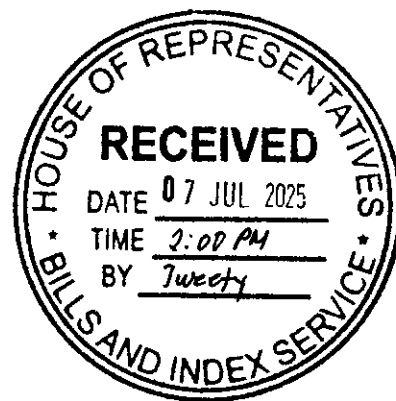


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS

First Regular Session

HOUSE BILL NO. 1441



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

EXPLANATORY NOTE

Piña is a beautiful and durable fiber derived from pineapples farmed and harvested in the Philippines. Piña is the go-to fabric used to craft the Philippine Barong for men and Baro't Saya for women. Piña is indeed a world-class product that the Philippines is very proud of. As such, this representation finds it proper to promote and develop pineapple fiber from the Philippines for fashion and clothing to highlight the beauty, eco-friendliness, and sustainability of Piña.

The proposed bill herein will establish the Philippine Piña Council, which shall be tasked with ensuring that Piña will be well-known globally. The development and promotion of Piña will definitely bring economic benefits to pineapple farmers, fiber-weavers, local designers, clothing manufacturers and retailers.

It should be highlighted that as of 2022, the Philippines ranks 2nd in the world in the production of pineapples. The passage of the bill herein is likewise aimed in strengthening our country's foothold in the pineapple industry. The promotion and development of Piña is but logical because of the massive and efficient production of pineapples in the country. Piña is a high-value product and its development will surely improve the quality of life of plenty of Filipinos who are involved in the pineapple industry.

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

A handwritten signature in black ink, appearing to be a stylized 'A' or similar character.

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TWENTIETH CONGRESS

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HOUSE BILL NO. 1441

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

**"AN ACT PROMOTING AND DEVELOPING FIBER DERIVED
FROM PHILIPPINE PINEAPPLES FOR FASHION AND CLOTHING,
AND FOR OTHER PURPOSES"**

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 Piña Act.*"

SECTION 2. *Declaration of Policy.* It is hereby declared the policy of the State to promote and develop pineapple fiber from the Philippines for fashion and clothing to highlight the beauty, eco-friendliness, and sustainability of the said product. The State shall uphold the continuous efficient and massive production of pineapples. It is also a policy of the State to increase the productivity and income of Filipino pineapple farmers and fiber-weavers. The State shall also promote the welfare of local designers and manufacturers of fashion and clothing which use pineapple fiber from the Philippines.

SECTION 3. *Brand Creation.* To establish a durable brand identity, all fiber, which will be used for fashion and clothing, and manufactured and derived from pineapples grown and harvested from the Philippines shall be called *Piña*.

SECTION 4. *Establishment of Piña Fashion and Clothing Council (Piña Council).* The Piña Fashion and Clothing Council (Piña Council) is hereby created. The Piña Council shall be composed of the following:

- a) First Lady of the Philippines or a Representative from the Office of the President, who shall act as the Chairperson of the Council;

- b) Secretary of Trade and Industry or a Representative Designated by the Secretary;
- c) Secretary of Agriculture or a Representative Designated by the Secretary;
- d) Representative from an Accredited Pineapple Commercial Producers Association;
- e) Representative from an Accredited Pineapple Farmers Association;
- f) Representative from an Accredited Textile Manufacturer Association; and
- g) Representative from the Fashion and Clothing Industry.

SECTION 4. *Powers and Responsibilities of the Piña Council.* The Piña Council shall have the following powers and responsibilities:

- a) *Create Philippine Piña Plan.* Within one (1) year from the effectivity of this Act, the Piña Council must come-up with the Philippine Piña Plan, a five-year framework aimed at generating international growth, popularity, and advancement of Piña. The Philippine Piña Plan shall include the following:
 - 1) Conduct research and study to advance Piña as a sustainable high-value product for fashion and clothing.
 - 2) Formulation of strategic approach for the exportation of Piña.
 - 3) Development of financial support systems to stimulate the growth of Piña in the fashion and clothing industry.
 - 4) Institutionalization of programs that will advance the welfare of pineapple farmers, fiber-weavers, and workers in the production and manufacture of Piña.
 - 5) Promotion of local designers and fashion and clothing manufacturers and retailers which use Piña for their products.
- b) *Monitor Implementation of Philippine Piña Plan.* The Piña Council shall monitor and evaluate the implementation of the Philippine Piña Plan. It shall submit an annual report to the Congress of the Philippines about the progress and implementation of the Philippine Piña Plan.
- c) *Establish Secretariat Office.* The Piña Council shall have a Secretariat Office, which shall be under the direct supervision and control of the Chairman of the council. The Secretariat Office shall be headed by an Executive Director and such other officers and staff deemed necessary by the Piña Council. The salary and other emoluments of officers and staff of the Secretariat Office shall be follow existing rules and regulations of civil service laws.

SECTION 5. *Implementation of Philippine Piña Plan.* The implementation of the Philippine Piña Plan shall be under the direct supervision and control of the Secretary

of Trade and Industry. The Secretary of Trade and Industry shall ensure that the members of the Piña Council are updated about the implementation of the Philippine Piña Plan.

SECTION 6. *Appropriation.* To properly implement the provisions of this Act, the amount of Seven Hundred Million Pesos (P700,000,000.00), Said amount shall be appropriated from the General Appropriations Act of the year following the enactment of this Act.

SECTION 7. *Implementing Rules and Regulations.* - The Office of the First Lady, the Office of the President, Department of Trade and Industry, and the Department of Agriculture, shall promulgate the rules and regulations to implement this Act within forty-five (45) days from the effectivity of this Act.

SECTION 8. *Separability Clause.* - If any provision of this Act is declared invalid or unconstitutional, the remaining provisions shall continue to be in full force and effect.

SECTION 9. *Repealing Clause.* - All laws, decrees, executive orders, proclamations, rules and regulations, and issuances, or parts thereof which are inconsistent with the provisions of this Act, are hereby repealed, amended, or modified accordingly.

SECTION 10. *Effectivity.* - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.