

Voluntary Report – Voluntary - Public Distribution

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Report Name: First US Commercial Shipment of Beef Embryos to the Philippines

Country: Philippines

Post: Manila

Report Category: Livestock and Products, SP1 - Expand International Marketing Opportunities, Export Accomplishments - Marketing, Trade Events and Shows

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Report Highlights:

On April 5, 2021, the first U.S. commercial beef cattle embryo shipment (valued at \$28,000) arrived in the Philippines. Juliana's Cattle Farm, owned by Mr. Rolando Lagaya and located in Batangas, purchased 93 straws to improve their herd genetics and increase beef production. The sale resulted from efforts by U.S. Livestock Genetics Export with USDA Market Access Program funding, including a reverse trade mission for Philippine buyers led by the Kansas Department of Agriculture. According to the trader that facilitated the transaction, they expect additional shipments of 100 to 200 straws of frozen beef embryos within the next 12 months. This sale follows USDA/APHIS finalizing a health protocol in May 2020 with the Philippine government for the importation of U.S. bovine embryos.

On April 5, 2021 the first-ever commercial shipment of U.S. beef cattle frozen embryos arrived in the Philippines, which follows the [market opening on May 19, 2020](#). The sale consisted of 91 straws, 32 of Angus and 59 straws of Charolais, valued approximately \$28,000. Juliana's Cattle Farm (JCM) purchased the U.S. beef embryos due to their perceived superior performance and as part of their plans to increase operations. JCM is owned by Mr. Rolando Lagaya and located in San Jose, Batangas.

Kansas becomes first state to ship beef embryos to the Philippines

The source of the beef embryos was [Fink Beef Genetics](#), a family-owned ranch in Randolph, Kansas. The ranch runs 200 registered Charolais and 200 registered Angus across 1,700 acres of grassland. The Fink family markets approximately 700 bulls annually and is recognized as one of the largest embryo transplant programs in the United States.

USDA sets the stage with marketing and negotiating market access

In early 2019, U.S. Livestock Genetics Export with USDA Market Access Program funding hosted a delegation of Philippine buyers, together with the Kansas Department of Agriculture. JCM participated in the reverse-trade mission, which included visits to Fink Beef Genetics and the Houston Livestock Show.

In May 2020, the USDA Animal and Plant Health Inspection Service finalized the health protocol for U.S. bovine embryo exports to the Philippines, removing a trade barrier and leveling the playing field for U.S. exporters regarding competition from Australia and Canada.

Prospects for beef embryos to the Philippines

Mr. Lagaya of JCM added that he purchases cattle genetics from other countries but recognizes the superior quality of U.S. cattle breeds. The business has been doing well despite COVID-19, with some consumers shifting from pork to beef since African swine fever greatly reduced domestic pork production and raised prices. Mr. Lagaya said that he will order additional beef embryos pending the success of his current endeavor, noting the cost savings of embryos at \$300 per straw compared to a live cow at \$14,300. The latter is the price per head of Akaushi (American wagyu) heifers he purchased from Flatonia, Texas, which also arrived in April.

The trader who facilitated this purchase sees growth potential in U.S. beef embryos to the Philippines. He expects additional orders between 100 to 200 straws of frozen beef embryos between the fourth quarter of 2021 to the second quarter of 2022, with stronger demand thereafter.

Further Information and Assistance

USDA/FAS at the U.S. Embassy in Manila is ready to help exporters of U.S. agricultural products achieve their objectives in the Philippines. Contact us at AgManila@usda.gov

Attachments:

No Attachments.