

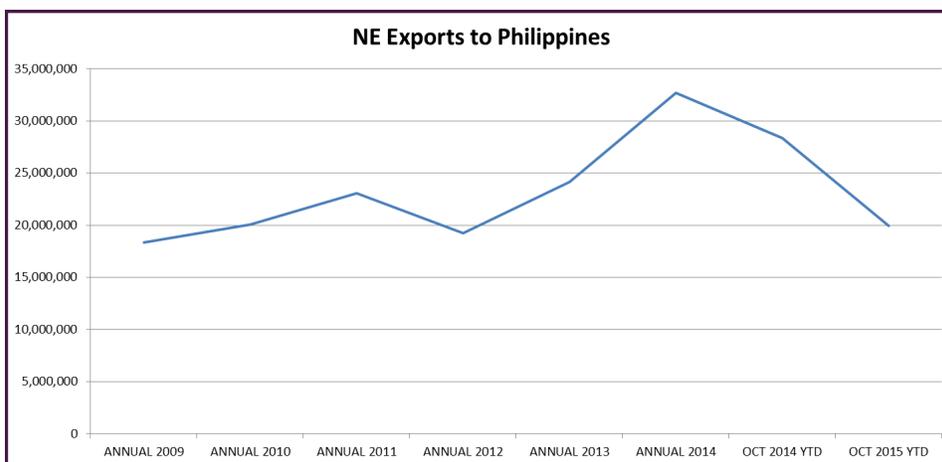
# Philippines

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## Foreign Trade

The U.S. continues to be the Philippines' number one supplier of agricultural products, and the Philippines ranks as the U.S. 9th largest market in the world, and the 2<sup>nd</sup> largest in Southeast Asia after Indonesia. In 2014, export sales increased 9% to a record US\$2.7 billion. Despite congestion at the port of Manila and other distribution challenges, sales were up 15% from January to October 2014. **The top ten U.S. exports by value in 2014 were wheat, soybean meal, dairy products, pork and pork products, poultry meat and products (ex. eggs), prepared food, sugar, sweeteners & beverage bases, processed vegetables, food flavorings and fresh fruit.**

Of the 2014 amount, nearly 41% or US\$1.1 billion were in the consumer ready category. This represented an increase of 11%, a new record high as the top market in the Southeast Asian region. **Top 2014 U.S. processed food exports included baking inputs, mixes and dough, powdered milk, other processed foods ingredients and beverage bases, french fries, whey, chocolate candy, whey protein, cheese, prepared/preserved pork and baked snack foods.** While sales for these products are expected to remain strong, prospects are excellent for a wide variety of consumer foods, particularly those that can be classified as "healthy," "gourmet," and "convenient."



The Philippines is a key market in Southeast Asia and the 9th largest globally for U.S. agricultural products. In 2014, U.S. agricultural exports to the Philippines increased nine percent to a record \$2.73 billion. The top ten U.S. exports by value in 2014 were wheat (\$697.6 million); soybeans & soybean meal (\$641.6 million); dairy products (\$422.3 million\*); red meats (\$172.3 million\*); poultry meat & products (\$92.8 million\*); prepared food (\$88.5 million\*); sugar, sweeteners & beverage bases (\$72.1 million\*); processed vegetables (\$70.7 million\*); fresh fruit (\$62.6 million\*); and other intermediate products (\$62.6 million).

- ◆ Filipino businessmen value trust and personal relations. U.S. exporters are encouraged to maintain close contact with their Philippine importers. Regular market visits are favored by Philippine importers and regarded as a show of support.
- ◆ Exclusive distributorship agreements are preferred by Philippine importers. U.S. exporters can work with one or several importers provided the market coverage of each importer is properly identified.
- ◆ Good sales opportunities abound because of the robust Philippine economy, steady growth in the country's retail, foodservice and food processing sectors, and consumer familiarity with American brands. U.S. exports of consumer oriented food & beverage products remain particularly strong and are the best prospects for future growth.

## ***We Are Here to Help***

*<http://www.foodexport.org>*

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



### **Export Education**

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

### **Analyze Market Potential**

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

### **Export Assistance**

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

*"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)*

### **Enter New Markets**

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

### **Trade Missions**

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

### **Increase Market Share**

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

**For More Information Contact:**



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