



Office of the Sangguniang Bayan

ORDINANCE NO. 2024-013

AN ORDINANCE ADOPTING R.A. 11960, OTHERWISE KNOWN AS THE OTOP PHILIPPINES ACT OF 2023, AND DECLARING "BIKO" AS THE OFFICIAL ONE-TOWN-ONE PRODUCT (OTOP) OF THE MUNICIPALITY OF SAN JOSE, CAMARINES SUR, PROVIDING FUNDS THEREFOR AND FOR OTHER PURPOSES

*Authors: Hon. Audie P. Concina, Hon. Rogelio B. Chavez
and Hon. Virgilio E. Panuelos*

Be it ordained by the 15th Sangguniang Bayan of San Jose, Camarines Sur in session assembled that:

Section 1. SHORT TITLE - This ordinance shall be known as the "SAN JOSE OTOP ORDINANCE" of the municipality of San Jose, Camarines Sur.

Section 2: DECLARATION OF POLICY. It is hereby declared the policy of the Municipality of San Jose, Camarines Sur to promote and support local products that reflect the culture, heritage, and identity of the town. In line with this, Biko, a traditional Filipino rice cake, is hereby declared as the One-Town-One Product (OTOP) of San Jose, Camarines Sur.

Section 3: OBJECTIVES. By designating Biko as the OTOP, the Municipality of San Jose seeks to:

1. Provide a package of assistance for MSMEs, especially the Biko producers to develop new and innovative products;
2. Assist local Biko producers in being more market-oriented and innovation-driven;
3. Support local producers and entrepreneurs engaged in the production of Biko, whether for export or the domestic market;
4. Improve its marketability and fostering pride among the residents;
5. Stimulate local economic growth by promoting the preferential use of Filipino labor, domestic materials, and locally produced goods, and adopt measures to make them competitive;
6. Preserve and promote the cultural heritage associated with Biko production.

Section 4. LEGAL BASIS. The implementation of this ordinance shall be governed by RA 11960 otherwise known as the "One Town One Product Program or OTOP Philippines Act of 2023", which focuses on empowering local communities, supporting micro, small, and medium enterprises (MSMEs) with viable products, and encourages the development of new, innovative, and improved products in areas such as quality, design, packaging, and marketability.

Section 5. SCOPE AND COVERAGE. This Ordinance shall apply to all areas within the territorial jurisdiction of the Municipality of San Jose, Camarines Sur. The promotion, production, and marketing of Biko as the OTOP shall be encouraged and supported in the following locations:



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1. All barangays within the Municipality of San Jose, Camarines Sur;
2. Public markets and commercial establishments within San Jose, Camarines Sur;
3. Local festivals, fairs, and events held within San Jose, Camarines Sur;
4. Schools, community centers, and other public institutions within San Jose, Camarines Sur.

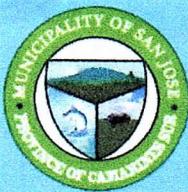
Section 6. DEFINITION OF TERMS.

1. **Biko**- A traditional Filipino rice cake made from glutinous rice, coconut milk, and brown sugar, often topped with latik (coconut curds).
2. **One-Town-One-Product (OTOP)**- A government program that promotes products that are distinctively identified with a specific town or locality, aiming to boost local economic development and cultural heritage.
3. **OTOP Hub**- refers to the One Town, One Product (OTOP) Philippines Hub managed by the Local Government Unit (LGU), which serves as a physical and online market access platform where OTOP products, especially those that have been developed and improved through the program, are showcased and made available to consumers.
4. **High foot traffic** refers to an area that many people walk through or past, such as urban commercial areas. It is a term used to describe the number of customers that enter a store, mall, or location, and an important metric used to measure marketing effectiveness and overall customer interest. Higher foot traffic often leads to increased sales and customer engagement.
5. **Marketing**- encompasses the activities and strategies used to promote, sell, and distribute a product or service. It also involves the various functions required to move goods from the producer to the consumer.
6. **Promotion** – refers to communicating with the public in an attempt to influence them toward supporting a program. It is an activity designed to increase visibility or support for the program. It is elevating the position of a program in the hierarchy. It is the act of furthering the growth or development of a program.

Section 7: IMPLEMENTATION.

