

NINETEENTH CONGRESS OF THE)
REPUBLIC OF THE PHILIPPINES)
First Regular Session)

'22 AUG 31 P5 :02

SENATE

S.B. No. 1256

RECEIVED BY: _____



Introduced by **SENATOR IMEE R. MARCOS**

AN ACT
URGING THE PLANNING, EVALUATION, AND PROMOTION OF
PINEAPPLES FOR INTERNATIONAL EXPORT, ESTABLISHING THE
PINEAPPLE EXPORT DEVELOPMENT COUNCIL, AND PROVIDING FUNDS
THEREFOR

EXPLANATORY NOTE

Pineapples are one of the primary agricultural exports of the Philippines. As of 2021, the Philippines is the second exporter of pineapples, behind only Costa Rica. As of 2021, the Philippine Imports and Exports Statistics rank pineapples as the 3rd biggest agricultural export of the country behind fresh banana and coconut oil.

The Philippines exported USD 281 million worth of fresh pineapples in 2021. The country's largest export markets as of 2021 are China, Japan, and Korea. Together, these three countries account for 87% of the Philippines' pineapple exports. Almost 100% of Philippines' pineapple exports are to countries in Asia and the Pacific region. In total, the Philippines exported USD 760 million worth of pineapple products.

Looking at the industry trend, production of pineapples remain constant. From 2018 to 2021, pineapple production only grew at an average rate of 1.2%, from 2.73 million tons in 2018 to 2.86 million tons in 2021. The acreage of pineapple also remains constant, from 65.85 thousand hectares in second half 2018 to 66.98 thousand hectares in 2021.

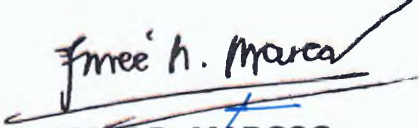
The lack of growth in the industry is due to several factors. The pineapple industry regularly experiences the lost of 40% of the total fruit production due to hauling and transporting problems, in addition to rat infestation. There is a need to

provide farm-to-market roads in pineapple planting regions in Northern Mindanao and SOCCSKSARGEN in order to reduce losses. There is also a need improve the access of farmers to cold storage facilities that will allow them to ship their produce. This is important as proper postharvest handling is important in producing export-quality fresh pineapples.

There is also a lack of processing centers to produce processed pineapple goods like pineapple juice and canned pineapples. Given the perishability of the fresh product and the existing world demand for processed pineapple products, there is a need to further develop the processed pineapple sector in order to expand the market reach of the local pineapple produce, as only 3% of the processed pineapple of the Philippines reach the US market.

Farmers are also suffering from losses due to the infestation of insects and other pests. Pineapple plants suffer from parasites like the *Phytophthora* and the *Fusarium* fungi, nematode infestation, and Symphylan insect attacks. The Department of Agriculture needs to provide the farmers support in dealing with the pests associated with pineapples.

Given the abovementioned circumstances, the immediate passage of this bill is necessary.


IMEE R. MARCOS



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

1 **SECTION 1. Short Title.** – This Act shall be known as the "*Pineapple Export Act*
2 *of 2022.*"

3
4 **SEC. 2. Declaration of Policy.** – It is hereby declared the policy of the State to
5 develop and promote a globally competitive Pineapple industry with the objective of
6 increasing Pineapple farmers' income, upgrading production of export quality fruits, and
7 encouraging trade and industry.

8
9 **SEC. 3. Establishment of Pineapple Export Promotion Council (PEPC).** – A
10 council, composed of the Secretary of the Department of Agriculture (DA) as the
11 Chairperson, the Secretary of the Department of Foreign Affairs (DFA), the Secretary of
12 the Department of Trade and Industry (DTI), and one (1) each from the Pineapple
13 growers and commercial producers' sectors to be designated by the Secretary of the
14 DA shall be created immediately upon the effectivity of this Act to ensure the promotion,
15 support, and assistance to pineapple exporters. The Bureau of Plant Industry (BPI),
16 through the office which implements the High Value Crops Development Program, shall
17 be designated as the Secretariat.
18

1 **SEC. 4. Functions of the PEPC.** – The PEPC, in consultation with the Department
2 of Environment and Natural Resources (DENR), Department of Science and Technology
3 (DOST), Pineapple growers' cooperatives and organizations, local government units,
4 and the private sector, shall formulate a one-year framework to be validated and
5 updated annually. Such Framework shall serve as guide to the formulation and
6 implementation of plans, programs and projects for the production, marketing,
7 processing and distribution of Pineapple for food and commercial needs, as envisioned
8 in this Act. The Framework shall likewise provide for the following:

- 9
- 10 a. *Plan National Framework* – The DA, DOST, state universities and colleges
11 (SUCs) and other stakeholders shall strengthen the conduct of researches on
12 pineapple particularly on areas of crop improvement (development of new
13 varieties), crop protection, harvesting and postharvest handling, supply chain
14 analysis, marketing and promotion. A techno-demo site shall also be
15 established in different pineapple growing areas of the country to showcase
16 the matured technologies on pineapple propagation, production, Integrated
17 Pest Management (IPM), post-harvest handling, and processing.
- 18
- 19 b. *Investment Promotion and Facilitation* – The DA and DTI shall develop
20 programs establishing links between stakeholders in the Pineapple industry
21 and Government Financial Institutions (GFIs) and other financial
22 cooperatives. The DA and DTI shall likewise develop and implement programs
23 that would establish reasonable and innovative investment incentives to
24 attract more players in the pineapple industry.
- 25
- 26 c. *Export Promotion Support* – An integrated and strategic export promotion
27 program for pineapple industry shall be created. The export promotion
28 program shall be responsive to market conditions, needs of the exporters,
29 and possibilities offered by new products and technologies. It shall likewise
30 provide foreign trade and export promotion activities through trainings,
31 technical assistance, capacity building, generating awareness on export
32 opportunities, and export planning assistance.
- 33
- 34 d. *Strengthen Trade Policies and Support Network* – The PEPC shall be
35 responsible in coordinating a consultative approach for the various stages of
36 the trade policy making process. The DFA shall lead the negotiation of Free

1 Trade Agreements (FTAs) to provide a competitive environment for
2 pineapple exports abroad.

- 3
4 e. *Monitoring and Evaluation* – The PEPC shall continuously monitor, track,
5 and analyze the progress and outcomes of the programs to be
6 implemented to determine over-all effectiveness.

7
8 **SEC. 5. Appropriations.** – The amount necessary to implement this Act shall be
9 included in the annual General Appropriations Act (GAA). Thereafter, such funds as may
10 be necessary for the continued implementation of this Act shall be included in the
11 succeeding annual GAA.

12
13 **SEC. 6. Repealing Clause.** – All provisions of existing laws, orders and
14 regulations contrary to or inconsistent with this Act are hereby repealed or modified
15 accordingly.

16
17 **SEC. 7. Separability Clause.** – If for any reason any part or provision of this Act
18 shall be deemed unconstitutional or invalid, the other sections or provisions hereof shall
19 not be affected and shall remain in force and effect.

20
21 **Sec. 8. Effectivity.** – This Act shall take effect fifteen (15) days after its
22 publication in the Official Gazette or in a newspaper of general circulation.

Approved,