



2015-914 cad
 Republic of the Philippines
DEPARTMENT OF AGRICULTURE
 Regional Field Office - Cordillera Administrative Region
 BPI Compound, Guisad, Baguio City



September 8, 2015

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DR. ELLEN B. DONATO, CESO III
 Regional Director, DepEd-CAR
 Wangal, La Trinidad, Benguet

Dear Dir. Donato:

Greetings!

Once again, the Cordillera Region joins the nation in celebrating World Food Day (WFD) on October 16, 2015, with the theme "Social Protection and agriculture: breaking the cycle of rural poverty,"

One of the activities is the annual conduct of the On-the-spot Poster Making Contest which is open to all Grade IV to Grade VI pupils enrolled in any public and DepEd accredited private elementary schools nationwide.

The WFD poster contest has inspired thousands of children and young people to put their creativity and talents to work.

In this regard, we are again requesting your able assistance for the success of this endeavor by coordinating with your provincial offices for the conduct of the different levels of the competition. **The Regional Level Contest shall be held on October 2, 2015 here in Baguio City in a venue to be announced and coordinated with you.**

Attached is the Guideline and expected schedule of the Elimination Process for your reference.

The DA-CAR shall be shouldering the travelling and food expenses of the participants for the Regional level.

For further information and queries on this activity, you may contact us through telephone, (074) 422-5795, or call/text Ms. Mabel Zabala (09271437036) or Ms. Jelly Pearl Potectan (09079016390).

Truly Yours,



ATTY. CIPRIANO G. SANTIAGO, CESO III
 Regional Executive Director

Republic of the Philippines
 DEPARTMENT OF EDUCATION
 CORDILLERA ADMINISTRATIVE REGION
 Wangal, La Trinidad, Benguet

September 14, 2015

To : **Schools Division Superintendents**
All Divisions

For information, compliance and appropriate action.


ESTELA L. CARIÑO, Ed.D, CESO V
 Director III

ESSD/ABG/mbaWorld Food Day ReglLevelContest 2015



Food and Agriculture
Organization of the
United Nations

WORLD FOOD DAY 2015

SOCIAL PROTECTION AND AGRICULTURE BREAKING THE CYCLE OF RURAL POVERTY

This brief aims to familiarise teachers and students with the concept of social protection.

The note is developed in the form of Question and Answers and explains key concepts related to social protection.

We hope the brief note will help you create an original Poster!

1. I learnt that the theme of 2015 World Food Day Poster is "Social Protection and agriculture: breaking the cycle of rural poverty", but what is social protection exactly?

When a poor household is in distress due to illness or an external shock or when a family doesn't earn enough to provide for its members, social protection helps to move the family out of poverty or to prevent it falls into the cycle of poverty and hunger.

Social protection can therefore be described as a blend of policies, programs and interventions aimed at protecting poor and food insecure people or those who may be vulnerable to poverty and food insecurity.

People are food insecure when they don't have regular access to sufficient nutritious food needed to lead active and healthy lives.

Access to food not only depends on food availability but also on people's ability to produce or purchase food.

2. I understand, social protection can help poor and vulnerable people, but how?

Social protection translates into a variety programmes that provide financial or in-kind support to poor and vulnerable people in order to enhance their income, capacities and rights.

Social protection programmes are broadly classified as follows:

- **Social assistance programmes** are those that distribute cash or vouchers or in-kind contributions to vulnerable families. In some cases, entitlement to aid, means that families need to fulfill specific requirements such as agreeing to send children to school and ensuring their education.

In other cases, families are entitled to the support without being obliged to follow any specific action or condition.

School feeding is a form of social assistance. Thanks to regular meals offered to schoolchildren, school feeding programmes encourage children attendance while enhancing their diets – due to better caloric and macronutrient intake - and improving their ability to concentrate. In some cases the meal offered to schoolchildren is purchased from local farmers. This helps farmers earn additional income.

