

Republic of the Philippines
PROVINCE OF LA UNION
City of San Fernando

TANGGAPAN NG SANGGUNIANG PANLALAWIGAN

EXCERPT FROM THE JOURNAL OF THE 66th REGULAR SESSION OF THE 20th SANGGUNIANG PANLALAWIGAN OF LA UNION HELD AT THE SPEAKER PRO-TEMPORE FRANCISCO I. ORTEGA PROVINCIAL LEGISLATIVE BUILDING AND SESSION HALL, PROVINCIAL CAPITOL, CITY OF SAN FERNANDO, PROVINCE OF LA UNION ON OCTOBER 02, 2014

Hon. Francisco "Kit" C. Ortega, Jr. Acting Vice-Governor / Temporary Presiding Officer

PRESENT:

Hon. Jonathan Justo A. Orros	Member
Hon. Joaquin C. Ostrea, Jr.	Member
Hon. Reynaldo M. Mosuela	Member
Hon. Victoria L. Aragon	Member
Hon. Nancy Corazon M. Bacurnay	Member
Hon. Robert B. Madarang, Jr.	Member
Hon. Christian I. Rivera	Member
Hon. Ruperto A. Rillera, Jr.	Member
Hon. Bellarmin A. Flores II	Member
Hon. Alfredo Pablo R. Ortega	Member

ABSENT:

Hon. Aureo Augusto Q. Nisce	Vice-Governor (OTA)
Hon. Manuel "Mannix" R. Ortega, Jr.	Member (OB)

ORDINANCE NO. 063-2014

AN ORDINANCE CREATING A SYSTEM OF LABELING AND BRANDING OF SELECTED PRODUCTS IN THE PROVINCE OF LA UNION

Author: Hon. Ruperto A. Rillera, Jr.
Co-Authors: Hon. Francisco "Kit" C. Ortega, Jr.
Hon. Jonathan Justo A. Orros
Hon. Joaquin C. Ostrea, Jr.
Hon. Reynaldo M. Mosuela
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Hon. Robert B. Madarang, Jr.
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Hon. Manuel "Mannix" R. Ortega, Jr.

EXPLANATORY NOTE

Micro, Small and Medium Enterprises (MSMEs) play a central role in propelling the local and national economy. In 2012, the Department of Trade and Industry reported that MSMEs accounted for 99.6% of all businesses in the country and have contributed 65.0% of the total jobs generated that year. These figures are highly illustrative of the pivotal role of the MSMEs in the inclusive socio-economic development of the local and national economy.

Due to their very nature, MSMEs provide livelihood to our constituents and offer employment opportunities to the communities where they are based especially to those who are less skilled and who are usually members of the underprivileged sectors of society. Moreso, they also cultivate the public's entrepreneurial spirit and resourcefulness.



Given their importance in spurring inclusive and sustainable socio-economic growth, the Provincial Government should provide ample attention to their needs. MSMEs should be given considerable assistance to grow. The Province should, in unison with the initiatives and effort of all government agencies and instrumentalities, offer sufficient opportunities to intensify their promotional and business development activities that would magnify the market potential of their premium quality products.

Establishing a provincial branding and labeling program will upgrade the current level of appreciation for excellence and quality of La Union-made goods produced by local MSMEs by giving them a strong identity and market presence here and abroad. It facilitates the identification of locally made goods in the market, encourages local consumers to support local businesses and workers by patronizing goods and services of businesses that use locally available resources thereby implanting in them the habit of buying La Union-made products.

This program also introduces the "PROUDLY LA UNION" brand among local and international markets which will project the image of products coming from La Union as products of excellent and world-class quality. A positive collective image of our products in the market will extend the marketing reach of products made by the local industries. In addition, a strong recognition and identity of the high quality and standard of locally made and produced products, in turn, will instill a distinct sense of pride to the people while giving a highly valued credit to their productivity, creativity, craftsmanship and skill in producing premium products.

With the potential impact of branding and labeling La Union-made products in the socio-economic advancement of the province, the passage of this ordinance is, therefore, earnestly sought.

Be it enacted by the Sangguniang Panlalawigan in session duly assembled, that:

SECTION 1. TITLE – This ordinance shall be known and cited as the *“The La Union Product Branding and Labeling Ordinance of 2014”*.

