

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

Twentieth Congress
Second Regular Session

HOUSE BILL NO. 10927



Introduced by **Representative RAYMOND ADRIAN E. SALCEDA**

AN ACT
ESTABLISHING A COMPREHENSIVE FRAMEWORK FOR HEALTHY FOOD
RETAIL ENVIRONMENTS IN THE PHILIPPINES, INSTITUTING A NATIONAL
HEALTHY FOOD RETAIL PROGRAM, STRENGTHENING FOR THE PURPOSE
THE NATIONAL NUTRITION COUNCIL, EXPANDING ITS POWERS AND
FUNCTIONS, APPROPRIATING FUNDS THEREFOR, AND FOR OTHER
PURPOSES

EXPLANATORY NOTE

The retail food environment exerts a profound influence on the dietary choices and, consequently, the health outcomes of the Filipino people. Diet-related non-communicable diseases, including obesity, diabetes mellitus, cardiovascular diseases, and certain forms of cancer, have emerged as the leading causes of morbidity and mortality in the Philippines, imposing a heavy burden on our healthcare system and our national economy. The Philippine Statistics Authority (PSA) Provisional Causes of Death data for 2023 lists ischemic heart disease, neoplasms, and cerebrovascular diseases, all of which are strongly linked to poor dietary patterns, among the top causes of mortality in the country. The WHO estimates that non-communicable diseases are responsible for sixty-eight percent (68%) of deaths in the Philippines, and that a twenty-four and a half percent (24.5%) increased risk of premature death between the ages of thirty (30) and seventy (70) is attributable to metabolic risk factors, including those driven by unhealthy food environments.

The Philippines faces a nutrition crisis that demands legislative action. According to the 2023 National Nutrition Survey (2023 NNS) of DOST-FNRI, more than 3 in every 5 Filipino adults aged 20 to 59 years (57.1%) are now overweight or obese using the Asia-Pacific BMI classification, a sharp increase from 40.2% recorded in the 2021 Expanded National Nutrition Survey (2021 ENNS), a rate that has been steadily increasing. 12.9% of children aged 5 to 10 years and 12.5% of adolescents are either overweight or obese. At the same time, stunting still affects nearly one in 4 children under the age of five (23.6% as of 2023). This double burden of malnutrition, where undernutrition (stunting, wasting, or micronutrient deficiencies) and overweight, obesity, or diet-related noncommunicable diseases coexist, requires comprehensive policy interventions.

Evidence from the South-East Asia Obesogenic Food Environment (SEAOFE) study, a multi-country research initiative involving the Philippines, Malaysia, Indonesia, and Thailand (Phulkerd et al., 2022, *International Journal of Environmental Research and Public Health*), has established that the retail food environment plays a pivotal role in shaping dietary behaviors. Product placement, pricing strategies, promotional activities, and marketing practices employed by food retail establishments directly influence consumer purchasing decisions, particularly among children and adolescents. Complementing this evidence, a policy landscape analysis by Borazon et al. (2025) identified gaps in the integration of fruits and vegetables across Philippine food-system policies and highlighted the need for structural measures that improve their availability, accessibility, affordability, and promotion, alongside stronger market and postharvest infrastructure.

This measure seeks to establish a comprehensive national framework for healthy food retail environments, incorporating several innovative features designed to ensure effective implementation while achieving its policy objectives and strengthening the National Nutrition Council.

First, the bill provides clear and operational definitions that eliminate ambiguity in enforcement, including specific thresholds for the classification of establishments by size and precise measurements for placement restrictions.

Second, the bill adopts a differentiated approach to compliance requirements based on establishment size and capacity, recognizing the varying resources and capabilities of different retailers. Micro and small food retail establishments, including sari-sari stores that form the backbone of food retail in many Filipino communities, are protected from undue regulatory burden while being provided with incentives and support to voluntarily participate in healthy food retail initiatives.

Third, the bill addresses the rapidly evolving landscape of food retail by including provisions specifically applicable to online food retail platforms and delivery services.

Fourth, the bill incorporates robust safeguards against conflicts of interest and regulatory capture through mandatory disclosure requirements and recusal provisions for Council members.

Fifth, the bill establishes a graduated system of penalties with due process protections, including written warnings and reasonable compliance periods before the imposition of fines.

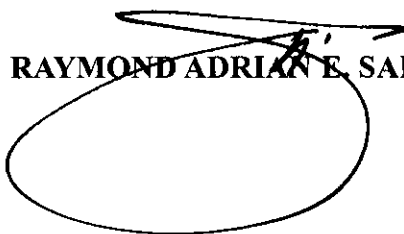
Sixth, the bill deliberately links nutrition, consumer protection, food retail practices, retailer support, and public health outcomes within a single, coherent framework, thereby filling the policy gap left by measures that address these dimensions in isolation.

Seventh, the bill is designed to be harmonized with existing measures on the healthy food marketing environment, relying on a single national Nutrient Profile Model to prevent inconsistent classification, and adopts a support-first, proportionate approach so that micro and small retailers, most notably the sari-sari stores at the heart of Filipino community life, are enabled rather than burdened, and are never subjected to costly obligations without corresponding financial, logistical, training, and infrastructure assistance, including support for cold-chain infrastructure and stable supply.

Eighth, this measure has been refined in the light of a stakeholder policy dialogue with legislative and agency partners. It is now framed program-first, articulating a National Healthy Food Retail Program before creating any institution; it begins at the source rather than at retail, distinguishing manufacturers and producers from retailers, fresh-produce vendors, and prepared-food vendors; it concentrates mandatory obligations on large and medium establishments, manufacturers, and online platforms, while assisting smaller establishments through their local government units; it is culturally responsive, protecting regional and heritage foods and supporting their reformulation rather than their prohibition; it is complemented by sustained nutrition education and by value-chain and supply-side support for local farmers and fisherfolk; it keeps the Council lean and non-duplicative of existing agencies, particularly the Food and Drug Administration; and it regulates through consumer information and reasonable placement rather than the prohibition of lawful products, so as to avoid undue restraint of trade.

This measure complements and builds upon existing legislation, including Republic Act No. 10963 (Tax Reform for Acceleration and Inclusion Act of 2017), which imposed excise taxes on sugar-sweetened beverages, and Republic Act No. 11148 (Kalusugan at Nutrisyon ng Mag Nanay Act), which promotes optimal nutrition for mothers and children, as well as Republic Act No. 11223 (Universal Health Care Act of 2019), which mandates the integration of promotive and preventive health services including nutrition into the national health system. It further aligns with Administrative Order No. 2020-0037 of the Department of Health, which establishes the national framework for the prevention and management of overweight and obesity, and with the Agriculture and Fisheries Modernization Act, whose framework on food security and local supply this measure seeks to strengthen from a nutrition perspective. The passage of this Act would operationalize and reinforce these existing legislative and policy commitments by directly targeting the point-of-sale food retail environment, a critical and heretofore under-regulated determinant of dietary behavior in the Philippines.

