

Republic of the Philippines
HOUSE OF REPRESENTATIVES
15TH Congress
Third Regular Session
Quezon City

HOUSE BILL NO. 6393



Introduced by **HONORABLE JUN OMAR C. EBDANE**

**AN ACT
ESTABLISHING THE PHILIPPINE MANGO INDUSTRY DEVELOPMENT
AUTHORITY, DEFINING ITS POWERS AND FUNCTIONS, AND
APPROPRIATING FUNDS THEREFOR**

EXPLANATORY NOTE

The Philippines is one of the world's top producers of mango. It is known for its "Manila Super Mango" because of its taste which until now is "still unmatched." The country has found its way in the Guinness Book of World Records as the sweetest mango in the world. Mango is called the most majestic of the Philippine fruits. Its sweet, juicy taste is so addictive compared to those from other countries. It is also known for its versatility as all stages is suitable for processing.

Mango is a high value and a big earner crop, compared to traditional crops. Mango however, can easily give one hundred thousand to three hundred thousand per hectare per year with trees ten to twenty years old.

Leading areas producing mangoes are Western Visayas (Region VI), Central Luzon and Ilocos Region. The Philippines is sixth in world mango production, contributing 4% to world supply. Mango ranks third as the most important fruit in the country in terms of volume of production and area after banana and pineapple according to a report by the Department of Agriculture.

Although the Philippines is a major mango exporting country, its average annual production is only 1.4 million metric tons. Being a typhoon-prone country, food processors and exporters often expect a decline in domestic mango production.

However, the Philippines cannot meet the demand of our neighboring Asian countries like Hong Kong and Singapore. Other major markets of fresh mangoes from the Philippines are Japan, South Korea, New Zealand and Australia. Moreover, Philippine mango still lags behind India, (10.8 million metric tons), China (3.62 million metric tons), Thailand (1.72 million metric tons) and Pakistan (1.7 million metric tons).

Mango growers pose a growing demand for a comprehensive program and framework to revitalize mango production, processing and marketing. Hence, the

establishment of a Philippine Mango Industry Development Authority is the key to boost our mango industry.

Hence, the passage of this bill is earnestly sought for.


REPRESENTATIVE JUN OMAR C. EBDANE

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18 Be it enacted by the Senate and the House of Representatives of the Philippines in
19 Congress assembled:
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21 SECTION 1. Short Title- This Act shall be known as the "Philippine Mango
22 Industry Development Act".
23

24 SECTION 2. Declaration of Policy. – It is hereby a declared policy of the State to
25 provide support to the mango industry. The government shall provide full support to
26 the production, scientific research, support services and marketing for the mango
27 industry to attain its full potential.
28

29 SECTION 3. Philippine Mango Industry Development Authority.- The Philippine
30 Mango Industry Development Authority (PMIDA) is hereby created to serve as the
31 country's mango development authority. The PMIDA shall be an attached agency of the
32 Department of Agriculture.
33

34 SECTION 4. Functions - The PMIDA shall have the following functions and
35 powers:
36

- a) To administer and regulate the mango industry in the Philippines;
- b) To promulgate and enforce rules and regulations governing mango production, distribution, pricing, pest control and marketing;
- c) To provide support and assistance to big and small mango farmers and processors in marketing their produce;
- d) To assist mango planters, farmers and processors to organize themselves into associations or cooperatives for the development of the mango industry;
- e) To package, design and implement incentives for the promotion of private sector investments;
- f) To develop a system of mango industry monitoring and information system;
- g) To conduct regular consultations with the mango farmers and processors and all sectors and agencies involved in the mango industry;
- h) To develop the export potentials of mangoes;
- i) To undertake a comprehensive mango industry manpower development;
- j) To assist farmers in sourcing funds for mango production and processing;
- k) To undertake scientific researches and studies for the formulation of policies for development and promotion of the mango industry;
- l) To exercise all powers and functions as may be necessary or incidental to attain the abovementioned policy.

