



Department of Education  
Region III  
**DIVISION OF CITY SCHOOLS**  
Angeles City

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**RELEASED**

MAR 20 2017

By [Signature]  
Angeles City  
Division of City Schools

**Division Advisory**

No. 59 s. 2017

**To: All Public Elementary School Heads  
All Public Secondary School Heads**

**From: Office of the Schools Division Superintendent**

**Subject: Introduction of Iron Fortified Rice by Nutridense Food  
Manufacturing**

**Date: March 20, 2017**

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Attached is a letter, company brochure and products from Nutridense Force Manufacturing Corporation for your perusal.

[Signature]  
**LEILANI S. CUNANAN, CESO VI**  
Officer In Charge  
Office of the Schools Division Superintendent

# **NUTRIDENSE FOOD**

## **MANUFACTURING CORPORATION**

"Your Nutrition, Our Passion."

February 17, 2017

**MS. LEILANI S. CUNANAN**

CESO VI The School Division Superintendent

Division of City Schools

Angeles City

Dear Ms. Cunanan,

In connection to the School-Based Feeding Program of the Department of Education being implemented by your office and the different schools, may we respectfully introduce to you our company and our products for your perusal.

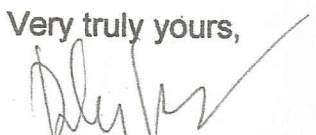
Our company, Nutridense Food Manufacturing Corporation with office address at 2<sup>nd</sup> Floor UP-ISSI Bldg., E. Jacinto St., UP Diliman Compound, Quezon City and manufacturing plant at Malanay, Sta. Barbara, Pangasinan, is a producer of the Food and Nutrition Research Institute – Department of Science and Technology (FNRI-DOST) developed food technologies such as Complementary Foods (for feeding program), Ready-to-Eat Foods (for snack & emergencies) and Iron Fortified Rice (for supplemental feeding).

These products are researched-based by FNRI-DOST and produced following a strict protocol of quality and safety.

In particular iron fortified rice is recommended for School-Based Feeding Program. Iron Fortified Rice is the commodity specified in the Department Order No. 33 s. 2015 "Implementation of SBFP" considering the various benefits school children could benefit from consuming iron fortified rice.

In view of the above, may we also suggest that Iron Fortified Rice be given in the SBFP conducted in the Angeles City school's Division.

Very truly yours,

  
**RACKY D. DOCTOR**  
President

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Email: [nutridensefmc@yahoo.com.ph](mailto:nutridensefmc@yahoo.com.ph)

Plant Site: Brgy. Malanay, Santa Barbara Pangasinan, Philippines

Manila Office: 2/F UP-ISSI Bldg., E. Virata Hall, E. Jacinto St.,  
UP Diliman Compound, Quezon City, Philippines



## IRON FORTIFIED RICE

### WHAT IS FOOD FORTIFICATION?

Food fortification is the addition of one or more essential nutrients to a food, whether or not it is normally contained in the food, for the purpose of preventing or correcting a demonstrated deficiency of one or more nutrients in the populations or specific population groups in which a risk of nutrients deficiency has been identified.



### WHY IRON IN RICE?

Iron is a mineral that is responsible in the production of hemoglobin, the red coloring of the blood. Hemoglobin is the carrier of oxygen from the lungs to be different parts of the body. If one does not get enough iron from the diet, hemoglobin level will be lowered and if his condition is prolonged, one will be suffering from iron deficiency anemia (IDA).

### WHAT IS IDA?

Iron deficiency anemia (IDA) is the condition wherein there is less than the normal number of red blood cells or less than the normal quantity of hemoglobin in the blood due to low dietary intake of iron. In the Philippines this problem is very serious across all population groups.

### WHAT ARE THE CONSEQUENCE OF IDA?

Among children: poor scholastic performance due to poor cognition, low attention span, frequent attacks of illness due to lowered immune response.  
Among adults: low and poor productivity due to easy fatigability  
Among pregnant women: stillbirths, miscarriages and hemorrhage, the worst would be deaths

### WHAT IS SOLUTION?

The Food Fortification Law or R.A. 8976 (Year 2000) stipulates mandatory fortification of staples like rice with iron and voluntary fortification of processed foods with iron, Vitamin A and/or iodine.

### NATIONAL FOOD AUTHORITY (NFA)

Rice fortified with iron commenced in November 2004. NFA led the implementation of the law and has imported iron premix rice (IPR) fortified with ferrous sulfate using coating technology from the United States from 2006 to 2010 as no locally produced IPR was available at the time. The iron fortified rice (IFR) was distributed to identified nutritionally at-risk areas through Food for Schools Programs. NFA fortified rice is less accepted by consumers because of the dark yellow-colored iron premix in rice and the darkening color rice (AZZ - AED, 2008). NFA has stopped the important of IPR on 2010 and is committed to utilizing locally produced IPR.

### FOOD AND NUTRITION RESEARCH INSTITUTE, DOST (FNRI - DOST)

FNRI developed IPR made from rice flour blended with iron (micronized dispersible ferric pyrophosphate as fortificant) using extrusion technology which proved to be stable for 12 month storage with iron content still retained. An efficacy study among schoolchildren in a public school in Pasig showed very significant decline in anemia prevalence from 100 % to 33 % and IFR was rated as "liked moderately to liked very much"



*Mamsie* is a ready-to-eat complementary food for children from 6 months to 3 years old. It is high in energy and protein including 6 essential Vitamins and Minerals. It has a rich nutty chocolate flavour. Its ingredients are locally available raw materials like mongo, soybeans, peanuts, and among others, which were roasted, dried, and ground.