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


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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 Healthy Food Retail Act.”

SEC. 2. *Declaration of Policy.* – It is hereby declared the policy of the State, pursuant to Section 15, Article II of the 1987 Constitution, to protect and promote the right to health of the people and instill health consciousness among them. Toward this end, the State shall endeavor to:

(a) Protect and advance the right to health of the Filipino people, with particular attention to children and other vulnerable sectors of society, through the establishment of healthy food retail environments throughout the country;

(b) Ensure and promote equitable access to nutritious, affordable, safe, and culturally appropriate foods for all Filipinos, giving due regard to indigenous and locally produced food sources;

(c) Reduce exposure to and availability and promotion of food products high in fat, salt, and sugar, particularly among children and in establishments frequented by minors;

(d) Provide assistance and support to food retailers, including micro, small, and medium enterprises, in the implementation of evidence-based interventions that promote healthy eating habits among the populace;

(e) Address health inequities by giving priority to interventions in geographically isolated and disadvantaged areas, as well as in underserved urban communities;

(f) Prevent and reduce the incidence and burden of diet-related non-communicable diseases, including but not limited to obesity, diabetes, cardiovascular diseases, and certain forms of cancer;

(g) Address the double burden of malnutrition by simultaneously addressing undernutrition and overweight, obesity, or diet-related noncommunicable diseases prevalent in the country;

(h) Engage all concerned stakeholders, including the government, private sector, civil society, and consumers, in collaborative, inclusive, transparent, and evidence-based approaches to improving the food retail environment;

(i) Recognize and strengthen the role of sari-sari stores as essential barangay-level food access points, by providing them with incentives, capacity-building support, and integration into broader public nutrition programs, thereby transforming these community establishments into active participants in the promotion of healthy food environments;

(j) Adopt an integrated and coherent national framework that links nutrition, consumer protection, food retail practices, retailer support, and public health outcomes within a single instrument, thereby filling the policy gap left by measures that address these dimensions in isolation, and avoiding fragmented or duplicative regulation;

(k) Pursue a proportionate, support-first, and enabling approach to regulation, such that micro and small food retailers are provided with financial, technical, logistical, training, and infrastructure assistance and are not subjected to costly or technically difficult obligations without such support;

(l) Ensure that the availability and visibility of healthy foods are matched by measures that improve their affordability, supply stability, and accessibility, so that healthier choices become the easier and more attainable choices for all Filipinos;

(m) Complement measures on the food retail environment with sustained nutrition education and literacy, recognizing that consumer knowledge is decisive in translating the availability of healthy foods into healthier choices and increased demand;

(n) Respect and safeguard the diverse regional, cultural, and heritage food practices of the Filipino people, pursuing reformulation, support, and consumer education rather than the prohibition of traditional foods, and taking care that this Act does not operate to the prejudice of small vendors, farmers, fisherfolk, and ordinary consumers;

(o) Address the entire food value chain, from production to point of sale, by strengthening linkages to local farmers, fisherfolk, cooperatives, and producers and by supporting the stable and affordable supply of healthy foods; and

(p) Ensure that the standards under this Act regulate the food retail environment through consumer information and reasonable placement measures, rather than through the outright prohibition of the sale of lawful food products, thereby avoiding undue restraint of trade.

SEC. 3. *Definition of Terms.* – For purposes of this Act, the following terms shall be defined as follows:

(a) *Authorized Officer* shall refer to any Food Safety Officer, Sanitation Inspector, or such other officer as may be designated by the Department of Health, the Food and Drug Administration, or any local government unit concerned, to enforce the provisions of this Act, who has undergone the requisite training and has received certification from the Council for such purpose;

(b) *Child-Targeted Marketing* shall refer to any marketing, advertising, or promotional activity that is designed to appeal primarily to any person below eighteen (18) years of age, including but not limited to the use of cartoon characters, child celebrities, animated mascots, toys, games, collectibles, or child-appealing packaging designs, colors, or themes;

(c) *Council* shall refer to the National Nutrition Council created by virtue of Presidential Decree No. 491;

(d) *Food and Beverages* refer to food and food products as defined by the FDA Act of 2009 or Republic Act No. 9711, provided that any reference to “food” in this Act means “food and beverages”;

(e) *Food Delivery Service Application* shall refer to any website, mobile application, or digital platform that facilitates the ordering and delivery of food products or prepared meals from food retail establishments or food service outlets to consumers, whether or not it maintains its own inventory;

(f) *Food Manufacturer* shall refer to any person or entity who is engaged in any and all operations involved in the production, including preparation, processing, compounding, formulating, filling, packaging, repackaging, altering, and labelling, of food or beverage products for sale, whose products are subject to registration and to nutrient classification by the Food and Drug Administration at the source, prior to retail;

(g) *Food Retail Establishment* shall refer to any establishment, whether operating through physical premises, online platforms, or both, engaged in the sale of food products directly to consumers, including but not limited to supermarkets, grocery stores, convenience stores, sari-sari stores, wet markets, public markets, specialty food shops, and online food delivery platforms, as well as food delivery service applications and food service outlets to the extent that they are made subject to this Act;

(h) *Food Service Outlet* shall refer to any establishment engaged in the preparation and sale of food or beverages for immediate consumption, including canteens, cafeterias, quick-service restaurants, food courts, and food stalls, to the extent that they are made subject to this Act;

(i) *Geographically Isolated and Disadvantaged Areas (GIDA)* refer to remote or marginalized areas or communities with limited access to essential services and infrastructure and may include areas impacted by conflict insecurity or insecurity, as defined in Republic Act No. 12321, otherwise known as the “Last Mile and GIDA Schools Act”;

(j) *Healthy Foods* shall refer to foods that meet the criteria established under the Philippine Nutrient Profile Model as approved by the National Nutrition Council Governing Board, which criteria shall be based on the Nutritional Guidelines for Filipinos and the Philippine Dietary Reference Intakes: *Provided*, That for purposes of application within school zones and school canteen environments, “Healthy Foods” shall be further classified using the Green-Yellow-Red (GYR) category framework consistent with Department of Education (DepEd) Department Order No. 13, Series of 2017;

(k) *Healthier Food Product* shall refer to any food or beverage that, while not fully meeting the criteria for Healthy Foods, presents a demonstrably better nutrient profile than comparable products within the same product category, as classified under the Philippine Nutrient Profile Model;

(l) *Heritage or Traditional Food* shall refer to regional, indigenous, or customary foods forming part of local food heritage, including but not limited to regional cured meats, fermented condiments, and local seafood preparations, which shall be supported toward reformulation, where feasible, and accompanied by consumer education, rather than prohibited;