The Local Government Unit of San Jose shall implement the following initiatives to support Biko production:

1. Provide technical assistance, resources, and access to modern production techniques. This aims to improve production processes, quality and competitiveness of Biko in the market;
2. Implement standards and provide support to local Biko producers in the form of training, financial assistance, and access to resources. This will help improve the quality and production capacity of Biko;



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3. Establishment of quality standards for Biko production to ensure consistency and excellence. Producers must adhere to these standards to maintain the reputation of Biko as a premium product;
4. Development of an infrastructure, if necessary, to support Biko production and distribution. This includes the construction of production facilities, storage areas, and transportation networks.
5. Efforts shall be made to preserve the traditional methods of Biko production while integrating modern techniques. This ensures that the cultural heritage associated with Biko is maintained.
6. Monitoring and evaluation of the economic impact of the OTOP program on the local community. This includes assessing the increase in income for Biko producers and the overall economic growth of San Jose.
7. Implementation of sustainable practices in Biko production to ensure environmental protection and long-term viability of the industry.

SECTION 8. PROMOTION. To ensure the successful promotion and recognition of Biko as the One-Town-One Product (OTOP) of San Jose, Camarines Sur, the local government shall:

1. Initiate and support marketing and advertising campaigns to promote Biko both locally and nationally. This includes the use of social media, local television and radio stations, and print media;
2. Organize and participate in product showcases, fairs, and exhibitions to highlight Biko as the town's OTOP. These events will provide opportunities for local producers to display and sell their products;
3. Collaborate with the tourism sector to include Biko in tourism packages and itineraries. This will help attract tourists to San Jose and increase the visibility of Biko;
4. Assist local producers in developing a unique brand and packaging for Biko. This will help create a distinct identity for the product and make it more appealing to consumers;
5. Establish partnerships with local and national retailers to ensure that Biko is available in various markets. This will help increase the product's reach and accessibility;
6. Regularly monitor and evaluate the effectiveness of the promotion strategies. This will help identify areas for improvement and ensure the continuous success of Biko as the town's OTOP.

SECTION 9. CREATION OF SAN JOSE LOCAL OTOP PROGRAM OFFICE. There is hereby created the San Jose OTOP Local Program Office (OTOP-LPO), which shall direct, supervise, and implement the OTOP Program in the Municipality of San Jose, Camarines Sur.



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SECTION 10. ESTABLISHMENT OF LGU SAN JOSE OTOP HUB. There is hereby established the LGU San Jose OTOP Hub in the Municipality of San Jose, Camarines Sur, as determined by the DTI, in coordination with the Land Transportation Franchising and Regulatory Board (LTFRB), and other similar agencies to promote access to the market, and ensure that the LGU San Jose OTOP Hub is established in strategic ports of entry, or in a location that has high foot traffic, preferably in the municipal hall or any LGU facility or location that has high foot traffic or is frequented by locals, where "Biko" products can be showcased, sold, or explored.

SECTION 11. IMPLEMENTING AGENCY. The Municipal Government of San Jose, Camarines Sur, through the San Jose OTOP Task Force, in coordination with the Department of Trade and Industry (DTI), as the lead agency for the OTOP Philippines program, and other concerned agencies, shall oversee the effective implementation of this ordinance.

SECTION 12. CREATION OF THE SAN JOSE OTOP TASK FORCE. There is hereby created the San Jose OTOP Task Force, responsible for implementing and monitoring the provisions of this ordinance, whose functions shall align with the national guidelines (RA 11960) and work in collaboration with the DTI, and other concerned agencies to ensure a cohesive approach to the OTOP program's implementation.

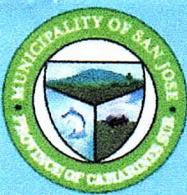
SECTION 13. COMPOSITION OF THE SAN JOSE OTOP TASK FORCE.

