

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

NINETEENTH CONGRESS

First Regular Session

HOUSE BILL NO. **7131**



Introduced by the **Honorable ANIELA BIANCA D. TOLENTINO**

EXPLANATORY NOTE

In 2021, pineapple exports were valued at US\$2.7 Billion. This marked a 35.4% increase from 2020 which tallied a valuation of US\$2.1 Billion for pineapple exports. Also in 2021, the Philippines ranked a far-second in pineapple exports at US\$283.5 Billion. The biggest exporter of pineapples is Costa Rica with US\$1.6 Billion. As such, this representation finds it proper that the government exert utmost effort in the development and promotion of pineapples for exportation.

A similar bill aimed at developing and promoting pineapples is already filed in the Senate. This representation believes that increasing the capability of the Philippines in exporting pineapples will be a great help for the country's economy and the improvement of lives of Filipinos, especially those in the agricultural sector.

The proposed bill herein will establish a Pineapple Export Promotion Council, which will be empowered to modernize and improve the capability of the Philippines in exporting pineapples. Currently, the Philippines does not have sufficient facilities for the processing of pineapples for exportation. The proposed law herein targets to also equip the Philippines with the proper facilities and equipment for the processing of pineapples for exportation. The Philippines can vastly improve in its efforts to succeed further in the pineapple industry with a law that will develop and promote the product.

For the Filipino people, approval of the bill herein is earnestly being sought.

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**AN ACT DEVELOPING AND PROMOTING PINEAPPLES
FOR INTERNATIONAL EXPORT, ESTABLISHING THE PINEAPPLE EXPORT
DEVELOPMENT COUNCIL, AND PROVIDING FUNDS THEREFORE**

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 "Pineapple Export Act of 2023."

SECTION 2. Declaration of Policy. - It is hereby declared the policy of the State to develop and promote a globally competitive Pineapple industry with the objective of increasing Pineapple farmers' income, upgrading production of export quality fruits, and encouraging trade and industry.

SECTION 3. Establishment of Pineapple Export Promotion Council (PEPC). -
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council, composed of the Secretary of the Department of Agriculture (DA) as the Chairperson, the Secretary of the Department of Foreign Affairs (DFA), the Secretary of the Department of Trade and Industry (DTI), and one (1) each from the Pineapple growers and commercial producers' sectors to be designated by the Secretary of the DA shall be created immediately upon the effectivity of this Act to ensure the promotion, support, and assistance to pineapple exporters. The Bureau of Plant Industry (BPI), through the office which implements the High Value Crops Development Program, shall be designated as the Secretariat.

SECTION 4. Functions of the PEPC. - The PEPC, in consultation with the Department of Environment and Natural Resources (DENR), Department of Science and Technology (DOST), Pineapple grower's cooperatives and organizations, local government units, and the private sector, shall formulate a one-year framework to be

validated and updated annually. Such Framework shall serve as guide to the formulation and implementation of plans, programs and projects for the production, marketing, processing and distribution of Pineapple for food and commercial needs, as envisioned in this Act.

SECTION 5. Appropriations. - The amount necessary to implement this Act shall be included in the annual General Appropriations Act (GAA). Thereafter, such funds as may be necessary for the continued implementation of this Act shall be included in the succeeding annual GAA.

SECTION 6. Repealing Clause. - All provisions of existing laws, orders and regulations contrary to or inconsistent with this Act are hereby repealed or modified accordingly.

SECTION 7. Separability Clause. - If for any reason any part or provision of this Act shall be deemed unconstitutional or invalid, the other sections or provisions hereof shall not be affected and shall remain in force and effect.

SECTION 8. Effectivity. - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,