(m) *High Fat, Salt, and Sugar Products or HFSS Products* shall refer to food and beverage products that exceed the nutrient profile thresholds established under the Philippine Nutrient Profile Model for total fat, saturated fat, trans fat, sodium, and/or total sugars or added sugars, the specific thresholds of which shall be prescribed by the Food and Drug Administration;

(n) *Junk Food or Less Healthy Food* shall refer collectively to HFSS Products and ultra-processed foods as defined herein, and the terms may be used interchangeably in information, education, and communication materials issued under this Act;

(o) *Kiosk* shall refer to a small, fixed or semi-fixed retail stall, booth, cart, or similar structure engaged in the sale of food or beverages, whether located in public or private premises;

(p) *Large Food Retail Establishment* shall refer to any food retail establishment with total assets above ₱100,000,000 or 200 or more employees;

(q) *Medium Food Retail Establishment* shall refer to any food retail establishment with total assets of ₱15,000,001 to ₱100,000,000 or 100–199 employees;

(r) *Small Food Retail Establishment* shall refer to any food retail establishment with total assets of ₱3,000,001 to ₱15,000,000 or 10–99 employees;

(s) *Micro Food Retail Establishment* shall refer to any establishment with total assets of ₱3,000,000 or below and fewer than 10 employees;

(t) *Minor* shall refer to any person below eighteen (18) years of age or such other age as may be defined under existing laws;

(u) *NOVA Classification System* refers to the classification of food into groups according to the nature, extent, and purpose of the industrial processing they undergo;

(v) *Online Food Retail Platform* shall refer to any website, mobile application, or digital platform, including online grocery platforms, that facilitates the sale and delivery of food products directly to consumers;

(w) *Prepared-Food Vendor* shall refer to any small eatery, karinderya, turo-turo, or similar establishment that prepares and sells cooked food for immediate consumption, recognizing that such vendors prepare food daily and are best assisted through a lighter, locally administered, and education-focused approach;

(x) *Prominent Placement* shall refer to product positioning that tends to increase product visibility and the likelihood of consumer purchase, including but not limited to checkout counters and queuing areas, end-of-aisle displays, island bins, entrance displays, shelf space at adult eye level (between 120 and 160 centimeters from floor level), and shelf space at child eye level or reach level (below 120 centimeters from floor level);

(y) *School Zone* shall refer to the area within a minimum radius of one hundred (100) meters measured from the nearest point of the perimeter fence or boundary of any school, whether public or private, at the pre-school, elementary, secondary, or senior high school level;

(z) *Sugar-Sweetened Beverage* or *SSB* shall refer to any non-alcoholic beverage that contains added caloric sweeteners, including but not limited to sweetened juice drinks, sports and energy drinks, sweetened tea and coffee beverages, carbonated and non-carbonated soft drinks, and flavored water, consistent with the coverage of Republic Act No. 10963 and the standards of the Food and Drug Administration; and

(aa) *Ultra-Processed Food* shall refer to industrial formulations of food substances that typically contain little or no whole foods and are characterized by cosmetic and other additives, and which fall within Group 4 of the NOVA classification system, as may be operationalized by the Food and Drug Administration in coordination with the National Nutrition Council.

All classifications of foods and beverages under this Act, including Healthy Foods, Healthier Food Products, HFSS Products, ultra-processed foods, and sugar-sweetened beverages, shall be based exclusively on the Philippine Nutrient Profile Model adopted and maintained by the National Nutrition Council Governing Board, in coordination with the Food and Drug Administration and the Department of Health, in order to ensure consistency, transparency, and non-arbitrary implementation: *Provided*, That pending the finalization, adoption, or updating of the said Model for any covered category, the Food and Drug Administration, upon endorsement of the National Nutrition Council, shall prescribe interim science-based thresholds, which shall remain in force until superseded. Recognizing that the Philippine Nutrient Profile Model is in the process of finalization and official adoption, no retail obligation tied to a particular food category shall be enforced until the classification for that category has been officially adopted or an interim threshold prescribed, and until such classification has first been applied at the level of manufacturers and producers.

SEC. 4. *The National Healthy Food Retail Program.* – There is hereby established a National Healthy Food Retail Program, hereinafter the “Program,” which shall articulate the framework, vision, and components of the State’s healthy food retail policy prior to, and as the basis for, the institutional mechanisms created under this Act. The standards, mechanisms, and institutional arrangements in the succeeding sections shall be construed as the operational expression of this Program.

(a) *Vision.* – The Program envisions a food retail environment in which nutritious, safe, affordable, and culturally appropriate foods are consistently available, visible, and accessible to all Filipinos, and in which the healthier choice is the easier choice, without diminishing the livelihoods of small retailers, farmers, and fisherfolk, or the integrity of local and traditional food cultures.

(b) *Components.* – The Program shall consist of:

- 1) product availability and assortment standards;
- 2) product placement and marketing measures;
- 3) pricing and affordability measures;
- 4) nutrition information, labeling, and consumer education;
- 5) support, financing, and capacity-building for micro, small, and medium retailers, including sari-sari stores, public-market vendors, and prepared-food vendors;
- 6) supply-side and value-chain interventions linking retailers to local farmers, fisherfolk, cooperatives, and producers; and
- 7) monitoring, evaluation, and research.

(c) *Guiding Principles.* – The Program shall be implemented in accordance with the following principles:

- 1) it shall begin at the source, ensuring that nutrient profiling and classification are clear at the level of manufacturers and producers before obligations attach at the point of retail;
- 2) it shall be proportionate and support-first, concentrating mandatory obligations on large and medium establishments, manufacturers, and online platforms, while assisting smaller establishments through their local government units and the support programs under this Act;
- 3) it shall be culturally responsive, recognizing regional and heritage foods and pursuing reformulation and education rather than prohibition;
- 4) it shall be complemented by sustained nutrition literacy and education so that improved availability translates into healthier demand; and
- 5) it shall regulate the retail environment through consumer information and reasonable placement measures rather than through the prohibition of the sale of lawful products.

SEC. 5. *Scope and Application.* – The provisions of this Act shall apply to all food retail establishments operating, or in regular conduct or pursuit of a commercial or an economic activity within the territorial jurisdiction of the Philippines, including but not limited to

supermarkets, grocery stores, convenience stores, sari-sari stores, wet markets, public markets, specialty food shops, kiosks, and market stalls, stores located within or adjacent to school zones, online food retail and online grocery platforms, food delivery service applications, food service outlets such as canteens, cafeterias, and quick-service restaurants, and vending machines dispensing food and beverages: *Provided*, That the Department of Health, in coordination with the Council, shall issue the necessary guidelines for the differentiated and proportionate application of this Act, taking into consideration the following:

- (a) The floor area and gross annual sales of the establishment concerned;
- (b) The nature and type of food products being sold therein with due regard to heritage or traditional food;
- (c) The location of the establishment, particularly its proximity to schools, hospitals, and other sensitive areas;
- (d) Whether the establishment operates online, through physical premises, or through a combination thereof;
- (e) The income classification of the municipality or city where such establishment is located; and
- (f) The technical, financial, and infrastructural capacity of the establishment, particularly in the case of micro and small food retailers, and the corresponding support made available to it under this Act.

