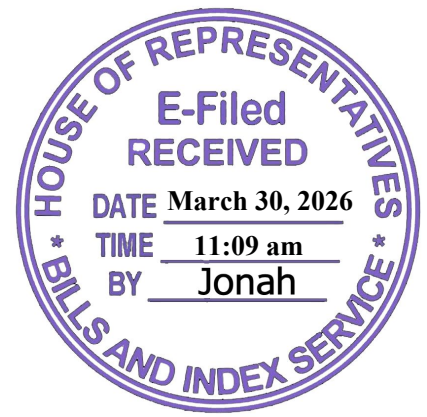


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 8814



Introduced by **HON. VINCENZO RENATO LUIGI R. VILLAFUERTE, HON. MIGUEL LUIS R. VILLAFUERTE, HON. TSUYOSHI ANTHONY G. HORIBATA, AND HON. TERRY L. RIDON**

EXPLANATORY NOTE

This bill aims to establish a comprehensive Philippine Ube Industry Development Program, as well as declare *Dioscorea alata* or locally known as 'Ube' as a National Priority Crop in the Philippines.

The Philippines is globally recognized for its rich biodiversity, culinary heritage, and agricultural potential. Among its unique crops, *Dioscorea alata* or locally known as 'Ube' stands out as a distinctly Filipino ingredient with rapidly growing international appeal in food, beverage, dessert, and specialty product markets. In the Philippines alone, ube is highly used as ube jam that we regularly incorporate in food such as our famous dessert - Halo-Halo, ice cream, cakes, cookies, and more. Recent data from the Department of Trade and Industry (DTI) and related reports indicate that Philippine ube and ube-based product exports have reached several million US dollars annually, with significant demand from North America, Europe, the Middle East, and Asia.

In the Philippines, the Bicol Region is known for producing ube, especially in Camarines Norte, Camarines Sur, Albay and Sorsogon, for both local consumption and commercial markets. In fact, 35% of the country's production is centered in the Bicol Region. Ube and ube-based product exports earned the Philippines \$3.06 million in 2025.

Japan's experience with matcha offers a clear blueprint—and a set of cautionary lessons—on how a local agricultural product can become a multi-billion-dollar global industry. Strategic government support, strong geographic branding, and high quality standards enabled matcha's rise; however, the global matcha boom has also exposed vulnerabilities including supply shortages, aging farmer populations, climate impacts, price spikes, counterfeit products, and competition from lower-quality substitutes.

Therefore, this proposed measure aims to learn from and surpass that experience by:

- Declaring ube as a national priority crop and strategic export under the High-Value Crops Development Act (RA 7900), the Export Development Act (RA 7844), and related laws;

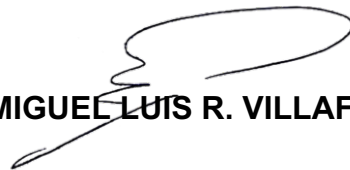
- Creating a Philippine Ube Industry Council to set standards, guide investments, coordinate agencies, and steward a long-term national strategy;
- Structuring the industry to avoid shortages, volatility, counterfeit risks, and sustainability issues now challenging the global matcha supply chain; and
- Building robust systems for geographic indication (GI) and intellectual property protection under RA 8293, ensuring that “Philippine Ube” and regional GIs such as “CamSur Ube” become globally protected origin brands.

Anchored on the constitutional mandate to promote rural development, equitable distribution of opportunities, and self-reliant and independent national economy, this bill envisions the Philippines as the undisputed global leader in ube—with a more resilient, sustainable, and inclusive framework than that experienced by early matcha development.

Therefore, in view of the foregoing, the early approval of this bill is earnestly requested.



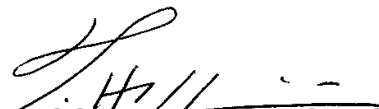
HON. VINCENZO RENATO LUIGI R. VILLAFUERTE



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AN ACT ESTABLISHING A COMPREHENSIVE FRAMEWORK FOR THE DEVELOPMENT, PROMOTION, AND PROTECTION OF THE PHILIPPINE UBE INDUSTRY, DECLARING UBE AS A NATIONAL PRIORITY CROP, CREATING THE PHILIPPINE UBE INDUSTRY COUNCIL, PROVIDING FOR QUALITY STANDARDS AND GEOGRAPHIC INDICATION PROTECTION, APPROPRIATING FUNDS THEREFOR, AND FOR OTHER PURPOSES

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

CHAPTER I: GENERAL PROVISIONS

SECTION 1. Short Title. - This Act shall be known as the "*Philippine Ube Industry Development Act*".

SEC. 2. Declaration of Policy. – It is hereby declared the policy of the State to promote the preferential use of locally produced goods and enhance their competitiveness by recognizing *Dioscorea alata*, or “ube,” as a strategically important agricultural product with strong potential for high-value exports, rural income generation, and global market positioning as a distinctive Philippine ingredient.

Toward this end, the State shall support the development of a competitive and sustainable ube industry through coordinated efforts in production, processing, quality standardization, branding, and international marketing. It shall establish the Philippines as the premier global source of ube and ube-derived products, particularly ube powder, by ensuring quality excellence, geographic indication protection, and unified brand promotion.

The State shall likewise ensure that smallholder farmers and rural communities are primary beneficiaries through improved market access, fair pricing, technical support, and strengthened linkages to domestic and international value chains.

Furthermore, it is the policy of the State to create an enabling policy and institutional environment that encourages private sector investment, public-private partnerships, research and innovation, and local government participation, protect the authenticity, quality reputation, and geographic origin of Philippine ube products through intellectual property mechanisms, certification systems, and enforcement of standards, and align ube industry development with national agricultural modernization, export promotion, rural development, and food security objectives under existing legislative frameworks.

