



FDA ADVISORY
No. **2020-1272**

29 JUN 2020

TO: THE GENERAL PUBLIC

SUBJECT: Public Health Warning Against the Purchase and Consumption of the following Unregistered Food Products:

1. SUGARCANE LAND FOOD PRODUCT Piaya (Pinya)
2. FARM & BARN Alkaline 12 in 1 Vegan Coffee
3. FARM & BARN Alkaline 14 in 1 Corn Coffee Turmeric
4. FARM & BARN Alkaline 15 in 1 Black Rice Coffee Coconut
5. SWEET VALLEY Healthy & Quality Dried Buko Pandan

The Food and Drug Administration (FDA) warns the public from purchasing and consuming of the following unregistered food products:



Figure 1. Unregistered SUGARCANE LAND FOOD PRODUCT
Piaya (Pinya)





Figure 2. Unregistered FARM & BARN Alkaline 12 in 1 Vegan Coffee



Figure 3. Unregistered FARM & BARN Alkaline 14 in 1 Corn Coffee Turmeric



Figure 4. Unregistered FARM & BARN Alkaline 15 in 1 Black Rice Coffee Coconut



Figure 5. Unregistered SWEET VALLEY Healthy & Quality Dried Buko Pandan

The FDA verified through post-marketing surveillance that the abovementioned food products are not registered and the Certificate of Product Registration (CPR) have not yet been issued. Pursuant to the Republic Act No. 9711, otherwise known as the "Food and Drug Administration Act of 2009", the manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising or sponsorship of health products without the proper authorization is prohibited.

Since these unregistered food products have not gone through evaluation process of the FDA, the agency cannot assure their quality and safety. The consumption of such violative products may pose health risks to consumers.

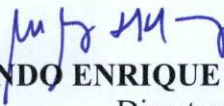
In light of the foregoing, the public is advised not to purchase the aforementioned violative products. Moreover, the public is advised to always check if a food product or food supplement is registered with the FDA. The FDA website (www.fda.gov.ph) has a *Search* feature which may be used by typing in the name of the product before purchasing.

All concerned establishments are warned not to distribute violative food products until they have been issued the appropriate authorization, a License to Operate (LTO) for the establishment, and a CPR for the food products.

All FDA Regional Field Offices and Regulatory Enforcement Units, in coordination with law enforcement agencies and Local Government Units, are requested to ensure that violative products are not sold or made available in the market or areas of jurisdiction.

To report any sale or distribution of unregistered food products, kindly contact us through email at ereport@fda.gov.ph.

Dissemination of this advisory to all concerned is hereby requested.


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Director General

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