



SENATE
S.B. No. 848

*19 AUG -1 A11 :38

Introduced by **SENATOR IMEE R. MARCOS**

RECEIVED

**AN ACT URGING THE PLANNING AND PROMOTION OF THE PHILIPPINE
MANGO FOR INTERNATIONAL EXPORT ESTABLISHING THE MANGO
EXPORT PROMOTION COUNCIL, AND PROVIDING FUNDS THEREFOR, AND
FOR OTHER PURPOSES**

EXPLANATORY NOTE

The "Carabao" Mango, internationally known as the Manila Super Mango, is widely known as one of the best varieties of mango due to its superior quality and taste. It is listed as the sweetest in the world by the 1995 Guinness Book of World Records. As of 2015, global trade in fresh and dried mango totaled 2 billion US dollars. Mexico is the world's biggest mango exporter, producing 16% of the market, while the other leading exporters are Peru, Brazil, India, and Thailand. Together, these 5 countries account for 53% of all global exports. Sadly, despite its fame and quality, the Philippine mango has failed to date to break into this huge international market.

While mangoes can be produced in most parts of the country, less than 3% of the present domestic produce is exported. Output is consistently falling, despite a slight bump during "El Niño" years. From 816.4 thousand metric tons in 2013 to 711.7 thousand tons in 2018, both acreage and the number of trees show a downward pattern for the past three (3) years. Acreage decreased from 187,457 hectares on the first half of 2016 to 185,194 hectares on the first half of 2018 before slightly increasing to 185,607 hectares on second half 2018. The number of trees followed a similar pattern, decreasing from 9,621,690 in the half 2016 to 9,445,450 I the first half 2018. The industry is also suffering from problems related to economies of scale, dominated by farmers with small landholdings. Aggregation problems meeting output demand of exporters are hence predictable.

Further, the lack of processing equipment and capacity for the production of mango puree and other processed products hinder the growth of the processed sector. Access to the processed mango sector is critical, given the size of the puree market, valued at USD\$ 995 million in 2017. This processed mango demand is projected reach USD\$ 2.1 billion by 2026.

The Philippines has consistently had difficulty complying with the stringent regulations of the major markets in the region. In particular, adherence to Sanitary and Phytosanitary (SPS) permit standards and Good Agricultural Practice (GAP) requirements remain problematic. There is a need to negotiate the details of these requirements with major trade partners to facilitate export as well as urge their investment and assistance in complying with both SPS and GAP

Government intervention in promoting mango exports is clearly urgent and necessary. In particular, there is a need to expand planting, provide shared facilities, assist the farmers in meeting GAP and SPS standards, and cooperate with our partners in enhancing the competitiveness of the Philippine Mango.

Given the abovementioned opportunities, the immediate passage of this bill is urgently recommended.



IMEE R. MARCOS


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



Senate
Office of the Secretary

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

- 1 Section 1. *Short Title.*— This Act shall be known as the "Mango Export Act of 2019."
2
- 3 Section 2. *Declaration of Policy.*— It is hereby declared the policy of the State to
4 develop and promote a globally competitive mango industry with the objective of
5 increasing mango farmers' income, encouraging the production of export-quality
6 fruits, and promoting international trade and industry.
7
- 8 Section 3. *Establishment of the Mango Export Promotion Council (MEPC).* — A council,
9 composed of the Secretary of the Department of Agriculture (DA) or his representative
10 as the Chairperson, the Secretary of the Department of Foreign Affairs (DFA) or his
11 representative, the Secretary of the Department of Trade and Industry (DTI) or his
12 representative, and one (1) each from the mango growers and commercial processors'

1 sectors to be designated by the Secretary of the DA shall be created immediately upon
2 the effectivity of this Act to ensure the government's, support, and assistance to
3 mango exporters. The Bureau of Plant Industry (BPI) under DA, through the office
4 which implements the High-Value Crops Development Program, shall be designated
5 as the MEPC'S Secretariat.

6 Section 4. *Functions of the MEPC.* – The MEPC, in consultation with the Department
7 of Environment and Natural Resources (DENR), Department of Science and
8 Technology (DOST), state universities and colleges, mango growers' and processors
9 cooperatives and organizations, local government units, and the private sector, shall
10 formulate a ten (10) year framework to be validated and updated annually. Such
11 Framework shall serve as guide to the formulation and implementation of plans,
12 programs and projects for the production, processing and marketing of Philippine
13 mango for export worldwide, as envisioned in this Act. The Framework shall likewise
14 provide for the following:

- 15
- 16 a. National Expansion Plans and Programs – The DA, DOST, state universities and
17 colleges (SUCs) and other stakeholders shall encourage the conduct of research
18 on mango, particularly in the areas of crop improvement (development of new
19 varieties), crop protection, harvesting and postharvest handling, supply chain
20 analysis, marketing and promotion. Model farms shall also be established in key
21 mango growing areas of the country to showcase the latest technologies in mango
22 propagation, production, Integrated Pest Management (IPM), Good Agricultural
23 Practise (GAP) post-harvest handling, and processing, packaging and branding.
- 24
- 25 b. Investment Promotion and Facilitation – The DA and DTI shall establish linkages
26 between stakeholders in the mango industry, Government Financial Institutions
27 (GFIs) and private financial entities. Programs to invite the private sector to mango
28 production and processing shall likewise be developed
- 29
- 30 c. Export Promotion Support. – An integrated export strategy shall be created, to
31 include branding, advertising, market research and analyses, and updated phyto-
32 sanitary guidelines. Foreign trade and export promotion activities such as training,

1 technical assistance, capacity building, information on export opportunities, export
2 planning assistance, and participation in international food, agriculture, and events
3 shall facilitated.

4
5 d. Formulation of Trade Policies. – The MEPC shall engender a consultative approach
6 at every stage of the trade policy-making process, inviting all mango stakeholders.
7 The DFA shall lead the negotiation of Free Trade Agreements (FTAs) to provide a
8 competitive environment for Filipino mango exports overseas.

9
10 e. Monitoring and Evaluation. – The MEPC shall continuously monitor, and evaluate
11 the results of programs implemented by the various stakeholders and government
12 agencies, providing overall coordination and end-to-end management of the export
13 process.

14 Section 6. *Appropriation.* – To provide for the funding requirements for aggressive
15 production programs, of the Philippine mango, for international export, there is hereby
16 created a Mango Export Development Fund (MEDF), with an initial amount of five
17 hundred million pesos (P500,000,000.00) to be taken from the existing budget of the
18 Department of Agriculture. Thereafter, the MEDF shall be sourced from the amounts
19 be appropriated in the General Appropriations Act in the year following its enactment
20 into law. Other sources of funds, including but not limited to borrowings from local
21 and international financial institutions, shall also be considered to further support the
22 MEDF. In addition, one (1) percent of the revenue from the mango export (as levy)
23 shall be allocated to research and development to address the priority problems of the
24 industry.

25 Section 7. *Repealing Clause.* – All laws or parts thereof, decrees, orders, rules and
26 regulations inconsistent with the provisions of this Act are hereby repealed or modified
27 accordingly: Provided, however, that nothing in this Act shall be construed or applied
28 as amending the CARP and other laws on agrarian reform.

29
30 Section 8. *Separability Clause.* – If any of the provisions of this Act is declared invalid,
31 the other provisions not affected thereby shall remain in full force and effect.

1
2 Section 9. *Effectivity Clause.* – This Act shall take effect fifteen (15) days following its
3 publication in a newspaper of general circulation or in the Official Gazette, whichever
4 comes first.

Approved,

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