



**PAMBANSANG
PANGASIWAAN
SA PAGKAIN**

NATIONAL FOOD AUTHORITY

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**LETTER-CIRCULAR 2012
NUMBER AO-2K12-11-001
DATE : 09 NOVEMBER 2012**

**TO : ALL RICE MILLERS/EXPORTERS/TRADERS/WHOLESALEERS/
RETAILERS/REPACKERS/MANUFACTURERS/PRODUCERS OF
RICE AND ALL CONCERNED**

FROM : NFA OFFICER-IN-CHARGE

SUBJECT: ADVISORY ON THE USAGE OF THE TERM "BASMATI" RICE

Pursuant to the Department of Agriculture Memorandum dated 24 October 2012 regarding the Embassy of India's Note Verbale No. Mani/Com/215/1/2012 dated 16 July 2012, **expressing its concern on the usage of the term "BASMATI" rice** for such kind of rice grown in the Philippines for exports to the Middle East countries and thereby requesting to issue appropriate instructions on this matter, this **Letter-Circular is hereby issued.**

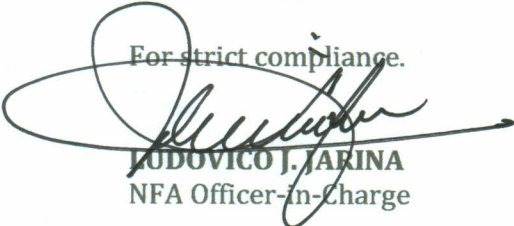
As per information from the Embassy of India, **the term "BASMATI" is:**

1. A geographical indication **applied to aromatic rice grown and produced in a particular geographical region of the Indian Sub-Continent**, below the foothills of the Himalayas, forming part of the Indo-Gangetic Plains;
2. **Protected internationally by the Government of India** through Basmati Development Fund, a fund overseen by Agricultural and Processed Food Products Export Development Authority (APEDA) of India; and
3. **Vested only** to be used by the growers, producers, farmers and traders of Basmati rice grown **in the geographical Indian area.**

In view hereof, all rice millers, exporters, traders, wholesalers, retailers, repackers, manufacturers, producers of rice and all concerned are instructed **to cease from using the term "BASMATI" rice** for locally grown/produced long-grain aromatic rice varieties.

The **brand name of locally grown/produced aromatic rice varieties having similar characteristics** as the "BASMATI RICE " grown in India should **never be identified as "BASMATI RICE."**

For strict compliance.


LUDOVICO J. ARINA
NFA Officer-in-Charge