SEC. 3. Objectives. – It shall be the objectives of this Act to:

1. Formally declare *Dioscorea alata* or locally known as ‘ube’ as a National Priority Crop entitled to preferential support under all relevant government agricultural development, export promotion, and rural livelihood programs;
2. Establish a comprehensive national quality and certification framework for ube and ube products, including product grades, processing standards, traceability systems, and export certifications that enable premium marketing positioning;
3. Create the Philippine Ube Industry Council as the central coordinating body for industry governance, standards-setting, certification, promotion, and public-private sector collaboration;
4. Develop and secure Geographic Indication (GI) protection for Philippine ube and support regional original marks, such as the ‘Camsur Ube’ or the ‘Bohol Ube’, that recognize distinct terroir and production areas;
5. Integrate ube industry development into the Philippine Export Development Plan and ensure coordinated international promotion through trade missions, buyer engagement, and market intelligence;
6. Support local government units and private sector entities in establishing ube production zones, processing facilities, research centers, and market linkage programs;
7. Promote research, innovation, and technology transfer in ube cultivation, post-harvest handling, processing technologies, product development, and market applications; and
8. Establish financing mechanisms and incentives that facilitate farmer participation, processing facility development, export operations, and brand-building investments.

SEC. 4. Definition of Terms. – As used in this Act:

- a) **“Ube”** refers to the purple yam, scientifically known as *Dioscorea alata*, a root crop cultivated in the Philippines and recognized for its distinctive color, sweet flavor, and nutritional properties;
- b) **“Ube products”** refer to all products derived from or containing ube as a primary ingredient, including but not limited to fresh ube tubers, frozen ube, ube puree, ube paste, ube powder, ube flour, ube-based food products, ube extracts, and ube colorants;

- c) **“Ube powder”** refer to dehydrated and milled ube processed into fine powder form suitable for use in food, beverage, bakery, nutraceutical, and other industrial applications;
- d) **“National Priority Crop”** refers to agricultural products designated by law or policy as meriting preferential government support, resource allocation, and development assistance;
- e) **“Geographic Indication (GI)”** refers to an indication which identifies good as originating in the territory of a country, or a region or locality in that territory, where a given quality, reputation, or other characteristic of the goods is essentially attributable to their geographic origin, as defined under Republic Act No. 8293, amended or the Intellectual Property Code;
- f) **“Certification”** refers to the official recognition that ube or ube products meet defined quality standards, production protocols, or origin requirements, issued by an authorized certifying body;
- g) **“Contract farming”** refers to agricultural production arrangements under written agreements specifying terms for production, quality standards, pricing mechanisms, delivery schedules, and support services between farmers and buyers;
- h) **“Council”** refers to the Philippine Ube Industry Council created under this Act;
- i) **“Terroir”** refers to the combination of soil, climate, topography, and traditional cultivation practices in a specific geographic area that impart distinctive characteristics to agricultural products;
- j) **“Traceability”** refers to the ability to track the production history, processing, distribution, and location of ube products through recorded identification systems.

SEC. 5. Coverage and Scope. – This Act shall apply to:

1. All ube cultivation, production, processing, trading, marketing, and exportation activities conducted within the territory of the Republic of the Philippines;
2. All persons, entities, cooperatives, corporations, and organizations engaged in or intending to engage in any stage of the ube value chain, from farm production to retail and export;
3. The development and use of quality standards, certifications, and geographic indications related to Philippine ube and ube products;
4. Government programs, appropriations, and support services directed towards ube industry development under this Act and related legislation;

5. Public-private partnerships, local government initiatives, and private sector investments in ube industry development.

CHAPTER II

NATIONAL PRIORITY CROP AND PROGRAM FRAMEWORK

SEC. 6. Ube as a National Priority Crop and Strategic Export. – Ube (*Dioscorea alata*) is hereby declared a national priority crop in the Philippines, as well as a strategic export, entitled to preferential support, resource allocation, and development assistance under all relevant government agricultural and export promotion programs, including but not limited to:

1. The **High-Value Crops Development Program (HVCDP)** under Republic Act No. 7900 otherwise known as the *High-Value Crops Development Act of 1995*, with ube designated as a priority high-value crop for production support, financing, market development, and technology transfer;
2. The **One Town, One Product (OTOP) Philippines Program** under Republic Act No. 11960 otherwise known as the *OTOP Philippines Act*, with ube and ube products recognized as priority products for branding, marketing, and standards compliance support;
3. The **Philippine Export Development Plan (PEDP)** under Republic Act No. 7844 otherwise known as the *Export Development Act of 1994*, with ube products included as priority export commodities for trade promotion, market access facilitation, and export financing;
4. Agricultural modernization programs, irrigation development, farm-to-market road construction, and rural infrastructure projects administered by the Department of Agriculture (DA) and other related agencies;
5. Technology commercialization, processing equipment support, and quality infrastructure programs of the Department of Science and Technology (DOST); and
6. Credit and financing programs of the Landbank of the Philippines (LBP), Development Bank of the Philippines (DBP), Philippine Crop Insurance Corporation (PCIC), and Agricultural Credit Policy Council (ACPC).

SEC. 7. Ube Production and Cultivation Support. – The DA, through its regional field offices and in coordination with local government units, shall provide comprehensive support for ube production and cultivation, including, but not limited to:

1. Varietal Development and Planting Material Distribution

- a. Conduct research and selection of ube varieties, optimized for powder production, with emphasis on high anthocyanin content, high dry matter, yield stability, and processing quality;
- b. Establish and maintain mother farms, nurseries, and tissue culture laboratories for certified planting material propagation;
- c. Distribute certified, disease-free ube planting materials (seed tubers, vine cutting, etc.) to qualified farmers at subsidized rates or free of charge; and
- d. Register and protect superior ube varieties as Plant Variety Protection (PVP) under Republic Act No. 9168 otherwise known as the *Philippine Plant Variety Protection Act of 2002* to preserve genetic resources.

2. Technical Assistance and Extension Services

- a. Deploy agricultural extension workers trained in ube cultivation best practices to production areas;
- b. Conduct farmer field schools, training programs, and demonstration farms showcasing Good Agricultural Practices (GAP) for ube;
- c. Provide advisory services on soil preparation, planting density, nutrient management, pest and disease control, and post-harvesting handling; and
- d. Disseminate climate-smart and sustainable farming techniques adapted to ube production.

