

USDA Philippines Newsletter

August 2015 to February 2016



Deputy Chief of Mission Michael Klecheski addresses the U.S. Soybean Export Council Illinois Board on January 19, 2016.

EVENTS CALENDAR

Fellowship with FAS: On March 2, 2016, FAS/Manila will host a “Fellowship with FAS” trade reception with U.S. trade associations and Philippine importers showcasing the availability, variety, quality, and application of high-value U.S. food and beverage products to retail, foodservice, and food processing customers. The event will be held at the Deputy Chief of Mission Michael Klecheski’s residence.

U.S. Seafood Training: On March 5-20, 2016, USDA will send four Philippine importers to the United States as part of USDA’s Cochran Fellowship Program. The training will focus on the availability, quality, and variety of U.S. seafood. The group will visit processing facilities, markets, retail stores, and restaurants. Also scheduled are meetings with State Departments of Agriculture and U.S. trade associations, in addition to participation in a major seafood trade show.

Oilseeds in Luzon: March 2016, Ag Attaché Jeff Albanese and Ag Specialist Perfecto Corpuz will travel to Region 4 and Region 5 of Luzon to assess the situation and outlook for oilseed production. Soybean meal is the largest U.S. agricultural export to the Philippines, with sales reaching over \$630 million in 2015. Coconut oil is the Philippines top agricultural export to the United States.

Food and Hotel Asia Singapore: On April 15-16, 2016, FAS/Manila will travel to Singapore to participate in HotelAsia2016, Asia's most comprehensive hotel, restaurant, and food service trade show. FAS will seek an opportunity to give a market brief on the Philippines to highlight export opportunities. Market access for U.S. consumer orientated products (e.g., dairy, pork, and poultry) continues to grow with exports almost doubling over the past six years to nearly \$1 billion in 2015.

Hog Production Seminar: On April 15, USDA will host a hog production seminar in Bacolod for members of ProPork and the Federation of Hog Farmers in conjunction with the 2016 Hog Congress. The seminar will feature U.S. speakers on hog genetics, feed products, and slaughter house and cold-chain management. This activity builds on the success of USDA's four-year, \$15 million Food for Progress grant awarded to Winrock International to improve post-harvest infrastructure and cold chain systems in the Caraga Region of Eastern Mindanao.

Food and Beverage Menu Promotion: FAS/Manila will partner with four leading importers to showcase U.S. fine food and beverage in a series of menu promotions at premier hotels and restaurants throughout Metro Manila from May to September 2016. This effort should generate strong media coverage and will take advantage of the growing demand for gourmet food and beverage.

Vinexpo: On May 24-26, 2016, FAS/Manila will travel to Hong Kong to participate in Vinexpo, Asia's top wine and spirits trade show. FAS will seek an opportunity to give a market brief on the Philippines to highlight export opportunities for U.S. products. Market access for U.S. wine and beer and distilled spirits continues to grow. Wine and beer exports (\$12 million) and distilled spirits (\$3 million) are records for 2015.

World Food Expo (WOFEX) Davao: On June 16-18, 2016, FAS/Manila will feature a USA Pavilion at WOFEX Davao housing 10-15 exhibitors of high-value U.S. food, beverage, and ingredient products. Pavilion activities will include all-day samplings and live cooking demonstrations. A cocktail networking reception will be held on June 16 with senior managers of hotels, restaurants, supermarkets, food manufacturers, and culinary institutions from throughout the region.

WOFEX Manila: On August 3-6, 2016, FAS/Manila will organize a USA Pavilion at WOFEX Manila, an annual exhibition featuring food and beverage products and processing equipment from around the world. The event will be 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 will arrange one-on-one meetings and host a networking reception on August 3.

