



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
Second Regular Session



House Bill No. 10502

Introduced by:
HON. KING GEORGE LEANDRO ANTONIO V. COLLANTES

EXPLANATORY NOTE

The Philippines has long been recognized for producing some of the world's finest ube (*Dioscorea alata*). Once regarded as a traditional backyard crop, ube has evolved into a premium ingredient sought after by global food manufacturers, bakeries, restaurants, and consumers. From ice cream and pastries to beverages and confectioneries, demand for Philippine ube continues to expand in both domestic and international markets.

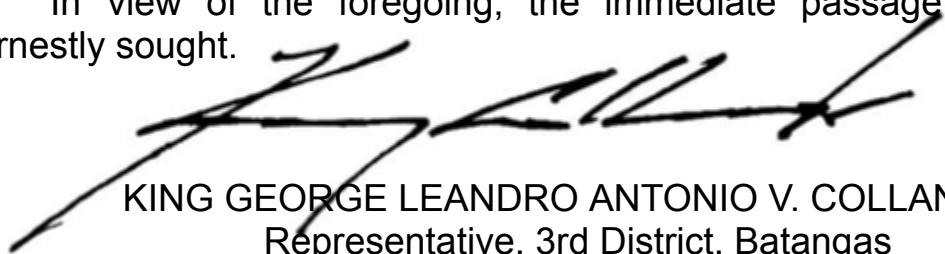
The country has seen the writing on the wall. The global appetite for ube is no passing trend but a sustained opportunity that can generate jobs, raise farm incomes, stimulate investments, and position the Philippines as the undisputed world leader in premium ube products. Yet despite this growing demand, the industry remains fragmented, constrained by inconsistent planting materials, limited research, inadequate processing facilities, weak value chain coordination, and the absence of a dedicated institution to steer its long-term development.

This measure recognizes that the Philippine ube industry deserves to be treated as an anchor industry capable of driving rural development and

agricultural industrialization. By creating the Philippine Ube Industry Development Office and institutionalizing a comprehensive industry development program, the bill seeks to provide coherent leadership in research, seed systems, production, post-harvest facilities, processing, marketing, export promotion, and investment generation.

More importantly, the measure embodies a long-term vision of nurturing the industry from farm to global market. It seeks to empower farmers with quality planting materials, modern technologies, financing, and market access, while encouraging private investment in value-added manufacturing and export-oriented enterprises. Through coordinated planning and sustained government support, the Philippines can build a resilient, competitive, and innovation-driven ube industry.

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



KING GEORGE LEANDRO ANTONIO V. COLLANTES
Representative, 3rd District, Batangas



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL NO. 10502

Introduced by: HON. KING GEORGE LEANDRO ANTONIO V. COLLANTES

AN ACT
INSTITUTIONALIZING THE DEVELOPMENT OF THE PHILIPPINE UBE
INDUSTRY, CREATING THE PHILIPPINE UBE INDUSTRY
DEVELOPMENT OFFICE, ESTABLISHING THE PHILIPPINE UBE
INDUSTRY DEVELOPMENT PROGRAM AND FUND, AND
APPROPRIATING FUNDS THEREFOR

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 "Philippine Ube Industry Development Act."

SECTION 2. *Declaration of Policy.* It is hereby declared the policy of the State to promote a competitive, sustainable, climate-resilient, and export-oriented Philippine ube industry that enhances food security, increases farmers' incomes, generates rural employment, and strengthens the country's position as the global source of premium ube products. Toward this end, the State shall:

- (a) Increase domestic ube production and productivity;

- (b) Develop an integrated value chain from seed production to export marketing;
- (c) Promote research, innovation, and commercialization of improved ube varieties;
- (d) Encourage investments in processing, storage, logistics, and value-added manufacturing;
- (e) Ensure quality assurance, traceability, and compliance with international standards; and
- (f) Strengthen collaboration among government agencies, local government units, state universities and colleges, the private sector, farmers, and exporters.

