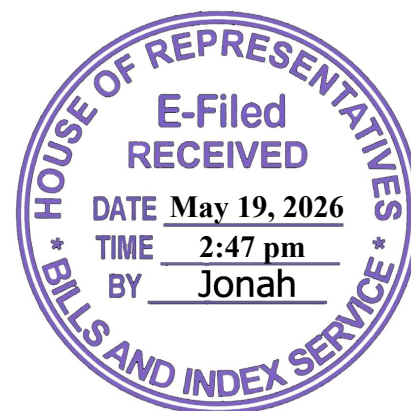


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

TWENTIETH CONGRESS
1st Regular Session

House Bill No. **9328**



**Introduced by Representatives OMAR VINCENT S. DUTERTE and
PAOLO Z. DUTERTE**

EXPLANATORY NOTE

The Philippines is home to a vast array of unique agricultural products, and *ube* or purple yam stands as one of the country's highly sought-after crops. Characterized by its vibrant color and distinct flavor, *ube* has evolved from a traditional backyard crop into a major commercial commodity with massive domestic demand and rapidly growing international appeal.

Driven by social media buzz, global health trends, and rising culinary demand, ube is enjoying an unprecedented international spotlight. The Philippine Statistics Authority (PSA) has reported that export volumes of ube and ube-based products have surged by twenty-four percent (24%) annually, reaching nearly 1.7 million kilos in 2024. However, while the "global purple craze" sweeps international markets and drives retail prices to record highs exceeding P80 per kilo, a concerning disconnect exists domestically granted that the agricultural *ube* production has drastically declined from a peak of 30,000 metric tons in 2006 to below 13,000 metric tons.

The said paradox has been regarded by the experts and economists as due to a heavily fragmented supply chain. Due to resource constraints, a lack of local economies of scale, and isolation from processing facilities, local farmers—most especially indigenous Aeta communities who cultivate ancestral lands—are forced to absorb lower farmgate prices while middlemen and traders extract the bulk of the economic gains. Furthermore, the industry faces severe structural vulnerabilities such as extreme weather events driven by the climate crisis, an unpredictable rainfall pattern, a systemic lack of technical knowledge, and an acute shortage of high-quality, disease-free planting materials. Additionally, as the global demand for *ube* intensifies, protecting the intellectual property, geographical indications, and brand integrity of genuine Philippine *ube* against foreign counterfeits has become an urgent economic necessity.

To maximize this massive global economic momentum and protect the livelihoods of thousands of marginalized and hard-toiling farmers, it is imperative to institutionalize a National Program for the Ube Industry. The proposed measure seeks to bridge the fragmented supply chain, guarantee a steady supply of high-yielding seedlings through institutionalized seed banks, safeguard the global brand equity of Philippine *ube*, and establish a climate-resilient roadmap that will secure the country's position as the premier global source of high-quality purple yam products.

In view of the foregoing, approval of this bill is earnestly sought.

HON. OMAR VINCENT S. DUTERTE

HON. PAOLO Z. DUTERTE

Republic of the Philippines
HOUSE OF REPRESENTATIVES
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TWENTIETH CONGRESS
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House Bill No. **9328**

Introduced by Representatives **OMAR VINCENT S. DUTERTE** and
PAOLO Z. DUTERTE

AN ACT
ESTABLISHING A NATIONAL PROGRAM FOR UBE OR PURPLE YAM
INDUSTRY, PROVIDING FUNDS THEREFOR, 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 *"Ube Industry Development Act of 2026."*

SEC. 2. *Declaration of Policy.* — It is hereby declared the policy of the State to promote the ube (purple yam) industry as a vital source of income for farmers, enhance farm productivity through modern and climate-resilient agricultural practices, resolve market value chain deficiencies, and foster local value-adding technologies for the sustainable development of the industry.

SEC. 3. *Creation of a National Ube Board.* — There shall be a National Ube Board, hereinafter referred to as the Board, that shall direct, supervise, and monitor the development and promotion of the *ube* industry.

The Board shall be composed of:

- a. Secretary of the Department of Agriculture (DA) as Chairman;
- b. Secretary of the Department of Trade and Industry (DTI) as Vice Chairman;
- c. Secretary of the Department of Science and Technology (DOST);
- d. Secretary of the Department of the Interior and Local Government (DILG);
- e. One (1) representative from State Universities and Colleges (SUCs) involved in root crop research;
- f. One (1) representative from the League of Municipalities where ube is primarily grown;
- g. One (1) representative from a Non-Governmental Organization (NGO) or cooperative working directly with *ube*-growing indigenous cultural communities or smallholder farmers;
- h. One (1) representative from *ube* growers;
- i. One (1) representative from *ube* traders; and

- j. j. One (1) representative from *ube* processors.

