

**Republic of the Philippines  
HOUSE OF REPRESENTATIVES**

Quezon City

**TWENTIETH CONGRESS  
Second Regular Session**

**House Bill No. 10225**



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**Introduced by Representative Richard I. Gomez, DPA**

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**EXPLANATORY NOTE**

The Philippines possesses a rich agricultural heritage and a wide range of crops with the potential to contribute meaningfully to rural development, livelihood generation, food security, and export growth. Among these is *Dioscorea alata*, more commonly known as ube or purple yam, a crop deeply rooted in Filipino food culture and increasingly recognized in domestic and international markets for its distinctive color, flavor, and versatility.

For generations, ube has been a familiar and valued part of Filipino cuisine, used in products such as ube halaya, cakes, breads, pastries, beverages, ice cream, and other traditional and modern food preparations. In recent years, growing interest in authentic Filipino flavors, natural ingredients, and value-added agricultural products has expanded opportunities for ube farmers, processors, entrepreneurs, and exporters.

Ube is cultivated in different parts of the country, including Bicol, Bohol, Leyte, Aurora, Quezon, Laguna, Pangasinan, Quirino and other areas with suitable agricultural conditions and farming communities. This broad and expanding production base demonstrates that ube is not merely a local specialty, but a crop with national importance and long-term development potential.

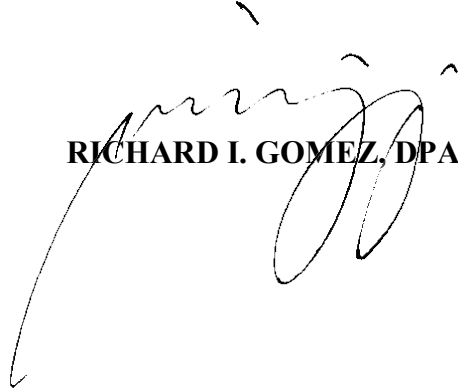
Despite this opportunity, the Philippine ube industry remains fragmented and faces continuing constraints in the areas of quality planting materials, research and development, post-harvest handling, processing, financing, market access, quality assurance, and coordinated promotion. Without a clear national framework, the industry may remain vulnerable to inconsistent quality, weak supply coordination, limited farmer participation in value addition, and misuse of names and reputations associated with Philippine ube products.

This measure seeks to address these gaps by establishing a comprehensive framework for the development, promotion, and protection of the Philippine ube industry. It declares ube as a National Priority Crop, creates a Philippine Ube Industry Council to coordinate policy and implementation, strengthens support for production, research, processing, quality standards, and market development, and encourages the protection of geographic indications, collective marks, and other intellectual property rights associated with Philippine ube.

The bill likewise seeks to ensure that the growth of the industry translates into more stable and meaningful benefits for Filipino farmers, cooperatives, rural enterprises, and local communities. A successful ube industry must not be measured by exports alone, but by the extent to which Filipino producers are able to participate more fully and fairly in the value chain.

By providing a clear national policy, strengthening institutional coordination, and promoting quality, innovation, authenticity, and farmer-centered development, this measure aims to position the Philippines as a leading global source of high-quality ube and ube-based products while preserving the crop's Filipino identity and value.

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



**RICHARD I. GOMEZ, DPA**

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**AN ACT  
ESTABLISHING A FRAMEWORK FOR THE COMPREHENSIVE DEVELOPMENT,  
PROMOTION, AND PROTECTION OF THE PHILIPPINE UBE INDUSTRY,  
DECLARING UBE AS A NATIONAL PRIORITY CROP, CREATING THE  
PHILIPPINE UBE INDUSTRY COUNCIL, AND APPROPRIATING FUNDS  
THEREFOR**

*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 development of a competitive, sustainable, and farmer-centered Philippine ube industry by recognizing *Dioscorea alata*, or ube, as a strategically important agricultural product with strong potential for rural livelihood generation, value addition, domestic enterprise development, and export growth.

Toward this end, the State shall:

- a. support the development of the ube value chain from production to processing, marketing, and export;
- b. improve the productivity, quality, and competitiveness of Philippine ube and ube-based products;
- c. strengthen the participation of farmers, cooperatives, micro, small, and medium enterprises, and local communities in the benefits of industry growth;
- d. promote research, innovation, standards development, and market access; and
- e. protect the authenticity, reputation, and geographic identity of Philippine ube products through appropriate intellectual property, certification, and quality assurance mechanisms.