3. Infrastructure and Input Support

- a. Prioritize ube-growing areas in irrigation development, farm-to-market road construction, and post-harvest facility establishment programs;
- b. Provide subsidized access to organic fertilizers, soil amendments, trellising materials, pest management inputs, and other farm inputs; and
- c. Facilitate access to agricultural machinery and equipment through mechanization programs and shared service facilities.

4. Climate Resilience and Risk Management

- a. Develop and distribute climate-resilient ube varieties adapted to drought, flooding and temperature stress;
- b. Provide weather information services, early warning systems, and climate advisories to ube farmers; and
- c. Expand crop insurance coverage for ube under the PCIC with premium subsidies for smallholder farmers.

5. Sustainability Mapping and Production Zoning

- a. Conduct and maintain national and regional suitability assessments identifying areas most conducive to ube cultivation based on soil, climate, topography, and water availability;
- b. Designate Ube Production Zones in suitable areas with concentrated support services, infrastructure development, and market linkage; and
- c. Publish and disseminate suitability maps and production guides to LGUs, farmers, and investors.

SEC. 8. Contract Farming and Market Linkage. – The following shall be the strategies of the following implementing agencies for the effectiveness of this Act:

1. The Department of Agriculture (DA), in coordination with the Department of Trade and Industry (DTI) and the Council, shall promote and facilitate contract farming arrangements that link ube farmers directly to processors, exporters, and end-buyers through written agreements specifying the following:
 - a. Production volumes and delivery schedules;
 - b. Quality standards and grading criteria;
 - c. Pricing mechanisms (fixed price, indexed to market, or negotiated) with provisions earning fair returns to farmers;
 - d. Support services provided by buyers (planting materials, technical assistance, inputs, financing, etc.); and
 - e. Risk-sharing arrangements and dispute resolution mechanisms.

Furthermore, DA shall develop and disseminate model contract farming templates that shall protect farmer interests, ensure transparent pricing, and promote equitable partnerships.

2. DTI shall maintain a database of certified ube processors and buyers to facilitate farmer-buyer matching and market linkage;

3. Government financing institutions shall provide preferential credit terms for contract farming arrangements in ube, including lower interest rates, longer repayment periods, and collateral-free loans based on production contracts.

SEC. 9. Ube Research and Development. – The following implementing agencies shall:

1. DA, through the Philippine Root Crops Research and Training Center (PhilRootcrops) and other research institutions, shall conduct comprehensive research and development programs on:
 - a. Ube varietal improvement, genetic conservation, and breeding programs;
 - b. Agronomic practices optimized for different agro-climatic zones;
 - c. Integrated pest and disease management systems;
 - d. Soil health, nutrient management, and organic production systems;
 - e. Climate change adaptation and resilience strategies for ube cultivation; and
 - f. Post-harvest handling, storage, and quality preservation techniques.
2. DOST, through the Food and Nutrition Research Institute (FNRI) and the Industrial Technology Development Institute (ITDI), shall conduct research on:
 - a. Ube processing technologies (drying, milling, extraction, stabilization);
 - b. Nutritional profiling, anthocyanin content analysis, and health benefit studies;
 - c. Product development and application research for food, beverage, nutraceutical, and cosmetic industries;
 - d. Packaging technologies, shelf-life extension, and quality preservation; and
 - e. Valorization of ube processing by-products and waste minimization.
3. State Universities and Colleges (SUCs) located in ube-producing regions shall be encouraged to establish Ube Research and Innovation Hubs offering undergraduate and graduate research programs, technology demonstration facilities, and industry collaboration platforms.
4. Research findings, improved varieties, and technologies developed under government-funded programs shall be disseminated freely to Filipino farmers and processors with priority given to smallholders and cooperatives.

CHAPTER III PHILIPPINE UBE INDUSTRY COUNCIL

SEC. 10. Creation of the Philippine Ube Industry Council. – There is hereby created the **Philippine Ube Industry Council**, hereinafter referred to as the “Council”, as the policy-making, coordinating, and advisory body under DA for administrative and budgetary purposes, responsible for the governance, standards-setting, certification, and promotion of the Philippine Ube Industry, in coordination with DTI, DOST, Intellectual

Property Office of the Philippines (IPOP HL), Bangko Sentral ng Pilipinas (BSP), Local Government Units (LGU), and private sector.

SEC. 11. Composition of the Council. – The Council shall be composed of the following members:

1. The Secretary of Agriculture as the Chairperson;
2. The Secretary of Trade and Industry as the Vice-Chairperson;
3. The Director-General of the Intellectual Property Office of the Philippines as a member;
4. The Secretary of Science and Technology as a member;
5. The Director of the Philippine Root Crops Research and Training Center as a member;
6. The President of the Landbank of the Philippines as a member;
7. The Administrator of the Philippine Crop Insurance Corporation as a member;
8. The Chairperson of the Union of Local Authorities of the Philippines (ULAP) or a designated representative from ube-producing LGUs as a member;
9. Three (3) representatives from the private sector, nominated by recognized ube farmers' federations, processors' associations, and exporters' groups as members, which shall be appointed by the President of the Philippines for a term of three (3) years;
10. Two (2) representatives from civil societies or academe with expertise in agriculture, food science, export marketing, or rural development as members, which shall be appointed by the President of the Philippines for a term of three (3) years; and
11. One (1) representative from the Philippine Trade and Investment Centers abroad as members, which shall be designated by the Secretary of Trade and Industry.

The Council shall have an Executive Director appointed by the President of the Philippines upon the recommendation of the Chairperson, who shall serve as the Council's Chief Operating Officer and Head of the Secretariat.

The DA shall provide the technical, administrative, and logistical support for the Council's operations.

SEC. 12. Powers and Functions of the Council. – The Council shall have the following powers and functions:

1. **Policy Formulation and Planning:**
 - a. Formulate, review, and update a comprehensive National Ube Industry Development Plan aligned with the Medium-Term Philippine Development Plan, the Philippine Export Development Plan, and other relevant national strategies;
 - b. Recommend policies, legislation, and administrative measures to support ube industry development to the President and Congress; and

- c. Set strategic directions, targets, and performance indicators for the ube industry.