The San Jose OTOP Task Force is hereby created to assist the DTI and other concerned agencies in the institutionalization of the OTOP Philippines Act in this municipality and in the implementation of this ordinance, which shall be constituted as follows:

Chairperson	- Municipal Mayor
Co-Chairperson	- Municipal Agriculturist
Members	- Business Permit and Licensing Officer
	- Municipal Tourism Officer
	- Chairman of the Committee on Tourism, Culture and the Arts
	- Liga President
	- SK Federation President
	- Representative from the Biko Producers
	- Private Sector (NGO's, CSO's)

SECTION 14. DUTIES AND RESPONSIBILITIES OF SAN JOSE OTOP TASK FORCE. In addition to Section 7 and Section 8 of this ordinance, The OTOP Task Force shall:

1. Ensure that the OTOP Task Force's activities align with the national guidelines (RA 11960) and overall mission and strategic objectives of the Municipality of San Jose;



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2. Promote and support the development, production, and marketing of "Biko" as the designated OTOP product;
3. Identify and raise necessary funds for OTOP-related initiatives, including seeking financial support from relevant stakeholders;
4. Monitor the use of allocated resources, ensuring efficient utilization;
5. Chart a clear course of action to achieve the OTOP goals related to "Biko";
6. Develop intermediary success factors and establish a schedule for meetings and communications;
7. Facilitate regular meetings of the task force, ensuring that outcomes are recorded and shared with participants;
8. Share progress updates with other interested parties, including community members and stakeholders;
9. Help acknowledge the contributions of volunteers who supported the OTOP initiative;
10. Assess the effectiveness of the program quarterly, and recommend adjustments if needed.

SECTION 15. INCENTIVES AND ASSISTANCE. To foster advancement among local micro, small and medium enterprises (MSMEs), especially Biko producers and enhance their offerings, contributions to local economies, and compete effectively in the market:

1. Fifty percent shall automatically be reduced to all first-time registrants for local taxes such as business permits, or property taxes for registered biko producers, and 25% will be reduced for their annual renewal of local taxes.

SECTION 16. DUTIES AND RESPONSIBILITIES OF BIKO PRODUCERS.

1. Ensure that Biko production adheres to established quality standards and food safety regulations;
2. Regularly inspect production facilities and processes to maintain product integrity;
3. Continuously explore ways to improve Biko recipes, presentation, and packaging;
4. Actively participate in OTOP-related events, fairs, and promotions;
5. Source ingredients locally whenever possible to support the community and maintain freshness;
6. Engage with local farmers, suppliers, and consumers to foster a sense of community;
7. Maintain accurate records of production volumes, sales, and distribution;
8. Submit regular reports to the municipal agriculture's office.

SECTION 17. PENALTY. Non-compliance with the preceding section may result in the suspension of the incentives mentioned in Section 15 of this ordinance.



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SECTION 18. FUNDING. The necessary funds for the implementation of this ordinance shall be included in the annual budget of the Municipality of San Jose, Camarines Sur, and may also be sourced from grants, donations, and other funding sources.

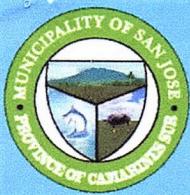
An annual allocation of P 300,000.00 shall be provided for the operation of the OTOP-LPO and OTOP Hubs, with provisions for periodic review and potential increases as necessary.

SECTION 19. SEPARABILITY CLAUSE. If any provision of this ordinance is declared invalid or unconstitutional, the remaining provisions shall remain in full force and effect.

SECTION 20. REPEALING CLAUSE. All ordinances, resolutions, and other issuances inconsistent with this ordinance are hereby repealed or modified accordingly.

SECTION 21. EFFECTIVITY. This ordinance shall take effect immediately upon its approval.

ENACTED: July 25, 2024



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CERTIFIED CORRECT:

Mary Grace Totanes-Panuelos
MARY GRACE TOTANES-PANUELOS
Secretary to the Sanggunian

ATTESTED:

<i>Virgilio E. Panuelos</i> VIRGILIO E. PANUELOS Mun. Vice Mayor/ Presiding Officer	<i>Manuel P. Chavez</i> MANUEL P. CHAVEZ SB Member	<i>Vincent Bruce L. Burce</i> VINCENT BRUCE L. BURCE SB Member
<i>Marsan B. Durante</i> MARSAN B. DURANTE SB Member	<i>Bobby H. Clutario</i> BOBBY H. CLUTARIO SB Member	<i>Charlie Francis O. Villareal</i> CHARLIE FRANCIS O. VILLAREAL SB Member
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APPROVED:

Jerold B. Peña
JEROLD B. PEÑA
Municipal Mayor