



NATIONAL ORGANIC AGRICULTURE BOARD

Resolution No. 09
Series of 2024

**RESOLUTION ON THE REPORT OF LIVEGREEN INTERNATIONAL, INC.
ON THE PROLIFERATION OF THE MISUSE OF ORGANIC LABEL AND OTHER
CERTIFICATION MARKS, AND COMMINGLING OF FRESH AGRICULTURAL
PRODUCTS IN SOME RETAIL ESTABLISHMENTS**

WHEREAS, Section 2 of Republic Act No. 10068 or the Organic Agriculture Act of 2010, as amended by Republic Act No. 11511, declares the policy of the State to promote, propagate, develop further, and implement the practice of organic agriculture in the Philippines;

WHEREAS, Section 6 of R.A. 10068, as amended, created the National Organic Agriculture Board (NOAB) as the policy-making body that shall provide direction and general guidelines for the implementation of the National Organic Agriculture Program (NOAP);

WHEREAS, Sections 18 and 19 of R.A. 10068, as amended, and its implementing rules and regulations, states the provisions and rules for the labeling and retailing of organic produce and products;

WHEREAS, LiveGreen International, Inc., a third-party certified and BAFS-registered operator authorized to produce leafy vegetable crops, fruit-vegetable crops, herbs and spices, and root crops under the brand Organicus, met with the Bureau of Agriculture and Fisheries Standards (BAFS) last April 30, 2024 to discuss concerns on the: (1) proliferation of the misuse of organic label and other certification marks, and commingling of fresh agricultural products in major supermarkets and by a non-certified consolidator; and (2) lack of enforcement mechanism to reprimand violators;

WHEREAS, LiveGreen International, Inc. requests the interventions of the NOAB to implement sustainable enforcement initiatives: (1) to ensure fair market practices and complement the regulatory functions of BAFS; and (2) to address the lack of awareness among markets and supermarkets on the lawful use of the organic label through an active and sustainable information campaign;

WHEREAS, the BAFS presented the above concerns of LiveGreen International, Inc. to the NOAB Technical Working Group during its meeting of May 7, 2024; the NOAB-TWG agreed to endorse to the NOAB to direct: (1) BAFS to conduct actual inspection of the reported retail establishment to validate the report; (2) NOAP to write a letter to the Department of Trade and Industry (DTI) to address the issue on mislabeling of organic products under the Consumer Act; and (3) NOAP to conduct an awareness campaign among consumers and the general public;

NOW, THEREFORE, this Board, by virtue of the power vested in it by R.A. 10068, as amended, has **RESOLVED**, as it is hereby **RESOLVED**, to direct: (1) BAFS to conduct actual inspection of the reported retail establishment to validate the report; (2) NOAP to write a letter to the Department of Trade and Industry (DTI) to help address the issue on mislabeling of organic products under The Consumer Act of the Philippines” (R.A. No.



7394); and (3) NOAP to conduct an awareness campaign among consumers and the general public;

RESOLVED FURTHER, that a copy of this Resolution be forwarded to concerned agencies for their information and appropriate action;

APPROVED AND ADOPTED this 8th day of May 2024 in Leyte, Philippines by the following NOAB members present:

USEC. ZAMZAMIN L. AMPATUAN
Chairperson
Department of Agriculture (DA)
Date signed: 05-21-2024

ASEC. ELIZABETH N. LOPEZ DE LEON
Vice - Chairperson
Permanent Representative
Department of the Interior and Local
Government (DILG)
Date signed: _____

DIR. VON MARK R. MENDOZA
Permanent Representative
Department of Agrarian Reform (DAR)
Date signed: _____

DIR. GOMEL C. GABUNA
Permanent Representative
Department of Health (DOH)
Date signed: 05-13-2024



DIR. JUANITO T. BATALON
Permanent Representative
Department of Science and Technology
(DOST)
Date signed: 05-16-2024

USEC. MARY JANE T. PACHECO
Permanent Representative
Department of Trade and Industry
(DTI)
Date signed: _____

