

Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City

TWENTIETH CONGRESS

First Regular Session

HOUSE BILL NO. **1453**



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Introduced by the **Honorable ANIELA BIANCA D. TOLENTINO**

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**EXPLANATORY NOTE**

Moringa oleifera (moringa) or malunggay is a staple in the lives of Filipino. It is often used as an ingredient in many Filipino dishes like tinola, monggo, and nilaga. However, we have overlooked the big potential of moringa as an export product of the Philippines. In a December 2022 article by the Center for Promotion of Imports from Developing Countries, it was highlighted that the global demand for moringa was estimated at US\$8 Billion in 2018. It also stated that said global demand is predicted to grow by 8.9% between 2019-2025 or a total global market of US\$10 Billion by 2025.

Moringa leaf powder is used as an ingredient in health products. The high nutrient content of the plant is the main selling point for moringa. Moringa grows in tropical countries in Africa, Asia, the Pacific and Caribbean Islands, and South Africa. India is currently has the biggest market share in the global market for moringa at 80%. This representation finds it proper that the Philippine government exert effort in capturing a significant part of the large global demand market for moringa by adopting a law that will develop and promote it. There is also a similar bill for the development and promotion of moringa filed in the Senate.

The development and promotion of moringa as another product that the Philippines can be a major player in the global stage will be great for the economy and in the effort to improve the lives of Filipinos.

For the Filipino people, approval of the bill herein is earnestly being sought.

A handwritten signature in black ink, appearing to be the name of the representative, Aniel Bianca D. Tolentino.

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**AN ACT URGING THE COMPREHENSIVE PLANNING,  
DEVELOPMENT, AND EXPORT PROMOTION OF THE  
MORINGA (MORINGA OLEIFERA) LOCALLY KNOWN AS "MALUNGGAY",  
AND PROVIDING FUNDS THEREFOR**

*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 "Moringa Development Act."

**SECTION 2. Declaration of Policy.** - It is hereby declared the policy of the State to develop and promote a globally competitive moringa Industry with the objective of increasing moringa farmers, income, addressing the nutritional and health needs of our people, and encouraging trade and industry.

**SECTION 3. Development of Moringa.** - The Department of Agriculture (DA), in consultation with the Department of Environment and Natural Resources (DENR), Department of Science and Technology (DOST), moringa growers' cooperatives and organizations, local government units, and the private sector, shall formulate a one year framework to be validated and updated annually. Such framework shall serve as guide to the formulation and implementation of plans, programs and projects for the production, marketing, processing and distribution of moringa for food and commercial needs, as envisioned in this Act. The framework shall likewise provide for the following:

- a. National Framework - The DA, DOST, state universities and colleges (SUCs) and other stakeholders shall strengthen the conduct of researches on moringa particularly on areas of crop improvement, crop protection, harvesting and postharvest handling, supply chain analysis, marketing and promotion.
- b. Investment Promotion and Facilitation - The DA and DTI shall develop programs establishing links between stakeholders in the moringa industry and Government Financial Institutions (GFIs) and other financial cooperatives. The DA and DTI shall likewise develop and implement programs that would establish reasonable and innovative investment incentives to attract more players in the moringa industry.
- c. Export Promotion Support - An integrated and strategic export promotion program for moringa industry shall be created. The export promotion program shall be responsive to market conditions, needs of the exporters, and possibilities offered by new products and technologies. It shall likewise provide foreign trade and export promotion activities through trainings, technical assistance, capacity building, generating awareness on export opportunities, and export planning assistance.
- d. Strengthen Trade Policies and Support Network-The DA shall be responsible in coordinating a consultative approach for the various stages of the trade policy making process. The Department of Foreign Affairs (DFA) shall lead the negotiation of Free Trade Agreements (FTAs) to provide a competitive environment for moringa exports abroad.
- e. Monitoring and Evaluation - The DA shall continuously monitor, track, and analyze the progress and outcomes of the programs to be implemented to determine over-all effectiveness.

**SECTION 4. Appropriations.** - The amount necessary to implement this Act shall be included in the annual General Appropriations Act (GAA). Thereafter, such funds as may be necessary for the continued implementation of this Act shall be included in the succeeding annual GAA.

**SECTION 5. Repealing Clause.** - All provisions of existing laws, orders and regulations contrary to or inconsistent with this Act are hereby repealed or modified accordingly.

**SECTION 6. Separability Clause.** - If for any reason any part or provision of this Act shall be deemed unconstitutional or Invalid, the other sections or provisions hereof shall not be affected and shall remain in force and effect.

**SECTION 7. Effectivity.** - This Act shall take effect fifteen (15) days after its publication In the Official Gazette or in a newspaper of general circulation.

*Approved,*