

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



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SENATE

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Senate Bill No. 1535

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INTRODUCED BY SEN. JINGGOY EJERCITO ESTRADA

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EXPLANATORY NOTE

A practical strategy endorsed by international organizations to combat hunger and eliminate or reduce malnutrition is the enrichment of bread and bakery products with key micro-nutrients.

As early as the 1940's, the internationally-accepted standard for one (1) pound average loaf of enriched bread is that it should contain the minimum daily requirements of thiamine (E), riboflavin (B2), niacin, and Vitamin D.

Originally, the aim of bread and bakery goods enrichment was to restore vital nutrients lost in the milling process. Today, enrichment of bread cereal products is to take advantage of bread being the basis or an integral part modern-day diet and optimize ingestion by food of these micro-nutrients by normal eating. This measure aims to raise the health of our people, through optimal nutritious bread and bakery goods.

At the initiative of the baking industry itself and the Philippine Federation of Baker's Association, the industry wishes to contribute not only to the health of our people and protect consumer rights, but also for the purpose of efficient management, safety production and reasonable costs to maximize access to nutrients of bread and bakery products.

The baking industry as part of the food manufacturing sector is a significant component for socio-economic development. The organization of a Bakery Industry Development Board to promote health, protect consumer rights and upgrade the standards of bakeries is truly commendable.

This measure is a response to the need for improving the malnutrition of our children and youth, upgrading bakery standards, and setting a momentum to accelerate economic development through the baking industry.

The approval of this measure is urgent and needed for the health of our people and to support economic development through the baking industry.

  
JINGGOY EJERCITO ESTRADA  
Senator



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AN ACT  
CREATING THE BAKERY INDUSTRY DEVELOPMENT BOARD AS  
ATTACHED AGENCY OF THE DEPARTMENT OF TRADE AND INDUSTRY,  
AMENDING FOR THIS PURPOSE TITLE X, BOOK IV OF EXECUTIVE ORDER  
292, OTHERWISE KNOWN AS THE ADMINISTRATIVE CODE OF 1987, AND  
FOR OTHER PURPOSES

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

**SECTION 1. Title.** - This Act shall be known as the "**Bakery Industry  
Development Act of 2013**".

**SEC 2. Declaration of Policy and Program Network.** - It is hereby  
declared the policy of the State to protect and promote the right to health of the  
people by providing maximum access to food, particularly bread and bakery  
products, which are of high nutritive value at reasonable, affordable cost and  
thereby reduce, if not eliminate, hunger and malnutrition, especially among  
children, youth, and mothers.

It is further declared the policy of the State to provide a favorable climate  
and the program framework of above-stated policy to the end that the bakery  
industry will be supported towards accelerated development thereby enabling the  
said industry to productivity for appropriate nutrition and satisfaction of hunger  
and instituting economic and efficient management measures within the bakery  
industry which will result in quality, nutritious bread and other bakery goods and  
marketing the same at reasonable cost to meet consumer demands and uphold  
right access to eliminate hunger and reduce malnutrition.

**SEC 3.** Title X, Book IV of Executive Order 292 is hereby amended to  
read as follows:

"(a) x x x

"(b) MONITOR AND IMPLEMENT, IN CONSULTATION  
WITH THE PHILIPPINE FEDERATION OF BAKERS  
ASSOCIATION, INC., THE ENRICHMENT OF BREAD AND  
BAKERY PRODUCTS TO MEET THE INTERNATIONALLY-

ACCEPTED STANDARDS FOR FOOD ELEMENTS AND MICRO-NUTRIENTS, AND THE OBSERVANCE OF THE SIZE, WEIGHT AND FRESHNESS OF BAKERY PRODUCTS TO CONFORM TO GENERALLY ACCEPTED STANDARDS AND PROTECT CONSUMERS;

"(c) ADOPT SUCH NECESSARY MEASURES AND HEALTH SAFEGUARDS TO COMBAT CONDITIONS OR DISEASES ATTRIBUTED TO MALNUTRITION OR UNDERNOURISHMENT AND SAFEGUARD NATIONAL HEALTH THROUGH THE PROVISION OF ADEQUATE NUTRITIOUS BREAD AND BAKERY PRODUCTS; AND

"(d) SUBMIT ANNUAL REPORT ON THE MEASURES TO REDUCE MALNUTRITION INCIDENCE THROUGH THE IMPLEMENTATION OF THE BAKERY INDUSTRY DEVELOPMENT ACT AND THE DEVELOPMENT OF GROWTH OF THE BAKERY INDUSTRY ITSELF."

**SEC. 4. *Funding of the Program of the Board.*** - There is hereby authorized to be appropriated Five Million Pesos (PS,000,000.00) for the initial operations of the Board. Thereafter, such amount shall be included in the annual General Appropriations Act.

**SEC. 5. *Effectivity Clause.*** - This Act shall take effect upon its publication in at least one (1) national newspaper of general circulation.

*Approved,*