



Republic of the Philippines
CITY GOVERNMENT OF ALAMINOS
 San Jose Drive, Poblacion, City of Alaminos, Pangasinan

EXCERPT TAKEN FROM THE JOURNAL OF THE REGULAR SESSION OF THE SANGGUNIANG PANLUNGSOD OF THE CITY OF ALAMINOS, PANGASINAN HELD ON JULY 02, 2024

PRESENT:

- | | |
|---|-----------------------------------|
| Councilor Apple Joy B. Tolentino | - Temporary Presiding Officer |
| Councilor Carolyn D. Sison | - Majority Floor Leader |
| Councilor Kelvin Theus O. Humilde | - Minority Floor Leader |
| Councilor Verna S. D. Rabago | - Assistant Majority Floor Leader |
| Councilor Joselito O. Fontelera | - Member |
| Councilor Raul B. Bacay | - Member |
| Councilor Dahlia M. de Leon | - Member |
| Councilor Oscar A. Boling, Sr. | - Member |
| Councilor Froebel A. Ranoy | - Member |
| Councilor Walter M. Macaiba | - Member |
| LBP Alex A. Recosana | - Ex-Officio Member |
| PPSKP Lovely V. Bernabe | - Ex-Officio Member |

ABSENT:

- | | |
|--------------------------------------|----------------------|
| Vice Mayor Jan Marianne R. Fontelera | - On official travel |
|--------------------------------------|----------------------|

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ORDINANCE NO. 2024-21

AN ORDINANCE REGULATING THE PROCESSING, MARKETING AND SELLING OF ALAMINOS LONGGANISA IN THE CITY OF ALAMINOS, PANGASINAN

Sponsor:
Councilor Dahlia M. de Leon

WHEREAS, one of the authentic traditional culinary and pasalubong products of the city is the Alaminos Longganisa, popularly known in the local and international market because of its unique and delectable meaty, salty and garlicky taste, deep orange color and trademark toothpick-like ends;

WHEREAS, the production of Alaminos Longganisa holds great cultural significance for the City of Alaminos, reflecting the identity of its people and their rich culinary traditions, and should be appreciated by its citizens;

WHEREAS, Alaminos Longganisa production is tangible heritage that is threatened by modernization and unscrupulous trade practices, necessitating immediate legal protection to preserve its taste, quality and to ensure public health safety;

(Handwritten signatures of Councilors and officials)





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(Cont. Ord. No. 2024-21, enacted on 2nd day July, 2024)

-page 2 of 8-

WHEREAS, Article XVI, Section 9 of the 1987 Constitution provides that, "The State shall protect consumers from trade malpractice and from substandard or hazardous products;"

WHEREAS, Section 17 of the Local Government Code (LGC) provides that the Local Government Units (LGUs) shall exercise such other functions and responsibilities as are necessary, appropriate or incidental to the efficient and effective provision of basic services and facilities which include tourism facilities and other tourist attractions, including the regulation and supervision of business concessions, and security and services for such facilities;

WHEREAS, pursuant to Section 458 (a) of the Local Government Code (LGC), the Sangguniang Panlungsod, as the legislative body of the city, shall enact ordinances, approve resolutions and appropriate funds for the general welfare of the city and its inhabitants and in the proper exercise of the corporate powers in the city;

WHEREAS, pursuant to Section 458 (a) (5) (iv), among the services and facilities that the city should provide is the regulation and sale of meat, poultry, fish, vegetables, fruits, fresh dairy products, and other foodstuffs for public consumption;

NOW, THEREFORE, on motion of Councilor Dahlia M. de Leon, duly seconded by all members present

BE IT ENACTED, AS IT IS HEREBY ENACTED, BY THE SANGGUNIANG PANLUNGSOD in a session duly assembled, that:

SECTION 1. TITLE. — This ordinance shall also be known as the "ALAMINOS LONGGANISA ORDINANCE."

SECTION 2. STATEMENT OF POLICY. —

Tourism is an indispensable element of the national economy and an industry of national interest and importance. Tourism products play a crucial role in the promotion of tourism. By promoting these products, destinations can attract more visitors and generate more revenue.

One of the well-known products of the City of Alaminos, Pangasinan that represents it locally and globally is its Longganisa. The taste and appearance of the Alaminos Longganisa is well-known as unique considering that most longganisa have a sweet taste. It has been an ingrained tradition that in making Alaminos longganisa, all of its ingredients are natural and of the best quality – from the pork that is from newly slaughtered pigs, the seasoning, which is usually comprised of brown sugar, salt, ground pepper, the atsuete/annatto seeds (that is used as coloring) and a lot of garlic (for its distinct garlicky flavor), up to the coconut leaf/madribs that divides the longganisa into small segments.