It has a 12-month shelf life and affordable cost per sachet of 25g and PET bottle of 300g.

Technology developed by:



FOOD AND NUTRITION  
RESEARCH INSTITUTE  
Department of Science & Technology

Manufactured and Distributed by:



NUTRIDENSE FOOD  
MANUFACTURING CORPORATION

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Technology developed by:

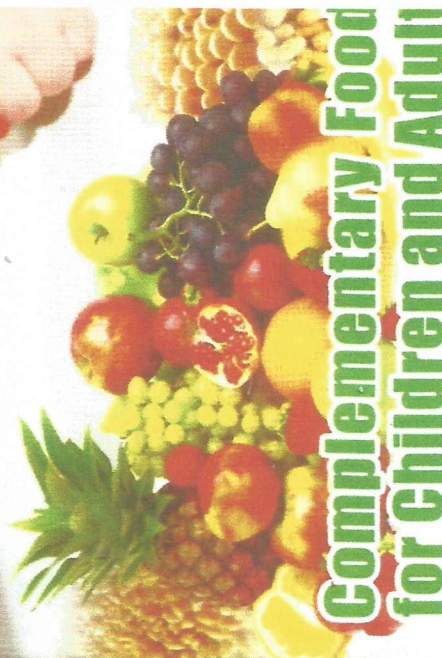


FOOD AND NUTRITION  
RESEARCH INSTITUTE  
Department of Science & Technology

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NUTRIDENSE FOOD  
MANUFACTURING CORPORATION



**Complementary Food  
for Children and Adult**



## 3 Nutrition Situation

Along the 0-5 year Filipino children, 2 out of 10 are underweight-for-age and 3 out of 10 are underheight-for-age (1.1 Updating of Nutritional Status of Selected Filipinos, RI-DOST).

Children who are underweight will have slow growth and development, becomes sickly and will have low performance in school.

A period of 6 months to 5 years old is a critical period when a child has increased needs for nutrition, the child is prone to disease and infections and the physical and mental damages that will happen to the child during this period will be irreversible.

Thus, this period also is the "window of opportunity" for nutrition intervention.

## 2 DOST Program

The "S&T Based Interventions to Address Malnutrition" (DOST PINOY) is the DOST's response to address the persistent problem of malnutrition that includes micronutrient deficiencies among 0-5 year old children in the country and to meet our Millennium Development Goal of living between 1990 and 2015, the proportion of 0-5 year old children who are underweight-for-age.

The program aims to reduce the prevalence of undernutrition among children through the following complementary foods:

- \* RIMO Curls
- \* RIMO Blend
- \* Micronutrient Growth Mix (MGM)
- \* Brown Rice Bar
- \* Iron Fortified Rice
- \* Momsie

## RIMO CURLS Snack Food



This is nutritious extruded snack food made from a blend of rice flour and mungo flour. It contains 130 kcal (energy) and 4 grams protein per 30 grams, enough to meet 12.1% of recommended energy and 14.3% of recommended protein intake of 1-3 year old children. It is also a nutritious snack food for children and adult as well.

## RIMO BLEND Instant baby food

This blend is processed by extrusion cooking method and is ready-to-eat by adding previously boiled water. It contains 120 kcal (energy) and 4 grams protein per 30 grams, enough to meet 16.7% of recommended energy and 28.6% of recommended protein of 6 months to less than 12 months old children.



## WHY RIMO CURLS and RIMO BLEND

- ✓ Energy-giving and body-building complementary food blends and snack from rice, mungo beans.
- ✓ Easy to prepare, affordable, and all natural ingredients
- ✓ Blend ideal as additional food for babies six months to three years old while continuing breast feeding.
- ✓ Curls as nutritious alternative snacks for children and adults alike.
- ✓ Can be used in regular feeding programs for malnourished children or in times of emergencies, disasters and calamities.
- ✓ Used in the DOST's package for the Improvement of Nutrition of Young Children (DOST PINOY) Program

## Micronutrient Growth Mix (MGM)

### What is MGM

MGM is a micronutrient supplement for children 6-23 months.

Micronutrient Growth Mix is one of the food-based strategies developed by the FNRI-DOST that have a great potential of lowering the prevalence of stunting and protein-energy malnutrition among children. With its nutritional content, affordability, acceptability, and long storage capacity, **Micronutrient Growth Mix** is a promising vehicle towards achieving a healthier Philippines.



### What are the advantages of MGM

- \* Easy to prepare and added directly to foods
- \* Complements with breastfeeding
- \* Useful in promoting timely introduction of complementary foods at 6 months age.
- \* Light weight, easy to store and transport
- \* Inexpensive
- \* Results are measurable

## Brown Rice Bar

**Brown Rice Nutty Fruity Bar** is a ready-to-eat functional food bar from a combination of all natural ingredients.

It is rich in dietary fibers, phytyc acids, vitamin B1, B3 and B6 needed for efficient metabolism and maintaining good health system and (GABA) which promotes relaxation.

It is a convergence of good taste, healthy diet and convenience, good for weight watchers, health conscious professionals, athletes, children and adults and all people on the go.

This Nutty snack food has a sweet caramel taste and has the perfect blend of rich, soft, chewy and crunchy textures. Each bar of 25g is easy to bring along.

