



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS
MANILA 1099

September 21, 2016

CUSTOM MEMORANDUM CIRCULAR
NO. 137-2016

TO: All Deputy Commissioners
All Directors and Division Chiefs
All District / Port Collectors
And Others Concerned

**SUBJECT: Department of Agriculture's Request for Support to its
#BROWN4good Challenge**

Attached is a copy of the memorandum dated September 14, 2016 issued by Jennifer J. Tan, Director IV, Central Administration Office, Department of Finance, regarding the Department of Agriculture's request for support to its #BROWN4good Challenge.

For your information and guidance.

Please confirm the dissemination of this circular throughout your offices within fifteen (15) days from receipt thereof.


NICANOR E. FAELDON

Commissioner




SEP 23 2016



Republic of the Philippines
DEPARTMENT OF FINANCE

Roxas Boulevard Corner Pablo Ocampo, Sr. Street
Manila 1004

MEMO FOR : All Heads of DOF Offices/Bureaus and Attached Agencies

FROM : 
JENNIFER J. TAN
Director IV
Central Administration Office

SUBJECT : **Department of Agriculture's request for support to its
#BROWN4good Challenge**

DATE : 14 September 2016

Please be informed that the Department of Agriculture (DA) is requesting support from this Department and concerned Agencies in the promotion of unpolished rice, particularly the #BROWN4good challenge, a social media propaganda that aims to encourage more Filipinos to eat brown (unpolished) rice regularly, through the following:

- To take part in the launching of the event by eating brown rice and starting your #BROWN4good challenge networks among families, friends and colleagues
- Making brown rice (cooked and raw) available in your cafeterias beginning August 30 until at least October 31, 2016
- Serving brown rice instead of white rice during events, forums, seminars, trainings, conferences, feeding programs, and other similar activities
- Promoting the #BROWN4good challenge to your clientele through your quad-media and other services

To take on the #BROWN4good challenge, cook at home or order brown rice from your favorite food establishments, snap a photo of the meal, post it on social media (Facebook, Twitter or Instagram), caption it with #BROWN4good and #(your region), and challenge family and friends to do the same. For every hashtag of #BROWN4good quoted per region, DA will donate a cup of raw brown rice to help feed less fortunate Filipinos in different charities nationwide. To be counted, however, the account and post must both be set to Public.

As part of the #BROWN4good project, you may also avail the brown rice produced by farmers' cooperatives for as low as P35-39/kg. Attached is the list of suppliers for your convenience.

Everyone is encouraged to give full support to this endeavor.

Thank you.

BROWN RICE SUPPLIERS

P35-39/kg

Region	City/ Municipality	Contact Person	Address	Contact Number
NCR	All cities and municipalities	Kristin Saraos	c/o PhilRice LB	0920-911-1420/ 0929-829-2410
CAR	Baguio City	Maria Romero	102 Abanao St., Baguio City	0932-739-2561/ 0906-371-3111
1	All cities and municipalities	Maria Romero	La Union	0932-739-2561/ 0906-371-3111
		Mac Jesson Tucay Pangasinan Rice Processing Complex	Sta. Barbara, Pangasinan	0995-135-2761
2	Santiago City	Konstantine Andrei Ricafort (Cagayan Valley Organic Farmers Marketing Cooperative)	San Marcos, San Mateo, Isabela	0917-503-2407
3	San Fernando City and Cabanatuan City	Ricardo Buenaventura (Nagkakaisang Magsasaka Agricultural PMPC)	Tabacao, Talavera, Nueva Ecija	0918-686-2687/0918-357-4624/0915-885-7346
4-A	Los Baños	Kristin Saraos	c/o PhilRice LB	0920-911-1420/ 0929-829-2410
4-B	Puerto Prinsesa City	Felino Tumulac (Mabuhay Multi-Purpose Cooperative)	Farmers Bigasan, National Highway, Brgy. Sta. Monica, Puerto Prinsesa City	0939-915-4669/ 0917-884-2204
5	Naga City and Legazpi City	Miller Bicaldo (Pecuaría Development Cooperative)	Lanipga, Bula, Camarines Sur	0917-525-3406/ 0916-590-8913
	Sorsogon City and Bulan, Sorsogon	Bernardo Lupenario (E. G. Lupenario Rice Mill)	Bulan, Sorsogon	0949-371-3007

BROWN RICE SUPPLIERS

P35-39/kg

6	Iloilo City	Dionisio Lubag (Iloilo Rice Processing Complex)	Brgy. Amamaros, Pototan, Iloilo	0920-227-8702/ 0917-878-8757/ (033) 529-8780
7	Tagbilaran City and Cebu City	Alvin Mante (BOFAMCO)	Pilar, Bohol	0999-581-2023/ 0910-124-5115
8	Tacloban City	Pio Bacayo Can-Abay Small Farmers Cooperative	Brgy. Can-Abay, Basey, Samar	0906-533-9417
9	Dipolog City	Clemente Guio (Dipolog Polangko Irrigators Association – Marketing Cooperative) Or Kerr Porlas (City Agriculturist – Dipolog City)	Brgy. Ulingan, Dipolog City	0906-364-6231 or 0917-820-9402
10	Cagayan de Oro and Iligan	Miko G. Besañes (LT Trading Milling)	Sta. Filomena, Iligan City	0917-301-0990/ (063) 225-1557/ (063) 225-1846
11	Davao City	Henry Porras (Davao del Sur Federation of Marketing Cooperative)	Brgy. Sinaragan, Matano, Davao del Sur	0947-614-4758
12	General Santos City	Evelyn Perialde Or Ommal Abdulkadil	c/o PhilRice Midsayap	0908-391-5210 0947-483-3298/0995-977-8683