(Handwritten signatures of council members)

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(Cont. Ord. No. 2024-21, enacted on 2nd day July, 2024)

-page 3 of 8-

To ensure that only the best quality of Alaminos Longganisa will be served and offered for sale to the public, the City Government of Alaminos, Pangasinan deems it necessary to provide the appropriate attention and support to the production, promotion and selling of this tourism related local product and to make it one of the reasons and why tourists should come and visit Alaminos City – the home of the Hundred Islands, the home of the Alaminos Longganisa.

This Ordinance seeks to bind the City Government of Alaminos, Pangasinan, local producers of tourism products, private sectors engaged in tourism enterprises, and stakeholders to work together in promoting and maintaining the integrity of the Alaminos Longganisa.

SECTION 3. SCOPE. — This Ordinance shall:

- a. Regulate the production of Alaminos Longganisa, thereby safeguarding the health of the people and preserving the quality and integrity of the Alaminos Longganisa;
- b. Provide for effective ways to promote Alaminos Longganisa to every tourist visiting the City of Alaminos, Pangasinan; and
- c. Permit the overseeing/ monitoring of the selling of Alaminos Longganisa to ensure that all Alaminos Longganisa being sold in the market meet the quality standards and to prevent any act of profiteering or speculation to the detriment of local tourism.

SECTION 4. DEFINITION OF TERMS. —

- a. **Tourism Products** refer to goods and services that can be supplied to tourists during their stay in a particular tourism destination.
- b. **Alaminos Longganisa** is a tourism product of the City of Alaminos, Pangasinan which refer to a unique local sausage. It is made with ground lean pork, ground pork fat, with seasoning comprised of native garlic, brown sugar, salt and black pepper. It is orange in color because of the atsuetse/ annatto, and its segments are uniquely divided by small pieces of coconut leaf midribs.
- c. **Tourism Enterprise** (Section 4(p), R.A. No. 9593) refer to facilities, services and attractions involved in tourism, such as, but not limited to: travel and tour services; tourist transport services, whether for land, sea or air transportation; tour guides; adventure sports services involving such sports as mountaineering, spelunking, scuba diving, and other sports activities of significant tourism potential; convention organizers; accommodation establishments, including, but not limited to, hotels, resorts, apartelles, tourist inns, motels, pension houses, and home stay operators; tourism estate management services, restaurants, shops and department stores, sports and recreational centers, spas, museums and galleries, theme parks, convention centers and zoos.

(Handwritten signatures of various officials)





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San Jose Drive, Poblacion, City of Alaminos, Pangasinan

(Cont. Ord. No. 2024-21, enacted on 2nd day July, 2024)

-page 4 of 8-

- d. **Alaminos Longganisa Production** refers to the process of producing Alaminos Longganisa using specific raw ingredients.
- e. **Alaminos Longganisa Producers** refer to any person, group, establishment or business engaged in the production of Alaminos Longganisa.
- f. **Alaminos Longganisa Sellers** refer to any person, group, establishment or business engaged in the selling of Alaminos Longganisa.
- g. **Frozen Meat** (Section 2, 5.2, DA Administrative Order No. 6, s.2012) refers to meat derived from newly slaughtered animals brought down to a maximum product center temperature of 0°C during which most of the water in the meat is converted to ice. The meat is stored and held at a room temperature of -18°C or lower to maintain a product center temperature of 0°C [maximum]. The product temperature is maintained during cutting, processing, handling, transport, storage, distribution and retail sale.
- h. **Thawed Meat** (Section 2, 5.3, DA Administrative Order No. 6, s.2012) refers to meat obtained from frozen meat and where the product temperature is allowed to rise to a level higher than 0°C but no higher than 5°C under temperature-controlled conditions. During thawing, ice crystals in the previously frozen meat are reconverted to water starting from the outer surface to the inner core resulting in the formation of liquid called "drip". Thawed meat because it was previously frozen, is not the same product as "newly slaughtered meat" or "chilled meat".
- i. **Newly Slaughtered Meat** (Section 2, 5.4, DA Administrative Order No. 6, s.2012) refers to meat obtained from animals slaughtered within the day and sold to the consumer within a specified time. It is traditionally not refrigerated at any stage of meat handling or at the point of sale;