2. Standards Development and Certification

- a. Develop, promulgate, and regularly update the Philippine National Standards for ube and ube products covering quality specifications, processing methods, food safety requirements, and labeling;
- b. Establish and maintain a product grading system for ube powder and other ube products that enables market differentiation and premium positioning;
- c. Create and implement a certification and accreditation system for ube farmers, processing facilities, and products, including audit protocols and conformity assessment procedures; and
- d. Issue certificates, quality seals, and marks for conformity to qualified entities meeting established standards.

3. Geographic Indication Protection and Brand Management

- a. Coordinate with the IPOPHL to secure Geographic Indication (GI) registration for “Philippine Ube” and support regional or local GI applications, such as the CamSur Ube or Bohol Ube;
- b. Develop, protect, and manage the “Philippine Ube” collective mark and related brand identities such as the logo, seal, tagline, and visual guidelines;
- c. License the use of the Philippine Ube brand and certification marks to qualified producers, processors, and exporters;
- d. Monitor and enforce proper use of Philippine Ube branding and take action against misuse, counterfeiting, or misrepresentation; and
- e. Commission terroir studies, biochemical profiling, and origin authentication research to support GI applications and brand differentiation.

4. Market Development and Export Promotion

- a. Develop and implement international marketing campaigns to promote Philippine ube products in targeted export markets;
- b. Coordinate Philippine participation in international food and ingredient trade fairs, buyer missions, and market development activities;
- c. Establish partnerships with Philippine Trade and Investment Centers, foreign distributors, food manufacturers, and retail chains;
- d. Conduct market research, gather trade intelligence, and disseminate market information to industry stakeholders;
- e. Facilitate business-to-business (B2B) matchmaking, product trials, and commercial negotiations between Filipino suppliers and international buyers; and
- f. Develop application guides, technical specifications, and recipe resources for industrial and commercial customers.

5. Industry Coordination and Stakeholder Engagement

- a. Serve as the central coordinating platform for all government agencies, LGUs, private sector entities, research institutions, and civil society organizations involved in ube industry development;
- b. Convene regular consultations, industry forums, and multi-stakeholder dialogues;
- c. Mediate disputes and facilitate collaborative arrangements among industry participants; and
- d. Foster public-private partnerships and joint ventures in processing, marketing, and export operations.

6. Capacity Building and Technical Assistance

- a. Organize or facilitate training program for farmers, processors, traders, and exporters on production, quality control, food safety, branding, and market access;
- b. Support the establishment of Ube Application and Innovation Centers for product development, technical training, and buyer demonstration; and
- c. Coordinate study tours, technology transfer programs, and knowledge exchange with international partners.

7. Monitoring, Evaluation, and Reporting

- a. Monitor the implementation of this Act and the National Ube Industry Development Plan;
- b. Collect and analyze data on production, processing, exports, market trends, and industry performance;
- c. Prepare and submit annual reports to the President of the Philippines and both houses of Congress through the Committees on Agriculture and Food and Trade and Industry, including achievements, challenges, financial statements, and policy recommendations; and
- d. Conduct periodic reviews and impact assessments of programs and interventions.

SEC. 13. Meeting and Operations of the Council. – The Council shall:

- 1. Meet at least once every quarter, or more frequently as necessary, upon the call of the Chairperson or upon written request of at least one-third (1/3) of the overall members.

A quorum shall consist of a majority of the members, and decisions shall be made by a majority vote of all present members.

- 2. Create a Technical Working Group (TWG), committees, and expert panels for specific tasks such as standards development, GI applications, market research, or regional contribution; and

3. May engage consultants, technical experts, and service providers as necessary to carry out its functions, subject to applicable procurement laws and regulations.

CHAPTER IV

PRODUCTION DEVELOPMENT, CONTRACT FARMING, AND FARMER SUPPORT

SEC. 14. Establishment of a Farmer Registry. – There is hereby established a Farmer Registry, which shall be updated annually, that shall identify the following:

- a. Farmer identity and land tenure; and
- b. Credit and insurance enrollment.

SEC. 15. Contract Farming Agreement (CFA). - All CFAs must be written, in a language understood by the farmer, and include: parties' details, crop/specifications, production schedule, input commitments, delivery points, quality standards, volume obligations, pricing formula, payment terms, termination and force majeure clauses, grievance mechanism, and monitoring arrangements.

LGUs may supply seeds, planting materials, fertilizers, pesticides, technical advice, and equipment on grant, loan, or cost-recovery basis as specified in the CFA.

SEC. 16. Buyback Arrangement. – The LGUs may buy the contracted quantities that meet the agreed quality standards at the agreed pricing unless valid termination or force majeure applies. Delivery locations, acceptance testing (sampling protocols), and rejection criteria will be specified in the CFA.

If the LGU fails to take delivery without just cause, the LGU must compensate the farmer/s for reasonable costs.

SEC. 17. Pricing Formulas Linked to Export Contracts. - Where LGUs have an Export Contract that sets price benchmarks, CFA pricing may use formula linkage to such benchmarks to ensure transparency and pass-through of export values to farmers. Pricing formula shall be expressed in writing, which shall be determined by the Council.

SEC. 18. Training of Farmers in the Registry. – LGU, in partnership with the Council, will provide or fund training on best agronomic practices, post-harvest handling, quality standards, food safety, and record-keeping. Frequency and curriculum will be set in annual plans. Priority shall be given to smallholders and new registrants.

SEC. 19. Credit Access and Insurance. – LGUs shall facilitate access to credit for registered Farmers through: (a) on-lending; (b) linkages with formal financial institutions; or (c) input-on-credit schemes with partnered financial institutions such as the Landbank of the Philippines and the Development Bank of the Philippines. Terms must be transparent and comply with law.

Furthermore, LGUs will facilitate access to suitable insurance products (weather-index, multi-peril crop insurance, post-harvest insurance) and may subsidize premiums per a defined schedule for registered farmers. CFAs must explain the claims procedure, documentation required, timelines, and whether LGUs will assist farmers in filing claims.