For purposes of proportionate application, and without prejudice to the coverage above, this Act distinguishes among:

- (a) food manufacturers and producers, whose products shall be classified and regulated at the source by the Food and Drug Administration prior to retail;
- (b) retailers of pre-packaged food products;
- (c) vendors of fresh or minimally processed foods, including farmers, fisherfolk, and market vendors; and
- (d) prepared-food vendors, including karinderya and turo-turo.

The mandatory standards of this Act shall apply principally to large and medium food retail establishments, food manufacturers, and online platforms; while small and micro establishments, prepared-food vendors, and fresh-produce vendors shall be assisted and regulated primarily through their local government units and the support programs under this Act, with due regard to local food culture and consumer affordability.

SEC. 6. *Strengthening the National Nutrition Council.* – The National Nutrition Council, under the Department of Health and composed of a Governing Board and a Secretariat, serves as the highest policy-making and coordinating body on nutrition. In furtherance of its mandate, the Council shall be further strengthened and shall serve as the lead coordinating and policy making body for the formulation, implementation, monitoring, and

evaluation of policies and programs on healthy food retail environments throughout the country.

The Department of Health shall be the lead agency for the implementation of this Act, and the Council shall be the lead coordinating and policy-making body thereunder. The respective roles of the Food and Drug Administration, the Departments of Trade and Industry, Agriculture, Education, and the Interior and Local Government, and of local government units and local health offices, in implementation and enforcement, are further delineated in Sections 9 and 20 hereof.

In keeping with the policy of avoiding the proliferation of new government bodies and of controlling costs to government, the Council shall remain a lean, policy-making and coordinating body only, and shall not duplicate the regulatory, investigative, or adjudicatory functions already vested by law in existing agencies, particularly the Food and Drug Administration.

SEC. 7. Composition of the Council. – For the purpose of strengthening the Council, its Governing Board shall be composed of the following members:

(a) The Secretary of Health, or in case of absence or incapacity, the duly designated Undersecretary, who shall act as Chairperson;

(b) The Director General of the Food and Drug Administration, who shall act as Vice Chairperson;

(c) The Secretary of Trade and Industry, or a duly designated representative with a rank not lower than Undersecretary;

(d) The Secretary of Agriculture, or a duly designated representative with a rank not lower than Undersecretary;

(e) The Secretary of Education, or a duly designated representative with a rank not lower than Undersecretary;

(f) The Secretary of the Interior and Local Government, or a duly designated representative with a rank not lower than Undersecretary;

(g) The Secretary of Budget and Management, or a duly designated representative with a rank not lower than Undersecretary;

(h) The Secretary of Social Welfare and Development, or a duly designated representative with a rank not lower than Undersecretary;

(i) The Secretary of Labor and Employment, or a duly designated representative with a rank not lower than Undersecretary;

(j) The Secretary of Science and Technology, or a duly designated representative with a rank not lower than Undersecretary;

(k) The Secretary of Economy, Planning and Development, or a duly designated representative with a rank not lower than Undersecretary;

(l) The Chairperson of the Council for the Welfare of Children;

(m) One (1) representative each from the League of Provinces of the Philippines, League of Cities of the Philippines, and League of Municipalities of the Philippines;

(n) Two (2) representatives from duly registered food retail associations, one (1) representing large retailers and one (1) representing micro, small, and medium retailers, to be nominated by their respective associations and appointed by the President;

(o) Two (2) representatives from civil society organizations with a proven track record in health, nutrition, or consumer protection advocacy, to be nominated by a selection committee constituted for such purpose and appointed by the President; and

(p) One (1) representative from the academe with demonstrated expertise in nutrition, public health, or food policy, to be nominated by the Commission on Higher Education and appointed by the President.

The members of the Council who are appointed by the President shall serve for a term of three (3) years and may be reappointed for one (1) additional term only: *Provided*, That the terms of the first appointees shall be staggered to ensure continuity in the Council. The members shall serve without compensation but shall be entitled to reimbursement of actual and necessary expenses incurred in the performance of their official functions, subject to applicable accounting and auditing rules and regulations. *Provided, further*, That the three (3) private sector representatives appointed by the President to the Governing Board prior to the effectivity of this Act shall be allowed to complete their respective terms.

The Council shall meet at least once every quarter, and special meetings may be convened by the Chairperson or upon written request of at least one-third (1/3) of the members. A majority of the members shall constitute a quorum for the transaction of official business.

SEC. 8. *Disclosure and Avoidance of Conflict of Interest.* – No member of the Council or of any technical working group created pursuant to this Act shall have any direct or indirect pecuniary or financial interest in any food manufacturing, food retail, or food advertising enterprise. All members shall be required to execute a sworn statement disclosing any actual or potential conflict of interest prior to assumption of their duties and shall recuse themselves from any deliberation or voting on matters wherein such conflict exists: *Provided*, That any member who fails to disclose such conflict or who violates this provision shall be immediately removed from the Council and shall be perpetually disqualified from serving in any capacity related to the implementation of this Act.

SEC. 9. *Expanded Powers and Functions of the Council.* – In addition to its existing powers and functions, the Council shall further have the following powers and functions:

(a) To formulate, adopt, and periodically review and update the National Healthy Food Retail Policy Framework and to oversee the implementation of the National Healthy Food Retail Program under Section 4 hereof;

(b) To develop, promulgate, and update national standards and guidelines for healthy food retail environments, including the operational criteria for the classification of healthy foods and HFSS products;

(c) To adopt, maintain, and periodically update a single Philippine Nutrient Profile Model as the sole reference standard for the classification of foods and beverages under this Act, in coordination with the Food and Drug Administration, the National Nutrition Council, and the Department of Education, so as to prevent arbitrary or inconsistent classification;

(d) To coordinate with concerned national government agencies, local government units, and private sector stakeholders in the effective implementation of this Act;

(e) To develop and implement a national capacity-building program for food retailers, giving priority to micro, small, and medium enterprises;

(f) To develop and implement, in coordination with the Department of Health, the National Nutrition Council, and the Department of Education, a sustained national nutrition education and literacy campaign to complement the measures under this Act and to build consumer demand for healthy foods;