SECTION 2. DECLARATION OF POLICY – It is hereby declared the policy of the Province of La Union:

- a. To recognize the role of enterprises operating in La Union in the socio economic development that will propel its economy.
- b. To support and promote these enterprises to ensure sustainable growth and development.
- c. To ensure that these enterprises would only produce quality and safe products.
- d. Corollary to the support and promotion to these enterprises, to develop and provide safety and quality standards for products made thereby assisting the public in evaluating the quality including safety, performance and comparative utility of products made in La Union in conformity with all existing national laws.

SECTION 3. OPERATIVE PRINCIPLES – There shall be established in the Province of La Union a Branding and Labeling System with the following objectives:

- a. To establish the identity of products produced, processed and manufactured in La Union;
- b. To ensure production of safe and quality products;
- c. To establish mechanism that will continually upgrade the level of excellence and quality of products produced, processed and manufactured in La Union;
- d. To promote public awareness of safe and quality products produced, processed and manufactured in La Union;

SECTION 4. DEFINITION OF TERMS – As used in this Ordinance, the following terms shall mean:

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Enterprises – refers to duly registered business entities engaged in production, processing and manufacturing products in the province of La Union.

Branding – refers to the use of the registered “seal of excellence” logo, design and slogan or tagline on the product itself or in the packaging of the same as an indication and attestation of its high quality and standard after proper accreditation as provided in this Ordinance.

Labeling – refers to the printing or placement of “Proudly Made in La Union, Philippines” on selected products. It may also be made by attaching a piece of paper, cloth, plastic or similar material to the product to indicate the place of its production.

Local Product – refers to goods, which may be in its raw or processed form, or services sourced within the territorial jurisdiction of La Union which are offered to the general public or to a particular consumer in exchange for a consideration.

Local Producer – refers to any person, natural or juridical, having a valid business registration and operating within the territorial jurisdiction of La Union that either grows, gathers, produces, processes or manufactures a particular output or product which includes but not limited to agri-fisheries that are of commercial value and who offers the same to the market. It may also refer to service providers based in the Province of La Union.

SECTION 5. LABELING OF LOCAL PRODUCTS – All locally gathered, produced processed, and manufactured products shall bear a clear and legible “Proudly Made in La Union, Philippines” that is printed or placed in the product itself or in its packaging as far as practicable.

SECTION 6. BRANDING SYSTEM – There is hereby created a branding system for accrediting La Union products that are gathered, produced, processed, and manufactured and their producers to raise the quality, standards and marketability of such products with exceptional quality which the Province and its people can be proud of as fruits of their soil and toil. Such products that meet or exceed the criteria and standards set forth by the Accreditation Body shall bear a registered logo, design and slogan or tagline which will be considered as “SEAL OF EXCELLENCE” on the product being accredited.

SECTION 7. ACCREDITATION BODY – There is hereby created an Accreditation Body that will receive, evaluate and accredit applications for both local products and producers which shall be composed of the following members:

Chairman: Provincial Governor

Members:

1. Chairperson, SP Committee on Trade, Commerce and Industry
2. President, Mayor’s League of La Union
3. President, La Union Chamber of Commerce and Industry
4. President, Filipino-Chinese Chamber of Commerce and Industry
5. Chairman, La Union Small and Medium Enterprise Development Council
6. Director or his duly authorized representative from the Department of Trade & Industry - Provincial Office
7. Director or his duly authorized Representative from the Department of Science & Technology - Provincial Office



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8. Director or his duly authorized Representative from the Department of Agriculture - Region I
9. Director or his duly authorized Representative from Department of Health – Food and Drug Administration
10. Director or his duly authorized Representative from Bureau of Fisheries and Aquatic Resources

SECTION 8. PROCEDURE FOR ACCREDITATION – The Accreditation Body shall formulate and adopt procedures and requirements for accreditation and shall ensure that only local enterprises that meet high quality standards shall be given such accreditation. The Accreditation Body may charge a reasonable amount of fees, as set forth in the Implementing Rules and Regulations, in the processing of such applications and the use of the “SEAL OF EXCELLENCE”;