### **SEC. 3. *Objectives.***

This Act seeks to:

- a. Declare *Dioscorea alata* or ube a National Priority Crop;
- b. establish a coordinated national framework for ube industry development;
- c. Create the Philippine Ube Industry Council as the central coordinating body for industry governance, standards-setting, certification, promotion, and public-private sector collaboration;
- d. develop and secure Geographic Indication (GI) protection for Philippine ube and support regional original marks, and related intellectual property rights, such as the ‘Camsur Ube’, the ‘Leyte Ube,’ the ‘Bohol Ube,’ and other accordingly, that recognize distinct origins, terroir and production areas;
- e. strengthen support for production, post-harvest handling, processing, research, and innovation;
- f. promote domestic and international market development for ube and ube-based products;
- g. develop quality standards, certification systems, and traceability mechanisms; and
- h. improve income opportunities and value chain participation for Filipino farmers and local enterprises.

### **SEC. 4. *Definition of Terms.***

For purposes of this Act:

- a. “Ube” refers to *Dioscorea alata*, commonly known as purple yam;
- b. “Ube products” refer to fresh, processed, or value-added products derived from or containing ube as a primary ingredient, including but not limited to fresh tubers, frozen ube, puree, paste, flour, powder, extracts, and food products;

- c. "Ube powder" refers to dehydrated and milled ube processed into fine powder form suitable for use in food, beverage, bakery, nutraceutical, and other industrial applications
- d. "Council" refers to the Philippine Ube Industry Council created under this Act;
- e. "Geographic Indication" (GI) refers to an indication identifying a good as originating in a territory, region, or locality where a given quality, reputation, or other characteristic of the good is essentially attributable to its geographic origin, consistent with Republic Act No. 8293, as amended;
- f. "Certification" refers to official recognition that a product, farm, processor, or facility complies with applicable standards, protocols, or origin requirements;
- g. "Traceability" refers to the ability to track the source, production history, processing, and movement of ube products through the supply chain; and
- h. "National Priority Crop" refers to an agricultural crop designated by law or policy as entitled to preferential government support and development assistance.

#### **SEC. 5. *Coverage.***

This Act shall apply to all activities involving the cultivation, production, processing, trading, marketing, branding, certification, and export of ube and ube-based products within the Philippines, as well as all public programs and support mechanisms established under this Act.

## **CHAPTER II NATIONAL UBE INDUSTRY DEVELOPMENT PROGRAM**

#### **SEC. 6. *Ube as a National Priority Crop.***

Ube is hereby declared a National Priority Crop and shall be entitled to preferential consideration under relevant government programs relating to agricultural development, research, enterprise support, trade promotion, rural livelihood, and value chain development, subject to existing laws and regulations.

#### **SEC. 7. *National Ube Industry Development Program.***

The Department of Agriculture (DA), in coordination with the Department of Trade and Industry (DTI), the Department of Science and Technology (DOST), local government units (LGUs), and other concerned agencies, shall develop, establish and implement a National Ube Industry Development Program to support:

- a. production expansion and productivity improvement;
- b. quality planting material development and distribution;
- c. post-harvest handling and processing;

- d. product development and value addition;
- e. standards, certification, and traceability;
- f. market development, branding, and export promotion; and
- g. capacity building for farmers, cooperatives, processors, and entrepreneurs.

#### **SEC. 8. *Production Support.***

The DA, through its appropriate offices and in coordination with LGUs, shall provide support for ube production, including:

- a. research, propagation, and distribution of quality and disease-free planting materials;
- b. extension services, training, and demonstration farms on Good Agricultural Practices;
- c. support for soil health, pest and disease management, and climate-resilient production systems;
- d. access to appropriate farm inputs and mechanization support, subject to existing laws and available funds; and
- e. identification of suitable ube production areas and development of production maps and technical guides.

#### **SEC. 9. *Ube Research and Development.***

The DA, DOST, State Universities and Colleges (SUCs), and other research institutions shall undertake research and development on:

- a. varietal improvement, conservation, and disease resistance;
- b. agronomic practices and climate resilience;
- c. post-harvest management and storage;
- d. processing technologies and product innovation;
- e. nutritional and biochemical profiling; and
- f. non-food and emerging applications of ube.

Research outputs developed through publicly funded programs shall, whenever feasible and consistent with applicable laws, be disseminated for the benefit of Filipino farmers, cooperatives, processors, and enterprises.

#### **SEC. 10. *Processing and Value Addition.***

The DA, DTI, and DOST shall support the establishment, upgrading, and expansion of ube processing and value-adding activities through technical assistance, technology transfer, training, shared service facilities, and access to financing, subject to available funds and applicable laws.

Priority shall be given to farmers' cooperatives, rural enterprises, and micro, small, and medium enterprises.

**SEC. 11. *Contract Farming and Market Linkages.***

The DA and DTI, in coordination with the Council, shall promote fair and transparent contract farming and other market linkage arrangements between ube farmers and buyers, processors, or exporters.

The DA shall develop model contract provisions or guidelines that protect farmer interests, promote transparency in pricing and quality standards, and encourage equitable risk-sharing arrangements.