SECTION 5. RULES AND REGULATION IN THE PRODUCTION OF ALAMINOS LONGGANISA. — Alaminos Longganisa producers shall:

- a. Use only newly slaughtered pork meat in making Alaminos Longganisa. This is to ensure that the pork meat has the proper lean-to-fat ratio and is clean and not contaminated with bacteria or other microorganisms. The newly slaughtered pork meat must have passed the standards prescribed by the National Meat Inspection Service. Further, when newly slaughtered meat is used in making Alaminos Longganisa, it may last fresh for twenty-four (24) hours without refrigeration and five (5) days to one (1) week if frozen or refrigerated.
- b. Avoid using previously frozen meat or thawed meat in making Alaminos Longganisa. Section 7.4.6 of DA Administrative Order No. 06, Series of 2012 provides that thawed meat shall not be refrozen. Thus, Alaminos Longganisa made out of thawed meat should be consumed immediately and is not suitable for exporting or travelling.
- c. Ensure that the products are clearly labeled and marked with the manufacturing and expiration dates.
- d. Use only traditional, natural and premier-quality ingredients.

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-page 5 of 8-

- e. Make sure that their longganisa products are uniformly weighed. Thus, a half dozen small size, medium size or large size Longganisa must weigh approximately 9 grams, 11.5 grams and 13.5 grams, respectively.
- f. Establish a separate processing area in conformity with the following food safety standards on:
 1. Handwashing facilities:
 - With permanent fixtures;
 - Adequate supply of running potable water;
 - Allows easy and effective handwashing;
 - Accessible; and
 - Provided with soap and clean towel.
 2. Changing facilities for personnel:
 - Change room needs to be private;
 - Separate change room for men and women workers; and
 - Lockers and benches/seating should be provided.
 3. Adequate ventilation, lighting and drainage;
 4. Food preparation areas
 - Clean floors, walls and ceilings; and
 - Tables/ surfaces for food preparation must be made of stainless aluminum/ plain ceramics/ kitchen tiles
 5. Subject for regular inspection of the LGU Sanitary Inspector and City Veterinary Office.
- g. Secure medical or health certificate.
- h. Observe proper hygiene and wearing of Personal Protective Equipment (PPE).
- i. Accredited Longganisa Producers are also permitted to establish their own group/organization and share with the fish processing group the use of the processing area located in Brgy. Lucap, Alaminos City, Pangasinan.

SECTION 6. PROMOTION/MARKETING OF ALAMINOS LONGGANISA. —
Tourism enterprise, such as:

- a. Accommodation establishments that offer lodging and meals, and restaurants should include dishes with Alaminos Longganisa, either as main dish or as an ingredient in their menu;
- b. Shops and stores should include Alaminos Longganisa in their products;
- c. Travel and tour services, and tourist transport services should include in their itineraries visitation of stores and pasalubong centers that offer Alaminos Longganisa; and
- d. Tour guides should introduce and promote Alaminos Longganisa to tourists and travelers.

SECTION 7. OVERSEEING OF THE SELLING OF LONGGANISA. Alaminos Longganisa sellers or producers who also sell Longganisa shall:

- a. Provide consumers with instructions in the proper way of cooking Alaminos Longganisa to ensure that the longganisa is properly cooked and to bring out its inherent natural flavors;

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(Cont. Ord. No. 2024-21, enacted on 2nd day July, 2024)

-page 6 of 8-

- b. Market their products with proper packaging, labelling and branding. Their products on display must be in individual packaging, may be by half dozen or by dozen, and not nakedly displayed in their stalls to prevent it from being exposed to flies and other insects;
- c. Include within their packaging a product label that displays their brand name, along with the date of manufacture and expiration.

SECTION 8. LONGGANISA FESTIVAL. — The City shall, as part of its annual fiesta celebrations, include the Longganisa Festival, featuring activities such as Longganisa Ihaw-ihaw and other events that highlight the cultural significance of Alaminos Longganisa.

