

USDA Philippines Newsletter June 2016 to October 2016



The Foreign Commercial Service and the Foreign Agricultural Service host a combination trade reception showcasing U.S. food and beverage products for major food franchises in the Philippines.

EVENTS CALENDAR

Wine Institute Trade Mission: On October 19, The Wine Institute will host a trade reception dubbed “Discover California Wines” for Philippine importers, food industry representatives, and media. There will be 40 tasting tables featuring more than 60 U.S. wines. Market access for U.S. wine continues to grow with exports reaching a record \$12 million in 2015.

U.S. Meat and Poultry Establishment Audit: On October 23 to November 9, officials from the Philippines' National Meat Inspection Service and Bureau of Animal Industry will travel to the United States to conduct a routine audit of U.S. meat and poultry establishments and food safety systems. These audits are essential to keep markets open and assure the Government of the Philippines that U.S. meat and poultry are safe and wholesome. U.S. meat and poultry exports were valued at over \$200 million in 2015.

National Biotech Week: On November 21-25, the Government of the Philippines will kick off National Biotech Week, which promotes agricultural biotechnology and its benefit to Filipino farmers and consumers. The U.S. Department of State will fund a technical expert (Dr. Wayne Parrot from the University of Missouri) to lecture throughout the country on increased yields, reduced losses from pests and diseases, and food security.

RECENT EVENTS

9th National Coffee Summit: On October 12-13, ACDI/VOCA, under USDA's food aid grant to enhance coffee, coconut, and cacao production in Mindanao, attended the 9th Philippine National Coffee Summit. While there, ACDI/VOCA Chief of Party Thelonius Trimmell outlined how enhanced production and marketing techniques uplift coffee farmers and rural livelihoods.

Philippine Food Conference: On September 28, Agricultural Counselor Ralph Bean attended the 2016 Philippine Food Conference, an annual event focusing on innovation in the food industry. Mr. Bean provided a presentation on food trends in the Philippines and a forecast for ingredient demand over the next five years. Market access for U.S. food and beverage products continues to grow with exports almost doubling over the past five years to nearly \$1 billion in 2015.

USDA and Philippine Department of Agriculture (DA) Risk Analysis Seminar: On September 27-28, FAS provided support for the travel of one U.S. expert on risk analysis to provide training to roughly 60 DA food safety and quarantine officials. The United States exports over \$2 billion of agricultural products to the Philippines each year.

Western United States Agricultural Trade Association (WUSATA) Trade Mission: On September 26, WUSATA led a trade mission of U.S. food ingredient exporters to the Philippines. While in Manila, Agricultural Attaché Jeff Albanese provided a market brief on the Philippines. Marketing Specialists Ramona Singian and Joy Claridades facilitated meetings for participants with Philippine importers.

USDA and National Meat Inspection Service Seminar on Hazard Analysis Critical Control Points (HACCP) Inspection Models: On September 24-26, FAS provided support for the travel of one U.S. expert on HACCP to provide technical training to over 60 NMIS inspectors and poultry and hog processors in the Philippines.

Afternoon Tea Salon: On September 14, Ag Marketing Specialists Ramona Singian, Joy Claridades, and local importers hosted an “Afternoon Tea Salon” at Raffles Makati to feature a wide variety of dried fruits and nuts (among other U.S. food and beverage products) from California, Georgia, Oregon, and Hawaii. The event was attended by restaurateurs, bakeshop owners, and culinary professionals. There was strong media coverage as demand for U.S. food and beverage products continues to grow.

U.S. Wine Dinner at The Manor: On September 10, a dinner was held at The Manor at Camp John Hay, Baguio City to promote U.S. food and beverage products. Ambassador Philip S. Goldberg presided over the event, which included local government officials, corporate clients of The Manor, importers, and the press. The dinner was part of a month-long U.S. food and wine festival. Baguio is a major tourist destination for Filipinos and demand for high-value U.S. food and beverage products in the area is increasing.

USA Poultry and Egg Export Council (USAPEEC) Trade Mission: On September 5-9, USAPEEC and USDA organized a trade mission to the United States for Philippine meat processors that use mechanically separated meat (MDM). In 2015, mechanically separated poultry exports (worldwide) to the Philippines accounted for almost 80 percent of all poultry exports to the Philippines.

Food and Drinks Asia: On September 1-4, Ag Marketing Specialists Ramona Singian and Joy Claridades organized its first USA Pavilion at Food and Drinks Asia, an annual food, beverage, and ingredients consumer show. The USA Pavilion housed 10 local companies and highlighted more than 70 U.S. food and beverage products. The show attracted more than 30,000 visitors and was comprised of 219 exhibitors from 10 countries.

