

BY THE PRESIDENT OF THE PHILIPPINES**PROCLAMATION NO. 195****DECLARING THE ADOPTION OF THE FAO-INITIATED TELEFOOD PROJECT AS ONE OF THE PHILIPPINE COMMITMENTS TO WORLD FOOD SUMMIT**

WHEREAS, the Philippine Government is committed to the implementation of the Rome Declaration on World Food Security and World Food Summit Plan of Action approved by the World Food Summit (WFS) in Rome, Italy, on 13 November 1996;

WHEREAS, Commitment 7 of the WFS Plan of Action set forth the objective to mobilize resources from all sources to increase investment in areas related to food security and good nutrition;

WHEREAS, this year's celebration of World Food Day commencing on October 1st and ends on the 31st coincides with the founding anniversary of the Food and Agriculture Organization (FAO) of the United Nations, and provides opportunity to focus and implement follow up actions to the WFS;

WHEREAS, under the theme "Youth Against Hunger", the FAO initiated the conduct of the TeleFood '99 – a global telecast through television, radio and other events dedicated to building a world without hunger;

WHEREAS, the Philippine-initiated TeleFood Project seeks to contribute to the global effort by enjoining public support particularly from the business sector through a fund raising campaign to help support the grassroots projects of poor farm families in the developing countries over selected television and radio programs and through the use of more personal approaches;

NOW, THEREFORE, I, JOSEPH EJERCITO ESTRADA, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the adoption of the FAO-initiated TeleFood Project as an important element for global solidarity and as the country's contribution to generating additional resources for projects and activities for achieving food security and nutritional adequacy for all.

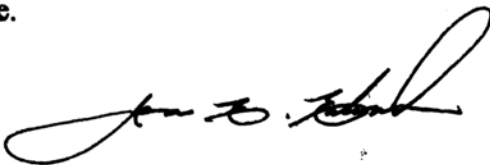
The Department of Agriculture (DA), as the lead agency in fulfilling the country's commitments to the 1996 World Food Summit, shall oversee and coordinate through a task force the implementation of the Philippine TeleFood Project. The DA is further authorized to solicit donations from October to December 1999 from individuals and



organizations particularly those linked to food and agriculture. Funds to be generated from the TeleFood Project will be directly channeled to Food and Agriculture Organization (FAO) specific bank account for TeleFood Special Fund for security. The DA shall report to the President on the outcome of the TeleFood Project at the end of the year.

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 17th day of October, the year of our Lord, nineteen hundred and ninety-nine.



By the President:



RONALDO B. ZAMORA
Executive Secretary

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Received

OCT 25 1999

Date



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