



Republic of the Philippines  
DEPARTMENT OF AGRICULTURE  
**NATIONAL MEAT INSPECTION SERVICE**  
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March 22, 2011

Memorandum Order # 3-2011-35  
No. Series of 2011


SUBJECT: Addendum to Memorandum Circular No. 10-2009-06 titled "Guidelines to the Implementation of NMIS Citizen's Charter."

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As prescribed under Joint Administrative Order No. 1. Series of 2009, the issuance of sales and advertising promotion permit for meat and meat products was transferred from Bureau of Food and Drugs Administration (formerly Bureau of Food and Drugs) to the National Meat Inspection Service.

Therefore, a service standard in the application for the issuance of sales and advertising promotion permit is hereby promulgated and is appended to the NMIS Citizen Charter.

The Consumer Information, Protection and Assistance Division is directed to provide assistance to NMIS clients who want to avail the services.

  
ATTY. JANE C. BACAYO, DVM, MPA  
Executive Director



## ISSUANCE OF ADVERTISING AND SALES PROMOTION PERMIT

Article 116 of the Consumer Act of the Philippines provides for the issuance of Permit to Conduct Promotion and the Joint Administrative Order No 1, Series of 2009 providing for the delineation of functions and shared responsibilities in the regulation of meat products between the Department of Agriculture-National Meat Inspection Service and Department of Health- Bureau of Food and Drugs.

The Joint Administrative Order authorizes the National Meat Inspection Service to issue permit relative to advertising and promotion and shall be secured in accordance to the delineation of product responsibility.

**Who may avail of the Service:** Meat Product Processors, Meat Manufacturers, Advertising Agencies.

### **Requirements:**

1. Letter of request addressed to NMIS Executive Director
2. Application Form with the following information:
  - a. Name of sponsor including
    - i. Address
    - ii. Telephone Number
    - iii. Authorized representative and designation
  - b. Name of advertising company including
    - i. Address
    - ii. Telephone Number
    - iii. Authorized representative and designation
  - c. Promotion title
  - d. Duration of the promotion
  - e. Coverage
  - f. Products covered
  - g. Who are qualified to avail
  - h. Total amount of prizes
  - i. Media to be utilized
  - j. Sales promotion mechanics
3. A graphical presentation of least one advertising material that contains the complete mechanics, duration, prizes and coverage of the promotion and shall imprint on it the phrase: per NMIS Permit No \_\_\_\_ Series of \_\_\_\_\_. All other advertising materials shall indicate " See poster or print ad for complete details and the phrase per NMIS Permit No \_\_\_\_ Series of \_\_\_\_\_.
4. Photocopy of Certificate of Registration
5. Attachments
  - a. Merchandizing materials and its graphical representation

**Schedule of availability of service:** 8am to 5pm Mondays to Fridays except holidays.

**Maximum duration of Process:** 10 days, provided, that all requirements have been submitted.

**Permit Fee:**

- I. Coverage
  - a. Nationwide: 1,000.00
  - b. NCR only- 1,000.00
  - c. Several regions including NCR 1,000.00
  - d. More than one region but excluding NCR 750.00
  - e. Several provinces/cities/municipalities within the same region 500.00
  - f. Single province/city/municipality 250.00
- II. Blanket approval for recurring sales promotion (covering a period of one year) shall be charged the same permit fees as above plus 50%
- III. Application for each variable (mechanics that is fixed like duration, title, coverage, prizes, advertising material) covered under the blanket authority shall be charged as follows:
  - a. NCR only or in several regions including NCR 500.00
  - b. More than one region but excluding NCR 500.00
  - c. Several provinces/cities/municipalities within the same single region 200.00
  - d. Single province or municipality 100.00
- IV. Amount of prizes
  - a. Up to 50,000.00 250.00
  - b. 50,001.00- 150,000.00 500.00
  - c. 150,001.00-300,000.00 1,000.00
  - d. 300,001.00-500,000.00 2,000.00
  - e. 500,001.00-1,000,000.00 3,000.00
  - f. Above 1,000,000.00 5,000.00

