

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

**TWENTIETH CONGRESS**  
*First Regular Session*



HOUSE BILL NO. 9205

---

Introduced by **REPRESENTATIVE AUDREY KAY T. ZUBIRI**

---

## **AN ACT PROVIDING FOR THE DEVELOPMENT AND PRESERVATION OF PHILIPPINE CULINARY HERITAGE**

### **EXPLANATORY NOTE**

Food is one of the most enduring expressions of a nation's culture. In the Philippines, cuisine reflects centuries of interaction among indigenous knowledge systems, agricultural biodiversity, colonial histories, and contemporary innovation. Filipino foodways—recipes, ingredients, techniques, and rituals—form part of the nation's intangible cultural heritage, yet remain largely under-documented, under-protected, and underutilized as a tool for education, rural development, and nation branding.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) affirms that food traditions are central to community identity and continuity and has actively promoted culinary heritage as part of sustainable cultural tourism, particularly in Southeast Asia<sup>1</sup>. In the Philippines, government and industry data indicate that approximately 17% of tourist spending is allocated to food and beverage, translating to an estimated PHP 694 billion in gastronomy-related tourism revenue in 2025<sup>2</sup>. Market projections show the Philippine culinary tourism sector growing at double-digit rates over the next decade, underscoring the need for a coherent policy framework to safeguard authenticity while supporting growth.

Moreover, the preservation of culinary heritage is inseparable from the protection of agricultural biodiversity. The Philippines is internationally recognized as a center of agrobiodiversity, home to thousands of heirloom rice varieties and indigenous crops maintained by small farmers and indigenous peoples. Studies on Cordillera heirloom rice demonstrate that these food traditions represent both cultural patrimony and economic potential, with estimated market values reaching over PHP 20 billion if adequately supported<sup>3</sup>.

---

<sup>1</sup> [Cultivating a flavourful and sustainable future: UNESCO completes](#)

<sup>2</sup> [Philippines Culinary Tourism Market Size, Demand & Trends 2026-2036](#)

<sup>3</sup> [Preserving cultural heritage through the valorization of Cordillera heirloom rice in the Philippines - PMC](#)

Furthermore, the bill aligns with global experiences in gastro diplomacy, where countries such as Thailand and South Korea have successfully used cuisine as a form of soft power to enhance nation branding, cultural exchange, and economic engagement<sup>4</sup>. Scholarly reviews confirm that coordinated, government-led culinary diplomacy strengthens international perception and tourism performance.

With this rationale, the measure seeks to institutionalize the development and preservation of Philippine culinary heritage by establishing a dedicated Committee on Philippine Gastronomy and Culinary Heritage; mandating culinary mapping and research; integrating gastronomy into formal education; supporting farmers, researchers, and cultural workers; and advancing gastro diplomacy as a tool for nation branding.

In view of its cultural, agricultural, and economic significance, the immediate passage of this measure is earnestly sought.

  
**AUDREY KAY T. ZUBIRI**  
*Representative, 3<sup>rd</sup> District of Bukidnon*

---

<sup>4</sup> [From the kitchen to the embassy: a rapid review of gastronomic approaches in diplomacy | Place Branding and Public Diplomacy | Springer Nature Link](#)

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

**TWENTIETH CONGRESS**  
*First Regular Session*

HOUSE BILL NO. 9205

---

Introduced by **REPRESENTATIVE AUDREY KAY T. ZUBIRI**

---

**AN ACT PROVIDING FOR THE DEVELOPMENT AND PRESERVATION OF  
PHILIPPINE CULINARY HERITAGE**

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

1       **SECTION 1. Short Title** - This Act shall be known as the "Philippine Culinary  
2 Heritage Act".

3       **Sec. 2. Declaration of Policy.** — It is the policy of the State to instill patriotism and  
4 nationalism among the people, especially through the educational system, and to celebrate the  
5 culture and heritage of the country through the adoption of measures that will elevate its value  
6 and prestige.

7       **Sec. 3. Definition of Terms.** — As used in this Act, the following terms shall mean:

8       (a) Filipino cuisine — refers to the cuisines of the different ethnolinguistic groups or  
9 regions in the country.

10       (b) Culinary heritage — refers to the recipes or dishes that forefathers or ancestors used  
11 to cook or make, incorporating the origins of food-related activities of a cultural  
12 group or region.

13       (c) Heirloom — refers to a valuable object that has belonged to an entity for several  
14 generations.

15       (d) Heirloom food — refers to a horticultural variety that has survived for several  
16 generations. May refer to a vegetable, fruit, or legume that was commonly grown  
17 during earlier periods in human history, but which is not widely cultivated in large-  
18 scale agriculture.

- (e) Gastronomy — refers to the study of the relationship between food, culture, and tradition of a certain area, the art of preparing and serving rich or delicate and appetizing food, the cooking styles of particular regions, and the science of good eating.
- (f) Regional cuisine — refers to a specific cuisine based on local regions. Regional cuisines may vary based upon food availability and trade, varying climates, cooking traditions and practices, and cultural differences.
- (g) Ethnolinguistic regions — refer to certain geographical areas where particular groups of people speak a common language or culture.
- (h) Disciplines — refer to various fields of learning.
- (i) Culinary mapping — refers to a systematic approach of identifying and recording culinary resources and the food needs of geographical areas or communities, using geographic information systems to support a more rigorous evidence-based approach to planning culinary heritage preservation and gastronomic tourism.
- (j) Gastro diplomacy — refers to concerted and sustained campaigns of public relations and investment by the government often in collaboration with non-state entities, to increase the value and standing of their nation's brand through food.