When social assistance programmes are able to provide regular and reliable cash transfers, they also provide some security in the face of health contingencies or shocks of different nature. When households feel more secure, they are more likely to invest and improve their incomes. Social assistance programmes can, therefore, prevent households from selling their assets or taking their children out of school as a strategy to cope with a shock of any nature - when a storm, for instance, hits their crops or livestock.

Social insurance programmes are typically financed by contributions from employees, employers and from the state. In this scheme people protect themselves against risks (sickness, accidents, etc.) by pooling resources with a larger number of similarly exposed individuals or households. Insurance programmes address life cycle, employment and health contingencies.

- **Labour market programmes** provide unemployment benefits, build skills, and enhance workers' productivity and employability.

3. Why is social protection so important?

Social protection is critical because not only prevents people from going hungry in the short run, but also stimulates production and provides greater income stability in the longer-term, thus reducing food insecurity and poverty.

In 2013, for example, up to 150 million people worldwide were helped out of extreme poverty thanks to social protection programmes.

4. I understand but what is the relation between Social Protection and Agriculture?

More than 75 percent of the extreme poor and chronically undernourished in developing countries live in rural areas. Agriculture is an important part of their livelihood.

However, most family farmers and agricultural workers face a variety of challenges - such as limited access to productive means, agricultural inputs and services - that make it hard for them to use agricultural production as a pathway out of poverty. In the absence of social protection, they may be forced to cope with the effects of a shock with measures that further increase their vulnerability or undermine their future income generation capacity. For

example, they may have to sell livestock, or opt to grow crops that are more hardy but less remunerative.

Social protection programmes can raise farm incomes, crop yields and livestock productivity. They are more effective when supported by complementary interventions such as support to soil improvements, resilient water management, better connectivity to markets and storage capacity, and access to higher-yield inputs.

5. Can you provide some concrete examples of programmes that have been successful?

The **Ethiopian Productive Safety Net Programme** (PSNP) is a public works programme that provides wage employment and uses this labour to build community assets and infrastructure. The programme assists about 7.5 million people and is the largest safety net programme in Sub-Saharan Africa after South Africa. The programme facilitated the rehabilitation of over 167,000 hectares of land and 275,000 kilometres of stone and soil embankments and saw the planting of more than 900 million samplings. Participating households invested in livestock, with the impact stronger among households that participated for longer periods of time. The impact of the programme was also stronger in those cases where households were targeted by agricultural support programmes providing credit, tools, seeds, support to irrigation.

The programme lowered national poverty by about two percent and helped reduce the length of beneficiaries' hungry seasons by a third.

In Mexico, the **Programa de Educación, Salud y Alimentación** provides cash transfers to mothers in households living in extreme poverty in rural areas. Cash transfers are conditional on regular school attendance of their children and visits to health care centres. Today, the programme reaches about 32.9 million individuals and is credited with having reduced poverty by about 10 percent, and the poverty gap¹ by about 30 percent in the span of two years. Recipients have also increased food expenditures, especially of fruits, vegetables and animal products. It is also considered to have been instrumental in reducing deficiencies in height-for-age, stunting and overweight, and in improving physical, cognitive and language development.

Through the years the programme has been enriched with new components to ensure that families living in poverty continue to invest in their children's human capital development.

¹ How much money they would need to reach the poverty line.

In many countries the positive experiences with large-scale programmes that help the poor and vulnerable, have given impetus to a reassessment of the value and role of social protection in combating poverty and hunger.

