

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

House Bill No. 4440



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

EXPLANATORY NOTE

This proposed measure seeks to institutionalize a national strategy for developing and promoting the export of Philippine mangoes. It mandates the creation of the Philippine Mango Export Promotion Council (PMEPC), composed of key government agencies and representatives from the mango growers and processors sector. The PMEPC will be tasked to craft and implement a ten-year development framework, updated annually, that addresses all critical aspects of the mango export value chain—from production and research, to processing, branding, export promotion, trade negotiations, and market expansion.

With a unified, well-funded, and strategic approach, this legislation aims to increase farmers' income, strengthen the country's position in global agriculture trade, and elevate the Philippine mango to a premier export commodity in the world market.

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



ANGELO MARCOS BARBA

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AN ACT
URGING THE COMPREHENSIVE PLANNING, DEVELOPMENT,
AND EXPORT PROMOTION OF THE PHILIPPINE MANGO, 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 “**Philippine Mango Export Promotion Act.**”

SECTION 2. *Establishment of the Philippine Mango Export Promotion Council (PMEPC).* - A council, composed of the Secretary of the Department of Agriculture (DA), or his representative as the Chairperson, the Secretary of the Department of Foreign Affairs (DFA) or his representative, the Secretary of the Department of Trade and Industry (DTI) or his representative, and one (1) each from the mango growers and commercial processors' sectors, to be designed by the Secretary of the DA, shall be created immediately upon the effectivity of this Act to ensure the government's support and assistance to mango exporters. The Bureau of Plant Industry (BPI) under DA, through the office which implements the High-Value Crops Development Program, shall be designated as PMEPC's Secretariat.

SECTION 3. *Functions of the PMEPC.* - The PMEPC, in consultation with the Department of Environment and Natural Resources (DENR), Department of Science and Technology (DOST), state universities and colleges (SUCs), mango growers and processors cooperatives and organizations, local government units (LGUs), and the private sector, shall formulate a ten (10)-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, processing, and marketing of

Philippine mangoes for export worldwide, as envisioned in this Act. The Framework shall likewise provide for the following.

- (a) *National Framework* - The DA, DOST, SUCs and other stakeholders shall strengthen the conduct of researches on mango, 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 Philippine mango 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 (FTAs) 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,