(g) To strengthen supply-side and value-chain linkages between food retail establishments and local farmers, fisherfolk, cooperatives, and producers, in coordination with the Department of Agriculture, and to support the reformulation of One Town, One Product (OTOP) and heritage food products toward improved nutrient profiles;

(h) To conduct, commission, or cause to be conducted such research, studies, and surveys as may be necessary to assess the state of the food retail environment in the country and its impact on public health;

(i) To monitor and evaluate the implementation of this Act on a continuing basis, using measurable indicators and regular reporting mechanisms;

(j) To establish and administer a system of incentives and recognition for compliant food retail establishments;

(k) To develop and administer a national Healthy Retail Certification Program, and to harmonize the standards, definitions, and guidelines under this Act with related existing and pending measures on the healthy food marketing environment and on front-of-pack warning labels, so as to avoid duplication, conflicting definitions, and fragmented regulation;

(l) To submit an annual report to the President of the Philippines and to Congress on the status of implementation of this Act, including recommendations for policy and legislative action;

(m) To promulgate such rules and regulations as may be necessary for the effective implementation of this Act, subject to prior public consultation;

(n) To resolve inter-agency and policy questions arising in the implementation of this Act, without prejudice to the investigative, prosecutorial, and quasi-judicial functions already

vested by law in the Food and Drug Administration and other enforcing agencies, before which appeals from enforcement actions shall be brought;

(o) To create technical working groups as may be necessary to assist in the performance of its functions; and

(p) To perform such other acts and exercise such other powers as may be necessary or incidental to the attainment of the purposes and objectives of this Act.

SEC. 10. *Existing Structure and Staffing Pattern of the Secretariat and Technical Committee.* – Except as otherwise provided in this Act, and unless otherwise deemed necessary by the Council, there shall be no changes in the existing structure and staffing pattern of the Secretariat and Technical Committee. *Provided*, That the President may modify or revise the composition or membership of the Council as may be necessary to ensure the effective implementation of this Act.

SEC. 11. *Product Availability and Assortment Standards.* – The following requirements on product availability shall be observed:

(a) Large food retail establishments shall:

1) Allocate not less than thirty percent (30%) of their visible shelf and display space to healthy foods and healthier food products;

2) Maintain an adequate supply and variety of healthy foods; and

3) Maintain a daily inventory of at least fifteen (15) varieties each of fresh vegetables and fresh fruits.

(b) Medium food retail establishments shall:

1) Allocate not less than twenty percent (20%) of their visible shelf and display space to healthy foods and healthier food products;

2) Maintain a basic assortment of fresh produce and other healthy alternatives; and

3) Maintain a daily inventory of at least five (5) varieties each of fresh vegetables and fresh fruits.

(c) Micro and small food retail establishments, including sari-sari stores, neighborhood convenience outlets, kiosks, and market stalls, are encouraged, on a voluntary basis and with the assistance provided under Section 19 hereof, to:

1) Allocate not less than ten percent (10%) of their visible shelf and display space to healthy foods and healthier food products;

2) Where percentage-based allocation is impracticable because of limited space, maintain at least one clearly designated shelf, basket, rack, or equivalent display area for such products;

3) Maintain at least one (1) category of healthy food or healthier food product appropriate to the nature and capacity of the establishment; and

4) Observe the simplified stocking, placement, and monitoring requirements prescribed by the Council.

The practices enumerated in paragraph (c) shall not be mandatory for micro and small food retail establishments, consistent with Section 19 hereof, and shall be pursued voluntarily with the support therein provided.

The Department of Health, in coordination with the Council and the Food and Drug Administration, shall issue measurable and verifiable guidelines on:

1) The classification of healthy foods and healthier food products, consistent with applicable standards of the Department of Health and Food and Drug Administration;

2) The calculation of visible shelf and display space;

3) The determination and monitoring of required product varieties; and

4) Simplified compliance requirements for micro and small food retail establishments.

Such guidelines shall be issued within six (6) months from the effectivity of the implementing rules and regulations of this Act.

SEC. 12. *Product Placement Restrictions and Provisions.* – The following requirements shall apply:

(a) All food retail establishments shall not display HFSS products:

1) At checkout counters or cash registers;

2) At store entrances;

3) On end-of-aisle displays, island bins, or other prominent display areas; or

4) At child eye or reach level, defined as below one hundred twenty (120) centimeters from floor level.

Provided, That consistent with Section 19 hereof, micro and small food retail establishments shall be subject to this Section only in simplified form and only upon the provision of the support therein contemplated, and are otherwise encouraged to observe these placement practices on a voluntary basis.

(b) The prominent placement areas identified in paragraph (a) shall instead feature healthy foods, healthier food products, fresh fruits and vegetables, water, unsweetened beverages, or non-food items;

(c) Large and medium food retail establishments shall position healthy foods and healthier food products at adult eye level, defined as between one hundred twenty (120) and one hundred sixty (160) centimeters from floor level, on primary shelving units;

(d) Micro and small food retail establishments are encouraged to place their designated healthy food display in a prominent, visible, and readily accessible location appropriate to the size and configuration of the establishment; and

(e) Online food retail platforms shall not feature or prioritize HFSS products on homepages, search results, or algorithmically promoted placements unless the user specifically searches for such products.

Nothing in this Section shall be construed to prohibit the sale of any lawful food product or to compel the removal of any product from any establishment. The requirements herein regulate only the placement, prominence, and promotion of products, are content-neutral as among competing brands, and preserve the reasonable commercial discretion of retailers, so as not to constitute an undue restraint of trade.

SEC. 13. *Pricing and Promotional Strategies.* – Food retail establishments are encouraged to offer price discounts, promotional offers, and loyalty program benefits on healthy foods. Large and medium food retail establishments shall not offer multi-buy promotions, volume discounts, or temporary price reductions exceeding twenty-five percent (25%) exclusively or predominantly for HFSS products: *Provided*, That for purposes of this Section, “predominantly” shall mean that more than fifty percent (50%) of promotional activities or promotional budget is allocated to HFSS products.

The Council shall, subject to the availability of funds, establish a healthy food subsidy or voucher program to improve the affordability and accessibility of healthy foods in underserved communities and geographically isolated and disadvantaged areas, in coordination with the Department of Social Welfare and Development and the local government units concerned.

The Council, in coordination with the Department of Agriculture and the Department of Trade and Industry, shall likewise undertake measures to improve the affordability of healthy foods, including support for local production and aggregation, market linkages that reduce intermediation costs, and the regular monitoring of retail price differentials between healthy foods and HFSS products, recognizing that improved visibility and availability of healthy foods will not translate into healthier purchasing behavior if such foods remain more expensive than less healthy alternatives. The Department of Agriculture shall support the stable and affordable supply of healthy foods, including through linkages with local farmers and fisherfolk and the aggregation and distribution of local produce; and government agencies are encouraged to give preference to locally produced healthy foods in their feeding, procurement, and catering programs, consistent with existing procurement laws.

