



FACT SHEET



United States Department of Agriculture
Foreign Agricultural Service | Manila

- The **Foreign Agricultural Service (FAS)** office at the U.S. Embassy in Manila promotes U.S. agricultural trade and assists Philippine buyers to source American food products. FAS organizes promotional activities for the supermarket, hotel and restaurant industries, offers trade servicing, prepares commodity reports, and provides technical information on USDA standards.
- FAS also supports and funds agricultural development projects throughout the Philippines by way of various trade capacity building programs including U.S. commodity donations under the U.S. Department of Agriculture's Food for Progress Program.
- The Philippines is the 9th largest market globally for U.S. agricultural exports with sales reaching a record of nearly \$2.4 billion in 2012. Additionally, the United States continues to be the number one market for Filipino agricultural exports with 2012 sales topping \$1.5 billion.
- The top three U.S. exports to the Philippines in 2012 were food and beverage products (36% of total exports), wheat (26%) and soybean meal (25%). The top three Filipino exports to the United States in 2012 were coconut oil (35% of total exports), processed fruits and vegetables (12%), and sugar (7%).
- U.S. export sales of high-value food and beverage (f&b) products to the Philippines remain strong and have the best prospects for future growth with record sales of \$860 million in 2012 (a 13% increase over the previous year). The Philippines is the largest market in Southeast Asia and one of the fastest growing in the world for U.S. f&b products. U.S. f&b products with particularly good prospects for future growth in the Philippine market include beef, wine, dairy products, poultry, processed fruits and vegetables, and snack foods.
- Along with a broad range of other FAS funded capacity building programs, there are currently three Food for Progress (FFP) projects in the country. These projects are valued at roughly \$25 million (total) and are focused on dairy development, promoting integrated farming models and improving marketing systems for smallholder farmers in Mindanao.

For more information, please contact agmanila@fas.usda.gov.