



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



13 September 2023

**Regional Memorandum**  
No.547 s.2023

**ALASKA ALAGA CARAVAN**

To **Schools Division Superintendents**

1. In reference to the communication from Alaska Milk Corporation (AMC), this office, through the Education Support Services Division encourages the Division Partnership Program Focal to collaborate with AMC for the Alaska Alaga Caravan.
2. The activity is subject to the condition under the Department of Health Milk Code Monitoring kit, s. 2012, and Executive Order No. 51 s. 1986, particularly the relevant Sections to read as follows:

**Department of Health Milk Code Monitoring kit, s. 2012:**

**“Sec. 2. Purpose** – These Revised Rules and Regulations are hereby promulgated to ensure the provision of safe and adequate nutrition for infants and young children by the promotion, protection, and support of breastfeeding and by ensuring the proper use of breastmilk substitutes, breastmilk supplements, and related products when these are medically indicated and only when necessary, on the basis of adequate information and through appropriate marketing and distribution.

**Sec. 11. Prohibition** – No advertising, promotions, sponsorships, or marketing materials and activities for breastmilk substitutes intended for infants and young children up to twenty-four (24) months, shall be allowed, because they tend to convey or give subliminal messages or impressions that undermine breastmilk and breastfeeding or otherwise exaggerate breastmilk substitute and/or replacements, as well as related products covered within the scope of this Code.

**Sec. 16.** All health and nutrition claims for products within the scope of the Code are absolutely prohibited.

**Executive order no. 51 s. 1986:**

**Section 6 – (a)** No advertising, promotion or other marketing materials, whether written, audio, or visual, for products, within the scope of this Code shall be printed, published, distributed, exhibited and broadcast unless such materials are duly authorized and approved by an inter-



Address: Gate 2, Karangalan Village, Cainta, Rizal  
Telephone No.: 02-8682-2114  
Email Address: region4a@deped.gov.ph  
Website: depedcalabarzon.ph



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*agency committee created herein pursuant to the applicable standards provided for in this Code."*

3. For more details, contact Joan P. Sumpio, Alaska Milk Corporation, Manager for Regulatory Affairs at (+63) 917 308 8311.
4. Immediate dissemination of this Memorandum is desired.

  
**ATTY. ALBERTO T. ESCOBARTE, CESO II**  
 Regional Director 

cc: 03/ROE2





DepEd Region IV-A -Office of the Regional Director &lt;region4a@deped.gov.ph&gt;

**Alaska Back-to-School Alaga Caravan**

Sumpio, JP (Joan Mary) <JoanMary.Sumpio@frieslandcampina.com>  
To: DepEd Region IV-A -Office of the Regional Director <region4a@deped.gov.ph>

Tue, Aug 22, 2023 at 4:03 PM

22 August 2023

**ALBERTO T. ESCOBARTE**  
**REGIONAL DIRECTOR**  
**DEPARTMENT OF EDUCATION – REGION 4A**  
**KARANGALAN ES, KARANGALAN VILLAGE,**  
**CAINTA RIZAL**

Dear Dir. Escobarte,

Warm greetings from Alaska Milk Corporation.

Our company endlessly support the government's efforts in nourishing the Filipino children – the future of our country. In the past months, we have been granted permission to take part in nutrition education of school children through our Alaska Alaga Caravan in collaboration with DOH League-Registered Nutritionist-Dietitians (DOH-LRND). We were able to increase awareness on good food choices to help ensure children will meet essential dietary needs to minimize or alleviate micronutrient deficiencies.

For this year's back-to-school program, we would like to continue supporting nutrition education activities of the schools and also share some learning materials developed by the DOST- Food and Nutrition Institute to selected schools. Relative to this, we are humbly seeking permission to connect with school administrators to be able to discuss potential support and how we can participate in continuously upbuilding the nutritional status of school children through nutrition-related activities.

Thank you very much for your kind attention and we hope to merit your approval on our request.

Respectfully yours,

**Joan P. Sumpio**

Manager  
Regulatory Affairs  
Alaska Milk Corporation  
+63 9173088311

HEAD OFFICE  
8th Floor, Corinthian Plaza Building,  
121 Pasco de Roxas, Makati City  
1226 Philippines  
+632 8890-4500

MANUFACTURING PLANT  
Magsaysay Road, Brgy. San Antonio,  
City of San Pedro, Laguna  
4203 Philippines  
+632 8847-8001



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Department of Education Mail - Alaska Back-to-School Alaga Caravan

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