



March 29, 2022

NCCA, DA, DOT, PCHM lead the national celebration of Filipino food this April



PAGKAING PILIPINO SUSI SA PAG-UNLAD AT PAGBABAGO

APRIL 2022



The Department of Agriculture (DA), Department of Tourism (DOT), National Commission for Culture and the Arts (NCCA), and the Philippine Culinary Heritage Movement (PCHM) lead the Filipino Food Month or *Buwan ng Kalutong Pilipino* this 2022 with the theme “*Pagkaing Pilipino, Susi sa Pag-unlad at Pagbabago.*”

By virtue of Presidential Proclamation no. 469 signed in 2018, April of every year is declared as the Filipino Food Month or *Buwan ng Kalutong Pilipino*. The national celebration of Filipino Food Month aims to appreciate, preserve, promote, and ensure the transmission of the vast Filipino culinary traditions and treasures to future generation and to support the various industries, farmers, and agri-communities.

Opening Ceremony

The opening ceremony was held at the historic Metropolitan Theater and will be aired on April 1, 2022 (Friday, 3PM) over the social media pages of the lead agencies such as DA, DOT, NCCA, PCHM as well as the Facebook pages of Met, PCOO, RTVM, and PTV.

The program was attended by officials from various government agencies, local government units, private sector, and media. Heads of the lead agencies delivered messages in support of the celebration. Moreover, performances from various artists such as Lara Mague, Arman Ferrer, Sindaw Philippines, and Halili-Cruz School of Ballet were also witnessed in the event, which was hosted by Issa Litton. It also featured the *higantes* of Angono, Rizal and food booths of the four lead agencies

Guests were treated to a guided tour of the Met by the Metropolitan Theater secretariat.

KainCon Session

The KainCon Filipino Food Conference is an event under the national celebration of Filipino Food Month in partnership with the PCHM which aims to showcase and promote our heritage cuisine and to strengthen its position among the younger generations to come.

This ensures that the love for local is preserved and passed on through meaningful platforms that are accessible, relatable and innovative.

KainCon: Filipino Food Conference is a series of online talks that brings together Filipino farmers, culinary historians, chefs and gastronomic experts from the local food industry to discuss how we can influence local food cultivation and establish preservation initiatives that can transform the eating landscape.

Culinary Cinema

Cinema Culinarya Film Festival (CCFF) aims to champion well-crafted short films that showcase tasteful narratives, culinary practices and traditions in hopes of strengthening the Filipino food identity and honoring its rich heritage.

There will be public screening of the films in competition on April 1, 8, 15, 22, and 29; and short film talkbacks on April 6, 13, 20 & 27.

For more details on these events, visit Culinary Cinema and NCCA Facebook page.

Hapag ng Pamana

The main purpose of the event is to promote, popularize, and provide venue to showcase the culinary history, cultural heritage and resources of the Philippines through artistic freedom and expression, and ensure that it is passed on to the next generation.

There will be series of events on April 22 and 23 in Capiz with *Manindahan 'Ta* – a street market and *Kaon Na* (let's eat)- a rolling *karinderya* showcasing *Capisnon* traditional food; April 29 and 30 in Palawan consist of the opening program, cultural show, symposium, food fest, and the closing ceremony; and April 22 and 23 in Cagayan de Oro with food expo, cooking demonstration, film screening, and exhibit.

For details on this press release, contact Mr. Rene S. Napeñas, Head, Public Affairs and Information Office through pais@ncca.gov.ph or 0945 788 5698.