SECTION 9. REGISTRATION AND MAYOR'S PERMIT FOR PRODUCERS AND SELLERS OF ALAMINOS LONGGANISA. —

The pre-requirements for New Business Applicants are the following:

1. Photocopy Community Tax Certificate (CTC);
2. Barangay Clearance (where business establishment is located);
3. Personal Information System (PIS) of owner and representative;
4. Contract of Lease, if lessee;
Additional requirements, if lessee:
 - 4.1. Mayor's Permit of Lessor;
 - 4.2. Letter of Consent,
 - 4.3. Photocopy of the Tax Declaration of the Property; and
 - 4.4. Inspection and recommendation slip from the City Market and Cemetery Section;
5. Special Power of Attorney (SPA) or Authorization letter from the business owner;
6. Certificate of Registration issued by the Department of Trade and Industry (DTI) for Sole Proprietorship or Certificate of Registration issued by the Securities and Exchange Commission (SEC) for Partnerships/ Corporation;
7. Additional Requirements for Producers of Alaminos Longganisa:
 - 7.1. Photo of the Production Area or Processing Center;
8. Additional Requirements for Producers and Sellers:
 - 8.1. Certification from the Alaminos City Tourism and Cultural Affairs Office;

The post requirements in securing Mayor's Permit:

1. Real Property Tax (RPT) Clearance;
2. Garbage Fee;
3. Sanitary Permit;
4. Zoning Clearance;
5. Fire Safety Inspection Certificate (FSIC).



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 San Jose Drive, Poblacion, City of Alaminos, Pangasinan

(Cont. Ord. No. 2024-21, enacted on 2nd day July, 2024)

-page 7 of 8-

Meat Vendors who intend to produce and/or sell Alaminos Longganisa shall comply first with the foregoing pre and post requirements. Then, the Business Permit and Licensing Office (BPLO) shall include in their registered activities production and selling of Alaminos Longganisa.

SECTION 10. PENALTIES. — Any tourism enterprise, Alaminos Longganisa producer or seller that shall be found committing any of the foregoing prohibited acts or not complying with the foregoing rules shall be penalized as follows:

- a. First Offense - reprimand
- b. Second Offense - a fine of Php 3,000.00
- c. Third Offense - a fine of Php 5,000.00 and revocation of the business permit or license upon the discretion of the court of competent jurisdiction.

The imposition of the above stated penalties shall be in accordance with the due process of law as enshrined in the 1987 Philippine Constitution.

SECTION 11. NO CONTEST PROVISION. — Any person apprehended for violation of this ordinance, who does not wish to contest the violation and is willing to pay voluntarily the fine imposed upon him/her, prior to the filing of a formal complaint with the Office of the City Prosecutor, shall be allowed to pay the said fine with the City Treasurer to avoid prosecution.

SECTION 12. ENFORCEMENT. — The Local Chief Executive or his duly authorized representative, the Alaminos City Tourism and Cultural Affairs Office, City Veterinary Office, City Health Office, City Business Permit and Licensing Office, City Public Order and Safety Office, City Market and Cemetery Section, City Legal Office, Alaminos City Police Station and the Liga ng mga Barangay shall be the primary offices responsible for the enforcement of this Ordinance.

SECTION 13. SEPARABILITY CLAUSE. — If for any reason, any section of provision of this Ordinance shall be held to be unconstitutional or invalid by competent authority, such judgement or action shall not affect or impair the other sections or provisions thereof.

SECTION 14. REPEALING CLAUSE. — All ordinances, executive orders, rules and regulations, or part thereof, in conflict with, or inconsistent with any provisions of this ordinances are hereby repealed.

SECTION 15. EFFECTIVITY. — This Ordinance shall take effect fifteen (15) days after its posting in at least three conspicuous places and complete publication in a regular newspaper of general circulation.

SO ORDAINED/ENACTED....

[Handwritten signatures of officials]



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(Cont. Ord. No. 2024-21, enacted on 2nd day July, 2024)

-page 8 of 8-


I **HEREBY CERTIFY** to the correctness of the foregoing ordinance consisting of eight (8) pages including this page.



LUZ B. VALE
 Secretary

ATTESTED:

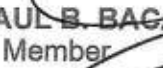

APPLE JOY B. TOLENTINO
 Temporary Presiding Officer


CAROLYN D. SISON
 Majority Floor Leader


KELVIN THEUS O. HUMILDE
 Minority Floor Leader

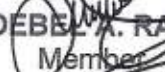

VERNA S. D. RABAGO
 Assistant Majority Floor Leader


JOSELITO O. FONTELERA
 Member


RAUL B. BACAY
 Member


DAHLIA M. DE LEON
 Member


OSCAR A. BOLING, SR.
 Member


FROEBEL A. RANOY
 Member


~~**WALTER M. MACAIBA**~~
 Member


ALEX A. RECOSANA, LBP
 Ex-Officio Member


LOVERLY V. BERNABE, PPSKP
 Ex-Officio Member

APPROVED BY:


ARTH BRYAN C. CELESTE
 City Mayor
08/16/2024
 Date