


FIFTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Second Regular Session)

Senate
Office of the Secretary

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SENATE

RECEIVED BY: 

Senate Bill No. 2980

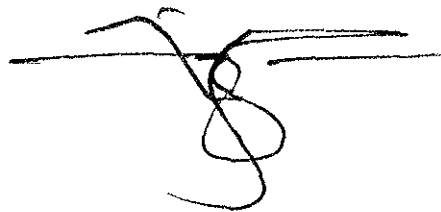
Introduced by SENATOR FRANCIS N. PANGILINAN

EXPLANATORY NOTE

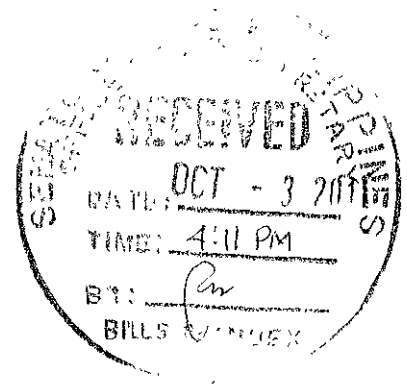
The labelling of "fresh milk" on the packaging of milk products is causing a stir in the country as consumers of milk expressed concern over the safety and quality of milk being sold in the market.

The Constitution, Article 11, Section 15 provides that "State shall protect and promote the right to health of the people and instil 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), that is of the highest quality, which allows it to last for several days. UHT milk is not the same as fresh milk, therefore labelling milk that went through said process as fresh milk is misleading and inappropriate.

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



FIFTEENTH CONGRESS OF THE REPUBLIC)
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SENATE

Senate Bill No. 2980

Introduced by **SENATOR FRANCIS N. PANGILINAN**

**AN ACT PROHIBITING THE USE OF THE 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 Representatives of the Philippines in Congress assembled.

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

SECTION 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.

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

First Offense	A fine of ten thousand pesos (P10,000)
Second Offense	A fine of fifty thousand pesos (P50,000)
Third Offense	A fine of two hundred thousand pesos (P200,000) and the suspension of their Business Permit for a period of one year

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

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

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

Approved,