

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SEVENTEENTH CONGRESS
Second Regular Session

HOUSE BILL NO. 6757



Introduced by **HON. LUIS RAYMUND "LRAY" F. VILLAFUERTE, JR.**

EXPLANATORY NOTE

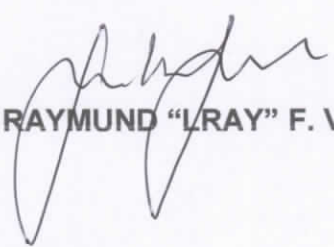
The 1987 Constitution, Article 11, Section 15 states that the "State shall protect and promote the right to health of the people and instill health consciousness among them."

In the Philippines, the labeling of "fresh milk" on the packaging of milk products has concerned consumers regarding the safety and quality of milk sold at market. Most milk cartons bear the label "fresh milk," leading consumers to believe that the contents are fresh. This manner of advertising is false because milk sold in groceries, with expiry dates beyond a week, are pasteurized yet they still retain the label "fresh".

Most milk sold in the market are imported and therefore had to undergo ultra-high temperature treatment (UHT) to withstand the amount of time needed to transport the milk while remaining edible. Although of high quality, UHT milk is not the same as fresh milk as it has undergone processing. Hence, the labeling of pasteurized milk is not only false, it is misleading and inappropriate.

This bill seeks to prohibit the labeling of pasteurized milk products or UHT treated milk products as "fresh milk" on packaging. With the proper labeling of milk products, the bill can not only protect consumers but also the local producers of fresh milk products.

In view of the foregoing, immediate passage of this bill is earnestly sought.


LUIS RAYMUND "LRAY" F. VILLAFUERTE, JR.

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**AN ACT PROHIBITING THE USE OF LABEL "FRESH MILK" IN THE
PACKAGING AND SALE OF PASTEURIZED AND PROCESSED MILK AND
PROVIDING PENALTIES FOR VIOLATIONS THEREOF**

*Be it enacted by the Senate and House of Representatives of the Philippines in
Congress assembled:*

SECTION 1. *Short Title.* – This Act shall be known as the "Milk Nutrition and Labeling Act."

SECTION 2. *Prohibition.* – Producers, importers, and traders of pasteurized and processed milk are hereby prohibited from using the label "fresh milk" in the packaging and sale of milk products.

SECTION 3. *Penalties.* – Producers, importers, and traders of pasteurized and processed milk using the label "fresh milk" in their milk products shall be penalized as follows:

FIRST OFFENSE: A fine of ten thousand pesos (PhP10,000.00)

SECOND OFFENSE: A fine of fifty thousand pesos (PhP50,000.00)

THIRD OFFENSE: A fine of two-hundred thousand pesos (PhP200,000.00)

SECTION 4. *Separability Clause.* – If any provision or part hereof is held invalid or unconditional, the remainder of the law not otherwise affected shall remain valid and subsisting.

SECTION 5. *Repealing Clause.* – Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary or inconsistent with the provision on this Act is hereby repealed, modified, or amended accordingly.

SECTION 6. *Effectivity Clause.* – This Act shall take effect fifteen (15) days after publication in the *Official Gazette* or in at least two (2) newspapers of general circulation.

Approved.