### **CHAPTER III PHILIPPINE UBE INDUSTRY COUNCIL**

**SEC. 12. *Creation of the Philippine Ube Industry Council.***

There is hereby created the Philippine Ube Industry Council, hereinafter referred to as the Council, which shall serve as the central coordinating and advisory body for the implementation of this Act. The Council shall be attached to the DA for administrative purposes.

**SEC. 13. *Composition.***

The Council shall be composed of:

- a. the Secretary of Agriculture, as Chairperson;
- b. the Secretary of Trade and Industry, as Vice-Chairperson;
- c. the Secretary of Science and Technology, as member;
- d. the Director General of the Intellectual Property Office of the Philippines, as member;
- e. one (1) representative from the Department of the Interior and Local Government;
- f. one (1) representative from the Food and Drug Administration;
- g. one (1) representative from the Bureau of Philippine Standards;
- h. one (1) representative from the Philippine Root Crops Research and Training Center or a similar research institution designated by the DA;
- i. one (1) representative from Land Bank of the Philippines;
- j. one (1) representative from the Philippine Crop Insurance Corporation;
- k. three (3) representatives from farmers, cooperatives, processors, or exporters in the ube industry; and

l. two (2) representatives from academe or civil society with expertise in agriculture, food science, rural development, trade, or intellectual property.

The private sector, farmer, and academe/civil society representatives shall serve for a term of three (3) years and may be reappointed once, subject to the rules to be issued under this Act.

**SEC. 14. *Powers and Functions.***

The Council shall have the following powers and functions:

- a. formulate and periodically update a National Ube Industry Development Plan;
- b. coordinate the implementation of this Act among national government agencies, LGUs, SUCs, and private stakeholders;
- c. recommend policies, programs, and legislative measures to strengthen the ube industry;
- d. facilitate the development of quality standards, certification systems, and traceability mechanisms;
- e. coordinate with IPOPHL and other agencies on geographic indications, collective marks, certification marks, and related intellectual property protection;
- f. support market development, branding, and export promotion initiatives;
- g. promote partnerships among farmers, processors, researchers, investors, and buyers;
- h. maintain and publish, where appropriate, a registry of certified farms, processors, or authorized users of official marks under this Act;
- i. monitor the implementation of this Act and submit annual reports to the President and Congress; and
- j. perform such other functions as may be necessary to carry out the purposes of this Act.

**SEC. 15. *Secretariat and Technical Support.***

The DA shall provide the necessary technical, administrative, and secretariat support to the Council. The Council may create technical working groups and invite experts from relevant sectors as needed.

## **CHAPTER IV STANDARDS, CERTIFICATION, AND TRACEABILITY**

**SEC. 16. *Philippine National Standards for Ube Products.***

The Council, in coordination with the Bureau of Philippine Standards, the FDA, DA, DOST, and other concerned agencies, shall support the development and regular updating of

Philippine National Standards for ube and ube products, including standards on quality, food safety, grading, labeling, packaging, processing, and relevant technical specifications.

**SEC. 17. *Certification and Traceability.***

The Council, in coordination with relevant agencies, shall facilitate the establishment of a certification and traceability system for ube and ube-based products intended for premium domestic markets and export markets, consistent with food safety laws, intellectual property laws, and applicable trade requirements.

Such system may include:

- a. registration of participating farms and processing facilities;
- b. recordkeeping and batch identification;
- c. verification of standards compliance; and
- d. origin and supply chain tracking.

Detailed implementing standards and procedures shall be set out in the Implementing Rules and Regulations (IRR), according to Sec. 32 of this Act.

**SEC. 18. *Export and Quality Compliance Support.***

The Council, DTI, FDA, DA, and DOST shall assist qualified farmers, cooperatives, and enterprises in complying with domestic and international standards and certifications, including food safety and quality systems required for target markets.

## **CHAPTER V**

### **GEOGRAPHIC INDICATIONS, BRANDING, AND INTELLECTUAL PROPERTY**

**SEC. 19. *Protection of Geographic Indications and Related Marks.***

The Council shall coordinate with the Intellectual Property Office of the Philippines for the development, registration, and protection of appropriate geographic indications, collective marks, certification marks, or other intellectual property mechanisms related to Philippine ube and region-specific ube products, in accordance with existing law.

**SEC. 20. *Regional Identity and Product Differentiation.***

The State recognizes that distinct ube-growing areas may possess characteristics, reputation, and production traditions that justify protection and promotion under applicable intellectual property and quality systems. The Council shall support LGUs, farmer groups, cooperatives, and regional stakeholders in pursuing lawful protection for such regional identities.

**SEC. 21. *Branding and Authenticity.***

The Council, in coordination with DTI and other concerned agencies, shall develop guidelines for the lawful use of official Philippine ube branding, seals, or marks created pursuant to this Act, subject to applicable intellectual property laws and due authorization.

