



Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
QUEZON CITY

Nueva Ecija Street, Bago Bantay, Quezon City



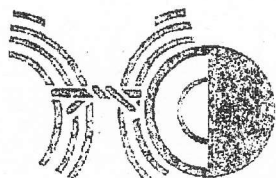
July 28, 2011

MEMORANDUM TO:

Assistant Schools Division Superintendents
Division Supervisors
Secondary School Principals
Head Teachers/Teachers In-charge

1. Reproduced is a letter dated July 14, 2011 from Dr. Elena R. Ruiz, Schools Division Superintendent, Officer In-Charge, Office of the Regional Director, re: **1st Cocodeli Cooking Contest**, the contents of which are self-explanatory for information and appropriate action of all concerned.
2. Immediate dissemination of this Regional letter is desired.

YOLANDA C. ARCO
Administrative Officer V
Officer In-Charge



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF AGRICULTURE
PHILIPPINE COCONUT AUTHORITY

Elliptical Road, Diliman, Quezon City Tel. No.: 928-4501 to 09

P.O. Box 3386, Manila, TIN # 000724616

<http://www.pca.da.gov.ph>

July 12, 2011

DR. ELENA R. RUIZ

Officer-In-Charge

Office of the Regional Director

Department of Education

National Capital Region

Misamis St., Bago Bantay,

Quezon City

Subject : 1st Cocodell Cooking Contest

Dear Dr. Ruiz

We wish to announce the holding of the **First Cocodell Cooking Contest** on August 24, 2011 at the PCA Covered Court, Diliman, Quezon City. The contest is designed as a coconut consumption awareness initiative for public high schools in Metro Manila. As one of the main activities of the **25th National Coconut Week Celebration and 10th Coconut Festival**, it is aimed to encourage households in Metro Manila, most especially the youth, to cook affordable and nutritious food using coconut as one if not, the main ingredient.

The contest is intended exclusively for interested students from public high schools within Metro Manila and is composed of two categories, namely a.) Main Dish, and b.) Pastry. Besides giving them public exposures and opportunities, big prizes await the finalists and the winners.

In this regard, may we request assistance from your office to help us disseminate this activity/information to all public high schools in NCR. We would like also to ask permission to allow us to directly coordinate this contest with the heads and principal of the different public high schools.

Attached is the details of the contest rules and mechanics and entry form for your information and guidance.

Thank you and we look forward to your utmost support and consideration on the matter.

Very truly yours,

ROEL M. ROSALES

Deputy Administrator and

Chairman, National Coconut Week Celebration

4. Teams who will qualify for the second and final round will be informed via phone call or e-mail.
5. The second and final round of the competition will be held at PCA Covered, Diliman, Quezon City on August 24, 2011 to coincide with the celebration of the 25th Coconut Week Celebration.
6. Each team is provided time to set-up their area.
7. All qualified entries must be prepared on-site.
8. A maximum of one (1) hour will be allotted to each team to prepare the dish and/or pastry.
9. A designated area consisting of long tables and gas stove shall be provided for each team.
10. Contestants must provide cutlery, cutting boards, dish towels, paper towels, pot holders, ingredients for coconut recipe and any appliances not listed above.
11. Contestants are encouraged to wear clothing consistent with professional and safe food handling practices.
12. All the entries and materials submitted become the exclusive property of the Philippine Coconut Authority. Recipes associated with accepted contestants may be used in future PCA endeavours such as publications, cookbook, etc.

Criteria for Judging

The following are the criteria for judging:

▪ Palatability	-	30 points
▪ Nutritional Value	-	30 points
▪ Visual Appeal	-	15 points
▪ Creativity	-	15 points
▪ Ease of Preparation	-	10 points
Total	-	100 points

Judges

Entries will be judged by the following:

- Representative, National Nutrition Council (NCC)
- Representative, United Coconut Association of the Philippines
- Representative, Major Culinary School
- Representative, FNRI
- Representative, UP-Diliman, School of Home Economics



The First Cocodeli Cooking Contest
(PINAKAmasarap na Lutong Niyog)

ENTRY FORM

PART I

Name of School and Address:

General Information

	(1)	(2)
Name of Contestants:		
Last		
First		
Middle		
Year/Section:		
Date of Birth:		
Name of Adviser:		
Interests/Hobbies:		

Participation in Cooking Contest (past and present):

Name of Contest	Sponsored by:	Date	Title of Entry/ Recipe	Awards Received

Certified True and Correct:

Attested by:

Name and Signature of Contestant

Name and Signature of Contestant

Name and Signature of Head of School

PART II RECIPE ENTRY

Suggested Format

I Name of Recipe

II Picture of the Recipe and Short Description

III Ingredients

IV Materials

V Procedures/Methods

You may add other information / features to enhance your presentation. Please use additional sheet if necessary

Deadline of the Submission of Entry:

August 1, 2011

Submitted by:

Name and Signature of Contestant

Name and Signature of Contestant

Endorsed by:

Name and Signature of Head of School

Awards and Prizes

Cash prizes will be awarded for first, second, and third place in each category.