SEC. 20. Mechanization. - LGUs may provide or arrange access to mechanization (land preparation, planting, harvesting, processing) either directly, through service providers, or rental schemes.

Terms for ownership, rental rates, maintenance responsibilities, and training on safe operation must be explicit. If equipment is provided on finance, repayment and repossession terms must be fair and disclosed.

CHAPTER V

PROCESSING, QUALITY STANDARDS, AND VALUE ADDITION

SEC. 21. Philippine National Standards for Ube Products. – The Council, in coordination with the Bureau of Philippine Standards under DTI, shall develop and promulgate the **Philippine National Standards** for:

1. Fresh ube tubers such as quality grades, size classifications, physical and chemical specifications;
2. Ube powder such as its particle size, moisture content, color values, anthocyanin content, microbial limits, heavy metal limits, pesticide residues;
3. Other ube products such as frozen ube, ube puree, ube paste, ube flour, ube extracts, ube-based food products; and
4. Ube processing facilities and good manufacturing practices;

These standards shall consistent with, or exceed, international food safety and quality standards, including Codex Alimentarius, ISO standards, and importing country requirements, which shall be reviewed and updated at least every three (3) years, or as necessary, to reflect technological advances, market requirements, and scientific developments.

SEC. 22. Ube Powder Product Grading System. – To enable market differentiation and premium positioning, the Council shall establish **official product grades** for Philippine Ube Powder, including at minimum:

1. **Premium/Ceremonial Grade** – characterized by extra-fine particle size, intense color, high anthocyanin content, and clean flavor profile, suitable for premium beverages, specialty foods, and direct-to-consumer retail;
2. **Food Service Grade** – characterized by standard fine particle size and consistent color suitable for cafés, bakeries, restaurants, ice cream manufacturers, and food service applications;

3. **Industrial Grade** – characterized by its suitability for large-scale food manufacturing, natural colorant applications, and ingredient blending.

Each grade shall have detailed technical specifications covering particle size distribution, which shall be measured by laser diffraction or sieve analysis, moisture content, color values, anthocyanin content, microbial limits, heavy metal limits, pesticide residue limits, and sensory characteristics.

Products certified under this grading system shall be authorized to bear the Philippine Ube Quality Seal and corresponding grade designation.

SEC. 23. Certification and Traceability System. – The Council shall establish and operate a **Philippine Ube Certification System** that verifies compliance with quality standards, production protocols, and origin requirements, which may be conducted by the Council's designated certification body, government laboratories and testing facilities accredited for this purpose, and internationally recognized third-party certification bodies accredited by the Council.

All ube products bearing the 'Philippine Ube' brand or certification marks intended for export or premium domestic markets must undergo certification and testing before their release.

A traceability system shall be implemented requiring:

1. Registration of all participating farms and processing facilities;
2. Batch coding and record-keeping throughout the supply chain;
3. Documentation of inputs, processing methods, and handling procedures;
4. Ability to trace products back to origin (farm or production zone) and forward to final buyers; and
5. Digital traceability platforms wherever feasible.

The Council shall maintain a public registry of certified farms, processors, products, and authorized brand users accessible to buyers, regulators, and consumers.

SEC. 24. Export Certifications and International Compliance. – The Council, in coordination with the Bureau of Philippine Standards, Food and Drug Administration, and relevant agencies shall support ube processing facilities in obtaining and maintaining international export certifications including:

1. Hazard Analysis and Critical Control Points (HACCP);
2. ISO 22000 Food Safety Management System;
3. Halal Certification;
4. Organic Certification (USDA Organic, EU Organic, or equivalent); and
5. Good Manufacturing Practices and other certifications required by target export markets.

The Council shall likewise secure government assistance for certification, which shall include technical advisory and compliance support, subsidies or grants covering certification fees and audit costs for qualified small and medium enterprises, and cooperatives, training programs on food safety management systems and quality assurance.

The DA and the Council shall coordinate with foreign regulatory authorities and standard-setting bodies to facilitate market access and mutual recognition of standards.

CHAPTER VI SUPPLY SECURITY, BUFFER STOCKS, AND PRICE STABILITY

SEC. 25. National Ube Production and Capacity Targets.-

- a. The Council and DA shall set a ten (10)-year rolling production and processing capacity targets, reviewed at least every three (3) years;
- b. Targets shall consider domestic demand, export contracts, and available drying and milling capacity to avoid chronic shortages.

SEC. 26. Ube Buffer Stock Mechanism. –

- a. The DA, in consultation with the Council and the Department of Budget and Management (DBM), shall design an Ube Buffer Stock Mechanism for ube powder and/or other storable ube products;
- b. The mechanism shall:
 - i. Purchase surplus output in peak years;
 - ii. Release stocks during tight years to stabilize prices and supply for key domestic and export users; and
 - iii. Prioritize fulfillment of long-term contracts and strategic domestic needs.

SEC. 27. Tariff, Trade, and Logistics Optimization. –

- a. The DTI and DFA shall work to secure favorable tariff regimes and reduce non-tariff barriers for Philippine ube in priority export markets;
- b. The DA, DOTr, and relevant authorities shall develop logistics protocols, including cold chain where needed, to ensure product quality and reduce bottlenecks.

CHAPTER VII FOOD SAFETY, ANTI-COUNTERFEIT AND ENFORCEMENT

SEC. 28. Ube Food Safety Standards. - The FDA, in consultation with DA and DOST, shall:

- a. Set maximum residue limits, contaminant thresholds, and microbiological standards for ube products in line with or stricter than major importing country standards; and
- b. Periodically review and upgrade these standards.

SEC. 29. Anti-Counterfeit and Misrepresentation Program. –

- a. The IPOPHL, DTI, DFA, and the Council shall establish a National Ube Anti-Counterfeit and Misrepresentation Program to monitor, investigate, and act against:
 - i. Misuse of “Philippine Ube” or GI names; and
 - ii. Adulterated or falsely labeled products in domestic and foreign markets.
- b. Philippine embassies and trade posts shall assist in enforcement and legal actions abroad.

