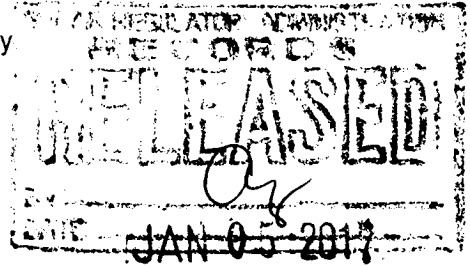




Republic of the Philippines  
Department of Agriculture  
**SUGAR REGULATORY ADMINISTRATION**  
Sugar Center Bldg., North Ave., Diliman, Quezon City  
Philippines 1101  
TIN 000-784-336

MEMO-IAD-2016-Dec-003

December 23, 2016



**MEMORANDUM CIRCULAR NO. 13**  
Series of 2016

**TO :** SUGAR/ MOLASSES/ MUSCOVADO TRADERS  
SUGAR MILLS / REFINERIES  
CBW / FOOD PROCESSORS  
PREMIX IMPORTERS  
BLOCK FARMS (ACCREDITED)  
MILL DISTRICT DEVELOPMENT COUNCIL (MDDCs)  
BIOETHANOL PRODUCERS  
PLANTERS FEDERATION  
PLANTERS ASSOCIATION / COOPERATIVES

**SUBJECT :** SRA's Conduct of Third-Party Client Satisfaction Survey  
for 2016

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SRA will be conducting a nationwide client survey from January-February 2017 on services rendered during FY 2016. We are conducting this survey in order to get a better understanding of our client satisfaction, and engagement with Sugar Regulatory Administration. Your opinions are important to us, and this survey is your chance to express those opinions.

We will use the survey results for three purposes:

1. To assess the customers' overall satisfaction and perception on SRA's delivery of services, its projects, and activities.
2. To outline the perception of stakeholders on SRA performance on programs that directly affect them; and
3. To govern the perception on how SRA can further improve its services to stakeholders.

The survey is being managed by Taylor Nelson Sofres Phils. Inc. (TNS), an independent survey company. This outside company will conduct a face to face survey interview. All responses will remain strictly anonymous. We will not be able to trace individual responses back to you. Management will only see combined data for grouped respondents. Please be thoughtful, honest, and constructive when you answer the survey.

We would like to encourage you to participate in order to provide valuable feedback. Your feedback helps us to know if we are doing a good job. It helps us to know where we can do better. It provides you an opportunity to express your opinions regarding a wide range of topics.

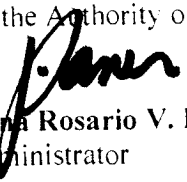
We would like to get 100% participation in order to ensure that each and every client's voice is heard. When you do receive the survey request, we would greatly appreciate if you could give it your prompt attention.

The survey results will be acted upon. Policies that need changing will be considered. Front liners who lack skills will be coached and those who create excellence will be recognized. The amount of communication, upward and downward, will increase. Overall, Sugar Regulatory Administration will be better serving its clientele.

Thank you for devoting your time and providing constructive input.

For the information of all concerned stakeholders.

By the Authority of the Sugar Board:

  
**Anna Rosario V. Paner**  
Administrator