- First Prize - PHP 10,000 + Trophy + Plaque of Recognition for the School
- Second Prize - PHP 5,000 + Trophy + Plaque of Recognition for the School
- Third Prize - PHP 3,000 + Trophy + Plaque of Recognition for the School
- Finalists will receive a consolation prize of PHP 1,500 + Certificate of Merit

Submission of Entries

Duly accomplished entry form together with school's endorsement shall be submitted to PCA on before **August 1, 2011**. This should be accompanied with an electronic copy of the recipe and shall be sent via e-mail at services_logistics@yahoo.com.ph or on CD. Only recipes submitted electronically in accordance with these rules will be eligible for consideration.

Submission of entries must be course through:

PCA Cocodeli Cooking Contest Secretariat
c/o Mr. Roel M. Rosales
Philippine Coconut Authority
4/F R&D Building, Elliptical Road
Diliman, Quezon City
Tel Nos. (02) 928-9488



Department of Agriculture

PHILIPPINE COCONUT AUTHORITY**25th National Coconut Week Celebration and 10th Coconut Festival****The First Cocodeli Cooking Contest
(PINAKAmasarap na Lutong Niyog)***Great meals start with fresh, local Coconut ingredients!*

To show our support and commitment to promote the domestic utilization of coconut, the PCA shall launch the first ever **Cocodeli Cooking Contest** believing that great meals always start with fresh, local coconut ingredients. The event will coincide with the 25th Coconut Week Celebration and 10th Coconut Festival at SM Mega Mall from August 25-28, 2011. This is a cooking contest aimed to encourage households in Metro Manila, most especially the youth, to cook affordable and nutritious food using coconut products. This activity is also designed to develop coconut recipes that are easy to prepare, affordable and delicious. It is conducted as a coconut consumption awareness initiative for public schools in Metro Manila.

Eligibility

The contest is open to selected public high schools from the National Capital Region (NCR) represented by two (2) students in a participating school. Only one (1) team per school per category is allowed.

Categories

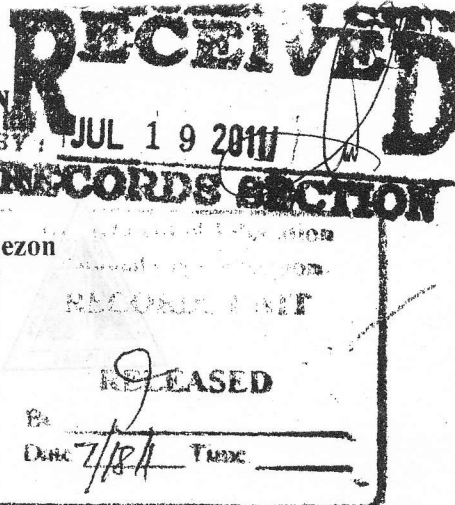
The contest is composed of two (2) categories namely; a.) Main Dish and b.) Pastry

Contest Mechanics

1. Recipes must use coconut as main ingredients and those that are found in the local market and must be easy to prepare.
2. Contestants will be invited from the different public schools in **PaMaMariSan** area (Pasig, Mandaluyong, Marikina and San Juan); **MuntiParLas-TaPat** area (Muntinlupa, Parañaque, Las Piñas, Taguig, Pateros); **CaMaNaVa** (Caloocan, Malabon, Navotas, Valenzuela); **Manila**; **PaMa** (Pasay and Makati) and **Quezon City**.
3. There would be two rounds of competition. The first round would be paper-based elimination round. Contestant from participating schools shall submit recipe entry for each category. The entries will be reviewed by selected panel of judges, who will select the best recipe entry for each group (PaMaMariSan, PaMaMariSan, CaMaNaVa, Manila, PaMa, and Quezon City). The initial screening will be done on **August 8, 2011**. A total of six (6) recipe entries for each category will be selected from six (6) divisions in NCR and shall compete in the final round of the contest.



Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)



July 14, 2011

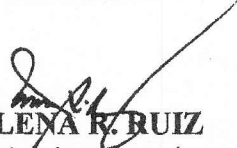
To: Schools Division Superintendents

Dear Sir/Madam:

Attached is a letter dated July 12, 2011 from Mr. Ruel M. Rosales, Deputy Administrator and Chairman, National Coconut Week Celebration, of the Office of the Philippine Coconut Authority, re: **1st Cocodeli Cooking Contest**, the contents of which are self-explanatory for information and appropriate action of all concerned.

Immediate and wide dissemination of this Regional Letter is desired.

Very truly yours,


ELENA R. RUIZ
Schools Division Superintendent
Officer-in-Charge
Office of the Regional Director

Regional Letter No. 227
F4/Erwin