



**Asia-Pacific
Economic Cooperation**

2015/SOM3/SCSC/FSCF/PTIN/RT/013

Towards a Future of Prevention and Partnership

Submitted by: Philippine Chamber of Food Manufacturers, Inc. (PCFMI)



APEC
PHILIPPINES
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**Towards a Future of Prevention and Partnership:
Roundtable on Effective Industry / Regulator
Cooperation
Cebu, Philippines
24-25 August 2015**



 PHILIPPINE CHAMBER OF
FOOD MANUFACTURERS, INC.
(PCFMI)

August 24, 2015
Radisson Blu Hotel

 APEC
PHILIPPINES
2015



PHILIPPINE CHAMBER OF
FOOD MANUFACTURERS, INC. (PCFMI)

Towards a future of
PREVENTION and PARTNERSHIP

Roundtable on Effective Industry - Regulatory Cooperation



PHILIPPINE CHAMBER OF
FOOD MANUFACTURERS, INC. (PCFMI)

"The Premiere Food
Industry Organization
That Advocates Safe
and Nutritious Foods
Compliant to Local,
National, and
International Laws and
Regulations"



PHILIPPINE CHAMBER OF
FOOD MANUFACTURERS, INC. (PCFMI)

MISSION

ADVOCATING
COMPLIANT, SAFE,
NUTRITIOUS AND
SUSTAINABLE SUPPLY
OF FOOD"



PHILIPPINE CHAMBER OF
FOOD MANUFACTURERS, INC. (PCFMI)

INCORPORATED

December 5, 1958

Formerly the
Chamber of Filipino Food
Manufacturers, Inc.



UNIVERSAL ROBINA
CORPORATION



Good Food, Good Life



MEMBERS

67 COMPANIES

From different
food
manufacturing
companies

MEMBERS

Ajinomoto Phils. Corp.	Fisher Farms Inc.
Alaska Milk Corp.	Fonterra Brands Phils. Inc.
A Tung Chingco Trading Corp.	Gardenia Bakeries Phils. Inc.
BNC Ingredients Corp.	GenOSI Inc.
Bry-Air (Asia) Private Limited	Handyware Phils. Inc.
Cargill Texturizing Solutions Phils., Inc.	Int'l Flavors&Fragrances Phils.
Coca-Cola Far East Ltd.	Intertek Testing Services Phils.
Commonwealth Foods Inc.	Jollibee Foods Corp.- CQM
Cornell Ingredients Corp.	Kawsek Inc.
CTC Far East Phils.	King Sue Ham & Sausage Factory
Del Monte Phils. Inc.	Kohl Industries Corp.
DSM Nutritional Products Phils. Inc.	La Frutera Inc.
DuPont Phils.	Leslie Corp.
Edward Keller Phils. Inc.	LNA Mngt. Group Corp.
Emperador Distillers Inc.	Lubcon Lubricants Asia Pacific Inc.
Essentiel Int'l Ingredients Corp.	

MEMBERS

Mars Phils. Inc.	RFM Corp.
Mead Johnson Nutrition Phils.	San Pablo Mfg. Corp.
Mondelez Phils. Inc.	San Miguel Corp.
Monde MY San Corp.	San Miguel Pure Foods Company Inc.
Monde Nissin Corp.	Sensient Technologies Phils. Inc.
Monsanto Phils.	Sentrotek Corp.
Nestle Phils. Inc.	SGS Phils. Inc.
Newton Food Products	Splash Corp.
New Zealand Creamery	Sysu Int'l Inc.
NutriAsia Inc.	TriDharma Marketing Inc.
Oleo-Fats Inc.	Trully Natural Food Corp.
Oriental Tin Can & Metal Sheet Mfg.	Unilever Phils. Inc.
Pepsico Services Asia Ltd.	Universal Robina Corp.
Pepsi-Cola Products Phils. Inc.	Vitachem Industries
Promesso Business Solutions	Wrigley Phils. Inc.
Puratos Phils. Inc.	Wyeth Phils. Inc.
Red Ribbon Bakeshop Inc.	Zenith Foods Corp.
Reno Foods Inc.	

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Universal Robina Corp.

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2nd- Vice President
Unilever Phils. Inc.

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Mead Johnson Nutrition Phils. Inc.

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P.R.O
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Treasurer
Wyeth Phils. Inc.

JAIME G. FORMOSO
Auditor
Nutri Asia Inc.

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[Universal Robina Corp.]

Chair, Legislative

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[Mead Johnson Nutrition Phils. Inc.]

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Chair, Plans, Program and Advocacy

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[GenOSI Inc.]

Chair, Communication and Public Affairs

Angelina D. Miles

[Coca-Cola Far East Ltd.]