DEP. DIR. GEN. ROSANNA A. URDANETA
Permanent Representative
Technical Education and Skills
Development Authority (TESDA)
Date signed: _____

COMM. RHODEX P. VALENCIANO
Representative, Indigenous Farmers
National Commission on Indigenous
Peoples (NCIP)
Date signed: _____

MR. GABRIEL A. ARUBIO
Representative, Luzon Small Farmers
Yakap at Halik Multi-Purpose
Cooperative Cavite
Date signed: 05-16-2024

MR. GODYNEL D. ISEDENIA
Representative, Visayas Small Farmers
Aklan Provincial Organic Producers
Association (APOPA)
Date signed: 05-16-2024

MR. MAEL JETHEL J. KAPUNAN
Representative, Mindanao Small
Farmers
Peoples Action for Liberal Agriculture
Industry (PALAI), Inc.
Date signed: 05-16-2024

MS. AIMEE LOO PAREDES
Representative, Non-Government
Organizations
Cares Channels, Inc.
Date signed: _____



MS. DONNA LAO-PADRE
Representative, Private Sector
Lao Integrated Farms, Inc.
Date signed: 05-16-2024

DR. NOEL B. LUMBO
Representative, Agricultural Colleges
and Universities
University of the Philippines Los Baños
Date signed: 05-16-2024

HON. ROMMEL C. ARNADO
Representative, National Organization of
Local Government Units
League of Organic Agriculture
Municipalities, Cities and Provinces of
the Philippines
Date signed: _____

MR. RODOLFO F. CORTEZ, JR.
Representative, National Association of
PGS Groups
Participatory Guarantee System (PGS)
Pilipinas
Date signed: 05-17-2024

Attested by:

DIR. BERNADETTE F. SAN JUAN, CESO II
NOAB Secretary
Date signed: 05-20-2024



NATIONAL ORGANIC AGRICULTURE BOARD

Resolution No. 09
Series of 2024

**RESOLUTION ON THE REPORT OF LIVEGREEN INTERNATIONAL, INC.
ON THE PROLIFERATION OF THE MISUSE OF ORGANIC LABEL AND OTHER
CERTIFICATION MARKS, AND COMMINGLING OF FRESH AGRICULTURAL
PRODUCTS IN SOME RETAIL ESTABLISHMENTS**

WHEREAS, Section 2 of Republic Act No. 10068 or the Organic Agriculture Act of 2010, as amended by Republic Act No. 11511, declares the policy of the State to promote, propagate, develop further, and implement the practice of organic agriculture in the Philippines;

WHEREAS, Section 6 of R.A. 10068, as amended, created the National Organic Agriculture Board (NOAB) as the policy-making body that shall provide direction and general guidelines for the implementation of the National Organic Agriculture Program (NOAP);

WHEREAS, Sections 18 and 19 of R.A. 10068, as amended, and its implementing rules and regulations, states the provisions and rules for the labeling and retailing of organic produce and products;

WHEREAS, LiveGreen International, Inc., a third-party certified and BAFS-registered operator authorized to produce leafy vegetable crops, fruit-vegetable crops, herbs and spices, and root crops under the brand Organicus, met with the Bureau of Agriculture and Fisheries Standards (BAFS) last April 30, 2024 to discuss concerns on the: (1) proliferation of the misuse of organic label and other certification marks, and commingling of fresh agricultural products in major supermarkets and by a non-certified consolidator; and (2) lack of enforcement mechanism to reprimand violators;

WHEREAS, LiveGreen International, Inc. requests the interventions of the NOAB to implement sustainable enforcement initiatives: (1) to ensure fair market practices and complement the regulatory functions of BAFS; and (2) to address the lack of awareness among markets and supermarkets on the lawful use of the organic label through an active and sustainable information campaign;