USA Poultry and Egg Export Council (USAPEEC) Trade Mission: USAPEEC and USDA are organizing a trade mission to the United States for Philippine meat processors that use mechanically separated meat (MDM) sometime late summer 2016. This effort will help boost U.S. MDM exports to the Philippines. In 2015, mechanically separated poultry exports (worldwide) to the Philippines accounted for almost 80 percent of all poultry exports to the Philippines.

RECENT EVENTS

Philippine Cold Chain Project Facility Inauguration: On February 18, 2016, Winrock International inaugurated a dry warehouse facility (including U.S. corn and soybean meal) and a locally registered meat establishment in Butuan funded by USDA's Food for Progress agreement. U.S. Embassy Deputy Chief of Mission Michael Klecheski presided over the event. In 2013, after a highly competitive process, FAS awarded Winrock a four-year, \$15 million grant to improve post-harvest infrastructure and cold chain systems in the Caraga Region of Eastern Mindanao.

Raisin Administrative Committee Baking Seminar: On January 19, 2016, the Raisin Administrative Committee hosted a California Raisins baking seminar. Ag Counselor Ralph Bean opened the event and gave a market brief on U.S. export opportunities. U.S. exports of raisins have doubled over the past five years to a record \$8 million in 2015.

U.S. Soybean Export Council, Illinois Soybean Association Trade Reception: On January 19, 2016, FAS/Manila hosted a trade reception for the U.S. Soybean Export Council, Illinois Soybean Association to meet with large buyers of U.S. product. The Philippines imports roughly \$600 million worth of U.S. soybean meal annually to support the domestic livestock industry. Some of the largest food companies in the country were in attendance.

U.S. Grains Council Ethanol Trade Reception: On January 18, 2016, the U.S. Grains Council organized a trade reception for U.S. producers of fuel ethanol and Philippine Petroleum companies. Ag Attaché Jeff Albanese opened the event while Ag Specialist Perfecto Corpuz gave a market overview. The Philippines imported roughly \$140 million of ethanol in 2015.

Philippine Bureau of Animal Industry (BAI) and Bureau of Plant Industry (BPI): On November 2-13, 2015, USDA sent three BAI and three BPI officials to the United States as part of USDA's Cochran Fellowship Program. The training will introduce U.S. procedures on inspection and verification for incoming and outgoing commodities at airports and seaports. The Government of the Philippines continues to refine food safety laws and this effort will ensure that internationally-recognized, science-based standards are adopted.

Food Export Midwest and Northeast Trade Mission: On October 20-21, 2015, Food Export Midwest and Food Export Northeast organized a trade mission for seven U.S. agribusinesses. FAS/Manila supported the trade mission by setting up meetings with Philippine importers, opening the event, and providing a market brief. The seven companies represented a variety of industries from grains to dairy.

Philippine Private Sector & U.S. Produce: On October 18-31, 2015, USDA sent five Philippine importers to the United States as part of USDA's Cochran Fellowship Program. The participants received an overview of the produce industry, focusing on quality, availability, and applications of U.S. product. This follows the Philippines granting U.S. market access for additional fresh fruits and vegetables.

Food Hygiene and Safety Seminar: On October 15-16, 2015, the U.S.A. Poultry and Egg Export Council hosted a food hygiene and safety seminar for Philippine food industry representatives. This seminar provided training on proper handling of poultry products, which helps maintain consumer confidence in American products by ensuring that those products stay safe after entering the Philippines.

Food Security Week: On September 21 to October 6, 2015, Ag Counselor Ralph Bean, Ag Attaché Jeff Albanese, and Ag Specialist Perfecto Corpuz attended Asia Pacific Economic Cooperation meetings in Iloilo, Philippines to advocate for the adoption of biotechnology and predictable, science-based rules and regulations in the Asia-Pacific development agenda.

Philippine National Meat Inspection Service (NMIS): On September 20-26, 2015, FAS/Manila sent three NMIS officials to the United States for training on laboratory techniques to detect residues in meat. The Government of the Philippines is developing new testing protocols and this effort will ensure that internationally-recognized, science-based standards are adopted.