Focus on: Regulatory and Scientific Affairs

Provide Technical Support to Philippine Codex Organization and provide technical support and inputs to new bills and resolutions filed in Congress aligned with the advocacy of PCFMI

Food Additives

Food Labeling

Food Hygiene

Nutrition and Dietary Use

Milk and Milk Products

Fish and Fishery Products

Processed Fruit and Vegetables

Processed Meat and Meat Products

Cocoa and Chocolate Products

Food Contaminants

RSA SUB - COMMITTEES

ASEAN
Harmonization

Regulatory Alert

Food Import and
Export Inspection
and Certification

Coordinating
Committee for ASIA

CPR (Certificate of
Product
Registration)
Leadtime Reduction

LTO (License to
Operate)
Registration

WHAT WE DO AS AN INDUSTRY

Represents almost **all**
categories of packaged
foods

Presence of Local and
Regional offices,
research centers and
laboratories

Pool of scientists,
chemists, engineers,
food technologists,
microbiologists and
lawyers

Access to information
and scientific studies

WHAT WE DO AS AN INDUSTRY

Well developed **Risk Based Food Safety and Quality Management Systems** and practices such as :

- GMP,
- HACCP
- ISO Standards
- GFSI Standards
- Food Defense

Membership in other **Local and International Scientific and Industry Associations**

- PH Professional Associations (PAFT, NDA, etc)
- ILSI (International Life Science Institute)
- FIA (Food Industry Asia)
- AFBA (ASEAN Food and Beverage Alliance)



PHILIPPINE CHAMBER OF FOOD MANUFACTURERS, INC.

“The Premiere Food Industry Organization That Advocates Safe and Nutritious Foods Compliant to Local, National, and International Laws and Regulations”

**PH FOOD CHAMBER'S
CONTRIBUTION IN THE
DEVELOPMENT OF FOOD SAFETY
REGULATIONS IN THE PHILIPPINES**

AS PHILIPPINE FOOD CHAMBER, WE.....

Linkage to relevant government agencies

- Department of Health
- Food and Drug Administration
- Department of Agriculture
- National Codex Organization
- Department of Trade and Industry
- Bureau of Customs

Other related government agencies to provide technical support and Industry inputs aligned with PCFMI's Advocacy

ACTIVITIES WITH FOOD REGULATORS

Feb 2014:
PCFMI-FDA Forum



July 2014:
FDA CPR/LTO Processing



October 2014:
ASEAN Harmonization Forum



Jan 2015:
PCFMI-FDA Joint Workshop



April 2015:
General Membership Meeting



July 2015:
Public Consultation with FDA



AS PHILIPPINE FOOD CHAMBER, WE UNDERTAKE PUBLIC ADVOCACIES



Consumer Information: Nutrition Labeling



Pledge on Responsible Marketing to Children



Consumer Education: Wellness and community-based activities, diet and physical activity programs

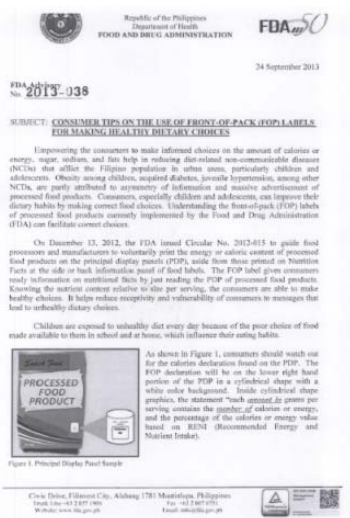


Support and compliance to government policies



Innovation and Renovation

Supported FDA's voluntary Front of Pack GDA Labeling



February 2014 :
Joint FDA – PCFMI Media
Launch on FOP GDA Labelling

COMMITMENT ON HEALTH AND NUTRITION

Individual Members' Commitment to Consumer Awareness

- Read the Label Campaign
- Nutrition Consultations
- National and Grassroots Information Drive on Food and Beverage Benefits
- Energy Balance
- Proper Nutrition
- Active Healthy Lifestyles

Nutrition Labeling

- Voluntary energy on FOP
- Voluntary +4 Nutrients

COMMITMENT ON HEALTH AND NUTRITION

Industry Commitment to Consumer Awareness

- Website
- Flyers
- Road Show
- Formal Launching
- Sports, e.g. Badminton,
- "Run for your Heart", etc.
- Martial Arts Festival
- Partnership with Wellness Campaigns

Market Research

- Measure the impact of GDA to consumer health

Focus on: Legislative Affairs

Monitors relevant bills in Senate and Congress:

- HB 3365 – Ad Valorem tax on Sugary drinks (Soda tax)
- SB 146 – Philippine Nutrition Labeling Act