SECTION 5. Powers. – The PMIDA shall exercise the following powers:

1. To administer and regulate the mango industry in the Philippines;
2. To incur any obligation or enter into contract with any person, material or juridical, domestic or foreign, essential to the proper administration of its affairs and the accomplishment of its purposes and objectives;

3. To own, purchase, lease, mortgage, encumber or otherwise dispose of real and personal property in accordance with its purposes and objectives;
4. To accept and receive financial and other support from private and other sources for the development and promotion of the mango industry;
5. To promulgate and enforce rules and regulations on the production of mango;
6. To impose administrative sanctions for violation of the rules and regulations issued by the PMIDA;
7. To establish, operate and maintain testing stations;
8. To accredit associations/confederations of mango farmers, processors, and other associations or cooperatives involved with the mango industry; and
9. To undertake measures to ensure that small farmers receive a fair price for their produce.

SECTION 6. Board of Directors.- The PMIDA shall be governed by a Board of Directors which shall be composed of the following:

- a. Secretary of Agriculture, as *ex-officio* Chairman;
- b. Secretary of Trade and Industry;
- c. Administrator of the PMIDA;
- d. Executive Director of the Bureau of Agricultural Research;
- e. Executive Director of the Bureau of Plant and Industry;

f. Three (3) representatives from the mango farmers and processors associations to be appointed by the President of the Philippines upon the recommendation of their respective confederations in Luzon, Visayas and Mindanao duly accredited by the PMIDA.

SECTION 6. Term of Office.- Unless sooner removed for cause, appointed members of the Board of Directors shall hold office for a period of three (3) years from the date of their appointments.

SECTION 7. Administrator.- There shall be an Administrator who shall act as the Chief Executive Officer of the PMIDA. He shall be assisted by two (2) Deputy Administrators to be appointed by the President upon recommendation of the Secretary of Agriculture.

The Board of Directors shall determine and create the organizational structure of PMIDA to achieve its objectives, and shall appoint all other officers of the PMIDA.

SECTION 8. Prohibited Acts.- For purposes of this Act, the following are expressly prohibited:

a) Hoarding of mangoes to deliberately control their commercial price.

b) Importation of mangoes during harvest season without the approval of the Board or within the period expressly prohibited by the Board.

SECTION 9. PENALTIES. – Any person or corporation who violates the provisions of the preceding section shall, upon conviction, be punished with a fine of not less than One Hundred Thousand Pesos (P100,000.00) but not more than Two Hundred Thousand Pesos (P200,000.00), or an imprisonment of not less than one (1) year but not more than two (2) years, or both such fine and imprisonment, at the discretion of the court.

105 SECTION 10. TRANSITORY PROVISION. Upon the approval of this Act, all
106 initiatives and programmes regarding mango research, production, processing and
107 marketing by the Department of Agriculture or its attached agencies shall be transferred
108 to PMIDA with the necessary funding requirements.

109 SECTION 11. APPROPRIATIONS.- For the implementation of this Act, the sum of
110 Fifty Million Pesos (P50,000,000.00) is hereby appropriated from the National Treasury.
111 Its continuous implementation shall be included in the General Appropriations Act.

112 SECTION 12. Implementing Rules and Regulations.- Within One Hundred Twenty
113 (120) days after the effectivity of this Act, the Secretary of the Department of
114 Agriculture shall promulgate rules and regulations for the full implementation of this
115 Act.

116 SECTION 13. Separability Clause.- Any section or provision of this Act that shall
117 be held unconstitutional, other provisions thereof shall not be affected, and shall remain
118 in force and effect.

119 SECTION 14. Repealing Clause.- All laws, decrees, rules and regulations, and
120 other issuances, or parts thereof inconsistent with the provisions of this Act are hereby
121 repealed or amended accordingly.

122 SECTION 15. Effectivity.- This Act shall take effect within fifteen (15) days after
123 publication in the Official Gazette or in two (2) newspapers of general circulation.

124 Approved,

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