2015 WORLD FOOD DAY

Nationwide On-the-Spot Mosaic Poster Making

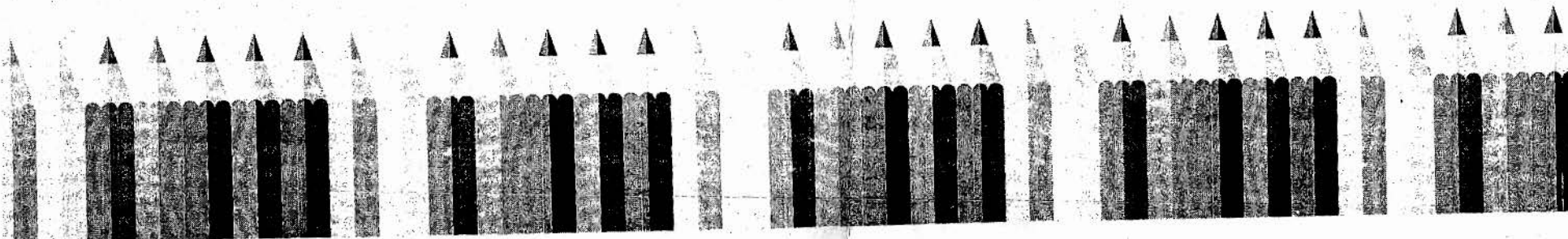
GUIDELINES



Social justice, food and agriculture:
breaking the cycle of rural poverty



Agriculture and Fisheries Information Service
DEPARTMENT OF AGRICULTURE
Elliptical Road, Diliman, Quezon City
Tel. No. 928-8762
Website: www.da.gov.ph



5. The national winners shall be provided with an all-expense paid educational tour, sponsored by the Philippine Council for Agriculture and Fisheries (PCAF). Each winner shall be escorted preferably by one (1) coach, parent, sibling or guardian only (for strict compliance).

For inquiries with regard to the conduct of the contest, you may please call the office of:

MS. CHERYL C. SUAREZ
Chairperson, World Food Day 2015
Nationwide On-the-Spot Mosaic Making Contest
DA-AFID Chief
Tel. No. (02) 920-4080

MS. SARAH LACSON
Co-Chairperson, World Food Day 2015
Nationwide On-the-Spot Mosaic Making Contest
Assistant FAO Representative (Admin)
Tel. No. (02) 901-0357

Committee Members

MS. JOY MASONGSONG
FAO Programme Assistant
Tel. No. (02) 901-0357

DR. ELLA CECILIA G. NALIPONGUIT, MD, CESO
Director III, Health and Nutrition Center
Tel. No. (632) 632-9935

MS. ESTRELLA V. TULAY
Chief, PMKMD
DA-Philippine Council for Agriculture and Fisheries
Tel. No. (02) 926-2241

MS. MARIA BERNADITA T. FLORES, CESO II
Assistant Secretary of Health
Executive Director IV
Tel. Nos. (02) 843-0142, 818-7398, 843-5818

MS. MARILOU R. GALANG
Senior Science Research Specialist
Tel. Nos. (632) 837-2071 loc 2287
(632) 837-8113 loc 323

DA REGIONAL INFORMATION OFFICERS

Secretariat

MS. JO ANN GRACE B. PERA
MS. MARITES S. MADERA
DA- Information Division
Tel. Nos. (02) 928-8741 to 65 locals 2149, 2184



E. National Contest: October 10, 2015

1. The regional winners shall gather at the Bureau of Soils and Water Management (BSWM) on October 10, 2015 from 8:00 A.M. to 4:00 P.M. for the national competition.
2. The contestants shall be required to do an **entirely new mosaic poster, on-the-spot, with a totally different design from their winning regional entries.**
3. All materials to be used including illustration boards, agricultural and fishery products, glue gun and glue stick shall be provided by the Contest Committee **except craypass and crayons.**
4. Judging shall be from 4 P.M. onwards.
5. The Board of Judges will select the five (5) best mosaic posters from among the 17 regional participants.
6. The BOJs decision shall be final.
7. The winning mosaic posters shall be displayed at the DA, DepEd and FAO offices and be used as designs for the 2015 Christmas cards.
8. The winning mosaic posters shall be the property of the Department of Agriculture.

