

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. **6518**



**Introduced by Representative JB BERNOS
And Representative CHING BERNOS**

**AN ACT PROMOTING THE PRODUCTION AND EXPORT OF AROMATIC AND
FANCY RICE VARIETIES TO STRENGTHEN THE COMPETITIVENESS OF THE
PHILIPPINE RICE INDUSTRY**

EXPLANATORY NOTE

The Philippine rice sector stands as one of the most vital pillars of national food security and rural livelihood. Yet, despite being among the top rice producers in Southeast Asia, the country's rice industry remains largely focused on domestic supply and import substitution, with little participation in the high-value export market. As of 2025, Thailand, Vietnam, and Cambodia continue to dominate the global trade in premium and aromatic rice varieties such as jasmine and basmati, earning billions of dollars annually from exports. Meanwhile, the Philippines, though home to excellent aromatic and fancy rice cultivars like Milagrosa, Sinandomeng, and Denorado, has yet to capitalize on its export potential due to limited production support, lack of market development programs, and restrictive trade policies.

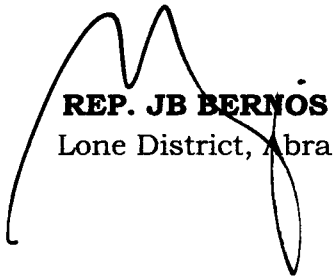
Article XII, Section 1 of the 1987 Constitution mandates the State to promote industrialization and full employment based on sound agricultural development. Likewise, Section 2 of the same Article emphasizes the importance of equitable access to natural resources for all Filipinos, while supporting value-adding industries that increase productivity and competitiveness. In line with these constitutional principles, this measure seeks to strengthen the Philippine rice industry by diversifying its market orientation and shift from a purely domestic production model to one that actively engages in premium export markets.

The proposed "Rice & Shine Act" aims to institutionalize a national framework for the production and export of aromatic and fancy rice varieties, leveraging the Philippines' rich genetic resources and traditional cultivars. It authorizes the National Food Authority (NFA) to directly or indirectly export high-value rice varieties. The measure also mandates the NFA to support farmers

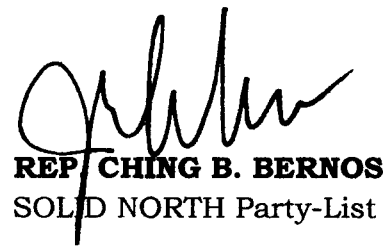
through production incentives, technical assistance, and market linkages, ensuring that smallholder producers benefit from access to export opportunities.

By promoting the cultivation and export of premium rice, this bill seeks to elevate Filipino rice to the global market, create new income streams for farmers, reduce rural poverty, and enhance national agricultural competitiveness. It aligns with the broader objectives of the government's agricultural modernization and export diversification programs, positioning the Philippines as a future player in the global premium rice industry.

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



REP. JB BERNOS
Lone District, Abra



REP. CHING B. BERNOS
SOLID NORTH Party-List

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*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 “Rice & Shine Act.”

SEC. 2. Declaration of Policy. – It is hereby declared the policy of the State, that whereas the country is striving to attain self-sufficiency in rice production in the ordinary, hybrid and other varieties of rice for domestic consumption, it is important and critical that we open up opportunities for the production and exportation of aromatic rice and fancy rice varieties which command a premium in the world market.

The provision of existing law to the contrary notwithstanding, the National Food Authority is hereby empowered to directly export, or through accredited export producers and traders, aromatic rice and fancy rice varieties, preferably those organically grown, as these are in high demand in international markets.

SEC. 3. Aromatic and Fancy Rice Varieties for Export. – The aromatic rice and fancy rice varieties that may be authorized for export under this Act shall include: Sinampaguita; Denorado; Milagrosa; Sinandomeng; Maligaya Selection 3, 6 and 8; College # 22, UPLB Rice # 5 and 7 and such other varieties as the National Food Authority may determine, after production trials and market analysis, and thereby declared to be marketable for export.

SEC. 4. Means of Support. – The National Food Authority shall encourage the production of such identified aromatic rice and fancy rice varieties through direct

technical assistance, funding support, stand-by purchase commitments, or in cooperation with government or private sector institutions, formulate and implement production and export programs for such varieties of rice.

SEC. 5. Implementing Rules and Regulations. – Within thirty (30) days from the effectivity of this Act, the Secretary of Agriculture shall promulgate the necessary rules and regulations for the implementation of this Act..

SEC. 6. Effectivity. – This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in two (2) newspapers of general circulation.

Approved,