



Republic of the Philippines  
House of Representatives  
Quezon City, Metro Manila  
**Twentieth Congress**  
**Second Regular Session**  
**House Bill No. 10000**



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Introduced by

**HON. REPRESENTATIVE LAARNI LAVIN ROQUE**  
**4<sup>TH</sup> DISTRICT, BUKIDNON**

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**EXPLANATORY NOTE**

The Philippine coffee industry is an expanding market driven by smallholder farmers, rising specialty coffee demand, and a \$2.86–\$3.14 billion market projected by 2030. The market is driven by a growing middle class and the proliferation of cafés and fast-food chains. Household consumption remains the largest segment, while commercial applications in cafés, restaurants, and hotels are the fastest-growing.

Per capita coffee consumption is modest at 1.17 kg per person in 2026, with Filipinos traditionally favoring instant coffee. However, there is a rising interest in specialty coffee, single-origin beans, cold brews, and sustainably sourced products, reflecting a maturing coffee culture.

The coffee industry in the Philippines is characterized by a significant number of workers with 80% being smallholders with less than two (2) hectares of land. National production in 2020 was 60,640.95 metric tons of dried cherries, far below the estimated local demand of 198,720 metric tons, necessitating imports to meet consumption needs. Average productivity is low at 0.54 MT per hectare, hindered by insufficient high-quality planting materials, low yields, pest issues, and mismatched varieties for local conditions. Cooperatives play a crucial role in the industry largely engaged in the processing sector.

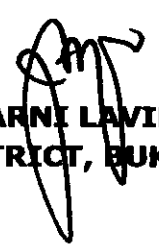
Despite global recognition for the quality of Philippine coffee, the industry faces several challenges, including a supply-demand gap due to low productivity leading to importations, infrastructure limitations where a quarter of the harvest is lost due to rudimentary processing and storage facilities, lack of modern farming techniques and adequate pest management, global market volatility resulting to higher production costs, and strong foreign brand competition. On the other hand, the industry presents significant opportunities for growth, such as the expansion of specialty coffee and premium products for both domestic and export markets, and the development of coffee tourism and café culture, leveraging the Philippines' unique coffee varieties.

These are the challenges and opportunities this proposed measure seeks to address and exploit, respectively.

This bill aims to revitalize and strengthen the Philippine coffee industry, particularly with respect to increasing productivity and its export potential, through the creation of a National Coffee Board which shall be tasked with developing strategic programs and instituting industry-wide reforms aimed at strengthening the entire value chain, benefitting coffee farmers and other industry stakeholders alike.

The Philippine coffee industry is a dynamic and evolving sector, balancing traditional smallholder production with a growing demand for specialty and premium coffee. While challenges in productivity and infrastructure persist, the market's projected growth, rising consumer sophistication, and export potential make it a promising area for investment and development.

For the foregoing reasons, the passage of this bill is earnestly sought.



**HON. LAARNI LAVIN ROQUE**  
**4<sup>TH</sup> DISTRICT, BUKIDNON**



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**AN ACT**  
**ESTABLISHING A NATIONAL PROGRAM FOR THE COFFEE INDUSTRY,**  
**PROVIDING FUNDS THEREFOR AND FOR OTHER PURPOSES**

*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 '*Coffee Industry Development Act*'

**Section 2. Declaration of Policy** – It is hereby declared the policy of the State to promote the coffee industry as an income source of farmers and increase farm productivity for sustainable development.

**Section 3. Creation of National Coffee Board** – There shall be a National Coffee Board, hereinafter referred to as the 'Board', that shall direct, supervise and monitor the development and promotion of the coffee 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);

- f) One (1) representative from the League of Municipalities where coffee is grown;
- g) One (1) representative from a Non-Government Organization (NGO) working on coffee production, research and development, processing or promotion;
- h) One (1) representative from coffee growers;
- i) One (1) representative from coffee traders; and,
- j) One (1) representative from coffee processors.

**Section 4. Development of the Coffee Industry** – The Board, in consultation with the DOST, SUCs, farmers groups, local government units (LGUs), and the private sector, shall formulate necessary programs and projects for the advancement and industry-wide development of coffee in the Philippines, as follows:

- a) Create and maintain a coffee industry roadmap that will outline the planned programs and projects to develop the coffee industry on a national scale;
- b) Organize systematic programs that could improve coffee production including the development of effective production systems;
- c) Promote the coffee industry to investors;
- d) Provide technical assistance on coffee planting systems and rehabilitation of coffee farms;
- e) Develop efficient and productive processing technologies for coffee beans;
- f) Allow and facilitate the establishment of credit programs in government banks for coffee farmers;
- g) Conduct research and other scientific studies on coffee;
- h) Establish and maintain a germplasm collection and genre bank for coffee;
- i) Provide marketing and promotions of coffee for domestic and export markets;
- j) Classify coffee as a high-value crop;
- k) Establish coffee processing facilities for farmers and farmers' organizations; and,
- l) Coordinate and collaborate with other government agencies and NGOs involved in the development of the coffee industry.

**Section 5. Secretariat of the Coffee Board** – The Undersecretary of the DA In-charge of Crops and the Director of the Bureau of Plant Industry (BPI) shall be the Secretariat of the Board. The Office of the High-Value Crops Development shall establish an office space for the Coffee Board for their meetings.

**Section 6. *Appropriations*** – The amount of Fifty Million Pesos (P 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 operation and industry development as provided for in Section 4 of this Act. Thereafter, such sum required shall be included in the budget of the DA in the annual General Appropriations Act.

**Section 7. *Separability Clause*** – If any provision or part hereof is held invalid or unconstitutional, the remainder of the law or the provisions not otherwise affected shall remain valid and subsisting.

**Section 8. *Repealing Clause*** – All existing laws, rules and regulations or part thereof inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

**Section 9. *Effectivity Clause*** – This Act shall take effect fifteen (15) days after its complete publication in the Official Gazette or in two (2) newspapers of general circulation.

**Approved.**