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Voluntary Public

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GAIN Report Number:

Philippines

Post: Manila

FAS Helps U.S. Dry Peas Bite into Southeast Asia Snack Foods

Report Categories:

Export Accomplishments - Other

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Report Highlights:

Action taken by Post and the USA Dry Pea and Lentil Council (USADPLC) in 2010 to facilitate sample shipments of U.S. dried green peas to one of the largest food processing companies in the Philippines, on behalf of a U.S. exporter, has resulted in sales of \$900,000 and has established the U.S. exporter as a key supplier for the food processor's growing snack food operations in Southeast Asia. In addition, the Philippine food processor is now trialing samples of the U.S. exporter's dried yellow peas, with the logistical assistance of Post and USADPLC.

General Information:

In the fall of 2010, one of the largest food processors in the Philippines requested expedited samples of U.S. dried green peas from a U.S. exporter for trials in the company's growing snack food operations in Southeast Asia. However, due to the need to apply for and obtain Philippine import permits in order to ship commercially, the U.S. exporter experienced difficulty sending the samples in an expeditious manner. In an effort to resolve this situation, the U.S. exporter (via the USADPLC Southeast Asian representative) contacted our office and requested import assistance. As the sample product was for testing purposes only and not for commercial use, FAS Manila was able to facilitate the shipment via the U.S. Embassy channel.

As a result of this initial action taken by the USADPLC representative and FAS Manila, the U.S. exporter is now shipping U.S. green peas to the food processor's operations in the Philippines, Indonesia, Malaysia, Thailand, and Vietnam. The total volume and value of U.S. peas purchased to date total 3.3 million pounds, valued at more than US\$ 900,000. The business continues to grow and the Philippine food processor is currently trialing samples of U.S. dried yellow peas from the U.S. exporter, again with the logistical assistance of the USADPLC Southeast Asian representative and FAS Manila.