United Tastes of America and The Great American BBQ: On September 14-15, 2015, Ag Marketing Specialists Ramona Singian and Joy Claridades partnered with Hyatt City of Dreams, the Nebraska Department of Agriculture, the U.S. Meat Export Federation, Cargill Meat Solutions, and local importers to feature U.S. food and beverage products at two food festivals. Guest chefs Jay McCarthy and Pete Geoghegan launched the events with Ambassador Philip S. Goldberg as the guest of honor. There was strong media coverage showcasing all the products. Exports of U.S. food and beverage products were valued at almost \$1 billion in 2015, nearly doubling over the past five years.

Asia Fruit Logistica: On September 1-4, 2015, Ag Attaché Jeff Albanese and Ag Marketing Specialist Ramona Singian traveled to Hong Kong to participate in Asia Fruit Logistica, the only annual trade show for fresh fruits and vegetables in Asia. Ag Attaché Jeff Albanese gave a market brief on the Philippines to highlight export opportunities for U.S. exporters. Market access for U.S. product continues to expand and the Philippine retail sector for fresh fruits and vegetables grew from 11 million metric tons to 13 million metric tons over the past five years (Source: Euromonitor).

RECENT GLOBAL AGRICULTURAL INFORMATION NETWORK (GAIN) REPORTS

Food Service – Hotel, Restaurant, Institutional (HRI)

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Service%20-%20Hotel%20Restaurant%20Institutional_Manila_Philippines_1-4-2016.pdf

Grain and Feed Update

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Grain%20and%20Feed%20Update_Manila_Philippines_12-21-2015.pdf

Expanding Philippine Retail: A Bigger Opportunity for U.S. Food and Beverage

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Retail%20Foods_Manila_Philippines_12-23-2015.pdf

Food and Agricultural Import Regulations and Standards – Certification

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Certification_Manila_Philippines_12-18-2015.pdf

Food and Agricultural Import Regulations and Standards – Narrative

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Narrative_Manila_Philippines_12-18-2015.pdf

Exporter Guide

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide_Manila_Philippines_12-3-2015.pdf

Dairy and Products Annual Report

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Dairy%20and%20Products%20Annual_Manila_Philippines_10-15-2015.pdf

Sugar Semi-annual Situation and Outlook

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Sugar%20Semi-annual_Manila_Philippines_9-28-2015.pdf

Great American BBQ – A Showcase of U.S. Fine Foods

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/2015%20Great%20American%20Barbecue%E2%80%93A%20Showcase%20of%20U.S.%20Fine%20Foods%20_Manila_Philippines_9-22-2015.pdf

Festival Supports U.S. Exports of Gourmet Products to Philippines

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Festival%20Supports%20U.S.%20Exports%20of%20Gourmet%20Products%20to%20Philippines%20_Manila_Philippines_9-22-2015.pdf

Wheat, Corn, Rice Grain and Feed Update

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Grain%20and%20Feed%20Update_Manila_Philippines_9-23-2015.pdf

Philippine Biofuels Situation and Outlook

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Biofuels%20Annual_Manila_Philippines_9-4-2015.pdf

Philippine Agricultural Biotechnology Situation and Outlook

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Agricultural%20Biotechnology%20Annual_Manila_Philippines_7-10-2015.pdf

Prospects for U.S. Ingredients in Flourishing Philippine Food Processing Industry

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20Processing%20Ingredients_Manila_Philippines_7-9-2015.pdf

FACTS AND FIGURES

U.S. Dairy Exports				
Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
280,470	317,412	363,957	422,267	253,476
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

U.S. Pork Exports				
Value in Thousands of U.S. Dollars				
2011	2012	2013	2014	2015
92,940	88,172	112,254	103,512	79,460
<i>U.S. Census Bureau Trade Data, Calendar Year</i>				

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>				

CONTACT INFORMATION

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