CHAPTER VIII GEOGRAPHIC INDICATION, BRANDING, AND GLOBAL POSITIONING

SEC. 30. Philippine Ube Geographic Indication and Collective Marks. – Philippine Ube Geographic Indications and Collective Marks:

- a. The IPOPHL, in coordination with the Council, shall develop and process GI and collective mark applications for “Philippine Ube”;
- b. Regional GIs such as “CamSur Ube” and “Bicol Ube” and others as identified;
- c. GI specifications shall be closely harmonized with local ordinances such as the CamSur Ube Development and Global Promotion Ordinance, including defined boundaries and standards.

SEC. 31. Licensing and Use of GIs. - Only producers and processors located within the GI area and compliant with GI specifications shall be allowed to use the GI names and symbols. Violations shall be subject to penalties under this Act and existing IP laws.

SEC. 32. Global Brand Platform. –

- a. The DTI, Department of Tourism (DOT), Tourism Promotions Board, and the Council shall develop a global brand platform for Philippine ube, emphasizing its ambition to become an equal to or better than matcha in global recognition and value.
- b. Activities shall include:
 - i. Annual Philippine Ube Global Summit;
 - ii. Coordinated participation in major trade fairs; and
 - iii. Co-branding initiatives with domestic and global F&B brands.

CHAPTER IX MARKET DEVELOPMENT AND EXPORT PROMOTION

SEC. 33. Integration with Philippine Export Development Plan. – Ube and Ube products shall be formally integrated into the Philippine Export Development Plan prepared by DTI pursuant to Republic Act No. 7844 or the Export Development Act of 1994.

The DTI, in coordination with the Council and DA, shall:

- a. Identify and prioritize target export markets for Philippine ube products based on market size, growth potential, trade relations, and competitive positioning;
- b. Develop market-specific entry strategies, including tariff and non-tariff barrier mitigation, buyer identification, and distribution channel development;
- c. Allocate resources and coordinate government export promotion activities focused on ube products; and
- d. Monitor export performance and adjust strategies based on market feedback and changing trade conditions.

SEC. 34. Trade Fair Participation and Buyer Missions. – DTI, through the Center for International Trade Expositions and Missions and in coordination with the Council, shall ensure regular Philippine participation in major international food and ingredient trade fairs, which shall be determined by the implementing agencies under this Act. The Department of Foreign Affairs, through embassies, consulates, and the Philippine Trade Investment Centers abroad, shall actively promote Philippine Ube products through diplomatic channels, trade events, cultural festivals, and commercial advocacy.

Trade fair participation and its promotion shall feature the following:

- a. coordinated ‘Philippine Ube Pavilion’ branding and exhibition design;
- b. product samples, technical specifications, and application demonstrations;
- c. B2B meeting facilities and matchmaking services;
- d. Participation of certified Philippine ube producers, processors, and exporters; and
- e. Collateral materials, digital content, and follow-up support for buyer inquiries.

Furthermore, DTI and the Council shall organize inbound buyer missions and trade delegations, inviting international food manufacturers, ingredient distributors, café and restaurant chains, retail buyers, and industry media to visit the Philippines, tour ube farms and processing facilities, and conduct product trials and commercial negotiations.

SEC. 35. Ube Application and Innovation Centers. – The Council, in coordination with the DOST, DA, LGUs, and the private sector shall support the establishment of Ube Application and Innovation Centers (UAICs) in strategic locations, including Pili, Camarines Sur, through direct government investments, public-private partnerships with food companies, equipment suppliers, or hospitality groups, and existing government facilities such as food processing centers or technology demonstration centers, which shall serve as the following:

- a. Product development kitchens and laboratories for creating ready-to-use recipes, prototypes, and formulations using Philippine ube powder;
- b. Training and demonstration venues for chefs, baristas, bakers, food technologists, and manufacturers on ube applications in various product categories;
- c. Co-development spaces for potential buyers, brand partners, and R&D teams to experiment with formulations and conduct product trials; and
- d. Content creation hubs for producing photography, videography, and digital assets showcasing ube applications for marketing and social media.

UAICs shall develop and distribute technical application guides, formulation sheets, recipe databases, and product concept libraries to support B2B customers and facilitate commercial adoption of Philippine ube powder in diverse applications.

SEC. 36. Domestic Market Development. – The Council and DTI, while emphasizing export development, shall likewise support domestic market development to build local demand, create domestic anchor customers, and establish the Philippine as a reference market for ube innovation.

Domestic market strategies shall include:

- a. Collaboration with major food service chains, hotel groups, café networks, bakery franchises and ice cream manufacturers to incorporate Philippine ube products into their menus and product lines;
- b. Integration of ube into the OTOP Philippines Program under Republic Act No. 11960, promoting ube and ube-based products as signature local products with unified branding and quality standards;
- c. Development of ube tourism experiences such as farm tours, factory visits, and culinary festivals, that shall promote ube consumption and cultural appreciation;
- d. Consumer education campaigns highlighting the nutritional benefits, versatility, and Filipino heritage of ube;
- e. Support for Filipino entrepreneurs developing value-added ube products for domestic retail and online markets.

CHAPTER X

PROCESSING INFRASTRUCTURE AND TECHNOLOGY

SEC. 37. Processing Facility Development. – The DA, DTI, and DOST shall provide technical and financial assistance for the establishment, upgrading, and expansion of ube processing facilities, including:

- a. Feasibility study support and investment planning;
- b. Technology assessment, equipment selection, and facility design assistance;
- c. Access to Shared Service Facilities (SSF) Program grants for processing equipment;
- d. Soft loans and credit guarantees for capital investment through government financial institutions;
- e. Training on food processing technology, quality control, and facility management; and
- f. Assistance in securing processing permits, food safety certifications, and export licenses.

Priority shall be given to farmers' cooperatives and smallholder organizations seeking to establish collectively-owned processing facilities, local government units developing municipal or provincial processing infrastructure, SMEs investing in ube processing for domestic and export markets, and public-private partnerships that ensure farmer participation and benefit-sharing.

