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Blue Diamond Growers Set to Meet Growing Demand in the Philippines

Report Categories:

Export Accomplishments - Other

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Report Highlights:

FAS Manila worked with Blue Diamond Growers (BDG) of California to connect with a new importer and build a bigger market for U.S. almonds in the Philippines. This effort has led to a first order that is expected to arrive in time for the holiday season, with additional orders expected.

General Information:

Beginning in 2012, FAS Manila started work with Blue Diamond Growers (BDG) of California to identify potential import partners. FAS Manila provided BDG with market information and importer connections that included an importer of dried fruit and nuts. This company had previously purchased smaller volumes in retail packs, but was interested in buying in bulk. The importer invited BDG's representative to visit them at the US Pavilion at the 2014 World Food Expo in Manila (the U.S. Pavilion was funded in part by FAS through Country Strategy Support Funds).

The positive meeting at World Food Expo led to a counterinvitation, and a subsequent order for two containers of BDG products. The products are expected to arrive just in time for the peak holiday season, and the importer has expressed interest in a further six container loads in 2015, amounting to \$720,000. This is also BDG's first shipment of bulk almonds to the Philippines. Shipment of bulk product is expected to bring down cost and stimulate increased sales. By way of comparison, total exports of U.S. almonds to the Philippines in 2013 amounted to \$1.4 million.