SEC. 14. *Restrictions on Marketing to Children.* – The following restrictions on child-targeted marketing shall be strictly observed:

(a) No food retail establishment shall employ child-targeted marketing techniques for HFSS products within its premises or platforms;

(b) Child-targeted marketing techniques prohibited under this Section shall include, but not be limited to, the use of cartoon characters, child celebrities, animated mascots, toys, prizes, or collectibles bundled with or offered in exchange for food products, games, contests, or promotional activities directed at minors, and child-appealing packaging designs, colors, or themes that are not inherent to the product itself;

(c) Advertising and promotional materials for HFSS products shall not be displayed at heights or locations specifically designed to attract the attention of children, that is, below 120 centimeters from floor level;

(d) Online food retail platforms shall implement age-gating mechanisms or parental controls to limit the exposure of minors to marketing of HFSS products; and

(e) *Digital and Streaming Platform Restrictions.* – Online food retail platforms, streaming services, social media platforms, and digital advertising networks operating in the Philippines shall not serve, display, or algorithmically target HFSS product advertisements to users whose account profiles, age-declared data, browsing behavior, or geographic location signals indicate minority status.

Provided, That nothing in this Section shall be construed to prohibit the use of licensed characters, mascots, or child-appealing marketing techniques for the promotion of healthy foods as defined herein.

SEC. 15. *Nutrition Information and Labeling.* – Large food retail establishments shall be required to display clear and visible shelf tags identifying healthy food options using a standardized system to be prescribed by the Food and Drug Administration, to provide point-of-purchase nutrition information for fresh produce, and to post educational materials on healthy eating and nutrition in conspicuous locations within the establishment. Medium food retail establishments shall likewise display shelf tags identifying healthy food options.

The Food and Drug Administration, in coordination with the Council, shall develop and prescribe a standardized front-of-pack nutrition labeling system to be applied to all prepackaged food products, including warning labels for products that exceed HFSS thresholds, which system shall be harmonized with any front-of-pack warning label standard adopted under existing or subsequently enacted law so as to ensure a single, consistent labeling regime. The materials and templates for shelf tags, labeling, and point-of-purchase information shall be made available by the Food and Drug Administration at no cost to food retail establishments.

SEC. 16. *Regulation of Vending Machines.* – It shall be unlawful for any person to install, operate, or permit the operation of any automatic vending machine that dispenses exclusively or predominantly HFSS products in any of the following locations:

(a) Schools at all levels, whether public or private, including the grounds and premises thereof;

(b) Hospitals, health centers, rural health units, and other healthcare facilities;

(c) Government offices and facilities at the national and local levels;

(d) Public parks, playgrounds, sports complexes, and recreational facilities; and

(e) Such other public institutions or areas frequented by children as may be designated by the Council.

All vending machines located in the aforementioned establishments or areas shall be required to stock not less than seventy percent (70%) healthy food and beverage options, of which at least twenty percent (20%) of all slots shall be allocated to plain water, unsweetened beverages, or fresh or minimally processed foods. For purposes of this Section, “predominantly” shall mean that more than fifty percent (50%) of the product offerings consist of HFSS products.

SEC. 17. *School Zone and Government Offices Food Environment Standards.* – All food retail establishments located within school zones, as defined herein, shall comply with the following requirements:

(a) No HFSS products shall be displayed in storefront windows, entrance areas, or external signage that is visible from outside the establishment;

(b) Not less than forty percent (40%) of display space shall be allocated to healthy food options;

(c) No promotional activities for HFSS products, including sampling, price promotions, and marketing campaigns, shall be directed at students during school days from six o'clock in the morning (6:00 a.m.) to six o'clock in the evening (6:00 p.m.): *Provided further*, That online food retail platforms and food delivery service applications operating within or targeting school zones shall likewise refrain from transmitting marketing communications, push notifications, or algorithmically promoted content featuring HFSS products to users whose accounts or device profiles indicate that they are minors or are located within a school zone during the designated restricted hours;

(d) All food retail establishments within school zones shall offer exclusively Green Category and Yellow Category foods, as defined under Section 3(j) of this Act, within their visible storefront display and entrance areas during school hours from 6:00 a.m. to 6:00 p.m. on school days; and

(e) Violations of this Section involving establishments located within a school zone shall be subject to enhanced penalties as provided under Section 22 of this Act, and the Council shall recommend the appropriate escalation of administrative sanctions to the concerned LGU health office or the Department of Health regional field office.

School canteens, cafeterias, and food service operations within school premises shall comply with the nutrition standards issued by the Department of Education and with such provisions of this Act as may be applicable to food retail establishments. The Department of Education shall review and update its guidelines on school canteens within one (1) year from the effectivity of this Act to ensure alignment herewith. The canteens and food concessionaires of government offices and facilities, being frequented by large numbers of employees, shall likewise observe the applicable healthy food standards under this Act.

SEC. 18. *Support Program for Micro, Small, and Medium Enterprises.* – The Council, in coordination with the Department of Trade and Industry, the Department of Agriculture, and the local government units concerned, shall develop and implement special programs to assist micro, small, and medium food retailers, including sari-sari stores, in participating in healthy food retail initiatives. Such programs shall include:

(a) Technical assistance on the sourcing, stocking, handling, and marketing of healthy foods;

(b) Access to financing and grants for the acquisition of cold-chain and refrigeration equipment, store improvements, display fixtures, and working capital at preferential interest rates through government financial institutions, and, where appropriate, at no cost for micro establishments;

(c) Linkages to suppliers, cooperatives, and distributors of healthy foods, including direct market connections with local farmers and agricultural producers;

(d) Training programs on food safety, proper handling and storage, and business management;

(e) Support for cold-chain infrastructure, including shared or communal refrigeration, cold storage, and transport facilities at the barangay or public market level, and the strengthening of supply linkages, so as to ensure the stability, safe storage, and continuous availability of perishable healthy foods;

(f) Logistical and infrastructure assistance, including shared storage, aggregation, and delivery arrangements, to reduce the cost and technical difficulty of sourcing and stocking healthy foods;

(g) Recognition and incentive programs for establishments that voluntarily comply with healthy food retail standards;

(h) Support for the reformulation of One Town, One Product (OTOP), heritage, and other traditional food products toward improved nutrient profiles, without requiring the abandonment of their cultural identity, together with assistance in meeting product registration and labeling requirements;

(i) Strengthening of linkages between food retail establishments and local farmers, fisherfolk, cooperatives, and producers as the primary sources of healthy foods, in coordination with the Department of Agriculture; and

(j) Support for informal-sector fresh-produce vendors, including the provision of vending spaces, working capital, and the productive use of idle public land for the cultivation of vegetables, together with the preferential procurement of local produce by government agencies, drawing on successful local government models.