SECTION 9. LOGO, DESIGN, SLOGAN OR TAGLINE - The Accreditation Body shall adopt a logo design and slogan or tagline that shall best represent La Union and its high quality products and producers. The “SEAL OF EXCELLENCE” shall be printed or displayed in the packaging of all accredited products and producers, and in their advertisements, marketing and sales activities. The same shall be duly registered with the Intellectual Property Office (IPO) to protect the use of the logo design and slogan or tagline. Printing establishments, advertising and sales agencies shall not use the logo, design and slogan or tagline for product packaging without the permission and consent of the Accreditation Body. Violations hereof shall be punishable under existing intellectual property laws.

SECTION 10. INCENTIVES – The Province shall give incentives to enterprises which are granted a “SEAL OF EXCELLENCE” by virtue of this Ordinance. The same shall also be granted to local business establishments and organizations which advocate, promote and patronize locally made or produced products. The Accreditation Body shall formulate guidelines for developing incentive programs.

SECTION 11. PROMOTION OF “LA UNION FIRST POLICY” ” – All agencies of the Provincial Government of La Union as well as participating agencies of national government, the business sector and consumers are hereby enjoined to advocate and patronize La Union products. The Provincial Government shall as far as practicable make use of accredited local products in the basket of goods as officials gifts, token or souvenirs of the government for official missions abroad, for visiting dignitaries, and for participants in meetings, conventions, events or contests sponsored or co-sponsored by the local government.

SECTION 12. FORMULATION OF THE IMPLEMENTING RULES AND REGULATIONS –

- a. Within 1 month after the approval of the ordinance, the Governor shall convene the Technical Working Group that shall formulate and issue the appropriate rules and regulations necessary for the efficient and effective implementation of any and all the provision of this ordinance, thereby ensuring compliance with the provisions thereof.
- b. The Technical Working Group shall submit the report and recommendation to the Governor within 3 months after its organization for the implementation of the said ordinance.
- c. The Committee shall submit the report and recommendation to the Governor within 3 months after its organization. If the Governor fails to act within 30 days from receipt thereof the recommendation of the Committee shall be deemed approved.

SECTION 13. REPEALING OR AMENDATORY CLAUSE – Any provision of existing ordinances, rules and regulations and/or parts thereof inconsistent with the provisions of this ordinance are hereby repealed and/or modified accordingly.




SECTION 14. SEPARABILITY CLAUSE – If for any reason, any section or provision of this ordinance is declared unconstitutional, or inconsistent with any national law, other sections or provisions thereof, which are not affected thereby, shall continue to be in full force and effect.


SECTION 15. EFFECTIVITY CLAUSE – This ordinance shall take effect upon approval and after posting pursuant to Section 59 of Republic Act 7160.

APPROVED.


I HEREBY CERTIFY to the correctness of the foregoing resolution.

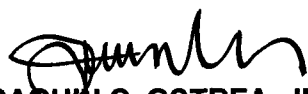

JANE T. FLORES
Board Secretary V
Acting Secretary to the Sanggunian

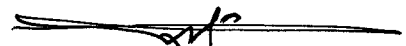
ATTESTED:


FRANCISCO "KIT" C. ORTEGA, JR.
Temporary Presiding Officer
Acting Vice-Governor


JONATHAN JUSTO A. ORROS
Sangguniang Panlalawigan Member


NANCY CORAZON M. BACURNAY
Sangguniang Panlalawigan Member



JOAQUIN C. OSTREA, JR.
Sangguniang Panlalawigan Member



ROBERT B. MADARANG, JR.
Sangguniang Panlalawigan Member


REYNALDO M. MOSUELA
Sangguniang Panlalawigan Member


CHRISTIAN I. RIVERA
Sangguniang Panlalawigan Member


VICTORIA L. ARAGON
Sangguniang Panlalawigan Member


RUPERTO A. RILLERA, JR.
Sangguniang Panlalawigan Member


ALFREDO PABLO R. ORTEGA
Sangguniang Panlalawigan Member


BELLARMIN A. FLORES II
Sangguniang Panlalawigan Member

APPROVED:


MANUEL C. ORTEGA
Governor