

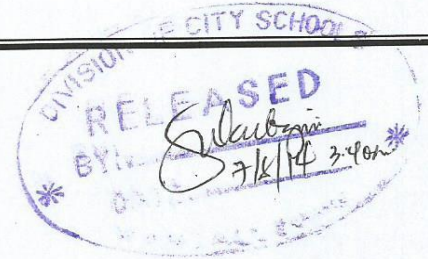


Republic of the Philippines  
Department of Education  
National Capital Region  
**DIVISION OF CITY SCHOOLS**  
City of Mandaluyong

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*RUSH*



**MEMORANDUM**

TO : Assistant Schools Division Superintendent  
Education Program Supervisors/Public School District Supervisor  
Principals, Public Elementary and Secondary Schools

DATE: July 8, 2014

The **Corporate Image Dimentions (CID)**, Inc., a local public relations agency and **Turkish Flour Yeast and Ingredients (TFYI)** Promotion Group will conduct humanitarian missions which intends to focus on its latest project dubbed **Cookie Caravan**. This aimed at welcoming school children involving distribution of said cookies made of Turkish flour to grades four to six public school students.

In line with this project, **Mandaluyong Elementary School** and **Nueve de Febrero Elementary School** have been selected as two beneficiaries for the **Cookie Caravan Project**.

Please observed proper discipline during the distribution by forming lines to facilitate order.

Immediate dissemination of this Memorandum to concerned schools is desired.

*[Signature]*  
**EVANGELINE P. LADINES, CESO VI**  
Schools Division Superintendent

July 4, 2014

Dr. Evangeline P. Ladines CESO VI  
Schools Division Supt.  
Division Office - Mandaluyong

*Corporate Image  
Dimensions*

Dear Ms. Ladines:

We are CID, Inc., a local public relations agency that serves a number of clients, including the Turkish Flour Yeast & Ingredients Promotion Group (TFYI). An organization of traders promoting and exporting Turkish products around the world, the TFYI also endeavors to enhance the quality of life in the international markets where they conduct business by supporting worthwhile community causes. In the Philippines, the group has conducted several humanitarian missions such as helping typhoon-affected families in Southern Luzon and making a contribution to an all-boys shelter in Metro Manila.

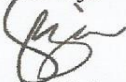
The TFYI intends to focus on the youth once again in its latest project dubbed **Cookie Caravan**. Aimed at welcoming schoolchildren at the start of another academic year, the Cookie Caravan project will involve the distribution of cookies made of Turkish flour to fourth to sixth graders enrolled at public schools in key cities in Metro Manila.

The Mandaluyong Elementary School and Nueve de Febrero Elementary School have been selected as two of the 16 beneficiaries for the Cookie Caravan project. In this regard, we are writing on behalf of TFYI to request for your authorization in conducting the distribution of 1,000 packs of cookies to your students on July 9 at 10am onwards. We would appreciate your assistance in making the necessary arrangements on your end to facilitate an efficient distribution of goods to the students within your district.

We are also attaching in this letter the DOH-FDA public health advisory that wheat flours imported from Turkey are safe and fit for human consumption.

We look forward to your favourable action on this request. Should you have any concerns regarding the upcoming event, please feel free to get in touch with the undersigned through email, [janice@cidcommunication.com](mailto:janice@cidcommunication.com), or through mobile number 0917-5551814. Thank you very much.

Sincerely,



Janice Tabadero

CID Program Manager



REPUBLIC OF THE PHILIPPINES  
**DEPARTMENT OF HEALTH**  
**BUREAU OF FOOD AND DRUGS**  
Civic Drive, Filinvest Corporate City  
Alabang, Muntinlupa City



## **PUBLIC HEALTH ADVISORY**

14 April 2010

### **DOH-FDA ADVISORY**


**No. 2010-004**

**Subject: FDA Findings on Wheat Flour  
Imported from Turkey**

Following the recent report that wheat flours imported from Turkey are contaminated with mycotoxin, the FDA has intensively conducted market monitoring of these imported wheat flours to determine the presence of mycotoxin particularly *Ochratoxin A* and *Aflatoxin, total*.

In the interest of protecting public health, all are hereby informed that results of the exhaustive monitoring and analysis conducted showed that the samples of wheat flour collected are safe and fit for human consumption.

Rest assured that the FDA is committed in its mandate of continuously ensuring the safe supply of food products in the local market.

  
**NAZARITA T. TACANDONG, RPH/MPA**  
Acting Director IV