AWARDING OF PRIZES

1. The five (5) best mosaic poster winners shall each receive a **Trophy** and a cash prize of **Fifteen Thousand Pesos (P15,000.00)** and the winning school will receive a **Plaque** sponsored by the FAO.
2. The non-winning regional mosaic poster participants shall receive a **Certificate of Participation** and a **Certificate of Appreciation** for the non-winning schools and coaches.
3. The prizes for the five (5) Best Mosaic Poster Winners shall be awarded during the World Food Day celebration on October 16, 2015. The venue shall be announced later.
4. The five (5) Best Winning Coaches shall receive a **Certificate of Recognition.**

RULES OF THE CONTEST

1. The World Food Day 2015 "National On-the-Spot Mosaic Poster Making Contest" shall be held at the School, District, Division and Regional levels.
2. The contest is open to all Grades IV to VI elementary pupils (not older than 12 years old and certified by the school principal) enrolled in any public and DepEd-accredited private elementary schools nationwide. Previous **National Winners** are disqualified to participate at any level of this contest.
3. The mosaic entry shall be an original creation of eligible participants, depicting the central theme of the World Food Day 2015 celebration: **"Social Protection and agriculture: breaking the cycle of rural poverty."**
4. The contest elimination process shall be done at every level: school, district, division and regional following the schedules below:

SCHOOL LEVEL	September 7, 2015
DISTRICT LEVEL	September 14, 2015
DIVISION LEVEL	September 30, 2015, WEDNESDAY
REGIONAL LEVEL	October 2, 2015
NATIONAL JUDGING	October 10, 2015
CONTEST PROPER	8:00 A.M. – 4:00 P.M.
JUDGING PROPER	4:00 P.M. – 5:00 P.M.

5. Only the best three (3) mosaic posters shall be selected for each level, based on the following criteria:

Originality	20%
Visual Impact	20%
Creative use of agricultural and fishery products	30%
Relevance to the theme	30%
TOTAL	100%

6. The Department of Education (DepEd) Secretariat in coordination with the Department of Agriculture's Regional Information Officers (RIOs) shall assign a number to each entry at the start of the contest. This number shall be the basis for identification. Names of winners shall be revealed only after the judging.

CONTEST ELIMINATION PROCESS

A. School Level: September 7, 2015

1. Materials to be used include an illustration board (20" x 30") to be provided by the Contest Committee; and **any art medium, except oil and water color, and a combination of agricultural and fishery products (e.g. palay grains, mongo, squash seeds, corn kernels/husks, sea shells, dried seaweeds, etc.)** which shall be provided by the participants.
2. The theme should be incorporated on the mosaic poster as part of its design. **A poster with no indicated theme shall be disqualified.**
3. The participant/contestant shall fill out an entry form which shall also include the brief description/explanation of the finished design written in English or Filipino to be pasted at the back of the mosaic.
4. Winners of each level shall be given Certificates of Merit by the participating school.
5. Deadline of submission of winning posters to the DepEd-District Office is on September 10, 2015

B. District Level: September 14, 2015

1. The best three (3) entries from each school shall be eligible for the District Level competition.
2. The competing mosaic posters shall be judged at the DepEd-District Office, where a panel of judges shall select the best three (3) entries.
3. The winners shall be awarded Certificates/Medals of Merit from the District Office.
4. The deadline of submission of winning entries to the Division is on September 17, 2015

C. Division Level: September 30, 2015

1. The best three (3) mosaic posters from each district shall be eligible for the Division Level.
2. The competing mosaic posters shall be judged at the DepEd-Division Office, where a panel of judges shall select the best three (3) entries.
3. The winners shall be awarded Certificates/Medals of Merit from the Division Office.
4. The deadline of submission of winning entries to the DepEd-Division Office is on September 30, 2015

D. Regional Level: October 2, 2015

1. The three (3) winners in the Division Level are eligible to participate in the Regional Level competition. They shall bring their mosaic posters to the regional level.
2. The contestant shall do an entirely different design from the one he/she has done in the Division Level.
3. The Regional Level shall be conducted on-the-spot where a panel of judges shall select the best entry to represent the region at the national competition.
4. Only one (1) contestant shall be declared winner and he/she shall receive **Three Thousand Pesos (P3,000.00)** from the United Nations Food and Agriculture Organization (FAO).
5. The DA's RIO shall send a photo of the regional winning entry thru email to the Secretariat (jagbpera@yahoo.com or matetmadera@yahoo.com) after the judging.
6. The regional winner shall be accompanied by one escort preferably a **parent, sibling or guardian** and they shall travel to Manila for the national competition.