WHEREAS, the BAFS presented the above concerns of LiveGreen International, Inc. to the NOAB Technical Working Group during its meeting of May 7, 2024; the NOAB-TWG agreed to endorse to the NOAB to direct: (1) BAFS to conduct actual inspection of the reported retail establishment to validate the report; (2) NOAP to write a letter to the Department of Trade and Industry (DTI) to address the issue on mislabeling of organic products under the Consumer Act; and (3) NOAP to conduct an awareness campaign among consumers and the general public;

NOW, THEREFORE, this Board, by virtue of the power vested in it by R.A. 10068, as amended, has **RESOLVED**, as it is hereby **RESOLVED**, to direct: (1) BAFS to conduct actual inspection of the reported retail establishment to validate the report; (2) NOAP to write a letter to the Department of Trade and Industry (DTI) to help address the issue on mislabeling of organic products under The Consumer Act of the Philippines” (R.A. No.



7394); and (3) NOAP to conduct an awareness campaign among consumers and the general public;

RESOLVED FURTHER, that a copy of this Resolution be forwarded to concerned agencies for their information and appropriate action;

APPROVED AND ADOPTED this 8th day of May 2024 in Leyte, Philippines by the following NOAB members present:

USEC. ZAMZAMIN L. AMPATUAN
Chairperson
Department of Agriculture (DA)
Date signed: 05-21-2024

ASEC. ELIZABETH N. LOPEZ DE LEON
Vice - Chairperson
Permanent Representative
Department of the Interior and Local
Government (DILG)
Date signed: _____

DIR. VON MARK R. MENDOZA
Permanent Representative
Department of Agrarian Reform (DAR)
Date signed: _____

DIR. GOMEL C. GABUNA
Permanent Representative
Department of Health (DOH)
Date signed: 05-13-2024



Republic of the Philippines
Department of Agriculture
NATIONAL ORGANIC AGRICULTURE BOARD
National Organic Agriculture Program, Department of Agriculture, Elliptical Rd., Diliman,
Quezon City



DIR. JUANITO T. BATALON
Permanent Representative
Department of Science and Technology
(DOST)
Date signed: 05-16-2024

USEC. MARY JANE T. PACHECO
Permanent Representative
Department of Trade and Industry
(DTI)
Date signed: _____

DEP. DIR. GEN. ROSANNA A. URDANETA
Permanent Representative
Technical Education and Skills
Development Authority (TESDA)
Date signed: _____

COMM. RHODEX P. VALENCIANO
Representative, Indigenous Farmers
National Commission on Indigenous
Peoples (NCIP)
Date signed: _____

MR. GABRIEL A. ARUBIO
Representative, Luzon Small Farmers
Yakap at Halik Multi-Purpose
Cooperative Cavite
Date signed: 05-16-2024

MR. GODYNEL D. ISEDENIA
Representative, ~~Visayas~~ Small Farmers
Aklan Provincial Organic Producers
Association (APOPA)
Date signed: 05-16-2024

MR. MAEL JETHEL J. KAPUNAN
Representative, Mindanao Small
Farmers
Peoples Action for Liberal Agriculture
Industry (PALAI), Inc.
Date signed: 05-16-2024

MS. AIMEE LOO PAREDES
Representative, Non-Government
Organizations
Cares Channels, Inc.
Date signed: _____



MS. DONNA LAO-PADRE
Representative, Private Sector
Lao Integrated Farms, Inc.
Date signed: 05-16-2024

DR. NOEL B. LUMBO
Representative, Agricultural Colleges
and Universities
University of the Philippines Los Baños
Date signed: 05-16-2024

HON. ROMMEL C. ARNADO
Representative, National Organization of
Local Government Units
League of Organic Agriculture
Municipalities, Cities and Provinces of
the Philippines
Date signed: _____

MR. RODOLFO E. CORTEZ, JR.
Representative, National Association of
PGS Groups
Participatory Guarantee System (PGS)
Pilipinas
Date signed: 05-17-2024

Attested by:

DIR. BERNADETTE F. SAN JUAN, CESO II
NOAB Secretary
Date signed: 05-20-2024