

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

20th Congress
First Regular Session

House Bill No. 9698



Introduced by Rep. Maria Vanessa C. Aumentado

EXPLANATORY NOTE

The excessive intake of sugar and salt has become a critical public health issue in the Philippines, contributing significantly to the rising incidence of non-communicable diseases (NCDs) such as obesity, diabetes, hypertension, cardiovascular disease, and kidney disorders. These illnesses now account for the majority of deaths in the country and impose a substantial social and economic burden on Filipino families and the national healthcare system.

According to the World Health Organization (WHO), non-communicable diseases account for approximately 74% of deaths globally, with cardiovascular diseases alone causing 17.9 million deaths annually. In the Philippines, the Department of Health (DOH) has reported that NCDs are responsible for around 7 out of every 10 deaths nationwide, underscoring the urgency of preventive action.

Dietary patterns are a major contributing factor. The World Health Organization recommends that adults consume less than 5 grams of salt per day and limit free sugar intake to less than 10% of total daily energy intake, ideally below 5%. However, studies from the Philippines' Food and Nutrition Research Institute (FNRI) show that many Filipinos exceed these limits, with sodium intake averaging well above recommended thresholds and sugar-sweetened beverages remaining widely consumed across all age groups.

The prevalence of obesity and related illnesses has risen steadily in recent years. National nutrition surveys indicate that approximately 27% of Filipino adults are

overweight or obese, while diabetes prevalence among adults continues to increase. Hypertension remains one of the leading health concerns, affecting nearly one in four Filipino adults. These conditions are strongly associated with excessive consumption of processed foods high in sugar and sodium.

The economic costs are equally alarming. The management of chronic diseases requires long-term treatment, medications, and hospital care, placing pressure on both public and private healthcare systems. Lost productivity due to illness and premature death further weakens economic growth and household stability. Preventive regulation is therefore not merely a health intervention but also a sound fiscal strategy.

This proposed measure seeks to establish a comprehensive regulatory framework for the gradual reduction of sugar and salt content in processed food and beverage products sold or distributed in the Philippines. By encouraging manufacturers to reformulate products, the bill promotes healthier food environments without unduly disrupting industry operations. It likewise mandates clearer nutritional labeling, empowering consumers to make informed dietary choices.

Several countries have already adopted similar measures with positive results. Reformulation programs in nations such as the United Kingdom and Chile have demonstrated measurable reductions in sodium and sugar consumption, improved consumer awareness, and stronger industry accountability. These global best practices provide a proven framework that the Philippines can adapt to local needs.

Reducing excessive sugar and salt in the national food supply is a strategic investment in the health and future of the Filipino people. It aligns with the State's constitutional duty to protect public health and supports international commitments toward achieving nutrition and sustainable development goals.

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



MARIA VANESSA C. AUMENTADO

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

20th Congress
First Regular Session

House Bill No. 9598

Introduced by Rep. Maria Vanessa C. Aumentado

AN ACT
STRENGTHENING NATIONAL POLICY ON HEALTHY FOOD
REFORMULATION BY MANDATING THE GRADUAL REDUCTION OF
ADDED SUGAR AND SODIUM IN PROCESSED FOOD AND BEVERAGE
PRODUCTS, ESTABLISHING ENFORCEMENT, MONITORING, AND PUBLIC
ACCOUNTABILITY MECHANISMS, AND FOR OTHER PURPOSES

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

SEC. 1. Short Title. This Act shall be known as the “Healthy Reformulated Food and Beverage Act of 2025.”

SEC. 2. Declaration of Policy. It is hereby declared the policy of the State to protect and promote the right to health of the people and to instill health consciousness among all Filipinos.

SEC. 3. Scope of Application. This Act shall apply to all manufacturers, importers, distributors, wholesalers, retailers, and food service establishments engaged in the sale, marketing, and distribution of processed food and beverage products in the Philippines.

SEC. 4. Definition of Terms. For purposes of this Act, the terms Processed Food, Beverage, Added Sugar, Sodium, and High Sugar or High Sodium Products shall be defined in accordance with implementing regulations.

SEC. 5. Mandatory Category-Based Nutritional Standards. The DOH, FDA, and DOST-FNRI shall establish mandatory nutrient profile models and category-specific reduction targets.

SEC. 6. Phased Reduction Targets. Reduction shall be implemented as follows:

- (a) 20% within two years;
- (b) 35% within four years;
- (c) Full compliance within six years.

SEC. 7. Nutritional Labeling Requirement. Products shall prominently display recommended daily intake percentages and front-of-pack warning indicators.

SEC. 8. Restrictions on Marketing to Children. Products high in sugar or sodium shall not be marketed to children.

SEC. 9. Healthy Procurement Standards. Government institutions shall prioritize compliant products.

SEC. 10. Public Awareness and Education Campaign. Relevant agencies shall conduct sustained campaigns on healthy dietary practices.

SEC. 11. National Food Reformulation Monitoring System. A public monitoring database shall be established.

SEC. 12. Consumer Reporting Mechanism. The FDA shall establish an official complaint platform.

SEC. 13. Incentives for Compliance. Early compliance may qualify for incentives.

SEC. 14. Penalties. Graduated fines, suspension, cancellation, and recall measures shall apply.

SEC. 15. Annual Report to Congress. The DOH shall submit annual implementation reports.

SEC. 16. Implementing Rules and Regulations. Necessary rules shall be promulgated within six months.

SEC. 17. Separability Clause. Invalid provisions shall not affect remaining sections.

SEC. 18. Repealing Clause. Inconsistent laws are repealed or modified.

SEC. 19. Effectivity. This Act shall take effect fifteen days after publication.

Approved.