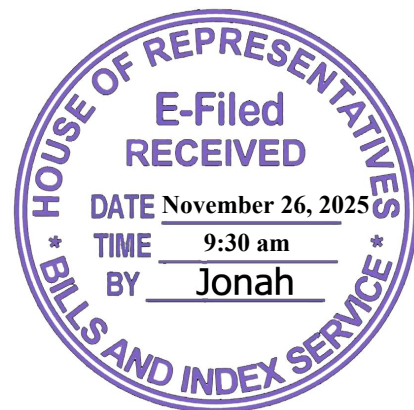




Republic of the Philippines
House of Representatives

20th CONGRESS

First Regular Session



HOUSE BILL NO. 6389

Introduced by Hon. Charisse Anne C. Hernandez

Lone District of Calamba, Laguna

EXPLANATORY NOTE

Small farmers across the Philippines continue to suffer from the influx of cheap imported vegetables, fruits, and agricultural products. Local farmers face displacement, market instability, and price depression, resulting in reduced incomes and declining rural livelihoods.

At the same time, consumers increasingly demand transparency regarding the origin and quality of food products. The Philippines' agricultural heritage, regional specialties, and local food systems offer high-quality produce that deserves priority in domestic markets.

This bill establishes a **Local Produce First Policy** requiring supermarkets, groceries, and public markets to reserve shelf space for Philippine-grown produce; mandates clear and truthful origin labeling; and provides incentives and recognition programs for restaurants, hotels, and institutions that source locally.

By strengthening market access for Filipino farmers, the State ensures agricultural viability, food sovereignty, and economic development—critical pillars of a resilient and inclusive economy.

CHARISSE ANNE C. HERNANDEZ
Representative
Lone District, Calamba City



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AN ACT

ESTABLISHING THE LOCAL PRODUCE FIRST POLICY, MANDATING PRIORITY MARKET ACCESS FOR PHILIPPINE-GROWN AGRICULTURAL PRODUCTS, PROVIDING INCENTIVES FOR LOCAL SOURCING, PROTECTING SMALL FARMERS FROM IMPORT DISPLACEMENT, 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 “Local Produce First Policy Act of 2025.”

SEC. 2. Declaration of Policy. It is the policy of the State to:

- a. Strengthen the domestic agricultural economy by guaranteeing fair market access for Filipino farmers;
- b. Reduce displacement caused by imported produce by establishing local sourcing requirements;
- c. Promote transparency and truth in agricultural origin labeling; and
- d. Encourage businesses, hotels, restaurants, and institutions to utilize locally grown products in support of community livelihoods and national food security.

SEC. 3. Definition of Terms. For purposes of this Act:

- a. Local Produce – Any agricultural product grown, harvested, or produced in the Philippines.
- b. Small Farmers – Farmers cultivating three (3) hectares or less, including members of registered cooperatives.

c. Local Sourcing Quota – Minimum percentage of agricultural products sourced locally by a business or institution.

d. Origin Labeling – Clear disclosure of the place of origin of agricultural products using region-based identification (e.g., “Product of Benguet,” “Cordillera Heirloom Rice”).

e. Covered Establishments – Supermarkets, groceries, public markets, restaurants, hotels, food processors, and institutional buyers.

SEC. 4. Shelf Space Reservation for Local Produce.

- a. The Department of Agriculture (DA) shall create programs to encourage all supermarkets, groceries, and large-scale retailers to reserve at least thirty percent (30%) of shelf, display, or cold storage space for Philippine-grown agricultural products.
- b. Public markets shall allocate dedicated stalls and sections for local small farmers and cooperatives.
- c. The DA and DTI shall issue guidelines for compliance and programs depending on store size and product categories.

SEC. 5. Farmers’ Market Corners & Priority Placement. Retailers shall establish “Local Farmers’ Produce Corners” prominently located within the store. These sections must feature seasonal products, direct-from-farm items, and labeling explaining regional origin, traditional varieties, or heritage crops.

SEC. 6. Truthful and Prominent Origin Labeling.

All agricultural products must carry clear, readable, and truthful origin labeling, indicating:

- a. Country of origin (e.g., “Imported from China,” “Grown in Vietnam”), and
- b. Regional/local origin for Philippine-grown produce (e.g., “Product of Ilocos Norte”).
- c. Mislabeling, deceptive branding, or mixing local and imported products without disclosure shall be prohibited.
- d. DA and DTI shall issue labeling standards ensuring visibility, accuracy, and consumer transparency.

SEC. 7. Local Sourcing Incentives for Restaurants, Hotels & Institutions. Restaurants, hotels, resorts, hospitals, schools, government canteens, and institutional food buyers that meet or exceed local sourcing quotas—to be set annually by DA and DTI—shall be entitled to the following incentives:

- a. Public recognition and certification as a “**Local Produce Champion Establishment**”;
- b. Priority access to DTI and DA business assistance and promotional programs;
- c. Eligibility for government procurement of catering, meals, and event services.
- d. Incentives shall be performance-based and renewable annually.

SEC. 8. Government Procurement Preference for Local Produce.

All government agencies and LGUs shall prioritize Philippine-grown agricultural products for:

- a. feeding programs;
- b. relief goods;
- c. hospital food services;
- d. school canteens;
- e. military and uniformed personnel rations;
- f. institutional food service contracts.

Imported agricultural goods shall only be procured when local supply is insufficient, as certified by the DA.

SEC. 9. Farmer Aggregation and Market Linkage Program.

The DA, in partnership with DTI and LGUs, shall assist small farmers in:

- a. forming clusters or cooperatives,
- b. standardizing quality and packaging,
- c. meeting supermarket and hotel procurement requirements, and
- d. negotiating long-term supply agreements.

SEC. 10. Implementing Rules and Regulations. DA, DTI, and DILG shall issue the IRR within ninety (90) days of enactment.

SEC. 11. Appropriations. The amount necessary for the initial implementation shall be charged to the current appropriations of DA and DTI. Thereafter, such amounts shall be included in the annual General Appropriations Act (GAA).

SEC. 12. Separability Clause. If any provision of this Act is declared unconstitutional, the remainder shall continue to be in force.

SEC. 13. Repealing Clause. All laws inconsistent with this Act are hereby repealed or modified accordingly.

SEC. 14. Effectivity. This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in two (2) national newspapers of general circulation.

Approved,