SEC. 38. Minimum Standards for Processing Facilities. – Processing facilities producing certified Philippine Ube products shall be required to meet the minimum standards as established by the Council, including:

- a. Good Manufacturing Practices (GMP) compliance;
- b. Hazard Analysis and Critical Control Point (HACCP) or equivalent food safety management system;
- c. Quality control laboratory or access to accredited testing services;
- d. Traceability systems for raw materials and finished products; and
- e. Appropriate certifications for target markets (domestic, export, organic, halal, etc.)

SEC. 39. Technology Transfer and Innovation Support. – DOST, through the Industrial Technology Development Institute (ITDI), Food and Nutrition Research Institute (FNRI), and the Philippine Council for Agriculture, Aquatic and Natural Resources Research Development (PCAARRD), shall:

- a. Conduct applied research on ube processing technologies, including drying methods such as hot-air, freeze-drying, and spray-drying, milling technologies, color stabilization, and anthocyanin preservation;
- b. Develop and transfer cost-effective, scalable processing technologies suitable for Philippine conditions and small-to-medium scale operations;
- c. Pilot and demonstrate innovative ube applications; and
- d. Provide technology commercialization support, including intellectual property protection, licensing arrangements, and business incubation services for ube-based startups and innovators.

The Council may enter into international technology partnerships and collaborative research agreements with foreign universities, research institutions, and companies to access advanced processing technologies, quality testing methods, and market application expertise.

SEC. 40. Involvement of State Universities and Colleges (SUCs). – SUCs, particularly programs with food science, agricultural engineering, and chemical engineering shall be encouraged to:

- a. Integrate ube processing and product development into academic curricula and research programs;
- b. Collaborate with industry on technology development, student internships, and faculty exchanges; and
- c. Establish pilot processing facilities for training and technology demonstration.

CHAPTER XI FINANCING AND INCENTIVES

SEC. 41. Ube Industry Development Fund. – There is hereby created under this Act the Ube Industry Development Fund (UIDF), which shall be administered by the Council

for the implementation of this Act and likewise be used to support ube industry development programs and projects, which shall be sourced from the following:

- a. General Appropriations Act (GAA);
- b. Grants, donations, and contributions from domestic and international sources;
- c. Proceeds from licensing fees, certification fees, and other revenues generated by the Council;
- d. Income from government-owned processing facilities, demonstration farms, and commercial operations related to ube; and
- e. Proceeds from public-private partnership arrangements.

The UIDF shall be utilized to the following, including, but not limited to, as the Council may deem to enhance based on the necessity:

- a. Farmer support programs (planting materials, inputs, training, extension services, etc.)
- b. Processing facility development grants and subsidies;
- c. Research and development projects;
- d. Quality infrastructure (laboratories, testing equipment, certification systems)
- e. Brand development, trademark registration, and geographic indication applications;
- f. Marketing, trade fair participation, and export promotion activities;
- g. Capacity building and technical assistance programs; and
- h. Monitoring, evaluation, and administrative costs of the Council.

The Council shall submit an annual budget proposal to the DBM and a detailed financial report to the Committees on Agriculture and Food, Trade and Industry, and Agrarian Reform of House of Representatives and the Committees on Agriculture, Food, and Agrarian Reform and Trade, Commerce, and Entrepreneurship of the Senate, showing all revenues, expenditures, and program outcomes.

SEC. 42. Credit and Financing Programs. – The Landbank of the Philippines and the Development Bank of the Philippines shall develop and offer preferential credit programs for ube industry development programs, including:

- a. Production loans for ube farmers at concessional interest rates with flexible repayment terms aligned with crop cycles;
- b. Investment loans for processing facility establishment, equipment purchase, and facility upgrading;
- c. Working capital loans for processors, traders, and exporters; and
- d. Collateral-free or reduced-collateral lending based on contract farming agreements, cooperative guarantees, or certification under government programs.

Furthermore, the Agricultural Credit Policy Council (ACPC) shall likewise include ube in its priority lending programs and allocate funds for credit guarantee coverage to reduce risk and facilitate access to financing for smallholder farmers and SMEs, as well as the

PCIC who shall develop and offer crop insurance products specifically tailored to ube production, covering production risks, and price volatility, with premium subsidies for smallholder farmers enrolled in government programs.

SEC. 43. Tax Exemptions. – The following shall be exempt from tax and other forms of taxation:

- a. Ube farmers registered under the CamSur Ube Growers Program or equivalent programs in other provinces, and complying with quality standards and traceability requirements, shall be exempt from **local business taxes** on their ube farming operations for a period of five (5) years from registration, subject to certification by the Council;
- b. Importation of specialized ube processing equipment, machinery, and technology not available locally and certified by the DOST, as necessary, for the ube industry shall be exempt from **custom duties and value-added tax (VAT)**, as subject to approval by the Department of Finance; and
- c. Donations, grants, and contributions to the Ube Industry Development Fund or to qualified ube industry projects shall be **deductible in full** from the **donor's gross income** for purposes of computing taxable income, pursuant to the provisions of the National Internal Revenue Code.

SEC. 44. Fiscal Incentives. – Ube processing facilities and export enterprises certified by the Council and meeting the standards established under this Act may apply for fiscal incentives under existing investment promotion laws, including, but not limited to:

- a. Income tax holidays, reduced corporate income tax rates, and duty-free importation of capital equipment under the Strategic Investment Priority Plan (SIPP) administered by the Board of Investments (BOI);
- b. Export incentives under the Philippine Export Development Plan and export promotion programs of the DTI.

CHAPTER XII

RESEARCH, DEVELOPMENT, INNOVATION, AND DATE

SEC. 45. National Ube R&D Agenda. - The DOST, DA-BAR, NIH, SUCs, and research institutions shall formulate and implement a National Ube R&D agenda covering:

- a. Varietal improvement and disease resistance;
- b. Biochemical profiling and health-related research;
- c. Processing innovations and new products; and
- d. Non-food applications (cosmetics, nutraceuticals, etc.)

SEC. 46. Health Claims and Nutrition Information. –

- a. Evidence-based health and nutrition claims for ube products shall be reviewed by FDA and DOST; and

- b. Only claims approved under this system may be used in marketing materials, in compliance with domestic and foreign regulations.

