



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
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DepED MEMORANDUM
No. 62, s. 2004

2004 INTERNATIONAL YEAR OF RICE (IYR) CELEBRATION

To: Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The United Nations Assembly (UNA) proclaimed the year 2004 as the International Year of Rice (IYR). The Philippine preparation for the IYR celebration is spearheaded by the Department of Agriculture (DA). The Department of Education (DepED) is a member of the national steering committee.
2. The objective of the celebration is to raise public awareness and realization that rice is essential in the totality of the Filipino people and is part of the cultural roots interwoven with art and culture, economy and livelihood, food and nutrition, and sociology and politics.
3. The school heads are encouraged to organize programs and activities in their schools to commemorate this event. Enclosed is a Summary of IYR 2004 Activities.
4. Immediate and wide dissemination of this Memorandum is desired.

EDILBERTO C. DE JESUS
Secretary

Encl.: As stated
Reference: None
Allotment: 1—(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS
SCHOOLS

Madel:c: IYR
1-30-04

Summary of International Year Of Rice – 2004 Activities

I. Historical Background and the Role of GOP in IYR.

UN Declaration On The International Year Of Rice - 2004 Rice has vital importance when addressing issues such as food security, poverty alleviation and sustainable agriculture development. In recognition of this fact, the Food and Agriculture Organization of the United Nations (FAO) and its Member-Countries in celebrating it.

The GOP was the initiator and lead in presenting the resolution to the UN General Assembly. The resolution was finally passed on 16 December 2002 by the 5th session on the General Assembly.

II. Goal

The underlying desire of the UN in IYR 2004 is to see that no one goes to bed hungry and no one dies from lack of rice in the rice-eating world, which is more than 1/2 of all mankind. The rice farmer is associated with poverty and ironically with uncertainty that there might not be food on the table in the next meal.

Food security, self-sufficiency, increased income, respectable livelihood and sustainable rice ecology are the goal of the UN in IYR 2004.

III. The IYR Philippine Objectives:

To raise public awareness and realization that:

- (a) Agriculture particularly rice is essential in the totality of the Filipino people. It is part of our cultural roots and interwoven with art and culture; economy and livelihood; food and nutrition; ecology,; and sociology and politics.
- (b) Science and technology is the only cutting edge for long term sustainability in productivity, food sufficiency, food security, high income for the small farmers, in the face of dwindling water, and lesser land, large population and open international trade.
- (c) Rice farmers should be praised and recognized for literally feeding us all in the midst of extreme difficulties and aggravation.
- (d) Good Research and development (R&D) is not cheap. Inadequate funding and support will lead to mediocre, slow and uneventful outcomes.

IV. Strategy of the Government of the Philippines for the Celebration

The Philippine preparation for the IYR celebration has been spearheaded by the Department of Agriculture. A steering committee was formed, co-chaired by the Department of Tourism (DoT) and the Asia Rice Foundation (an NGO). The member agencies of the IYR steering/organizing committee are:

Department of Agriculture with PhilRice as the lead agency
Department of Tourism
Dept. of Education
FAO-Philippines
Asia Rice Foundation
International Rice Research Institute
Commission On Higher Education
National Commission for Culture and Arts
ANGOC
Rice Research & Development Foundation

Basic strategy of celebration was formed namely each agency particularly the members of the steering committee will come up with their own programs based on institutional strength, tradition, and uniqueness but guided by the following common elements:

- Use of "Palay ay buhay" as the Philippine's theme/slogan
- Adopt PhilRice "Palay Man" as the IYR mascot
- Whenever there is opportunity expound on common messages such as-
 - (a) Rice and agriculture are losing their appeal on the youth, should therefore remind that rice is part of our totality.
 - (b) Rice is part of our cultural roots and interwoven with art and culture; economy and livelihood; food and nutrition; ecology; and sociology and politics.
 - (c) Science and technology is the only cutting edge for long term sustainability in productivity, food sufficiency, food security, high income for the small farmers, in the face of dwindling water, and lesser land, large population and open international trade.
 - (d) Rice farmers should be praised and recognized for literally feeding us all in the midst of extreme difficulties and aggravation.
 - (e) Good Research and development (R&D) is not cheap. Inadequate funding and support will lead to mediocre, slow and uneventful outcomes.

V Major Activities

1. Preparation of consolidated agencies EVENTS CALENDAR of activities
2. Preparation of common call-to-action BROCHURE ("Celebrate Rice 2004")
3. Preparation of PALAYMAN mascot to be provided to all PhilRice stations to be used for visits during agencies celebration with in the service area or loaned out for whatever use.
4. Technical seminars in different academic campuses (CHED, Dept. Ed, and other agencies)
5. Rice to be used as Theme for agencies anniversary celebration in 2004
6. Observance of world Food Day October 16, 2004
7. Rice and Environment Week (DENR)
8. "Palayman" Tour Various Campuses
9. Book Launchings
10. Open Houses IRRI, PhilRice
11. Eco-tour Packages to Banaue Rice Terraces
12. National Launch of the Brown Rice Campaign
13. Rice Festivals
14. Exhibits at the Museo Pambata, National Museum, IRRI and PhilRice (particularly CHED and Dept. Ed)
15. Concerts
16. Rice Garden (for CHED and Dept. Ed) at the Luneta