**CHAPTER VI  
MARKET DEVELOPMENT AND EXPORT PROMOTION**

**SEC. 22. *Domestic and International Market Development.***

The DTI, in coordination with the Council, DA, DOST, and LGUs, shall support domestic and international market development for Philippine ube and ube-based products through:

- a. trade promotion and buyer engagement;
- b. product development and market intelligence;
- c. support for participation in trade fairs and commercial missions;
- d. linkages with domestic institutional buyers and food enterprises; and
- e. promotion of Philippine ube as a distinctive and high-quality Filipino agricultural product.

**SEC. 23. *Integration into Government Promotion Programs.***

The DTI and DA shall consider the inclusion of ube and ube-based products in relevant government promotion, enterprise development, and export-support programs, subject to existing laws, plans, and budgetary processes.

**CHAPTER VII  
FARMER SUPPORT, FINANCING, AND INCENTIVES**

**SEC. 24. *Farmer and Enterprise Support.***

The DA, DTI, LGUs, and other concerned agencies shall prioritize support for smallholder farmers, cooperatives, rural enterprises, and micro, small, and medium enterprises participating in the ube value chain.

**SEC. 25. *Access to Credit, Insurance, and Financing.***

The Land Bank of the Philippines, Development Bank of the Philippines, Agricultural Credit Policy Council, Philippine Crop Insurance Corporation, and other relevant institutions are

hereby encouraged, consistent with their mandates and applicable laws, to develop or support financing and insurance products for ube production, processing, and value addition.

**SEC. 26. *Incentives.***

Qualified ube-related investments and enterprises may avail themselves of incentives under existing laws, rules, and investment promotion frameworks, subject to the requirements of the appropriate agencies.

**CHAPTER VIII  
DATA, MONITORING, AND REPORTING**

**SEC. 27. *National Ube Data and Information System.***

The Council, in coordination with the Philippine Statistics Authority and relevant agencies, shall support the development of a national data and information system on the ube industry, including, where feasible:

- a. production and area planted;
- b. processing capacity;
- c. market and trade information;
- d. certification and quality data; and
- e. other relevant indicators for planning and policy development.

**SEC. 28. *Annual Report.***

The Council shall submit an annual report to the President of the Philippines and to both houses of Congress on the implementation of this Act, including key accomplishments, challenges, industry trends, and policy recommendations.

**CHAPTER IX  
PROHIBITED ACTS AND PENALTIES**

**SEC. 29. *Prohibited Acts.***

The following acts shall constitute violations of this Act, without prejudice to liability under other applicable laws:

- a. unauthorized use of official Philippine ube marks, seals, or certification identifiers established under this Act;

- b. false or misleading representation of the origin, quality, grade, or certification status of ube or ube-based products;
- c. misuse of protected geographic indications, collective marks, or certification marks related to Philippine ube;
- d. submission of false information in applications for certification, registration, or authorization under this Act; and
- e. obstruction of lawful inspections, audits, or compliance verification authorized under this Act and its IRR according to Sec. 32.

#### **SEC. 30. *Administrative Sanctions.***

After due notice and hearing, and without prejudice to the jurisdiction of other agencies under existing law, the appropriate implementing authority designated in the IRR, according to Sec. 32 of this Act, may impose administrative sanctions, which may include:

- a. written warning;
- b. suspension or revocation of certification or authorization;
- c. fines in amounts to be determined in the IRR, according to Sec. 32 of this Act, commensurate to the nature and gravity of the violation; and
- d. disqualification from benefits under programs established pursuant to this Act.

The IRR shall provide clear rules on notice, hearing, appeal, and enforcement.

#### **SEC. 31. *Relation to Other Laws.***

Acts punishable under this Act may also be prosecuted or sanctioned under existing laws, including the Intellectual Property Code, the Consumer Act, the Food Safety Act, and other relevant laws, where applicable.

## **CHAPTER X FINAL PROVISIONS**

#### **SEC. 32. *Implementing Rules and Regulations.***

Within ninety (90) days from the effectivity of this Act, the DA, in coordination with the DTI, DOST, FDA, IPOPHL, DILG, and other concerned agencies, and after consultation with relevant stakeholders, shall promulgate the Implementing Rules and Regulations (IRR) for the effective implementation of this Act.

**SEC. 33. *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. 34. *Separability Clause.***

If any provision of this Act is declared invalid or unconstitutional, the remaining provisions not affected thereby shall remain in full force and effect.

**SEC. 35. *Repealing Clause.***

All laws, executive orders, rules, and regulations, or parts thereof, inconsistent with the provisions of this Act are hereby repealed, amended, or modified accordingly.

**SEC. 36. *Effectivity.***

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

*Approved,*