

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

House Bill No. **4077**



Introduced by **Rep. ANGELO MARCOS BARBA**
2nd District, Ilocos Norte

EXPLANATORY NOTE

Dragon fruit, known scientifically as *Hylocereus undatus* and commonly referred to as “pitaya” or “strawberry pear,” is a tropical fruit that has gained increasing popularity worldwide due to its vibrant appearance, rich antioxidant content, and proven health benefits. It is low in calories but packed with essential nutrients, including vitamin C, fiber, magnesium, and beneficial plant compounds. The fruit has found strong demand not only in local markets but also in international health-conscious communities.

In the Philippines, particularly in regions such as Ilocos Norte, Cagayan Valley, and other areas with similar agro-climatic conditions, dragon fruit farming has shown promising economic and livelihood potential for smallholder farmers and agri-entrepreneurs. However, despite its growing cultivation and export possibilities, the industry remains fragmented, underfunded, and lacking a unified national development plan.

This bill seeks to institutionalize a comprehensive policy and development framework for the Philippine dragon fruit industry. It mandates the Department of Agriculture (DA), in coordination with the Department of Science and Technology (DOST), Department of Environment and Natural Resources (DENR), Department of Trade and Industry (DTI), Department of Foreign Affairs (DFA), local government units (LGUs), growers’ cooperatives, state universities and colleges (SUCs), and private stakeholders, to craft and implement strategic programs for crop development, post-harvest processing, investment promotion, trade facilitation, and export readiness.

The measure also seeks to provide sustainable funding through the General Appropriations Act to support continuous research, market development, farmer capacity building, and participation in global trade fairs and export missions.

By enabling the full development of the dragon fruit value chain, this bill aims to uplift farmers’ incomes, diversify agricultural exports, promote

health and wellness, and enhance the competitiveness of Philippine agriculture in the global market.

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

A handwritten signature in black ink, appearing to read 'Angelo Marcos Barba', with a large, stylized initial 'A'.

ANGELO MARCOS BARBA

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AN ACT
URGING THE COMPREHENSIVE PLANNING, DEVELOPMENT,
AND EXPORT PROMOTION OF THE DRAGON FRUIT, AND
PROVIDING FUNDS THEREFOR

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

SECTION 1. *Short Title.* – This Act shall be known as the “**Dragon Fruit Development Act of 2025.**”

SECTION 2. *Declaration of State Policy.* - It is hereby declared the policy of the State to develop and promote a globally competitive dragon fruit industry with the objective of increasing dragon fruit farmers' income, addressing the nutritional and health needs of our people, and encouraging trade and industry.

SECTION 3. *Development of Dragon Fruit.* - The Department of Agriculture (DA), in consultation with the Department of Environment and Natural Resources (DENR), Department of Science and Technology (DOST), dragon fruit growers' 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 dragon fruit for food and commercial needs, as envisioned in this Act. The framework shall likewise provide for the following:

- (a) *National Framework* - The DA, DOST, state universities and colleges (SUCs) and other stakeholders shall strengthen the conduct of researches on dragonfruit particularly on areas of crop improvement, crop protection, harvesting and postharvest handling, supply chain

analysis, marketing and promotion;

- (b) *Investment Promotion and Facilitation* - The DA and DTI shall develop programs establishing links between stakeholders in the dragon fruit industry and Government Financial Institutions (GRs) and other financial cooperatives. The DA and DTI shall likewise develop and implement programs that would establish reasonable and innovative Investment incentives to attract more players in the dragon fruit industry;
- (c) *Export Promotion Support* - An integrated and strategic export promotion program for the dragon fruit industry shall be created. The export promotion program shall be responsive to market conditions, needs of the exporters, and possibilities offered by new products and technologies. It shall likewise provide foreign trade and export promotion activities through trainings, technical assistance, capacity building, generating awareness on export opportunities, and export planning assistance;
- (d) *Strengthen Trade Policies and Support Network* - The DA shall be responsible for coordinating a consultative approach for the various stages of the trade policy making process. The Department of Foreign Affairs (DFA) shall lead the negotiation of Free Trade Agreements (FTA'S) to provide a competitive environment for dragon fruit exports abroad; and
- (e) *Monitoring and Evaluation* - The DA shall continuously monitor, track, and analyze the progress and outcomes of the programs to be implemented to determine over-all effectiveness.

SECTION 4. 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 5. Separability Clause. - If any provision of this Act is declared unconstitutional or invalid, the other provisions not affected thereby shall remain in full force and effect.

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

SECTION 7. Effectivity Clause. - This Act shall take effect fifteen (15) days after its publication in a newspaper of general circulation in the Philippines.

Approved,