Provided, That micro and small food retail establishments shall not be subject to the mandatory requirements of Sections 11, 12, and 15 hereof but shall be entitled to the support programs herein provided and shall be encouraged to voluntarily adopt healthy food retail practices: *Provided, further, That* no mandatory obligation under this Act shall be enforced

against any micro or small food retail establishment unless and until the financial, technical, logistical, training, and infrastructure support contemplated herein has been made reasonably available to it: *Provided, finally*, That micro and small establishments, prepared food vendors, and fresh-produce vendors shall be assisted and regulated primarily through their local government units, with due regard to local food culture and consumer affordability.

SEC. 19. *Regulation of Online Food Retail Platforms.* – All online food retail platforms operating in the Philippines, including websites, mobile applications, and digital services that facilitate the sale and delivery of food products to consumers, shall be required to:

(a) Provide a dedicated and prominently accessible section or search filter for healthy food options on their homepage or main interface;

(b) Display nutrition information, including calorie content and applicable warning labels, in all product listings;

(c) Refrain from algorithmically promoting or featuring HFSS products to users who have not specifically searched for such products;

(d) Implement parental controls or age-verification mechanisms to limit the exposure of minors to marketing of HFSS products; and

(e) Comply with the restrictions on child-targeted marketing under Section 14 hereof.

The Council, in coordination with the Department of Trade and Industry and the Department of Information and Communications Technology, shall issue the implementing guidelines for online food retail platforms within six (6) months from the effectivity of the implementing rules and regulations of this Act.

SEC. 20. *Enforcement.* – The Department of Health, through the Food and Drug Administration and its regional field offices, and the local government units, through their respective City or Municipal Health Offices, shall be primarily responsible for the enforcement of the provisions of this Act within their respective territorial jurisdictions.

Authorized Officers, who shall be duly trained and certified by the Council, shall have the authority to:

(a) enter and inspect any food retail establishment during regular business hours, upon proper identification and presentation of authority;

(b) examine products, records, advertising materials, and store layouts for purposes of determining compliance with this Act;

(c) issue compliance orders specifying the violations found and the corrective measures required;

(d) issue notices of violation against establishments that fail to comply within the period prescribed;

(e) recommend the imposition of fines and administrative sanctions as provided herein; and

(f) file the appropriate complaints before the proper authorities for violations constituting criminal offenses.

For the avoidance of doubt, the respective roles of concerned agencies in implementation and enforcement shall be as follows: the Department of Health, through the Food and Drug Administration, shall exercise lead responsibility for national standard-setting and enforcement; the National Nutrition Council shall lead on nutrient profiling and nutrition standards; the Department of Trade and Industry, the Department of Agriculture, and the Department of the Interior and Local Government shall lead, respectively, on retailer support, supply-side interventions, and local-government coordination; the Department of Education shall lead on school and school-canteen food environments; and local government units, through their local health offices, shall exercise frontline enforcement within their jurisdictions.

Local government units shall, within their respective territorial jurisdictions and consistent with the Local Government Code of 1991, be responsible for: (a) integrating compliance with this Act into the issuance and renewal of business permits, mayor's permits, and sanitary permits; (b) administering public markets and regulating market stalls, kiosks, and ambulant vendors in a manner consistent with this Act; (c) incorporating healthy food retail considerations into local zoning, land use, and sanitation ordinances; and (d) enacting supportive local ordinances and extending local assistance to micro and small retailers, including sari-sari stores. The national government, through the Council, shall provide local government units with model ordinances, technical guidance, training, and, subject to the availability of funds, financial support to enable them to carry out these responsibilities.

SEC. 21. Penalties. – Consistent with the support-first policy of this Act, enforcement shall prioritize correction, assistance, and capacity-building over punishment. The penalties shall fall principally upon large and medium establishments, food manufacturers, and advertisers, and be calibrated to the capacity of the offender. Micro and small establishments and prepared food vendors shall, in the first instance, be assisted and given reasonable time to comply rather than fined. Subject to the foregoing, any person who violates the provisions of this Act shall be liable to the following penalties:

(a) For violation of Section 16:

1) First offense: A fine of not less than Ten Thousand Pesos (₱10,000.00) but not more than Twenty Thousand Pesos (₱20,000.00);

2) Second offense: A fine of not less than Twenty Thousand Pesos (₱20,000.00) but not more than Fifty Thousand Pesos (₱50,000.00); and

3) Third and subsequent offenses: A fine of not less than Fifty Thousand Pesos (₱50,000.00) but not more than One Hundred Thousand Pesos (₱100,000.00), and suspension of the business permit of the establishment for a period of not less than fifteen (15) days but not more than thirty (30) days.

(b) For violation of Sections 12, 14, or 17 by large food retail establishments:

1) First offense: Written warning and a period of thirty (30) days within which to comply;

2) Second offense: A fine of not less than Ten Thousand Pesos (₱10,000.00) but not more than Twenty Thousand Pesos (₱20,000.00); and

3) Third and subsequent offenses: A fine of not less than Twenty Thousand Pesos (₱20,000.00) but not more than Fifty Thousand Pesos (₱50,000.00).

(c) For violation of Sections 12, 14, or 17 by medium food retail establishments:

1) First offense: Written warning and a period of forty-five (45) days within which to comply;

2) Second offense: A fine of not less than Five Thousand Pesos (₱5,000.00) but not more than Ten Thousand Pesos (₱10,000.00); and

3) Third and subsequent offenses: A fine of not less than Ten Thousand Pesos (₱10,000.00) but not more than Twenty Thousand Pesos (₱20,000.00).

(d) For violation of other mandatory provisions of this Act:

1) First offense: Written warning and a period of sixty (60) days within which to comply;

2) Second offense: A fine of not less than Three Thousand Pesos (₱3,000.00) but not more than Five Thousand Pesos (₱5,000.00); and

3) Third and subsequent offenses: A fine of not less than Five Thousand Pesos (₱5,000.00) but not more than Ten Thousand Pesos (₱10,000.00).

If the offender is a juridical person, the penalty herein provided shall be imposed upon the president, general manager, managing partner, or such other officer or person responsible for the violation. In the case of franchise operations, both the franchisor and the franchisee shall be jointly and severally liable for violations occurring within the franchised establishment.

All fines collected under this Act shall be remitted to the Bureau of the Treasury and shall accrue to the general fund.