SECTION 3. Definition of Terms. As used in this Act:

- (a) Department refers to the Department of Agriculture.
- (b) Office refers to the Philippine Ube Industry Development Office (PUIDO) created under this Act.
- (c) Ube Industry refers to all activities involving the production, propagation, research, processing, marketing, distribution, export, and utilization of ube (*Dioscorea alata*).
- (d) Value Chain refers to the interconnected activities from production of planting materials to processing, distribution, retail, and export.
- (e) Stakeholders refer to farmers, cooperatives, processors, exporters, traders, researchers, academic institutions, financial institutions, and other persons engaged in the ube industry.

SECTION 4. Creation of the Philippine Ube Industry Development Office. There is hereby created within the Department of Agriculture the Philippine Ube Industry Development Office (PUIDO).

The Philippine Ube Industry Development Office (Office) shall be the primary office of the Department responsible for the formulation, coordination, integration, implementation, monitoring, and evaluation of all programs, projects, and activities relating to the Philippine ube industry.

The Office shall serve as the central coordinating body of the Department for all matters pertaining to ube production, research and development, extension, processing, marketing, value chain development, investment promotion, and export development.

The Office shall be headed by an Executive Director, who shall be appointed by the Secretary of Agriculture, and shall be assisted by such technical and administrative personnel as may be necessary.

The Secretary of Agriculture may reorganize or realign existing units, personnel, programs, and resources of the Department necessary for the effective implementation of this Act.

SECTION 5. Functions of the Philippine Ube Industry Development Office. The Office shall have the following powers and functions:

- (a) Serve as the principal office of the Department for the planning, implementation, coordination, and monitoring of all national ube industry development programs;
- (b) Formulate, update, and oversee the implementation of the Philippine Ube Industry Roadmap;
- (c) Harmonize the plans, programs, and projects of all bureaus, attached agencies, regional field offices, and other offices of the Department relating to the ube industry;
- (d) Coordinate with other national government agencies, local government units, state universities and colleges, government-owned and controlled corporations, farmers' organizations, cooperatives, processors, exporters, development partners, and private sector stakeholders in the implementation of industry programs;
- (e) Recommend policies, standards, and regulatory measures necessary for the sustainable growth and competitiveness of the industry;
- (f) Develop and maintain a comprehensive national database and information management system for the Philippine ube industry,

including production, productivity, market prices, processing capacity, exports, investments, and value chain performance;

(g) Coordinate the development and distribution of quality-assured planting materials, certified seed systems, nurseries, and germplasm conservation programs;

(h) Promote research, product development, biotechnology, mechanization, climate-resilient production systems, and innovative technologies throughout the value chain;

(i) Develop and implement programs on post-harvest handling, storage, processing, logistics, packaging, branding, and value addition;

(j) Facilitate market development, domestic promotion, export expansion, international market access, and participation in global trade exhibitions;

(k) Coordinate investment promotion initiatives and facilitate public-private partnerships for industry development;

(l) Assist farmers, cooperatives, and agribusiness enterprises in accessing credit, crop insurance, technical assistance, training, extension services, and other government support programs;

(m) Monitor and evaluate the implementation of government interventions affecting the industry and recommend appropriate policy reforms;

(n) Prepare annual industry performance reports and submit recommendations to the Secretary of Agriculture and Congress; and

(o) Perform such other powers and functions as may be necessary to carry out the objectives of this Act.

SECTION 6. Consolidation and Coordination of Ube Programs.

All offices, bureaus, attached agencies, corporations, regional field offices, and operating units of the Department implementing programs relating to the production, research, propagation, extension, post-harvest development, processing, marketing, investment promotion, and export of

ube shall coordinate with the Philippine Ube Industry Development Office to ensure policy coherence, efficient utilization of government resources, and unified implementation of the Philippine Ube Industry Roadmap.

Nothing in this Act shall diminish the statutory powers and functions of the Bureau of Plant Industry, Bureau of Agricultural Research, Agricultural Training Institute, Bureau of Agricultural and Fisheries Engineering, Bureau of Agricultural and Fisheries Standards, Agribusiness and Marketing Assistance Service, and other concerned agencies. The Office shall exercise coordinative, planning, monitoring, and policy integration functions to ensure convergence among implementing agencies.

SECTION 7. Secretariat to the Ube Industry Development Council. The Philippine Ube Industry Development Office shall serve as the permanent Secretariat of the Ube Industry Development Council and shall provide technical, administrative, research, and monitoring support for the implementation of the Council's policies and resolutions.