**Sec. 4. *Establishment of a Committee on Philippine Gastronomy and Culinary Heritage.*** — The Committee on Philippine Gastronomy and Culinary Heritage shall be established under the National Commission for Culture and the Arts (NCCA). The Committee under the NCCA, pursuant to the pertinent provisions of the Constitution, shall have the following powers, functions, and duties:

- (a) Formulate policies, plans, and programs to ensure the further development, enrichment, propagation, promotion, and preservation of Filipino cuisine, Filipino culinary heritage, heirloom food, and gastronomy;
- (b) Promulgate rules, regulations, and guidelines to implement its policies, plans, and programs;
- (c) Undertake or contract research and other studies to promote the evolution, development, and enrichment of Filipino culinary heritage and gastronomy such as the implementation of culinary mapping for the entire country;
- (d) Ensure the continuous conduct of the annual celebration of Proclamation No. 469, s. 2018 or the Buwan ng Kalutong Filipino / Filipino Food Month by being the focal implementing government agency;

- (e) Formulate yearly implementation guidelines and standards for the national celebration and activation of Presidential Proclamation No. 469 or the Buwan ng Kalutong Filipino / Filipino Food Month to make sure that all activities are aligned to the purpose of the national celebration;
- (f) Provide annual funding to government-approved regional and national Buwan ng Kalutong Filipino or Filipino Food Month activities as per Presidential Proclamation No. 469;
- (g) Encourage and promote, through a system of incentives, grants, and awards, the writing, publication, and dissemination of gastronomic research papers regarding culinary traditions, practices, heirloom recipes and ingredients, and publication of textbooks and reference materials in various disciplines;
- (h) Coordinate and establish a close relationship with the Department of Education to formally integrate culinary heritage and Philippine gastronomy into the primary and secondary education curricula and/or subjects, such as but not limited to, science, civics, history, arts, and home economics including textbooks, primers, and other educational materials, basic & localized gastronomic principles and concepts;
- (i) Call on any department, bureau, office, agency, or any instrumentality of Government or any private entity, institution, or organization for cooperation and assistance in the performance of its functions, duties, and responsibilities;
- (j) Conduct, at the national, regional, and local levels, public hearings, conferences, seminars, and other group discussions to identify and help resolve problems and issues involving the development, propagation, and preservation of Filipino culinary heritage, heirloom food, and gastronomy;
- (k) Coordinate and establish a close relationship with the Department of Foreign Affairs to increase the efficiency of gastro diplomacy campaigns of the country;
- (l) Formulate and adopt guidelines, standards, and systems for monitoring and reporting on its performance at the national, regional, and local levels; and submit to the Office of the President and Congress an annual progress report on the implementation of its policies, plans, and programs;
- (m) Appoint, subject to the provisions of existing laws, its officials and employees and such other personnel as are necessary for the effective performance of its functions, duties, and responsibilities; and dismiss them for a cause;
- (n) Organize and reorganize the structure of the Committee, create or abolish positions, or change the designation of existing positions to meet the changing conditions or

1 as the need therefore arises; Provided, that such changes shall not affect the  
2 employment status of the incumbents, reduce their ranks, decrease their salaries or  
3 result in their separation from the service; and

- 4 (o) Perform such other activities which are necessary for the effective exercise of the  
5 abovementioned powers, functions, duties, and responsibilities.

6 **Sec. 5. Culinary Mapping.** — Concerned agencies, such as the Department of  
7 Education, the Department of Agriculture, the Department of Science and Technology, and the  
8 Department of Tourism shall conduct food heritage mapping to promote, preserve and raise the  
9 awareness among Filipino people of the importance of culinary heritage and tradition  
10 preservation. To this end, the concerned agencies shall identify and record tangible culinary  
11 resources making use of geographic tools. It shall also conduct regional culinary identity  
12 mapping, taking into consideration geography, the food culture of indigenous people; foods  
13 and cooking techniques; and economic viability and providing evidence of regional cuisine.

14 **Sec. 6. Appropriations.** — The amount of Ten Million Pesos (Php 10,000,000.00) is  
15 hereby authorized to be appropriated from the National Treasury for the initial implementation  
16 of this Act. Thereafter, such sums as may be necessary for the implementation of this Act shall  
17 be appropriated under the NCCA as a distinct and separate item.

18 **Sec. 7. Implementing Rules and Regulations.** — Within sixty (60) days from the  
19 effectivity of this Act, all concerned agencies shall promulgate the implementing rules and  
20 regulations of this Act.

21 **Sec. 8. Separability Clause.** — If any provision or part thereof is held invalid or  
22 unconstitutional, the remainder of the law or the provision not otherwise affected shall remain  
23 valid and subsisting.

24 **Sec. 9. Repealing Clause.** — Any law, presidential decree or issuance, executive order,  
25 letter of instruction, administrative order, rule, or regulation contrary to or inconsistent with  
26 the provisions of this Act is hereby repealed, modified, or amended accordingly.

27 **Sec. 10. Effectivity Clause.** — This Act shall take effect fifteen (15) days after its  
28 publication in at least two (2) newspapers of general circulation.

29  
30 *Approved,*