SEC. 48. National Ube Data and Intelligence Platform. - The Council, in coordination with the Philippine Statistics Authority (PSA), shall maintain a National Ube Data Platform with updated information on:

- a. Area planted and production;
- b. Processing capacity and certification status;
- c. Domestic and export prices; and
- d. Market and trade statistics.

CHAPTER XIII INTERNATIONAL COOPERATION, TRADE DEFENSE, AND ALIGNMENT WITH LOCAL MEASURES

SEC. 49. International Cooperation. - The DA, DTI, DFA, and the Council may enter into international cooperation agreements on:

- a. R&D collaboration;
- b. Market access and promotion;
- c. Capacity building; and
- d. Co-branding, *provided*, That the Philippine origin and benefit to Philippine producers are preserved.

SEC. 50. Trade Defense and Early Warning. –

- a. The Council, Tariff Commission, and DTI shall establish an early warning system to detect dumping, unfair pricing, or misleading origin claims related to ube and ube products; and
- b. Appropriate trade remedies and diplomatic responses shall be recommended where necessary.

SEC. 51. Alignment with Local Legislation.–

- a. LGUs are encouraged to enact ordinances consistent with this Act, taking the Camarines Sur Ube Development and Global Promotion Ordinance of 2026 as a model; and
- b. The Council shall issue guidelines for aligning local ordinances and programs with the national framework.

CHAPTER XIV PENALTIES AND ENFORCEMENT

SEC. 52. Prohibited Acts. – The following acts shall constitute violations of this Act:

1. Unauthorized use of the “Philippine Ube” brand, logo, seal, certification marks, or geographic indication on products, packaging, promotional materials, or commercial communications;
2. False, misleading, or deceptive representation of the geographic origin of ube or ube products, including misrepresenting non-Philippine ube as “Philippine Ube” or misrepresenting products from one Philippine region as originating from another region with protected GI status;
3. Sale, distribution, or export of ube powder or other ube products labeled or marketed as “Philippine Ube” or bearing Philippine Ube certification marks without valid certification from the Council;
4. Mislabeling or misrepresentation of the quality, grade, or composition of ube products bearing Philippine Ube certification;
5. Counterfeiting or reproduction of Philippine Ube certification marks, seals, or labels;
6. Obstruction, interference, or non-cooperation with inspections, audits, or investigations conducted by the Council or authorized enforcement agencies;
7. Failure of certified entities to maintain compliance with quality standards traceability requirements or reporting obligations after receiving written notice and reasonable opportunity to remedy; and
8. Providing false or fraudulent information in applications for certification, registration, or use of Philippine Ube brands and marks.

SEC. 53. Administrative Sanctions. – Violations of this Act shall be subject to administrative sanctions imposed by the Council after due notice and hearing, including:

- a) Written warning and directive to cease and desist, with a compliance period;
- b) Suspension of certification, license, or authorization for a period of three (3) to twelve (12) months;
- c) Permanent revocation of certification, license, or authorization;
- d) Administrative fines ranging from Twenty Thousand Pesos (Php 20,000.00) to One Hundred Thousand Pesos (Php 100,000.00) depending on the nature and severity of the violation;
- e) Seizure and destruction of non-compliant products;
- f) Disqualification from government support programs and benefits for a period determined by the Council; and
- g) Public disclosure of violations and violators to warn consumers and protect market integrity.

Fines collected shall accrue to the Ube Industry Development Fund, *Provided*, That Administrative sanctions shall be without prejudice to civil and criminal liabilities under other applicable laws.

SEC. 54. Civil and Criminal Liability. – Violations of this Act involving unauthorized use of geographic indications, trademarks, or certification marks, or false representation of origin, shall also constitute violations of the following laws:

- a) Republic Act No. 8293 or the Intellectual Property Code of Philippines, subjecting violators to civil actions for damages and criminal prosecution;
- b) Republic Act No. 7394 or the Consumer Act of the Philippines, subjecting violators to penalties for misleading advertisements and fraudulent sales practices;
- c) Republic Act No. 10611 or the Food Safety Act of 2013, if violations involve food safety, labeling or misbranding issues;

Affected parties, including the Council, certified producers, government agencies, and consumer protection groups, may file civil actions for:

- a) Injunctive relief to prevent continued violations;
- b) Actual damages suffered as a result of unfair competition or brand dilution; and
- c) Exemplary damages and attorney's fees in cases of willful and malicious violations.

Criminal penalties under the Intellectual Property Code and other applicable laws may include imprisonment and fines as provided by those statutes.

CHAPTER XV FINANCING, IMPLEMENTING RULES, AND FINAL PROVISIONS

SEC. 55. Appropriations. - The amount necessary for the initial implementation of this Act shall be charged against the current appropriations of the concerned agencies. Thereafter, such sums as may be necessary for its continued implementation shall be included in the annual General Appropriations Act.

SEC. 56. Implementing Rules and Regulations (IRR). – Within ninety (90) days from the effectivity of this Act, the DA, in coordination with the DTI, DOST, DOT, IPOPHL, and other concerned agencies, and in consultation with farmer and industry representatives, shall promulgate the Implementing Rules and Regulations (IRR) necessary for the effective implementation of this Act.

SEC. 57. Monitoring and Reporting. – The Council shall submit an annual report to Congress, through the appropriate Committees, on the implementation of this Act, including industry performance indicators, budget use, and policy recommendations..

SEC. 58. Separability Clause. - If any provision of this Act is declared invalid or unconstitutional, the other provisions not affected thereby shall remain in full force and effect.

SEC. 59. Repealing Clause. - All orders, issuances, rules and regulations or parts thereof that are contrary to, or inconsistent with, the provisions of this Act are hereby

repealed, modified or amended accordingly. This Act is consistent with and shall not supplant the other streamlining initiatives of the government covered by existing laws and previously issued executive orders.

SEC. 60. Effectivity. - This Act shall take effect fifteen (15) days after publication in the Official Gazette or in a newspaper of general circulation.

Approved,