SECTION 8. Philippine Ube Industry Roadmap. Within one (1) year from the effectivity of this Act, the Office shall prepare and publish a ten-year Philippine Ube Industry Roadmap. The Roadmap shall include: (a) Production targets; (b) Expansion of planting areas; (c) Seed system development; (d) Research priorities; (e) Processing and value-adding strategies; (f) Export development initiatives; (g) Climate resilience measures; (h) Investment priorities; (i) Human resource development; and (j) Annual performance indicators.

The Roadmap shall be reviewed every five (5) years.

SECTION 9. Philippine Ube Industry Development Program. The Department shall implement a comprehensive development program which shall include: (a) Distribution of certified planting materials; (b) Establishment of nurseries and mother blocks; (c) Farmer training and extension services; (d) Farm mechanization support; (e) Irrigation and water management; (f) Soil fertility improvement; (g) Pest and disease management; (h) Post-harvest facilities; (i) Processing centers; (j) Product development and innovation; (k) Branding and promotion; (l) Export market assistance; and (m) Digital traceability systems.

SECTION 10. Research and Development. The Department, in coordination with the Department of Science and Technology, State Universities and Colleges, and research institutions, shall prioritize research on: (a) Improved varieties; (b) Disease resistance; (c) Tissue culture and rapid propagation; (d) Climate adaptation; (e) Food processing technologies; (f) Nutritional and pharmaceutical applications; (g) Mechanization; and (h) International competitiveness.

SECTION 11. Quality Standards and Certification. The Department, in coordination with the Bureau of Agriculture and Fisheries Standards, the Food and Drug Administration, the Department of Trade and Industry, and other concerned agencies, shall establish standards for: (a) Planting materials; (b) Fresh ube; (c) Processed products; (d) Geographic identification; (e) Product traceability; and (f) Export certification.

SECTION 12. Investment Promotion. The Board of Investments, Department of Trade and Industry, and other investment promotion agencies shall encourage investments in: (a) Processing facilities; (b) Cold storage; (c) Packaging; (d) Export logistics; (e) Biotechnology; (f) Farm mechanization; and (g) Agritourism.

SECTION 13. Ube Industry Development Council. There is hereby created the Ube Industry Development Council, chaired by the Secretary of Agriculture, with representatives from:

- (a) Department of Agriculture (DA);
- (b) Department of Trade and Industry (DTI);
- (c) Department of Science and Technology (DOST);
- (d) Department of Agrarian Reform (DAR);
- (e) Department of the Interior and Local Government (DILG);
- (f) Department of Economy, Planning and Development (DepDev);
- (g) Cooperative Development Authority (CDA);

(h) State Universities and Colleges (SUCs);

(i) Farmers' organizations;

The Council shall provide policy direction and recommend measures for the implementation of this Act.

SECTION 14. Philippine Ube Industry Development Fund. There is hereby established a Philippine Ube Industry Development Fund to finance programs under this Act. The Fund shall be sourced from (a) Annual appropriations; (b) Grants and donations; (c) Official development assistance; (d) Income from government-supported projects; and (e) Other lawful sources.

SECTION 15. Incentives. Qualified farmers, cooperatives, processors, and investors may receive technical assistance, financing support, grants, equipment assistance, credit guarantees, and other incentives consistent with existing laws.

SECTION 16. Role of Local Government Units. Local government units shall integrate ube development into their local agriculture and investment plans and may establish local ube development programs consistent with the national roadmap.

SECTION 17. Appropriations. The amount necessary for the initial implementation of this Act shall be charged against the current appropriations of the Department of Agriculture. Thereafter, such sums as may be necessary shall be included in the annual General Appropriations Act.

SECTION 18. Implementing Rules and Regulations. Within one hundred twenty (120) days from the effectivity of this Act, the Department, in consultation with concerned agencies and stakeholders, shall promulgate the necessary rules and regulations.

SECTION 19. Separability Clause. If any provision of this Act is declared unconstitutional or invalid, the remaining provisions not affected thereby shall continue to be in full force and effect.

SECTION 20. Repealing Clause. All laws, executive orders, rules, regulations, and other issuances inconsistent with this Act are hereby repealed or modified accordingly.

SECTION 21. Effectivity. This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,