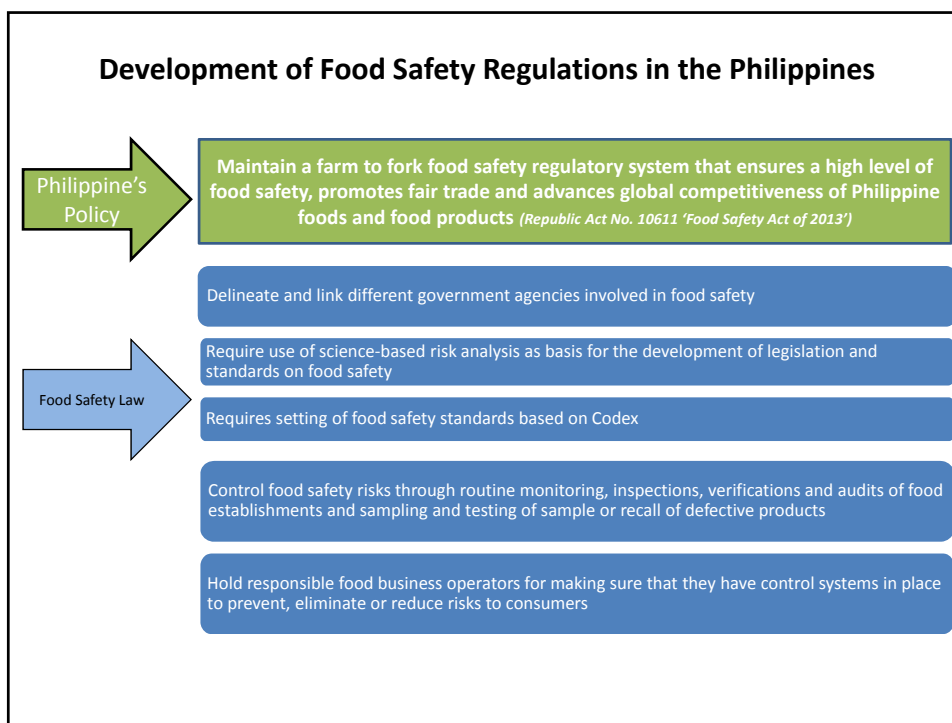
PCFMI supports the Food Safety Act of 2013

[REPUBLIC ACT No. **10611**]

AN ACT TO STRENGTHEN THE FOOD SAFETY REGULATORY SYSTEM IN THE COUNTRY TO PROTECT CONSUMER HEALTH AND FACILITATE MARKET ACCESS OF LOCAL FOODS AND FOOD PRODUCTS, AND FOR OTHER PURPOSES

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

- ✓ Direct participation through submission of comments to Implementing Rules & Regulations (IRR)
- ✓ Organization of fora for better understanding of food safety regulations



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**RECOMMENDATIONS ON
EFFECTIVE INDUSTRY/REGULATOR
COOPERATION ON
IMPLEMENTATION OF FOOD
SAFETY REGULATIONS**

FOOD SAFETY STANDARDS

Alignment of food safety standards with Codex which are based on sound science, risk analysis and Codex standards

Consider alignment of ASEAN Food Regulation to Codex Standards

CONSUMER EDUCATION

Promote consumer acceptance and responsible consumption behavior through a multi-stakeholder approach

Balanced view on consumer health by encouraging healthy diet and physical activity rather than focusing on specific type of food

CAPACITY BUILDING

Capacitate existing food testing laboratories and establish new ones that would conduct tests based on international standards

Build and strengthen capacities and skills of food safety inspectors and evaluators on risk-based inspection

Capacity-building for local industries, especially SMEs and MSMEs, to comply with standards and regulations on food safety

OTHER RECOMMENDATIONS

Quick and fair implementation of Rapid Alert System to address food safety risks to the public

Institutionalization of impact assessment for proposed regulations prior to implementation

Strengthen collaborative industry involvement by providing industry a 'Seat at the table' of policymakers

MAIN CHALLENGE

Long processing time for Authorizations

- **When we get Authorizations On-time**
 - + Consumers are able to avail of the benefits of the product
 - + First to Market – Food Industry is energized
 - + Saves - Time and money
 - + Compliance is encouraging
- **When we get Authorizations late**
 - Wasted resources (eg. raw materials vs shelf-life, Ads.)
 - Delays to launch (ie. Counterfeit products)
 - Loss Opportunity
 - Expense – Time and Money
 - Less competitive – unequal playing field
 - Encourage non-compliance

Points to consider:

**We may have all
come on different
ships, but we're in
the same boat now.**

Martin Luther King





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