

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Constitution Hills, Quezon City

**SEVENTEENTH CONGRESS**  
*First Regular Session*

HOUSE OF REPRESENTATIVES

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HOUSE BILL NO. 1500

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Introduced by Representative Harlin Neil J. Abayon III

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**EXPLANATORY NOTE**

The labeling of "fresh milk" on the packaging of milk product is causing a stir in the country as consumers of milk expressed concern over the safety and quality of milk being sold in the market.

The Constitution, Article 11, Section 15 provides that "State shall protect and promote the right to health of the people and instill health consciousness among them." In the Philippines, milk cartons bear labels of "fresh milk", leading consumers to believe that the contents of the milk they acquire is fresh milk. It is misleading however, because milk being sold in groceries, which is mostly imported, has been pasteurized. Milk being sold in the market underwent ultra-high temperature treatment (UHT), which is of the highest quality, which allows it to last for several days. UHT milk is not the same as fresh milk, therefore labeling milk that went through said process as fresh milk is misleading and inappropriate.

In accordance with this Constitution mandate, the bill seeks to prohibit the labeling of "fresh milk" in packages that contain pasteurized milk. With the proper labeling of milk products, the bill seeks to protect not only consumers of milk but also the local producers of fresh milk.

This measure was previously filed by Senator Pangilinan in the 15<sup>th</sup> Congress. Passage of this bill is earnestly sought now in the 17<sup>th</sup> Congress.

  
**HARLIN NEIL J. ABAYON III**  
Representative  
Party-List AANGAT TAYO

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**AN ACT**  
**PROHIBITING THE USE OF LABEL "FRESH MILK" IN THE**  
**PACKAGING AND SALE OF PASTEURIZED AND PROCESSED MILK**  
**AND PROVIDING PENALTIES FOR VIOLATIONS THEREOF**

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

SECTION 1. Short Title. – This Act shall be known as the "Milk Nutrition and Labeling Act."

SEC 2. Prohibition. – Producers, importers, and traders of pasteurized and processed milk are hereby prohibited from using the label "fresh milk" in the packaging and sale of milk products.

SEC 3. Penalties. – Producers, importers, and traders of pasteurized and processed milk using the label "fresh milk" in their milk products shall be penalized as follows:

FIRST OFFENSE:     A fine of ten thousand pesos (Php 10,000)  
SECOND OFFENSE:    A fine of fifty thousand pesos (Php 50,000)  
THIRD OFFENSE:     A fine of two-hundred thousand pesos (Php 200,000)

Sec 4. Separability Clause. – If any provision or part hereof is held invalid or unconditional, the remainder of the law not otherwise affected shall remain valid and subsisting.

Sec 5. Repealing Clause. – Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary or inconsistent with the provision of this Act is hereby repealed, modified, or amended accordingly.

Sec 6. Effectivity Clause. – This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

Approved,