SEC. 4. *Development of the Ube Industry.* — The Board, in consultation with the Department of Science and Technology (DOST), state universities and colleges, farmer groups, local government units, and the private sector, shall formulate necessary programs and projects for the advancement and industry-wide development of ube in the Philippines, as follows:

- a. Create and maintain an *Ube* Industry Roadmap that will outline the planned programs and projects to reverse declining yields, develop national production scales, and bridge market gaps;
- b. Organize systematic programs to improve *ube* yield and quality, utilizing modern biotechnology and climate-resilient production systems to cushion against unpredictable rainfall patterns and extreme weather conditions;
- c. Promote the ube industry and its premium derivative products to domestic and international investors to build robust manufacturing capabilities;
- d. Provide comprehensive technical assistance on modern planting systems, crop disease management (such as anthracnose prevention), and rehabilitation of smallholder farms;
- e. Provide technical training and value-adding capacity-building programs directly to farmers, allowing them to process raw tubers into high-margin intermediary or final products, thereby expanding their share of revenues;
- f. Establish an integrated supply chain model that directly links accredited *ube* farmer cooperatives with commercial ube processors, maximizing farmgate prices and minimizing exploitative middleman or trader intervention;
- g. Allow and facilitate the establishment of accessible, low-interest agricultural credit programs in government banks specifically tailored for *ube* farmers and cooperatives to resolve resource constraints;
- h. Conduct research and other scientific studies on ube genetic improvement, high-yield mass propagation, and organic cultivation techniques;
- i. Establish, maintain, and fund regional Ube Seed Banks and Tissue-Culture Nurseries managed by the Bureau of Plant Industry (BPI) and partner State Universities and Colleges (SUCs), ensuring an uninterrupted and subsidized supply of certified, disease-free, and climate-resilient planting materials for local farmers;
- j. Establish and maintain a decentralized germplasm collection and gene bank for native ube varieties to secure and multiply clean, certified planting materials for farmers;
- k. Formulate an Export Brand Protection Framework in coordination with the Intellectual Property Office of the Philippines (IPOPHL) and the DTI, seeking to establish Geographical Indications (GI), collective trademarks, and strict international quality seals to protect the "Philippine Ube" designation against trademark piracy and adulterated foreign imitations in global markets;
- l. Provide targeted marketing and promotions of ube for both domestic and export markets, ensuring compliance with strict phytosanitary and quality standards for international trade;
- m. Classify ube explicitly as a priority high-value crop;
- n. Establish regional, shared-service *ube*-processing, dehydration, and cold-storage facilities accessible to smallholder farmers and farmers' organizations to resolve logistical issues;

and

- o. Coordinate and collaborate with other government and non-government agencies involved in the development of the *ube* industry.

SEC. 5. *Secretariat of the Ube Board.* — The Undersecretary of Agriculture in Charge of Crops and the Head of the Bureau of Plant Industry (BPI) shall serve as the Secretariat of the Board. The Office of High Value Crops Development (HVCDP) shall establish an office space for the Ube Board for their regular and special meetings.

SEC. 6. *Appropriations.* — The amount of fifty million pesos (Php 50,000,000.00) shall be allocated from the Special Activities Fund of the President of the Republic of the Philippines or from any other sources that may be identified for the purpose of the initial operation and industry development as contained in Section 4 hereof. Thereafter, such sum required for its continuous implementation shall be included in the annual General Appropriations Act (GAA) under the budget of the Department of Agriculture

SEC. 7. *Implementing Rules and Regulations (IRR).* — Within sixty (60) days from the effectivity of this Act, the National Ube Board, in coordination with the Department of Agriculture, the Department of Trade and Industry, and relevant industry stakeholders, shall formulate and promulgate the necessary rules and regulations for the effective implementation of this Act.

SEC. 8. *Separability Clause.* — If any provision of this Act is declared unconstitutional, the remainder thereof not otherwise affected shall remain in full force and effect.

SEC. 9. *Repealing Clause.* — All laws, decrees, orders, rules, and regulations or parts thereof inconsistent with this Act are hereby repealed or modified accordingly.

SEC. 10. *Effectivity.* — This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,