HOUSE OF REPRESENTATIVES
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Republic of the Philippines
House of Representatives

19th CONGRESS
Third Regular Session

HOUSE BILL NO. 10794

Introduced by Hon. Charisse Anne Hernandez
Lone District of Calamba, Laguna

EXPLANATORY NOTE

The Philippines recognizes the importance of protecting and promoting the authenticity, quality, and unique characteristics of traditional products deeply rooted in our nation's rich cultural heritage. Thus, it is imperative to safeguard the integrity of products originating from specific geographic regions within the Philippines, ensuring that they are produced according to methods and standards that contribute to their distinctiveness and reputation.

Protected Designation of Origin (PDO)is a form of geographical indication used to designate products that possess qualities, reputation, or characteristics that are essentially attributable to their geographical origin and production methods. The purpose of PDO is to protect the authenticity and integrity of traditional products by legally defining and regulating their origin, ensuring that only products produced in the specific geographical area according to specified traditional methods can bear the PDO designation. This protection helps consumers identify and trust the quality and authenticity of these products while also providing economic benefits to producers in the designated geographical regions.

Establishing a PDO for products in the Philippines serves multiple crucial purposes. Firstly, it ensures the preservation of authenticity, safeguarding products' unique characteristics and reputations tied to specific geographic areas. This protects consumers from counterfeit goods while maintaining the integrity of traditional production methods. Secondly, PDOs contribute to economic development by promoting local industries, particularly in rural areas where these products originate, thus creating jobs and bolstering the overall economy.

Additionally, PDOs aid in preserving the cultural heritage of the Philippines, as many traditional products are deeply intertwined with local traditions and history. By protecting these products, PDOs help maintain cultural identity and pride. Furthermore, PDO certification enhances market competitiveness, allowing Philippine products to command higher prices domestically and internationally, leading to increased export opportunities and revenue. Finally, PDOs play a vital role in tourism promotion by showcasing the unique qualities of Filipino products and their ties to specific regions, attracting visitors interested in experiencing the country's rich culture, traditions, and cuisine.

Overall, establishing PDOs in the Philippines not only protects and promotes traditional products but also contributes significantly to economic development and tourism growth, fostering a sustainable and vibrant economy.

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



CHARISSE ANNE C. HERNANDEZ

Republic of the Philippines
House of Representatives

19th CONGRESS
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HOUSE BILL NO. 10794

Introduced by Hon. Charisse Anne Hernandez
Lone District of Calamba, Laguna

AN ACT ESTABLISHING THE PHILIPPINE PROTECTED DESIGNATION OF ORIGIN TO PRESERVE THE AUTHENTICITY OF LOCAL PRODUCTS, PROMOTE REGIONAL HERITAGE, AND APPROPRIATING FUNDS THEREFOR

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 "Philippine Protected Designation of Origin"

SECTION 2. **Declaration of Policy** – It is the declared the policy of the Philippines to establish a comprehensive legal framework for the protection and promotion of Protected Designation of Origin (PDO) products, with the aim of preserving cultural heritage, promoting economic development, ensuring consumer protection, and fostering sustainable growth in local communities.

SECTION 3. Definition of Terms – For the purpose of this Act, the following terms shall be used under the definition provided hereof, to wit:

a) ***Certification Body -*** refers to the authority responsible for certifying PDO products and ensuring compliance with established standards.
b) ***Geographical Area - refers to*** the geographic boundaries or parameters within which PDO-designated products must originate.
c) ***Geographical Indication (GI)*** Defining the concept of geographical indication and its relationship to PDO, as GIs may encompass a broader range of products beyond those with strict PDO status.
d) ***Labeling Requirements:*** Outline the labeling requirements for PDO products to indicate their geographical origin and certification status.
e) ***Protected Designation of Origin (PDO):*** Clearly defining what constitutes a PDO and the criteria products must meet to qualify for PDO status.
f) ***Quality Standards:*** Establishing the quality criteria and standards that PDO products must meet to maintain their designation.
g) ***Traditional Production Methods:*** Describing the traditional techniques, processes, or practices that must be used in the production of PDO-designated products.

SECTION 4. Creation and Mandate of the Philippine Protected Designated Origin Office – There is hereby created a Philippine Protected Designation Office under the National Historical Commission of the Philippines, hereinafter referred to as the Office. The PPDO Office shall be responsible for protecting, promoting, and regulating products with Protected Designation of Origin (PDO) status.

The following are the duties and functions of the Office:

1) **PDO Certification:** Administer the certification process for products, and traditional methods seeking PDO status, including verifying their adherence to specified geographical and quality standards.
2) **Regulatory:** Regulate PDO products by ensuring compliance with production methods, quality standards, and labeling requirements.
3) **Registration and Database Management:** Maintain a comprehensive registry of PDO-designated products, producers, and geographical areas,

as well as manage databases for tracking certifications, renewals, and compliance records.

4) **Consumer Protection:** Educate consumers about the significance of PDO products, providing guidance on how to identify authentic PDO goods, and addressing consumer complaints or concerns related to PDO labeling or quality.
5) **Producers Support and Development:** Provide support and guidance to PDO producers through technical assistance, training programs, and access to resources to help them maintain and improve product quality and compliance.
6) **Market Promotion:** Promote PDO products domestically and internationally through marketing campaigns, trade shows, and promotional events to enhance their visibility, demand, and market value.
7) **Intellectual Property Protection:** Protect the intellectual property rights associated with PDO products, including prosecuting infringements, resolving disputes, and collaborating with relevant authorities on legal and enforcement matters.
8) **Research and Development:** Conduct research on PDO products, production methods, and market trends to inform policy decisions, support innovation, and enhance the competitiveness of PDO industries.
9) **Collaboration and Coordination:** Collaborate with government agencies, industry associations, research institutions, and other stakeholders to coordinate efforts, share information, and leverage resources for the benefit of PDO producers and consumers.
10) **Monitoring and Evaluation:** Monitor the implementation and impact of PDO regulations, conduct periodic assessments of PDO products and producers, and evaluate the effectiveness of PDO protection measures to inform policy adjustments and improvements.

SECTION 5. Implementing Rules and Regulations. – The National Historical Commission of the Philippines in coordination and in consultation with the Department of Tourism, Intellectual Property Office, Department of Trade and Industry, and local government units, shall formulate, within ninety (90) days upon the effectivity of this Act, the implementing rules and regulations

SECTION 6. Appropriations. - The amount necessary to carry out the provisions of this Act shall be included in the budget of concerned government

agencies in the General Appropriations Act of the year following its enactment into law and thereafter.

SECTION 7. Separability Clause. - If any provision of this Act is held invalid or unconstitutional, other provisions not affected thereby shall continue to be in full force and effect.

SECTION 8. Effectivity Clause. - This Act shall take effect fifteen (15) days following its complete publication in the *Official Gazette* or in at least two (2) newspaper of general circulation.

Approved,