

[PROCLAMATION NO. 494, October 18, 2012]

**DECLARING THE YEAR 2013 AS THE NATIONAL YEAR OF RICE
AND DIRECTING THE DEPARTMENT OF AGRICULTURE TO LEAD
ITS CELEBRATION**

WHEREAS, the government aims to attain rice self-sufficiency by 2013;

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

WHEREAS, a sustained and nationwide campaign to boost farmers' morale and motivate them to adopt technologies to further improve farm productivity and encourage the general public to be responsible rice consumers are necessary to complement the government's efforts to achieve rice self-sufficiency.

NOW, THEREFORE, I, BENIGNO S. AQUINO III, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the following:

SECTION 1. National Year of Rice. The year 2013 is hereby declared as the National Year of Rice. The month of November of every year is also affirmed as the National Rice Awareness Month pursuant to Proclamation No. 524 (s. 2004).

SECTION 2. Implementation. The Secretary of Agriculture is hereby authorized to lead the celebration of the National Year of Rice towards achieving rice self-sufficiency and promoting public awareness on responsible rice consumption. The Department of Agriculture (DA) may call upon other government agencies, non-governmental organizations, and the private sector for assistance in the celebration of the National Year of Rice. DA shall provide funds for the celebration of the National Year of Rice from its regular budget.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

DONE, in the City of Manila, this 18th day of October, in the year of our Lord, Two Thousand and Twelve.

(SGD.) BENIGNO S. AQUINO III
President of the Philippines

By Authority of the President:

(SGD.) PAQUITO N. OCHOA, JR.
Executive Secretary