The Great American BBQ: On September 1, Deputy Chief of Mission Michael S. Klecheski hosted “The Great American Barbecue—Texas Style” trade reception featuring guest chef Jay McCarthy. The event was organized by Ag Marketing Specialists Ramona Singian and Joy Claridades, U.S. Meat Export Federation and Texas Beef Council, and showcased the availability, variety, quality and applications of high-value U.S. food and beverage products. Over 150 importers, hoteliers, restaurateurs, retailers, and culinary professionals attended and there was strong media coverage. Exports of U.S. food and beverage products were valued at almost \$1 billion in 2015, nearly doubling over the past five years.

Joint USDA, USA Poultry and Egg Export Council (USAPEEC), and Meat Importers and Traders Association (MITA) Food and Hygiene Seminar: On August 8 and August 10, a Food Safety and Hygiene Seminar was co-organized by USDA, MITA, and USAPEEC in Manila and Cebu for small and medium-sized meat processors. USAPEEC Technical Director Dr. Shelly McKee conducted the seminar to help improve food safety standards and practices in the use of mechanically deboned meat. In 2015, mechanically separated poultry exports (worldwide) to the Philippines accounted for almost 80 percent of all poultry exports to the Philippines.

WOFEX Manila: On August 3-6, FAS/Manila organized a USA Pavilion at WOFEX Manila, an annual exhibition featuring consumer-oriented products and processing equipment from around the world. The event was well attended by U.S. exporters and trade associations (e.g., Raisin Administrative Committee, USA Poultry and Egg Export Council, U.S. Meat Export Federation, and U.S. Potato Board). FAS arranged one-on-one meetings and hosted a networking reception on August 3.

U.S. Agricultural Cooperators Conference: On July 31 to August 3, Agricultural Counselor Ralph Bean gave a market brief at the 13th South East Asia U.S. Agricultural Cooperators Conference in Cebu. Mr. Bean highlighted key policy issues that FAS/Manila is working on with the Government of the Philippines. The agricultural cooperators (i.e., industry association groups) are an integral partner in expanding U.S. exports.

Cocolink: On July 26-27, Agricultural Attaché Jeff Albanese and Agricultural Specialist Perfecto Corpuz attended the first annual Philippine Coconut Conference in Davao City. Mr. Albanese provided a market brief on coconut and coconut product demand in the United States. Additionally, Mr. Albanese highlighted USDA's food aid grant (implemented by ACDI/VOCA) and how it enhances coconut production in Mindanao and improves rural livelihoods.

Philippine Association of Meat Processors, Inc. (PAMPI) Annual Meeting: On July 21-23, Agricultural Attaché Jeff Albanese and Agricultural Specialist Pia Ang attended PAMPI's annual conference. Mr. Albanese and Ms. Ang coordinated a speaker from the U.S. Meat Export Federation to provide a market brief on global meat supply and demand. U.S. mechanically separated poultry is an important input for PAMPI members' processed food products, and exports for 2015 were valued at approximately \$30 million.

Fellowship with Food Franchises: On June 28, FAS/Manila and Foreign Commercial Service/Manila partnered to host a combination trade reception showcasing U.S. food and beverage (F&B) products for major food franchises in the Philippines. Exports of U.S. food and beverage were valued at almost \$1 billion in 2015, nearly doubling over the past five years. Participants reported nearly \$200,000 in on-site sales of U.S. F&B.

Food and Beverage Menu Promotions: FAS/Manila partnered with seven leading importers to showcase U.S. fine food and beverages in a series of wine dinners from May to September at premier hotels and restaurants in Metro Manila. This effort received wide media coverage as demand for U.S. food and beverage products continues to grow.

RECENT GLOBAL AGRICULTURAL INFORMATION NETWORK (GAIN) REPORTS

<http://gain.fas.usda.gov/Pages/Default.aspx>

Sugar Semi-Annual Report

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Sugar%20Semi-annual Manila Philippines 9-23-2016.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Sugar%20Semi-annual%20Manila%20Philippines%209-23-2016.pdf)

U.S. Poultry Exports				
Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
73,227	89,231	83,166	92,847	67,622
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

U.S. Wheat Exports				
Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
706,155	608,163	627,438	697,942	521,833
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

U.S. Soybean Meal Exports				
Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
315,237	625,060	604,826	585,330	634,993
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

Export Highlight

U.S. food and beverage products continue to be a growth sector in the Philippines. Strong brand recognition and a desire for U.S. products at the grocery store are driving this trend. Exports of fresh fruit, snack foods, condiments, and wine and beer are all up 20 to 50 percent for January 2016 to August 2016 when compared to the same time period last year. Interestingly, breakfast cereals are shipping at the highest levels in 15 years in only the first eight months of 2016, with 500 tons shipped at a value of \$1.6 million.

CONTACT INFORMATION

Office of Agricultural Affairs
 U.S. Embassy Manila, Philippines
 Phone: (011-632) 301-4900
 Email: AgManila@fas.usda.gov