SEC. 22. *Administrative Sanctions.* – In addition to the penalties provided in the preceding Section, the Department of Health or the local government unit concerned may, after due notice and hearing, impose any or all of the following administrative sanctions:

(a) Suspension of sanitary permit or license to operate for a period of not less than fifteen (15) days but not more than ninety (90) days, in cases of repeated violations within a period of twelve (12) months;

(b) Revocation of sanitary permit or license to operate, in cases of serious or willful violations, or for violations committed after previous suspension;

(c) Submission and implementation of a corrective action plan, with mandatory monitoring and periodic reporting; and

(d) Disqualification from participation in incentive programs and from government procurement and catering contracts.

SEC. 23. *Appeals.* – Appeals from decisions, orders, or rulings of an Authorized Officer or enforcing agency rendered in the exercise of the investigative, prosecutorial, or quasi-judicial functions of the Food and Drug Administration or other enforcing agency shall be brought before, and resolved in accordance with, the existing administrative processes of such agency, and thereafter by the regular courts, without the Council exercising any adjudicatory function. Any person aggrieved by a decision, order, or ruling of an Authorized Officer or enforcing agency may, within fifteen (15) days from receipt of such decision, order, or ruling, avail of the foregoing remedies. The filing of an appeal shall not stay the execution of the decision, order, or ruling appealed from, unless a temporary restraining order is issued by the proper authority upon posting of an appropriate bond.

The Council shall confine itself to the resolution of inter-agency and policy questions arising from the implementation of this Act, without prejudice to the remedies available before the enforcing agencies and the courts.

SEC. 24. *Incentive and Recognition Program.* – The Council shall establish a recognition program to be known as the “Philippine Healthy Food Retail Excellence Award” for food retail establishments that demonstrate exemplary compliance with the provisions of this Act. Establishments that are duly recognized under this program may be entitled to the following incentives:

(a) A certificate of recognition and the right to display the official seal or logo of the program;

(b) Eligibility to supply healthy foods to government feeding, procurement, and catering programs, consistent with existing procurement laws;

(c) Expedited processing of business permits, licenses, and sanitary permits;

(d) Priority access to the capacity-building, financing, and supply-linkage support programs under this Act;

(e) Public recognition in government-sponsored events, publications, and information campaigns; and

(f) Such other incentives as may be provided by law or determined by the Council, excluding any reduction or waiver of food-safety inspection or sanitary-permit requirements, which shall not be diminished as an incentive.

The Council shall likewise establish and administer a voluntary Healthy Retail Certification Program, under which food retail establishments of any size that meet graduated, size-appropriate criteria may be certified as “Healthy Retailers.” Certification shall entitle the

establishment to the incentives enumerated in this Section, to technical and procurement support, and to access to affordable and reliable supply channels for healthy foods. The program shall be designed to be attainable by micro and small retailers, including sari-sari stores, and shall not require costly infrastructure as a condition of entry.

SEC. 25. *Appropriations.* – The amount of Fifty Million Pesos (₱50,000,000.00) is hereby appropriated for the initial implementation of this Act, to be sourced from the current year's appropriations of the Department of Health. Thereafter, such sums as may be necessary for the continued and effective implementation of this Act shall be included in the annual General Appropriations Act.

Local government units are hereby encouraged to allocate funds from their respective local development funds for the implementation of this Act within their territorial jurisdictions.

SEC. 26. *Implementing Rules and Regulations.* – Within ninety (90) days from the effectivity of this Act, the Department of Health, in consultation with the Council, concerned government agencies, food retail associations, civil society organizations, and other stakeholders, shall promulgate the rules and regulations necessary for the effective implementation hereof.

The implementing rules and regulations shall be published in the Official Gazette or in a newspaper of general circulation and shall take effect fifteen (15) days after such publication. The Council shall periodically review and update the implementing rules and regulations at least once every three (3) years, or as may be necessary to address emerging issues and to incorporate new evidence and best practices.

SEC. 27. *Transitory Provisions.* – The following transitory provisions shall govern the implementation of this Act:

(a) The Council shall be duly reorganized and convened within sixty (60) days from the effectivity of this Act;

(b) Large food retail establishments shall be given a period of one hundred eighty (180) days from the effectivity of the implementing rules and regulations within which to comply with the requirements on product availability and placement;

(c) Medium food retail establishments shall be given a period of two hundred seventy (270) days from the effectivity of the implementing rules and regulations within which to comply with the applicable requirements hereof;

(d) The prohibition on vending machines dispensing predominantly HFSS products shall take effect upon the effectivity of the implementing rules and regulations: *Provided*, That existing vending machines shall be given a period of ninety (90) days within which to comply;

(e) The restrictions on child-targeted marketing shall take effect one hundred twenty (120) days from the effectivity of the implementing rules and regulations; and

(f) Online food retail platforms shall be given a period of one hundred eighty (180) days from the effectivity of the implementing rules and regulations within which to comply with the applicable requirements hereof.

SEC. 28. *Congressional Oversight.* – There is hereby created a Congressional Oversight Committee, hereinafter referred to as the “Oversight Committee,” which shall be composed of the Chairpersons of the Senate Committees on Health and Demography, Trade, Commerce and Entrepreneurship, and Finance, and the Chairpersons of the House of Representatives Committees on Health, Trade and Industry, and Appropriations. The Oversight Committee shall monitor and evaluate the implementation of this Act and may conduct periodic reviews and assessments, including public hearings, to ensure the attainment of the objectives hereof.

The Council shall submit to the Oversight Committee a comprehensive report on the implementation of this Act within one (1) year from its effectivity and annually thereafter.

SEC. 29. *Harmonization with Existing Laws.* – This Act shall be construed and implemented in harmony with existing laws affecting the food environment. To this end:

(a) the definitions, nutrient-profiling standards, and classification systems under this Act shall, to the greatest extent practicable, be made consistent with those adopted under such related measures, and any conflict shall be resolved in favor of the standard offering greater protection to public health and greater clarity to regulated establishments;

(b) the Council shall coordinate with the agencies implementing such related measures to avoid duplicative reporting, inspection, or compliance obligations upon food retail establishments; and

(c) upon the enactment of any such related measure, the Council shall, within one hundred eighty (180) days, review and reconcile the implementing rules and regulations issued under this Act to ensure a single, coherent, and non-fragmented regulatory framework.

The State recognizes that the objectives of this Act may be more coherently achieved through consolidation with related measures into a single comprehensive law on the healthy food environment.

SEC. 30. *Separability Clause.* – If any provision of this Act or the application thereof to any person or circumstance is held invalid or unconstitutional, the remainder of this Act or the application of such provision to other persons or circumstances shall not be affected thereby.

SEC. 31. *Repealing Clause.* – All laws, presidential decrees, executive orders, rules and regulations, and other issuances or parts thereof which are inconsistent with the provisions of this Act are hereby repealed, amended, or modified accordingly.

SEC. 32. *Effectivity.* – This Act shall take effect fifteen (15) days after its complete publication in the Official Gazette or in a newspaper of general circulation.

Approved,