among the veterinarians and meat inspectors in the national and local governments, the livestock and meat industries including primary producers, processors, and retailers and the consumers in order to achieve a healthier, safer and better life for all. It poses a challenge for them to continue what they have started for the people and industry and to further enhance their quality service to the public - that is meat safety consumption for all towards the centennial.

**Government:** The veterinarians and meat inspectors have the prime responsibilities on meat safety by doing actual meat inspection works and or supervising meat inspection works in slaughterhouses and poultry dressing plants. They are responsible in determining the fiscal, legal, and technical environment in which the industry operates. They are also liable in monitoring the industry and ensuring that trading standards are effectively implemented and met. They are also responsible in formulating and implementing rules and labeling as well as for the supervision of advertising programs and projects. Educating the people on proper meat consumption and meat safety is also one of their concerns.

**Livestock and Meat Industry:** The industry has the responsibility of meeting the conditions set by the government. self regulation should be visible. The set of Manufacturing Practices (GMP) which aims to ensure quality control from the design of a product to its final delivery to the correspondents outlets should be maintained.

Meat retailers/vendors should comply to the following:

1. Meat Inspection Certificate should be properly displayed in their meat stalls
2. Meat being sold should bear the marks " Inspected " and " Passed " by the Controlling Authority

The Consumer: The buying public is obliged to adopt hygienic practices in meat consumption. They should be vigilant in buying fresh meat with Meat Brands and in outlets with Meat Inspection Certificate. They should be the government's partner in educating and in reporting traders not complying to the rules and regulations the government set for the public's safe meat consumption.

The Opportunity:

With the 1997 Meat Safety Consciousness Week celebration, the actors behind making the event a truly celebration, the Veterinarians and meat inspectors will be given due recognition, honor and emulation for they have worked very hard for protecting the meat consumption of the entire populace. It is also the time to focus on the effectiveness and efficiency of both national and local governments in their efforts to protect and promote healthy life among the Filipino people. It serves as a venue to promote and enhance cooperation among governments, livestock and meat industries, NGO's private organizations, academe, communities and individuals in reducing information poverty on meat safety and its proper consumption. It also provides the opportunity to strengthen the role of the national and local government and the industry in ensuring the public that the meat they eat is clean and safe.

The Strategies:

The success of the campaign for 1997 MSCW celebration can only be achieved through the commitment and dedication veterinarians and national and local meat inspectors in the government service, the industry, the producers, processors, retailers/meat vendors and most importantly the consumers.

The national government agencies, local government, and academe are enjoined to participate in the celebration by:

1. Hanging streamer re: Meat Safety Consciousness Week
2. Flag Raising Ceremonies on Monday, October 20
  - o Reciting MSCW prayer
  - o Inviting speaker on meat and meat consumption
  - o Reading and disseminating the MSCW messages
3. Organizing meat awareness activities for employees  
e.g. seminars
4. Mobilizing private organizations to support the campaign
5. **Planting trees in the nearby Slaughterhouses/Poultry Dressing Plants/Meat Processing Plants**