**Steps: Application of Permit**

No	Client Step	Agency Step	Office/Person Responsible	Location of Office
1	Submits letter of application and fills out application form ( Walk-in)	Receives the application	Consumer Information, Protection and Assistance Division-Central Office (CIPAD-CO)	Central Office, Visayas Ave. Diliman, Quezon City
2		Evaluates the completeness of requirements	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City
3		If complete, accepts application	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City

	Accepts application	If incomplete, return the application	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City
4		Prepares Permit	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City
5		Submit Permit to Executive Director's Office for approval	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City
6		Approves and Signs Permit	Office of the Executive Director	Central Office, Visayas Ave. Diliman, Quezon City
7		If approved, prepares Statement of Account	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City
8	Pay permit fee	Issue Official Receipt	Cashiering Unit	Central Office, Visayas Ave. Diliman, Quezon City
9	Receive Permit	Issue Permit	CIPAD-CO	Central Office, Visayas Ave. Diliman, Quezon City

*End of Transaction*

**Application Form No. 1**  
Sales and Advertising Promotion

Fill out the relevant and applicable information in the spaces provided.

Date: \_\_\_\_\_

(Promo Title)

1. NAMES OF SPONSOR \_\_\_\_\_
  - Address: \_\_\_\_\_
  - Telephone No.: \_\_\_\_\_
  - Authorized Representative: \_\_\_\_\_
  - Designation: \_\_\_\_\_
2. NAME OF ADVERTISING AGENCY
  - Address: \_\_\_\_\_
  - Authorized Representative: \_\_\_\_\_
  - Designation: \_\_\_\_\_
3. Duration of the Promotion: \_\_\_\_\_
4. Area Coverage: \_\_\_\_\_
5. List of participating outlets (*attach list*):
6. List of Participating products:

(Brand)

Sizes (*in metric, enclose English size*)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Purchased amount required: \_\_\_\_\_
8. Who are qualified to avail? : \_\_\_\_\_
9. How to avail? : \_\_\_\_\_
10. The Total Cost of Prizes: \_\_\_\_\_
11. Period of Redemption/ Claim Period: \_\_\_\_\_
12. How to claim the prize: \_\_\_\_\_

**ATTACHMENTS:**

1. **Media Utilized:** The advertising material used shall contain the complete mechanics, duration, prizes and coverage of the promotion. If the advertising material cannot carry the mechanics, a separate print advertisement shall indicate the complete details of the promotion, the duration, and the phrase "Per DA-NMIS Permit No. \_\_\_\_\_ series of \_\_\_\_\_."

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> poster    | <input type="checkbox"/> TV, Cinema |
| <input type="checkbox"/> radio     | <input type="checkbox"/> Flyers     |
| <input type="checkbox"/> streamer  | <input type="checkbox"/> Print Ad   |
| <input type="checkbox"/> billboard | <input type="checkbox"/> Mailers    |
| <input type="checkbox"/> sticker   |                                     |

2. Sales Promotion Mechanics (*with complete mechanics*)
3. Photocopy of Certification of Product Registration: (*if applicable*)
4. Letter of request for application addressed to:
  - a. NMIS Executive Director  
BAI Compound, Visayas Avenue, Diliman, Quezon City

AGREEMENT

I/We hereby understand and agree that:

1. The letter of application with complete requirements shall be submitted one month on before the duration of the promotion.
2. Permit shall be processed 10 days upon the receipt of the application, provided that the requirements are complete.
3. The application shall be deemed approved if I/ we did not receive any communication from the DA-NMIS after submission of complete requirements within the prescribed ten (10) days.

Authorized Representative of:

\_\_\_\_\_  
ADVERTISING AGENCY REPRESENTATIVE  
Signature over Printed Name

\_\_\_\_\_  
NMIS REPRESENTATIVE  
Signature over Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date